



From the Career Center

Using LinkedIn professionally will help you greatly in establishing connections, developing relationships, and exploring companies and industries.

Your LinkedIn profile is often thought of as an online version of your [resume](#). The basic profile you create will likely closely resemble your resume. However, LinkedIn allows you to enhance the content of your resume and use your profile as a dynamic networking tool.

Please note: LinkedIn is constantly updating their site and adding new features. This guide will be updated on a quarterly basis to reflect those changes.

For more information about LinkedIn or to have your profile critiqued after incorporating the suggestions in this guide, please contact the Career Center.

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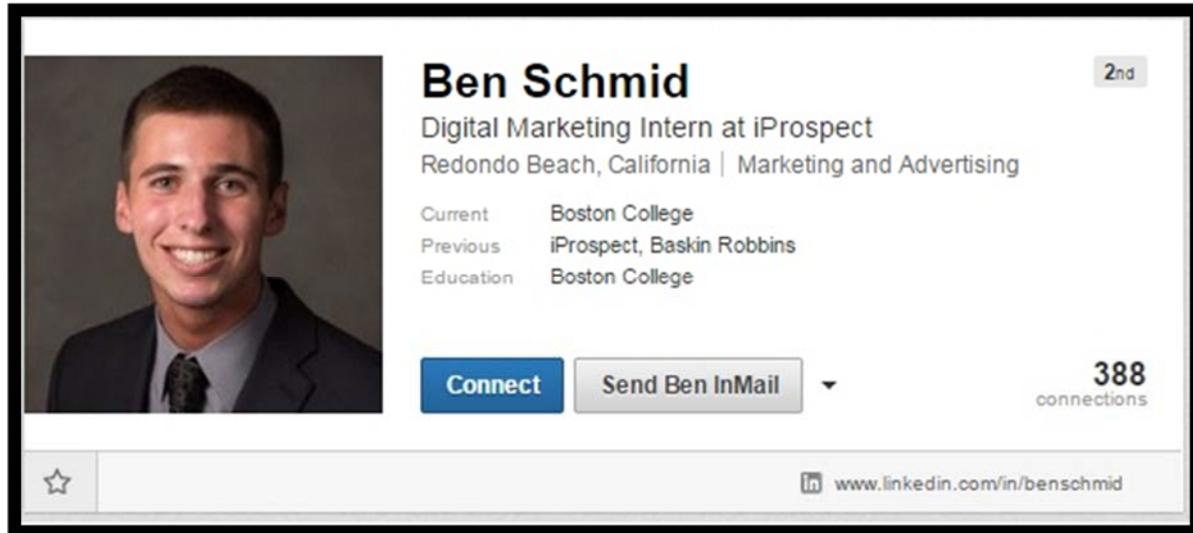
- ▶ [Create a Profile](#)
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Students should use this guide to:

- Learn how to [create](#) a strong LinkedIn profile
- Understand how to join and contribute to [groups](#) such as the Boston College Career Community
- Find new ways to identify and interact with [connections](#)
- Become familiar with LinkedIn's tools for exploring [majors and careers](#)
- Identify ways to use LinkedIn for a [job or internship](#) search
- Explore [additional features](#) of LinkedIn

CREATE A PROFILE

Heading Box



1. **Name:** Include both your first and last name. Remember, your name is your brand and is the first piece of information people will see when they view your profile or your name appears in a search. If you have a common name, it is recommended that you include your middle name or initial.
2. **Profile Picture:** Select a friendly, professional-looking picture. LinkedIn differs from resumes in that it is important to include a profile picture, as employers gravitate towards profiles that show approachable potential hires. The Career Center offers LinkedIn Photo Booths at each of our major events, and during drop-in hours, from 11-4pm in the Career Center.
3. **Headline:** Your headline is your unique tagline to capture readers' attention and entice them to read your full profile. LinkedIn will automatically generate a headline for you based on your most recent position in your Experience section. Strong profiles will have an updated headline to include area of study, career ambitions, or keywords related to a desired career field. If you are searching for an opportunity, it can be helpful to incorporate this into your headline.

