

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, which can be utilized at no-cost, allows users to:

- Highlight their skills and experience
- Connect with other professionals
- Effectively network
- Promote their professional brands
- Access resources and information
- 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.

See the reverse side of this QTS to learn more about each section and how to maximize your profile's effectiveness.

How to Use LinkedIn

- Create an effective profile
- Update your profile every 3-4 months
- Identify network contacts and send invitations to connect
- Search for jobs and internships via the Jobs tab
- Identify skills, experience, and education of professionals working in your target job(s)
- Join professional groups
- Explore salary information through LinkedIn Salary link

Tips for Making the Most of LinkedIn

<p>Use the LinkedIn Alumni Finder Tool <i>Identify URI alumni in your target career field</i> 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 <i>Should be relevant to your career field/industry</i> Optimize your profile by incorporating keywords into Headline, About, Experience, Education, and Skills sections.</p>
<p>Note your pronouns <i>Choose the pronouns that reflect your identity</i> 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 <i>Headlines drive outcomes</i> Identify your primary purpose in using LinkedIn and create a headline that captures attention, reflects your personal brand, and summarizes your ambition.</p>
<p>Customize your LinkedIn URL <i>Create and communicate your professional brand</i> 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 & use LinkedIn's skills taxonomy <i>Employers search for people via their skills</i> 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 <i>Identifies your career area and lets employers find you</i> 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 <i>Show people what you can do, don't just tell them</i> 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 <i>Connect effectively and build relationships</i> 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 <i>Feature effective profile and cover photos</i> Include clear and professional profile photo and cover photo that is meaningful to you or your career field.</p>

LinkedIn Rubric

Complete (All Star) LinkedIn profiles are 40x more likely to receive opportunities through LinkedIn than those with incomplete profiles and they tend to rank higher in LinkedIn and Google search results. This means you will have the opportunity to connect with more professionals and truly experience the networking benefits of LinkedIn¹. It will also help you to develop your online presence and professional brand.

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

- 1 pt** = Account Created *LinkedIn account is created*
- 2 pts** = Basic Profile - Incomplete *5 or more sections completed at All Star Level*
- 3 pts** = Basic Profile - Complete *7 or more sections completed at All Star Level*
- 4 pts** = All Star Profile - Incomplete *10 or more sections completed at All Star Level*
- 5 pts** = All Star Profile - Complete *All sections completed at All Star Level*

Profile Sections	Basic Level	All Star Level
LinkedIn URL	<input type="checkbox"/> Not customized (assigned by LinkedIn)	<input type="checkbox"/> Customized
Photo	<input type="checkbox"/> Selfie or cropped photo from personal life	<input type="checkbox"/> Professional profile picture
Headline	<input type="checkbox"/> Generic headline such as "Student at URI"	<input type="checkbox"/> Engaging Headline that: <ul style="list-style-type: none"> o Reflects personal brand o Summarizes ambition o Catches attention
Location	<input type="checkbox"/> No location selected	<input type="checkbox"/> Location selected (where targeting career)
Industry	<input type="checkbox"/> No industry selected	<input type="checkbox"/> Industry chosen from options (keyword search)
About (formerly Summary)	<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 relevant experience or connects background and skills o Conveys direction/ambition/passion o Spells out goals or accomplishments o Uses professional but personal voice o Contains keywords relevant to industry
Connections	<input type="checkbox"/> <50 connections with professionals	<input type="checkbox"/> 50+ connections with professionals in your field
Experience	<input type="checkbox"/> <2 experiences listed <input type="checkbox"/> Descriptions lack detail, are unclear, and/or do 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 and encapsulate skills, duties and accomplishments <input type="checkbox"/> No typos or errors
Education	<input type="checkbox"/> Incomplete education history	<input type="checkbox"/> Complete education history listed, including <ul style="list-style-type: none"> o University level Institution(s) o Graduation Date(s) o Degree(s) o Activities/Societies/Study Abroad if applicable
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 appropriate connections
Accomplishments & Volunteer Experience	<input type="checkbox"/> <2 accomplishments added	<input type="checkbox"/> 2+ relevant accomplishments added: <ul style="list-style-type: none"> o Relevant courses o Honors/Awards o Projects/Publications o Languages o Volunteer Experience o Certifications
Interests (Following)	<input type="checkbox"/> Member of relevant and irrelevant groups <input type="checkbox"/> Not following companies / Influencers	<input type="checkbox"/> Connected to groups, companies and thought leaders or Influencers in your field
Overall Competencies of Profile	<input type="checkbox"/> The profile provides some information, but does not provide an accurate portrait of your direction or experience	<input type="checkbox"/> The profile demonstrates an in-depth understanding by providing completeness in all relevant fields