

Quick Tip Sheet

LinkedIn

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 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 skills, experience, and education of professionals working in your target jobs. Join professional groups. Explore salary information.

Tips for Making the Most of LinkedIn

<p>Use the LinkedIn Alumni Finder Tool Directions: Locate URI page in LinkedIn via search box, on URI page click on Alumni, search via categories or keywords.</p>	<p>Integrate keywords throughout your profile Optimize your profile by incorporating keywords into Headline, About, Experience, Education, and Skills sections.</p>
<p>Note your pronouns To edit: Click on pencil in the section that features your name, select pronouns from drop-down list or click custom to add pronouns, then click Save.</p>	<p>Develop an effective headline Identify your primary purpose in using LinkedIn and create a headline that captures attention and summarizes your ambition.</p>
<p>Customize your LinkedIn URL To update: From profile page click on Edit public profile and URL, click pencil by Edit your custom URL, type in your new name, then click Save.</p>	<p>Feature your skills Select professional, technical, and personal skills that relate to your career interests. The top three are most important (shown without clicking).</p>
<p>Add your industry when completing your profile Employers search for potential candidates via the Industry field. Select industry that most closely matches your work.</p>	<p>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.</p>
<p>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.</p>	<p>Choose the best photos for LinkedIn Include clear and professional profile photo and cover photo that is meaningful to you or your career field.</p>

LinkedIn Rubric

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

- | | |
|--|---|
| <input type="checkbox"/> 1 pt = Account Created | LinkedIn account is created |
| <input type="checkbox"/> 2 pts = Basic Profile is Incomplete | 5 or more sections completed at All Star Level |
| <input type="checkbox"/> 3 pts = Basic Profile is Complete | 7 or more sections completed at All Star Level |
| <input type="checkbox"/> 4 pts = All Star Profile is Incomplete | 10 or more sections completed at All Star Level |
| <input type="checkbox"/> 5 pts = All Star Profile is Complete | All sections completed at All Star Level |

Profile Sections	Basic Level	All Star Level
LinkedIn URL	<input type="checkbox"/> Assigned by LinkedIn	<input type="checkbox"/> Customized
Photo	<input type="checkbox"/> Selfie or cropped photo from personal life <input type="checkbox"/> Default cover photo	<input type="checkbox"/> Professional profile picture <input type="checkbox"/> Updated cover photo
Headline	<input type="checkbox"/> Generic headline: "Student at URI"	<input type="checkbox"/> Engaging headline that reflects personal brand and summarizes ambition
Location	<input type="checkbox"/> No location selected	<input type="checkbox"/> Location selected
Industry	<input type="checkbox"/> No industry selected	<input type="checkbox"/> Industry chosen from options
About	<input type="checkbox"/> Limited Summary <ul style="list-style-type: none"> o Does not express interest or tie in past experience(s) o Does express ambition or goals o Not professionally written 	<input type="checkbox"/> Summary briefly (1-3 paragraphs): <ul style="list-style-type: none"> o Describes previous experience o Conveys direction/ambition/passion o Spells out goals or accomplishments o Uses professional but personal voice o Contains relevant industry keywords
Connections	<input type="checkbox"/> <50 connections with professionals	<input type="checkbox"/> 50+ connections
Experience	<input type="checkbox"/> <2 experiences listed <input type="checkbox"/> Descriptions lack detail or unclear <input type="checkbox"/> Does not include accomplishments <input type="checkbox"/> Typos or errors are present	<input type="checkbox"/> 2+ experiences listed <input type="checkbox"/> Descriptions are clear and concise <input type="checkbox"/> Includes skills/duties/accomplishments <input type="checkbox"/> No typos or errors
Education	<input type="checkbox"/> Incomplete education history	<input type="checkbox"/> Includes, universities attended, graduation dates, degrees, and relevant activities/societies/study abroad
Skills & Expertise	<input type="checkbox"/> <5 skills listed <input type="checkbox"/> Skills not endorsed	<input type="checkbox"/> 5+ relevant skills identified <input type="checkbox"/> Skills endorsed by connections
Accomplishments & Volunteer Experience	<input type="checkbox"/> <2 accomplishments added	<input type="checkbox"/> 2+ relevant accomplishments added: Relevant courses, Languages, Honors/Awards, Volunteer Experience, Projects/Publications, Certifications
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