Sample Headlines:

- Aspiring Consumer Marketer with a Passion for Strategy, Promotions, and Campaign Management.
 - Boston College Junior Seeking Accounting Internship in New York City
 - Social Media Branding Specialist | Seeking Marketing Internship
4. **Location:** While at Boston College, you may choose to include your location as "Greater Boston Area." Once you begin searching, it is beneficial to update your location to your desired location for employment. This will ensure that you appear in searches conducted by employers near that area.

5. **Industry:** Select the industry you intend to enter.
6. **Current & Previous Experience and Education:** LinkedIn will update these sections based on the information you provide in the Experience and Education sections of your profile.
7. **Contact Information:** Update the contact information you wish to provide to viewers of your profile. You can include email addresses, phone numbers, mailing addresses, Twitter accounts, and personal websites. When linking a Twitter account or personal website, ensure that the content is professional. The details you include in the Contact Information section will only be shared with your direct connections.

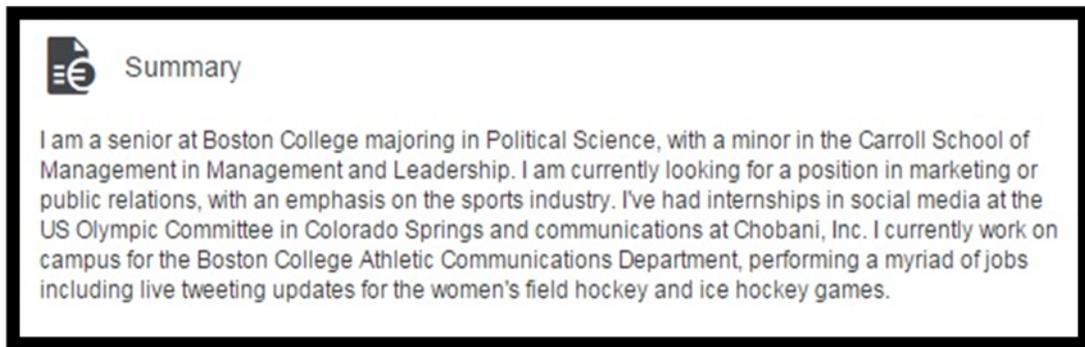


8. **Public URL:** Customize your public URL to include your name. Having a customized, professional URL will enable you to easily include your LinkedIn profile in an email signature or resume. To update your URL, enter the Edit Profile mode. Click the circle next to the URL in your heading box. In the text box on the right hand side, click the pencil under "Your Public Profile URL." Enter your desired URL and save.

Additional Sections

As with your resume, you are able to add various sections to your LinkedIn profile. LinkedIn has created sections for you to choose from. You do not need to include all of the sections the site offers, rather add only those that are relevant to you and your career field.

1. **Summary:**



The summary is your opportunity to expand further on your personal brand. Here you can describe your greatest accomplishments, ambitions, and interests. When writing your summary, it is important to remember the audience. You do not want to write large blocks of text; instead, use shorter blocks and bulleted lists where appropriate. As with all professional documents, ensure that your summary is grammatically correct and without typing errors. Based on your industry of interest and the experiences you've had, you may choose to include an image, video, or other document in your summary section.

More Sample Summaries:

- I am driven by the desire to improve myself and those around me. As I pursue my passions and interests, including philosophy, linguistics, history, literature, health and fitness, technology, education and social justice, I endeavor to incorporate what I learn into my own life and the relationships that I spend time cultivating.

As I progress through my undergraduate experience, I continue to narrow down my interests - my passions - and I aspire to be involved in Higher Education and Research.

- Successful economics and international studies undergraduate junior offering an excellent mixture of qualitative, quantitative, and communication skills. Capable of examining data and problems from multiple perspectives, while adapting and learning new processes, in order to contribute pragmatic and creative solutions.

