

## LinkedIn

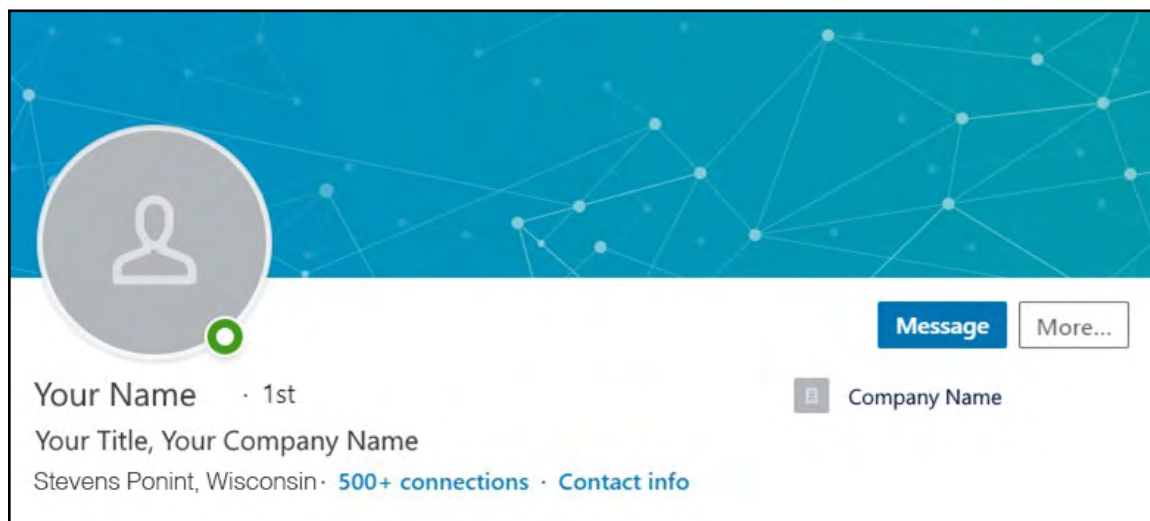
### Maintaining Connections

Now that you have learned a bit about how you can connect with potential employers and other experts in your field, it is important to think about how to best keep in touch with them as you grow throughout your time at UWSP. If you have connected with someone via email, be sure to occasionally send them updates on your academic and career journey. Attend career fairs and other networking events on campus to see them again in person and ensure that you stay on their radar. Another great way to maintain communications with people in your network is to connect with them on LinkedIn.

Using LinkedIn is a great way to stay connected with current and former employers, classmates, and faculty, as well as recruiters you meet at career fairs and other networking events. Below are some tips about how to begin building your LinkedIn presence if you haven't already started.



### Components of A LinkedIn Profile



**Background Image** | This is the first thing visitors see when they land on your profile, along with your headshot. Choose a photo that brings out your personality but is also professional.



**Headshot** | Select a photo that represents you professionally. It doesn't need to be fancy – if you are dressed professionally and are alone in the shot, anyone can take your photo.



**Headline** | Use your 120 characters wisely. Think of how you can stand out or communicate important information about yourself in one quick line.

## LinkedIn



**About** | Use this space to highlight your most important experiences, skills, and strengths. Include information about what you're seeking and what motivates you to work in your chosen industry. Include keywords specific to your field but avoid just listing buzzwords (examples: strategic, team player, creative).



**Experience** | Give more information than just your title and dates of employment. Include a description of your role that highlights your accomplishments. Do not copy and paste directly from your resume – while you can start with the content from your resume, you are not limited in the amount of space you can use on LinkedIn.



**Education** | List colleges and universities you've earned a degree from or where you are currently enrolled. Be sure to list your anticipated graduation date and any additional educational experiences you've had, including study away or study abroad programs.



**Volunteer Experience** | Adding volunteer experience is a great way to round out your profile and is often viewed by hiring managers as equivalent to work experience. It's also another great way to connect to your community and find common interests among your network.



**Skills** | Add skills – this is the easiest and fastest way for your connections to support the work you have done and endorse your performance. It's recommended to have at least five skills listed on your profile. Be sure to include skills that are sought after in your industry as well as those that help you stand out.

\*LinkedIn has quite a few other optional sections that you can add based on your experiences and industry. Make sure that you are updating your LinkedIn sections at least once per year or more often if you're actively searching.

### Begin Connecting

Now that you have your basic profile completed, it's time to connect! Unless you know the person well, you will want to send a personalized message to explain how you know them and why you want to connect. Keep in mind that it is not good practice to ask someone for a job or internship in your connection message on LinkedIn.

