



Getting Started with LinkedIn

LinkedIn Tips

1. **Customize your URL** so that it is linkedin.com/yourname instead of the numbers automatically assigned when you first sign up.
2. **Choose a professional image.**
3. **Use keywords for your target industry/job** in your headline, about section/summary, and experience section. This will help optimize your profile when recruiters search for people in your field (and keywords will help optimize your resume as well). Not sure what keywords to use? Research job descriptions for positions that interest you, and look at profiles of people in your desired career and field.
4. **Make your summary and experience impact based.** Don't just talk about what you do, talk about the results that you've achieved ("I've written grants that secured over \$150,000 for non-profit organizations in my community"). Consider your audience and what they will value if they were on your profile.
5. **Show some personality.** 😊 We're actually serious about this one. LinkedIn isn't your resume, so don't be afraid to use first person and to inject some of your personality into your summary and headline. Show people your passions, values, and best accomplishments. That being said, keep it professional!

Exercises

Research keywords in your desired industry. One way to do this is to look at the profiles of others in your industry. Or, find job ads for positions that interest you and create a word cloud that highlights the most important terms. List these key terms below:

Use the keywords that you found above to write your “about” section for LinkedIn. Paragraph form is fine for this—use the space below to write 3 short paragraphs about your past experience, interests, and future goals:

Now use the keywords you’ve identified to write a headline. Remember, you only have 120 characters, so make sure it’s short but conveys your value proposition. Write a few different examples and share them with mentors or friends. Take votes on which is the strongest and ask why they prefer that headline over the others.