I look forward to challenging opportunities that will expand my knowledge, skills, and exposure to various lines of business. In particular, I am interested in further understanding the interconnection between global financial markets and global politics.

- Enthusiastic and focused student graduating in May with in-depth agency and industry experience and a focus in advertising and the arts, specifically dance and theatre. Served in college on the Executive Committee for a yearly student-run dance extravaganza and each year moved up in leadership roles to finance manager, choreographer, marketing coordinator and president of the organization.

Interested in an entry-level position with an advertising agency in account management or media planning in New York City; currently preparing to move to the city post-graduation. Also qualified and experienced with arts administration and arts and theater education with elementary school children; extensive volunteer service in classrooms and after-school programs.

- **❖ AN INTRODUCTION ❖**

Officially, I am a senior in Boston College's Carroll School of Management studying marketing and information systems. But more importantly, I am a creative thinker who produces, values, and supports ideas that push boundaries. Marketing is my passion, and my specific interests lie in brand management, digital marketing, social media marketing, and product marketing.

- **❖ WHY MARKETING? ❖**

The concept of branding has interested me from a young age. Though I may not remember which cartoons I watched on Saturday mornings as a child, I can still recall numerous commercials for various everyday products. Despite the fact that these products were seemingly ordinary, compelling brand stories expressed through unique advertising made them extraordinary. The lasting impact a brand can leave on a consumer and the loyalty that results from this impact fascinates me. Successful brands connect with their consumers, I believe that marketing is the key to a positive relationship between a brand and its audience.

- **❖ A FORWARD THINKER ❖**

Norman Mailer once said, "One must grow or else pay more for remaining the same." This idea not only applies to individuals but also to brands. Today's consumer responds to innovation and creativity, and I hope to build a career around devising and implementing avant-garde marketing campaigns.

2. Experience, Volunteer, and Organizations:

These sections resemble the similarly-titled sections on your resume. They will likely contain the majority of the information you share on your profile informing others of what you have done in the past. When updating these sections, include internships, work experience, extracurricular activities, and volunteer experiences. Describe each experience in enough detail to inform the reader about your responsibilities and accomplishments in each position. Be sure to include action verbs, industry-specific keywords, actions taken, and results achieved.

 Experience

Student Worker
Boston College Athletics Communication Department
September 2014 – Present (3 months) | Greater Boston Area

- Maintain student-athlete personal bio pages
- Tweet updates from games from BC Athletics Twitter accounts
- Update the weekly "Eagles in the NFL" pages, recapping alumni's performance week-by-week in the NFL

Peer Advisor
Boston College Career Center
August 2012 – Present (2 years 4 months) | Greater Boston Area

- Present weekly workshops to groups of six to ten students on resume and cover letter writing and interview tips
- Review students' resumes, providing feedback and constructive criticism, and collaborating with the student to improve the resume
- Facilitate practice interviews for students, simulating an interview and providing direct advice

Social Media Intern
United States Olympic Committee
June 2014 – August 2014 (3 months) | Colorado Springs, Colorado Area



- Developed social media campaigns to generate awareness of certain upcoming events, such as Olympic Day
- Wrote posts for social media platforms including Twitter, Facebook, Instagram and GooglePlus.
- Analyzed monthly social media metrics: number of followers gained, which posts rendered the most engagement
- Monitored Olympians' tweets as well as tweets from fans
- Created articles for the website showcasing Olympians' Twitter or Instagram posts; one was the fourth-most viewed article on the site for June of 2014.

Example of my work: <https://storify.com/erinhughes/usoc-social-media-campaign>
This is a social media "tour" of the Olympic Training Center. I planned the campaign, the locations showcased, took the pictures and wrote the posts.

