THE UNIVERSITY OF RHODE ISLAND
COLLEGE OF BUSINESS

LinkedIn Tips Sheet

Why LinkedIn?

LinkedIn is the world's largest online professional networking platform that features resources and benefits to support professionals in all career fields. LinkedIn allows users to highlight skills and experiences, promote their professional brand, connect with other professionals, access resources, network, and identify job opportunities.

Building Your LinkedIn Profile

To make the most of your Linkedin, students should first create a comprehensive profile. Professionals, recruiters, and employers will review your profile to determine your skills and qualifications.

How to Use LinkedIn

Identify network contacts and send invitations to connect. Search for jobs and internships. Identify the skills, experience, and education of professionals working in your target jobs. Join professional groups. Explore salary information.

Tips for Making the Most of LinkedIn

Utilize the Alumni Finder Function Locate the URI page in LinkedIn via search box, on the URI page, click on "Alumni", search via categories or keywords.	**Integrate keywords throughout your profile** Optimize your profile by incorporating keywords into Headline, About, Experience, Education, and Skills sections.
Note your pronouns To update: Click on the pencil in the section that features your name, select pronouns from the drop-down list or click custom to add pronouns, then click Save.	**Develop an effective headline** Identify your primary purpose in using LinkedIn and create a headline that captures attention and summarizes your ambitions.
Customize your LinkedIn URL To update: From your profile page, click on Edit public profile and URL, click pencil by Edit your custom URL, type in your new name, then click Save.	**Feature your skills** Select professional, technical, and personal skills that relate to your career interests. The top three are most important (shown without clicking).
Add your industry when completing your profile Employers search for potential candidates via the industry field. Select the industry that most closely matches your aspirations and experience.	**Direct people from your profile to your work** Direct readers to samples of your work. Include media, attachments, class projects, links to your portfolio, etc.
Customize invitations and add a call to action Customized invitations are more likely to be accepted; asking for a quick Zoom meeting helps engage others.	**Choose the best photos for LinkedIn** Include a clear and professional profile photo and cover photo that is meaningful to you or your career field.

Create or update your LinkedIn profile using our LinkedIn Rubric criteria below. Point values:

[_] **1 pt** = Account Created — LinkedIn account is created

Adapted from the *LinkedIn Quick Tip Sheet* by the Center for Career and Experiential Education at the Fannon Institute for Student Success, University of Rhode Island

[_] **2 pts** = Basic Profile is Incomplete
[_] **3 pts** = Basic Profile is Complete
[_] **4 pts** = All Star Profile is Incomplete
[_] **5 pts** = All Star Profile is Complete

5 or more sections completed at All Star Level
7 or more sections completed at All Star Level
10 or more sections completed at All Star Level
All sections completed at All Star Level!

Profile Sections	Working Towards Expectations	Professional Level
LinkedIn URL	• Assigned by LinkedIn	• Customized
Photo	• Selfie or cropped photo from personal life • Default cover photo	• Professional profile picture • Updated cover photo
Headline	• Generic headline such as "Student at URI"	• Engaging Headline that reflects personal brand and summarizes ambition
About	• Limited Summary • Does not express interest or tie in past experience(s) • Does express ambition or goals • Not professionally written	• Summary briefly (1-3 paragraphs): • Describes previous experience • Conveys direction/ambition/passion • Spells out goals or accomplishments • Uses professional but personal voice • Contains relevant industry keywords
Connections	• <50 connections with professionals	• 50+ connections with professionals in field
Experience	• <2 experiences listed • Descriptions lack detail, are unclear, and/or do not include accomplishments • Typos or errors are present	• 2+ experiences listed • Descriptions are clear and concise and encapsulate skills, duties and accomplishments • No typos or errors
Education	• Incomplete education history	• Complete education history listed, includes: universities attended, graduation dates, degrees, and relevant activities/societies/study abroad
Skills & Expertise	• <5 skills listed • Skills not endorsed	• 5+ relevant skills identified • Skills endorsed by appropriate connections
Accomplishments & Volunteer Experience	• < 2 accomplishments added	• 2+ relevant accomplishments added: • Relevant courses • Honors/Awards • Projects/Publications • Languages • Certifications • Volunteer Experience
Interests (Following)	• Not following members of relevant groups, companies, or influencers	• Connected to groups, companies and thought leaders or Influencers in your field
Overall Competencies of Profile	❑ The profile provides some information, but does not provide an accurate portrait of your direction or experience	❑ The profile demonstrates an in-depth understanding by providing completeness in all relevant fields

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