LinkedIn is a tool for building and engaging with a professional network, researching career fields and companies, and finding opportunities. First, use the tipsheet and sample on the following pages to develop your profile. Check out LinkedIn resources or webinars on our website or set up a career counseling appointment to have your profile reviewed.

Research

Explore the Columbia alumni information on LinkedIn by typing "Columbia University in the City of New York" in the search bar at the top. Click the “Alumni” button. You can do this for any school, whether you went there or not. Did you know there are over 175,000 Columbia students and alumni on LinkedIn?

- Use this tab to do research on where Columbia alumni live and work.
- Request informational interviews. See page 80 for an example of how you can reach out to someone.
- If you are a part of the same group as someone, you can send them a message directly, so be sure to join LinkedIn Groups like Columbia Career Connections and Columbia Alumni Association Network.

Connect

- Start by connecting with people in your immediate network: friends, family, classmates, professors, supervisors, and colleagues. Then, use the Advanced Search tool to find professionals in career fields or companies of interest to you—you will then see whether you have any shared connections.
- If you have a connection in common with someone, they will appear at the top of your list.
- If you are knowledgeable in the group’s subject matter, you can post questions or responses to items in the newsfeed or on a group’s page. You may also wish to post a request for career advice, but be specific about what you’re looking for. For instance, an alumna recently posted the following: “Do you know anyone who works for an international or US-based NGO in the field of disaster response/emergency preparedness? I’m changing careers and would like to do an informational interview. Thanks!” Multiple alumni responded with referrals. Note that this individual wasn’t asking for a job—she was just asking for an introduction.

> Check out the LinkedIn Students’ app!
LinkedIn is an effective tool to network with others virtually. In order to allow employers, recruiters, and others to find you, you need a profile that stands out and will entice professionals to contact you once they view your profile. Use this tipsheet as a guide to optimize your visibility and showcase your best work.

Benefits
- Ninety-six percent of recruiters use social media in the recruiting process (according to a 2015 Jobvite survey)
- Supports your traditional job search documents; shares professional information beyond your resume
- Allows for a passive job search and enhances Search Engine Optimization (SEO)
- Expands your network beyond first-degree connections and who you know
- Allows you to research organizations and industries of interest

Photo
- Should be professional and focused close up on your face
- You should be the only person in the photo

Headline
- The default setting is your most recent job title; edit the headline to reflect a brand statement that will attract attention
- Be creative so your headline will stand out
- Use keywords related to your intended profession or industry

Connections
- In general, connections should only be made with people who you have a personal or professional relationship with; ideally, you would be able to recommend each other for networking or job opportunities
- Always customize connection requests; this adds a personal touch and will remind the person who you are.
- Begin by connecting with family and friends; the more first-degree connections you have, the more helpful your second-degree connections you will have and the more helpful they will be
- Connect with classmates and professors, as well as with employers and colleagues at internships and jobs
- Continue to maintain your LinkedIn connections and add new ones as you meet people at networking events, future jobs, etc.
- You can remove connections and the person will not be notified

Websites
- Located in “Contact Information” under your photo and headline; great place to link to blogs and other websites
- Choose “Other” as the website type, and then specify the title of the website such as “Tensuko Taguchi Blog”
- You may want to also include important websites in the Summary section, which will be more immediately visible

Public Profile URL
- Claim your Public Profile URL for your name; add your LinkedIn URL to your resume, business cards, and email signature

Summary
- Create a professional summary written in the first person, focusing on answering four main questions: (1) Who are you professionally? (2) What do you do or want to do? (3) Why are you unique? (4) What are your skills and specialties?
- Include your contact information (e.g., email address), which makes it easier for people to reach you (this can also be listed in the Additional Information section)
- Be sure to include keywords for your industry; review job descriptions and other professionals’ profiles, as well as the Skills tool, to get more ideas on which keywords to use
- This section is extremely important for SEO
- You may add presentations, documents, projects, or videos to this section as well*

Experience
- Post your current position as well as at least two past jobs, internships, and/or volunteer opportunities (volunteer experiences can instead also be listed in a separate “Volunteer Experience” section)
- Under each position, list the bullet points from your resume; you can also add a few additional points if you’d like
- Use dashes to begin your bullet points for easy scanning and start your bullet points with strong verbs, just as you would on a resume; see page 23 for a list of strong verbs to get you started
- You can post presentation materials, writing samples, videos, and other industry-related materials to highlight the work you completed at each job*

Education
- Include all education as well as honors, awards, activities, significant projects, relevant courses, and/or other highlights
- You can receive recommendations from professors, which can be connected to this section
- You can also add a link to videos, images, documents, or presentations to showcase any school-related work and projects*
Skills and Endorsements
- Use this tool to identify pertinent skills for your industry, find professionals in your field, and find groups and companies in your industry.
- Add up to 50 skills to your profile (a minimum of five is recommended); this is another important section for SEO.
- As your network endorses your skills, be sure to return the favor (if appropriate).
- Skills with the most endorsements will be listed first by default, but you can rearrange the order.