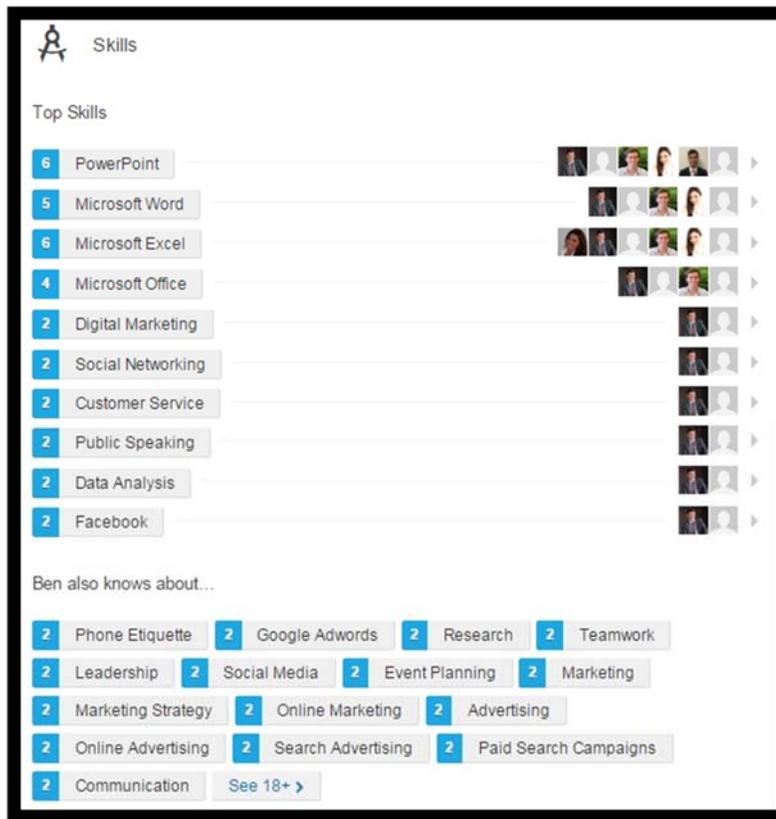
► 1 project

Corporate Communications Intern
Chobani
May 2013 – August 2013 (4 months)



- Developed internal communications database of media and stakeholder contacts through our CRM software from zero to roughly 600 contacts
- Crafted letters on behalf of the executive management to company stakeholders
- Created infographics and visual aids for the department to use in both external and internal communications
- Developed content and created PowerPoints for management to use in conversations with stakeholders
- Analyzed and presented information on competitors' Corporate Social Responsibility programs and provided suggestions for developing Chobani's CSR program
- Generated content and created programs for "Chobani TV," an internal news-sharing device

3. **Education:** Include your Boston College education and any other higher education experiences you may have. This could include study abroad experiences, previous degrees, exchange programs, or time spent at another institution. Here you can also include Activities and Societies you participate in. In the description section, include any relevant information not stated elsewhere, such as thesis titles, minors, or scholarships. LinkedIn has a special section for listing courses, so you do not need to write related coursework in the description.
4. **Courses:** Include any relevant courses you have taken and associate them with the proper Education entry utilizing the drop-down menu.
5. **Skills & Endorsements:**



List your skills or areas of expertise. Include keywords and phrases from your industry. While you can add up to 50 skills to your profile, initially, try to add at least 10 skills. Unlike on your resume, it is acceptable to list interpersonal skills in addition to technical or industry-specific skills.

Your direct connections on LinkedIn are able to endorse you for skills on your profile. Skills that receive more endorsements will automatically be listed first in your skills list. However, if you would like to highlight certain skills, you can change the order by clicking “edit” in this section. In order to obtain endorsements, consider endorsing your connections’ skills, as they may choose to return the favor.

6. **Recommendations:** To set your profile apart from others, it is recommended that you have at least 3 recommendations on your profile. Recommendations are given for a particular

experience, and can be written by supervisors, colleagues, clients, or supervisees. Recommendations are typically short on LinkedIn – 3-4 sentences should suffice. To ask for a recommendation, select “Manage your recommendations” on the Privacy & Settings screen.

