

# LinkedIn Best Practices and Checklist

As you make new professional connections, you need a place to stay in contact. LinkedIn is the **premier platform for creating and maintaining your professional online presence**. On **LinkedIn**, you can engage with your connections, expand your network, and search for job and internship opportunities. This tool is particularly important for grad students to facilitate staying in touch with people studying or working in more specialized fields.



## LinkedIn Best Practices

1. Create a **custom URL** related to your name by going to your profile and selecting 'Edit public profile & URL.'
2. Connect with people you meet at conferences, academic events, industry meetings, career fairs and other networking opportunities within **24 hours** of meeting them.
3. When connecting with someone, send a **personalized message** explaining the purpose for your invitation to connect.

*Hi Xiomara: I am currently a mechanical engineering master's student completing my thesis work at Oregon State and hope to enter the aerospace industry upon graduation. I noticed that you are an OSU alumna with experience in this industry. I would love to connect with you and learn more about your career path. Thanks in advance! -Phuong Quynh*

4. **Follow organizations** and influencers that align with your goals and values.
5. **Stay active** in your network and share, like and comment on posts you find interesting. Post articles or original content to develop a reputation in your field.
6. Apply for jobs through the LinkedIn job board.

## Use the LinkedIn Alumni Search to Explore Careers and Network

Find out where your classmates and recent OSU alums from your program are working and how they got there.

Search for Oregon State University's page and click on the 'Alumni' tab. Then search for your field or program by keyword. You can see where the alums are, follow their careers, make a list of possible companies and send messages to connect with them. Your affiliation with other Beavers may be your foot in the door of a great opportunity.

# LinkedIn Checklist

## PHOTO

- ☐ Industry-appropriate attire
- ☐ Plain or natural background
- ☐ No selfies, but doesn't need to be professionally done
- ☐ Just yourself

## HEADLINE

This is a short sentence to tell someone who you are and what you have to offer.

- ☐ Relate it to your field of study/industry.
- ☐ Mention what you want to do.
- ☐ Make it short, memorable and professional.

**Example:** *Scholar in Feminist Rhetoric; Creative Writer and Editor; Seeking Professorial Role*

## SUMMARY

In a few sentences to a few paragraphs, demonstrate why they should hire you.

- ☐ Be clear and concise.
- ☐ Use key words that are relevant to your industry.
- ☐ Describe your skills and goals.

**Example:** *In my three years of study at Oregon State University, I have been highly involved in intercultural and diversity student activities and organizations. Together with my Spanish and sociology education, these experiences have inspired me to pursue a career with non-profits, specifically working with Latinx communities, post-graduation.*

## WORK AND VOLUNTEER EXPERIENCE

- ☐ Include past and current work experiences, leadership roles, military experience and/or volunteer opportunities.
- ☐ Highlight your accomplishments.
- ☐ Use power statements.
- ☐ Can include more information than a standard résumé, but keep it concise and effective.

## SKILLS AND ENDORSEMENTS

- ☐ Make sure the skills you list are relevant to your industry.
- ☐ If making a career or discipline shift, focus on universal, transferable competency skills (such as communication, problem solving, etc.).
- ☐ Add at least five skills.
- ☐ Connections can endorse you for the skills at which you are best.
- ☐ Endorse the skills of people with whom you have direct experience. Message coworkers, faculty, etc. and ask for endorsements of your skills.

## EDUCATION

- ☐ Do not list high school.
- ☐ Include community college or previous school if applicable.
- ☐ List your university, field of study and expected graduation year. Upload articles, thesis work, discuss projects.
- ☐ List the activities and societies in which you are involved.

## RECOMMENDATIONS

- ☐ Ask supervisors, professors or team mates to write you a recommendation.
- ☐ Pick a person who knows your skillsets and abilities well.

## ACCOMPLISHMENTS

- ☐ Include projects, certifications, languages, relevant courses, military acknowledgments and compelling awards.

## CUSTOM URL

- ☐ Customize/personalize your public URL so that it reflects your name and can be used in professional documents like résumés.