Recommendations
- It’s ideal to have 1–2 recommendations for each of your most recent work/project experiences.
- When requesting a recommendation, your recommender must be a LinkedIn member.
- Customize the recommendation request to share why you are looking for a recommendation and what you would specifically like them to highlight; this will help each recommendation cover different aspects of your skills and qualifications.
- If you’ve worked with the person previously, you can recommend them and then ask for a recommendation in return.

Groups and Associations
- Join professional and social groups to highlight your interests and help you to expand your network.
- Check out the more than 300 groups affiliated with Columbia University, including Columbia Career Connections and Columbia Alumni Association Network.
- Other helpful groups include professional associations, such as the National Association of Mechanical Engineers and Professional Writers.
- You can decide which groups you want to be visible on your profile.

Additional Information
Interests
- Include your interests, both professional and personal; professional interests should relate somewhat to your field and personal interests should be unique.

Advice for Contacting
- Another place to list your contact information (i.e., email and phone number) and to specify how you want to be contacted.

Additional Sections
- You can reorder the sections on your profile and add sections that are not part of the standard template. For example, if you are a student, you may want your Education section to come first after your Summary section. Furthermore, you may want to highlight a specific class project under a “Projects” section to showcase industry-level skills and teamwork abilities to a prospective employer. Additional sections that you can add include:
  - Courses
  - Test Scores
  - Honors & Awards
  - Languages
  - Projects
  - Organizations
  - Patents
  - Publications
  - Certifications
  - Volunteer Experience

Privacy
Unlike Facebook, you want your profile to be as open as possible so that potential employers and other professionals can find and reach out to you about opportunities. You can control how people view your information and status updates in Settings.

Profile Strength
Profile strength is displayed by clicking the “Me” icon and then View profile; hold your cursor over the star to see which steps you’ve completed. To increase your profile strength, update your profile regularly and include the following:
  - Industry and location
  - Photo
  - Summary
  - Current position
  - Two past job positions
  - Education
  - Five skills
  - At least 50 connections
* Be sure to use watermarks over portfolios or other information that you want to remain proprietary; note that these documents will also populate the Project section.

Tip: Never use the standard connection request; always personalize your messages to those you wish to connect with. Try sharing why you’d like to connect, or reminding them of how you met if they’re not close connections.
Sample LinkedIn Profile (Continued)

Causes Rogerio cares about:
- Animal Welfare
- Arts and Culture
- Children
- Civil Rights and Social Action
- Poverty Alleviation

Languages

Portuguese  Spanish  Limited reading proficiency

Skills

Top Skills
1. Research
2. Customer Service
3. Microsoft Excel
4. Microsoft Word
5. Editing
6. Microsoft Office
7. Event Planning
8. Microsoft CRM
9. Film Production
10. Video Production

Also knows about:
1. TV Production
2. Management
3. Leadership
4. Visual Storytelling
5. Data Analysis
6. Program Management
7. Public Speaking
8. Social Media
9. Storytelling
10. Budgeting

Education

Columbia University in the City of New York
Bachelor of Arts (B.A.), Film and Media Studies, 3.00 2012 - 2017
Activities and Societies: Columbia Undergraduate Film Production
- 5 courses

Courses

- Beginning Video (FILM1005)
- Cinema History II: 1900-1950 (FILM2001)
- Cinema History II: 1900-1950 (FILM2002)
- Intro to Film & Media Studies (FILM1001)
- American Television Drama (FILM2041)

Internship at Center for Career Education
Columbia University in the City of New York

Rebecca Scharman

Helping students and alumni find their professional path.
Senior Associate Director, Undergraduate Career Development.

Rogerio is a strong contributor to the undergraduate career development team at CCE. He is an excellent researcher and writer. Rogerio is also a valuable expert on follow-up, and always great compassion for the population we serve at Columbia. He has created and led multiple career resources, compiled lists of opportunities for students, and warmly welcomed many to the Center.

May 10, 2015, Rebecca managed Rogerio at Columbia University in the City of New York

Connections

All 100  Shared (1)  Now (2)