7. **Projects:** Include any projects you would like to highlight from your educational experience, work experience, internship, or elsewhere. Describe your responsibilities and accomplishments. You can also add the team members you worked with for each particular project.
8. **Additional Optional Sections:**
 - i. Honors & Awards
 - ii. Language
 - iii. Interests
 - iv. Personal Details
 - v. Publications
 - vi. Test Scores
 - vii. Patents
 - viii. Certifications

ESTABLISHING CONNECTIONS AND NETWORKING

Starting Out

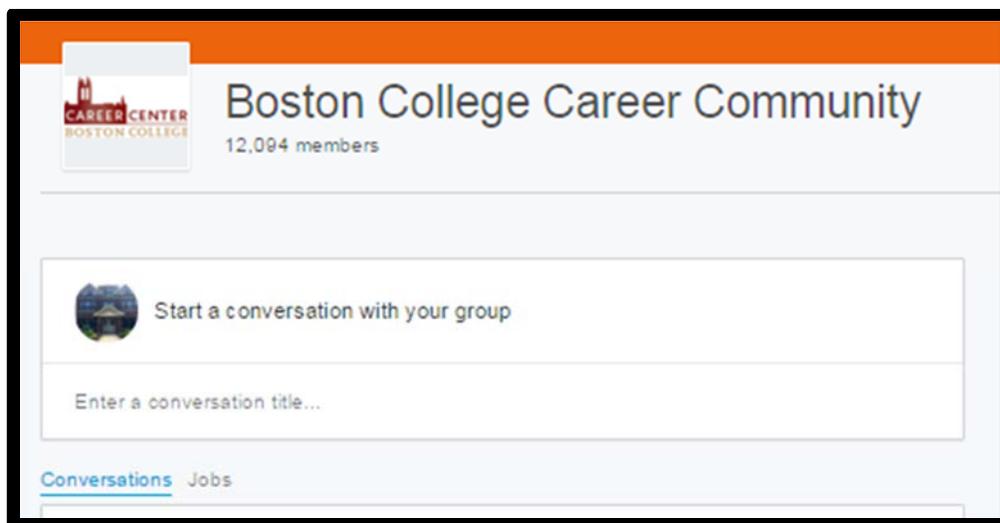
Begin by connecting with people you know well. These might include classmates, family members, friends, current and former coworkers and supervisors, and professors. When you're first starting with LinkedIn, aim for adding at least 50 connections.

Joining and Contributing to Groups

LinkedIn offers many groups for users. Groups may be focused on a common profession, industry, interest, cause, or affiliation. Users can join up to 50 groups. Joining a group will connect you to other individuals with common interests or affiliations with whom you can share information, network, and have discussions.

Using the Search Box on LinkedIn, you can conduct a search of LinkedIn groups by keywords of interest. You will likely receive many results for each industry or keyword that you enter. It would be a good idea to compare multiple groups and see how active they are, how many members they have, and if the content interests you.

LinkedIn offers two types of groups: Standard and Unlisted Groups. All groups will require membership approval. Standard groups are searchable, and you may request to join at any time. Unlisted groups will not appear in search results, and you must be invited by a manager. In all groups, only members are able to see the content and contribute to discussions.



We strongly recommend that all Boston College students join the **Boston College Career Community** group. This group is designed specifically for connecting current students with Boston College alumni. The purpose of the group is to foster networking and provide a forum for students to ask career-related questions to those who have experience in the field. Alumni members of the Boston College Career Community (BCCC) group have elected to join this group, understanding that the intention is that they will interact with students and other alumni. Therefore, these alumni are more likely to respond to your messages and questions compared to general LinkedIn users.

1. **Discussions:** Group members can post discussions to encourage dialogue of interest among other members. Discussions are often focused on relevant news or updates for the particular field or trending topics in the industry. Commenting on others' posts, or starting your own post, will help you gain visibility and recognition among group members.

