



# LINKEDIN TIPS FOR STUDENTS

Think of LinkedIn as the dynamic, interactive version of your resume, your professional social media account, and database of your contacts and connections. When a recruiter searches your name online, your LinkedIn profile may be the first result, so it should reflect how you want to be known professionally.

How can you use the platform to your advantage and make the world's largest professional network a little bit smaller?

## TOP 10 LINKEDIN TIPS FOR YOU

### CREATE YOUR UNIQUE PROFILE.

Use the checklist at the back of this handout as a guide to which elements to include.

### PROOFREAD, REST, THEN PROOFREAD AGAIN.

Wait to make your profile visible to others until after you have corrected any errors and typos.

### KEEP IT CURRENT.

Be sure to update your LinkedIn profile as often as you update your resume.

### LET PEOPLE SEE YOU.

Yes, you should have a photo on your profile. No, you do not need to pay a pro photographer to take it.

### LEAVE PERSONAL LIFE OUT OF IT.

Use other social media platforms for making weekend plans and sharing cat videos. Your audience for LinkedIn is your boss and your colleagues.

### JOIN GROUPS.

Request to join groups related to your school, your skills, your professional organizations and interests.

### BEWARE THE "EASY" CONNECTION TOOLS.

When you want to connect with someone, go to their profile before you click Connect, so you can send a short personalized message.

Clicking Connect from a suggested contact list will spam the person with a generic message.

### FOCUS ON THE 1ST & 2ND DEGREES.

Your friends and roommates today will be your colleagues and clients tomorrow. You can also use the alumni search to identify potential contacts.

### ASK FOR ADVICE.

Use LinkedIn to set up informational interviews with alumni or other acquaintances that are not on Terrapins Connect. You can ask about your contact's career path, or about useful skills and activities. Refrain from asking your recent acquaintances for a job. Send a thank you note after your conversation.

### USE LINKEDIN LEARNING TO DEVELOP EXTRA SKILLS.

All students have free access to LinkedIn Learning, where you can develop all kinds of technical and non-technical skills, and even practice for a coding interview.

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## LINKEDIN SUMMARIES FOR STUDENTS

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Your LinkedIn summary tells recruiters, colleagues and classmates:

- how you want to be known professionally
- type of professional opportunities you are seeking (internship, new job, networking)
- your principal skills and expertise

The samples provided here do not represent all types of acceptable summaries, but can provide direction in crafting your own.

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### SAMPLE SUMMARIES

#### First and Second Year of College

##### UNDECIDED ENGINEERING

I am an ambitious first year engineering student at the University of Maryland. I hope to one day fix the biggest problems in the world, and will use my time in college to explore every facet of engineering to find what interests me the most.

I am currently seeking exposure to the field

##### BIOENGINEERING MAJOR

I am a freshman bioengineering student eager to make a difference in the field of human health care.

I am interested in summer internship or research opportunities that will allow me to explore this field and fuel my passion. Outside of class, I am involved with the Biomedical Engineering Society, and work

##### MATERIALS SCIENCE & ENGINEERING SOPHOMORE

Sophomore at the University of Maryland, College Park, seeking a degree in Materials Science and Engineering. Interested in the application and development of polymer materials. Strong leadership and communication skills as demonstrated through previous class project experience. Currently seeking research opportunities on campus and summer internship opportunities.

#### Career Objective or Industry

##### AUTOMOTIVE ENGINEERING

I am a junior mechanical engineering student who is very passionate about cars. It is my goal to work in the automotive industry as a mechanical drive systems engineer in order to make the cars of tomorrow safer, more reliable, and efficient.

This past summer, as a safety engineering intern at Ford Motors, I was responsible for testing systems to ensure emissions and safety compliance with all government regulations. On campus, I have been a member of Terps Racing for the past 2 years, where I am the drive systems sub-team leader, and have numerous hours of hands-on experience building the systems and working with the team. I

##### FUTURE TECHNICAL CONSULTANT

As a senior chemical engineering student in my final year of the Quality Enhancement Systems and Teams (QUEST) Honors Program, I am excited to apply my analytical skills in the field of consulting. I am a team player, and would like to work in a fast-paced collaborative environment to solve the challenging problems of today.

