LinkedIn Quick Guide 2018

What is LinkedIn and how does it differ from other social media platforms?
LinkedIn is your professional face to the online world.

How is LinkedIn Used?
- Present an online combined resume and CV
- Network with people, groups, alumni associations
- Link to your profile in your email signature and in your resume
- Search for jobs
- Allow employers to find information about you
- Find information about potential employers
- Give and receive skill endorsements
- Give and receive recommendations and references

What should your LinkedIn profile have?
- Professional language (free of typos and grammatical errors)
- Professional photo – you alone, no selfies, simple background, remember to smile!
- Catchy headline – How do you define yourself?
- Professional summary and goals – succinct description of your strengths, achievements and goals
- Hard and soft skills – include both technical skills and transferable skills, such as communication and leadership
- Honors and awards – can include grants or funding awards
- Publications – include links to the publications
- Links to your website, online projects, or online portfolio

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primarily personal</td>
<td>Personal or Professional</td>
<td>Professional</td>
</tr>
<tr>
<td>Be aware of privacy</td>
<td>Public or private</td>
<td>Some degree of privacy</td>
</tr>
<tr>
<td>Differentiate between what is public and what your friends see</td>
<td>Cannot selectively post publicly or privately</td>
<td>Differentiate between what is public and what your network sees</td>
</tr>
<tr>
<td>Don’t want potential employers to be able to browse personal updates/photos/rants etc. Do be cognizant of what you (re)share/(re)tweet.</td>
<td></td>
<td>Do want potential employers to be able to look you up</td>
</tr>
<tr>
<td>Can be used for networking: telling friends/family you are on the job market</td>
<td>Can be used to follow potential future employing organizations or companies</td>
<td>Designed for networking and job searches</td>
</tr>
</tbody>
</table>
Helpful Resources:
http://www.sciencemag.org/careers/2017/12/keys-powerful-linkedin-profile
http://www.socialmediatoday.com/content/how-use-linkedin-powerfully-10-tips-know
https://www.linkedin.com/pulse/20141203191548-87071991-your-linkedin-headline/
https://www.linkedin.com/pulse/10-tips-students-new-grads-linkedin-omar-garriott/
https://university.linkedin.com/linkedin-for-students