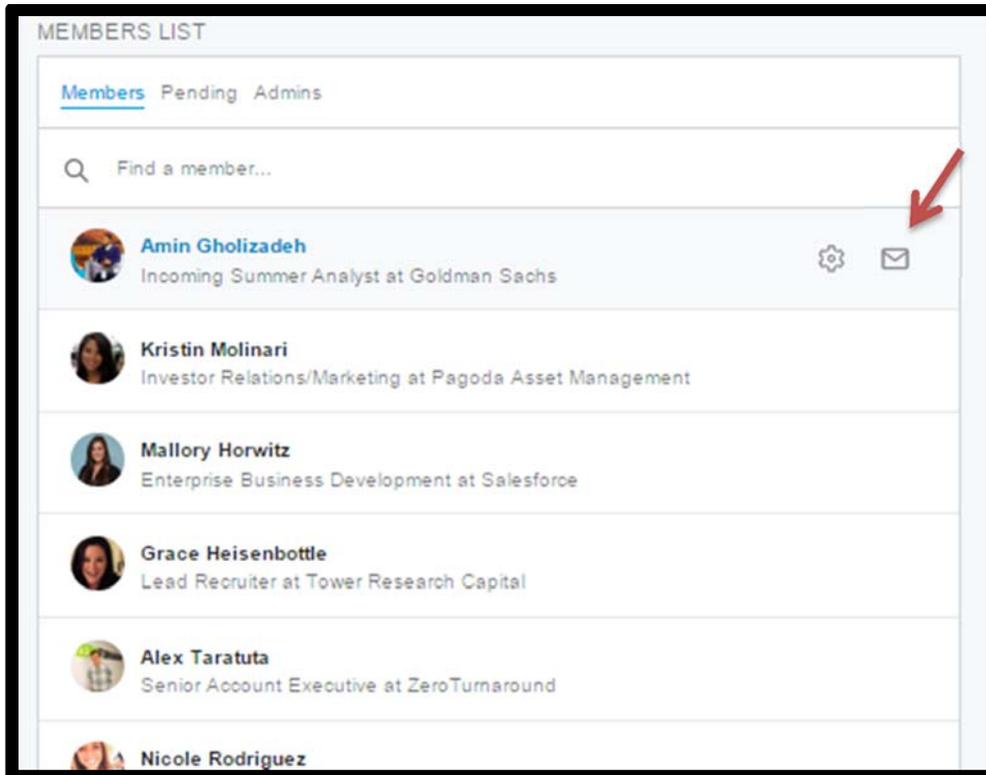
If you wish to start your own discussion, you may consider posting an article you recently read with your thoughts or opinions, posing a question about a specific topic in the industry, or requesting advice for your job or internship search.

When starting a discussion, be sure to take a few minutes to look at the discussions others have posted recently. You do not want to post a discussion very similar in topic, as group members will be less inclined to respond to the same topic twice. Instead, comment on the previously posted discussion, asking a slightly different question, or sharing your insights on the topic.

After posting a discussion and receiving responses, make sure that you always thank the group members who contributed to your discussion.

2. **Members:** You are able to view all of the members of a group you have joined and send messages to people with whom you are interested in scheduling an informational interview to learn more about their company or profession. To view the list of members, click the number underneath the group name.

A benefit of being in a group with someone, is that you can send that individual a message regardless of how closely connected you are on LinkedIn. Typically, you need to be at least a first or second degree connection in order to send a message. If you search for individuals through a shared group, you can use the envelope option to send a direct message.



When sending an initial message to an alumna/us or other professional through LinkedIn, be sure to:

- Send a separate, tailored message to each recipient.
- Address your contacts by 'Mr.,' 'Ms.,' or 'Dr.' unless you are already on a first name basis.
- Introduce yourself and how you found the recipient's profile.
- Mention your most recent contact with the individual, or why you would like to set up a conversation with them (e.g. I'd like to learn more about your experience working for X organization.)
- Request a brief conversation
- Spell check and proofread your message.
- Don't use informal language, slang, text message conventions, or abbreviations.
- Follow-up 1-2 weeks after the initial message if you haven't received a response.

