LinkedIn Account Tips

FAST FACTS

- Over 1 billion members in 200 countries
- 211 million members in the U.S.
- 92% of hiring managers look at a candidate's social media profile before an interview
- 58 million companies listed
- 5.7 million open jobs
- 60% of LinkedIn's users are between 25 and 34 years old

LINKEDIN PROFILE BASICS

Sign up for a free, basic account:

Navigate to the LinkedIn sign up page (https://www.linkedin.com/signup)
Type your first and last name, email address. Enter a password if prompted to do so.

Note: You must use your true name when creating a profile. Company names and pseudonyms are not allowed, as we explain in our User Agreement.

Do not use an email address that is associated with an office, position, or task, such as "marketing@company.com" or "sales@business.org."

Click Join now. Then,

1. Create/Build profile, including your custom LinkedIn URL
2. Search and follow groups and companies
3. Make connections

1. Create profile
    a. Upload photo - you should always have a photo (don't leave it blank!); professional dress; well-lit; face visible; no hats/sunglasses; plain background)
    b. Customize URL - this will create a URL that looks neater on your CV (as well as showing you're tech savvy and brand conscious).

        i. Click View Profile. On your profile, click the Edit icon next to Public profile & URL on the right pane. Under Edit your custom URL on the right pane, click the Edit icon next to your public profile URL. Type or edit the last part of your new custom public profile URL in the text box.
    c. Headline (Opportunity to *briefly* tell people who you are; distinguish yourself from others. Should not just say "student". See it as an elevator pitch. "econ major and aspiring financial analyst" or "UMO '24 - Interested in a Sales Position in B2B E-Commerce" or "Student: Helping X do Y."
    d. About/Summary - backs up headline. This is like the first 2 paragraphs of your resume. E.g. "I am a senior at Penn State University majoring in economics, starting to look for roles in the financial industry." (plus a few more sentences).
    e. Industry - put the field you think you might want to go into (you can always change it).
    f. Education - put your degree/major and university in the "education" section. In the "intro section" of your profile, you can check off whether you want your university to show up in the intro section or not.
    g. Experience - Share your previous and current roles, positions of responsibility, and details of your past work experience. List your internships, freelancing experience, and part-time jobs in this section.
    h. Skills - List all of your skills relevant to the jobs you are seeking. Include about 10 of your most current and relevant skills to your profile.
    i. Continuously update your profile! It's best to tick the box *not* to update all of your connections unless you want to announce you got a new job, role, or promotion.

Note: *You should check how other people in your industry set up their profiles as each industry does it a little differently.*

2. Search and follow groups and companies.
    a. Search and add groups to follow - LinkedIn Groups provide a space for members to engage in meaningful conversations around an industry or topic. By asking questions and sharing expertise, members can build deeper relationships with each other. This creates a robust community within LinkedIn.
    b. Search and add companies to follow - Following companies on LinkedIn can provide you with several different advantages, including receiving updates, showing your interest in the company, and for researching a company to prepare for an interview.

3. LinkedIn Connections
    a. Start with family members, friends, other students, professors, ZF community, ZF coaches.
    b. Engage! Comment, like, and post!