

LinkedIn GUIDE



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“It’s no longer enough to have a solid resume. Students need a professional online presence!” – **Holly Paul, US Recruiting Leader, PriceWaterhouseCoopers**

Using social media sites such as LinkedIn will enhance your networking capabilities. Your profiles on social media need to be professional and must market your best qualities and skills. Topics in this guide include:

- ◆ Top 5 Profile Tips
- ◆ Building a Great Student Profile
- ◆ How To Network on LinkedIn
- ◆ How to Find Your Career Passion using LinkedIn
- ◆ Top 10 Online Job Hunting Tips
- ◆ Conducting Employer Research
- ◆ LinkedIn Q&A: LinkedIn Etiquette

Top 5 Profile Tips:

1. Fill in your Employment History:

Keep your network informed about your past positions and professional accomplishments.

2. Add your Education:

Enter your school and LinkedIn can help you re-connect with your classmates and meet fellow alumni.

3. Add a Photo:

Help people remember you by adding a professional-looking photo to your profile. Career Planning Office can assist you taking a professional photo.

4. Add at least 3 Skills:

Be found in searches. Enter keywords to represent your industry and function. For example: “IT” “Marketing” “Counseling” “Teaching” etc.

5. Create your own Vanity URL:

Customize your profile URL that appears in search results. Share with colleagues, put on your resume, or add to signatures and business cards.