With QUEST, I have had the opportunity to work on many projects that combine the fields of engineering, business, and computer science to come up with innovative solutions. I have further developed my communication and problem solving skills as a Physics 2 Teaching Fellow. I look forward to the

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## SAMPLE SUMMARIES, CONT'D

### Career Objective or Industry

#### SUSTAINABLE ENERGY ENTRY LEVEL JOB

As a senior Electrical Engineer at the University of Maryland, I am passionate about sustainability. My technical skills include hardware such as nScope, Arduino, and Raspberry Pi as well as CAD software including Autodesk Inventor, Solidworks, and Creo Parametric 3.0. I also have ample coding experience in UNIX and Verilog Hardware Description Language. Through my experience with the UMD Solar Decathlon team, I've applied these skills to an intensive interdisciplinary project to create a 100% solar powered and water efficient home. The energy subsystem team and I designed and coded an energy system that accurately predicted weather patterns and made recommendations for daily energy use. Our home earned 2nd place overall in the international competition, and 1st in the US for our innovation and integration of our many systems.

#### AEROSPACE CO-OP OR INTERNSHIP

Third-year Aerospace Engineering student at the University of Maryland (UMD) with a keen interest in high-speed aerodynamics and boundary layer interactions. Previous internship experience at Sikorsky for the CH-53K Heavy Lift Systems Engineering Group. Currently pursuing departmental honors research in drag buildup at the High-Speed Aerodynamics and Propulsion Laboratory at UMD.

Seeking a co-op or internship to build a long-term career in aerospace engineering to apply engineering principles to solve real-world problems and gain overall insight into the profession.

#### STRUCTURAL ENGINEERING

I always knew I wanted to be a Civil Engineer. As a child, visiting construction sites and drawing all day was more fun than watching cartoons. I took this passion with me to the University of Maryland and really cultivated my interests as I earned my bachelor's degree in Civil Engineering. My time spent working on Engineers without Borders projects and as the Treasurer of the Association of Civil Engineering chapter on campus furthered my interests professionally while contributing to my social development.

My goal as a Civil Engineer is to not only develop the world around us but do so in a way that is sustainable and environmentally conscious. Currently, I am a Structural Engineer with Clark Construction Group in DC. I assist in the design and planning of the construction of new buildings while also overseeing the construction process. I bring my passion for design and sustainability with me to work every day. I strive to be a life-long

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## A FEW MORE NOTES ON THE SUMMARY

**A LinkedIn summary** is the first thing that recruiters looking at your LinkedIn profile will read.

You can choose how much of your personal "voice" comes through, but be sure to

- use appropriate and professional punctuation and grammar
- proofread for spelling and capitalization errors

If you are looking for a new job but you are not ready to tell your current employer, be sure to adjust your privacy settings in LinkedIn so you don't share profile edits. Keep your intentions subtle in your headline and summary as well.

LinkedIn summaries take on many different forms and styles, but most important to impressing recruiters is to be as clear and authentic as possible.

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## STARTING A CONVERSATION ON LINKEDIN

Once you find a person you want to connect with, you may send them a connection request with a personalized message describing why you would like to connect with them. Note that the initial connection request is limited to 300 characters, so it is important to be as concise as possible while getting the necessary information across.

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### In the initial message, you should...

- Introduce yourself & remind the person where & when you met (if you already met them)
- Briefly explain why you would like to connect with them
- Ask if they would be interested in furthering the discussion
- Thank the recipient for their time

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### Tips on writing an initial message:

- Be direct. Never exchange messages that are ambiguous or drawn out. Instead, be straightforward and transparent about what you want.
  - Ask unique and specific questions. Never ask about information that can be easily found online.
  - Only ask for advice about employment opportunities and connecting with employers
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## EXAMPLE CONVERSATIONS



**Amanda**

Hi Erin, I saw that you graduated from UMD in 2013 with a BS in mechanical engineering. As a senior anticipating graduation in the spring, I could use some guidance from an experienced engineer like you. Would you be interested in talking to me about your career experience?



**Erin**

Hi Amanda, nice to meet you! I'm happy to chat with you by phone at (123) 456-7891 or by email at [janedoe@umd.edu](mailto:janedoe@umd.edu). Can you provide me with some additional details about any questions you may have? Thanks!



**Amanda**

Hi Erin, I am a bioengineering student at UMD interested in a position at NIH. I found your profile while researching NIH on LinkedIn and am interested in learning more about your experience. I hope we can connect! I am excited to learn from a fellow Terp!



**Erin**

Hi Amanda, nice to meet you. I am happy chat with you and share my experience. What is the best way to reach you?

### Follow-Ups

After you send the initial message, it is important to give the recipient time to respond. To demonstrate respect for the employers timetable, **never send more than one message**, even if you don't seem to be getting a response. If you receive a response, you can provide any necessary additional information.

### In the follow-up message, you should...

- Include your availability and preferred method of contact
- Ask the recipient for their availability, if not already provided
- Include any additional information about your inquiry that will help them prepare for your meeting.
- Thank the recipient for their time