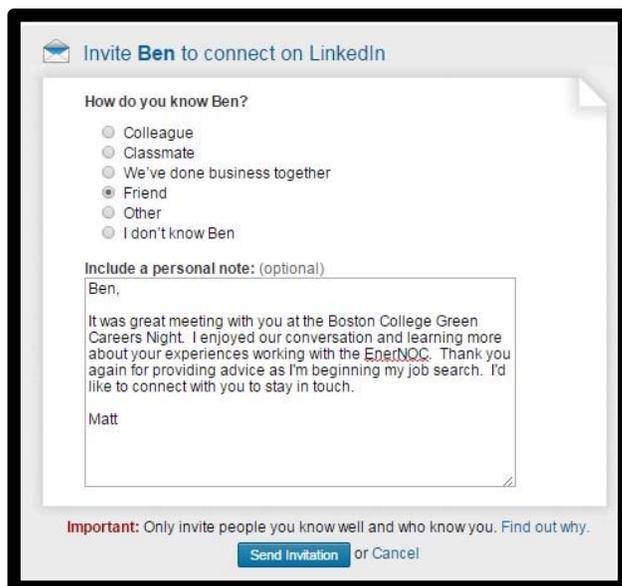
Visit the Career Center's [website](#) for more information about informational interviews, including a sample outreach message.

3. **Jobs:** Some groups will have a Jobs tab where members can post open positions related to the group's shared interest.

Inviting Others to Connect

Customized Messages

When connecting with others, create a personalized message for each invitation. Doing so will help with your professional appearance and will make a strong positive impact on the potential connection. This message can be short. You might thank the person for speaking with you at an event, provide an update for a former coworker, or inform a potential networking partner what you hope to learn from him/her.



The screenshot shows a LinkedIn invitation form titled "Invite Ben to connect on LinkedIn". It includes a "How do you know Ben?" section with radio button options: Colleague, Classmate, We've done business together, Friend (selected), Other, and I don't know Ben. Below this is a text area for a "personal note" with the text: "Ben, It was great meeting with you at the Boston College Green Careers Night. I enjoyed our conversation and learning more about your experiences working with the EnerNOC. Thank you again for providing advice as I'm beginning my job search. I'd like to connect with you to stay in touch. Matt". At the bottom, there is an "Important" note and "Send Invitation" and "Cancel" buttons.

USING YOUR NETWORK

LinkedIn has four levels of connections:

First degree connections are people you are directly connected to and likely know well. You will be able to see their full profiles.

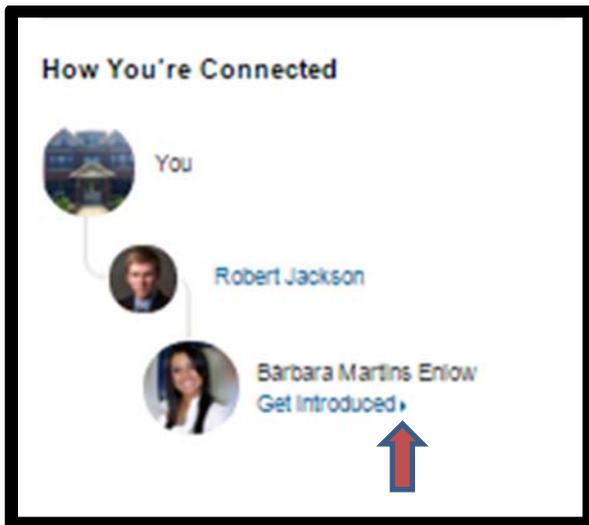
Second degree connections are individuals who are directly connected to one of your first degree connections but not to you. You will be able to see your second degree connections' full names and select information from their profiles.

Third degree connections are people who you are more distantly connected to, as they are connected to your second degree connections. Based on the individual's privacy settings, you may be able to see a third degree connection's full name, or you may only be able to see their first name and first initial of last name.

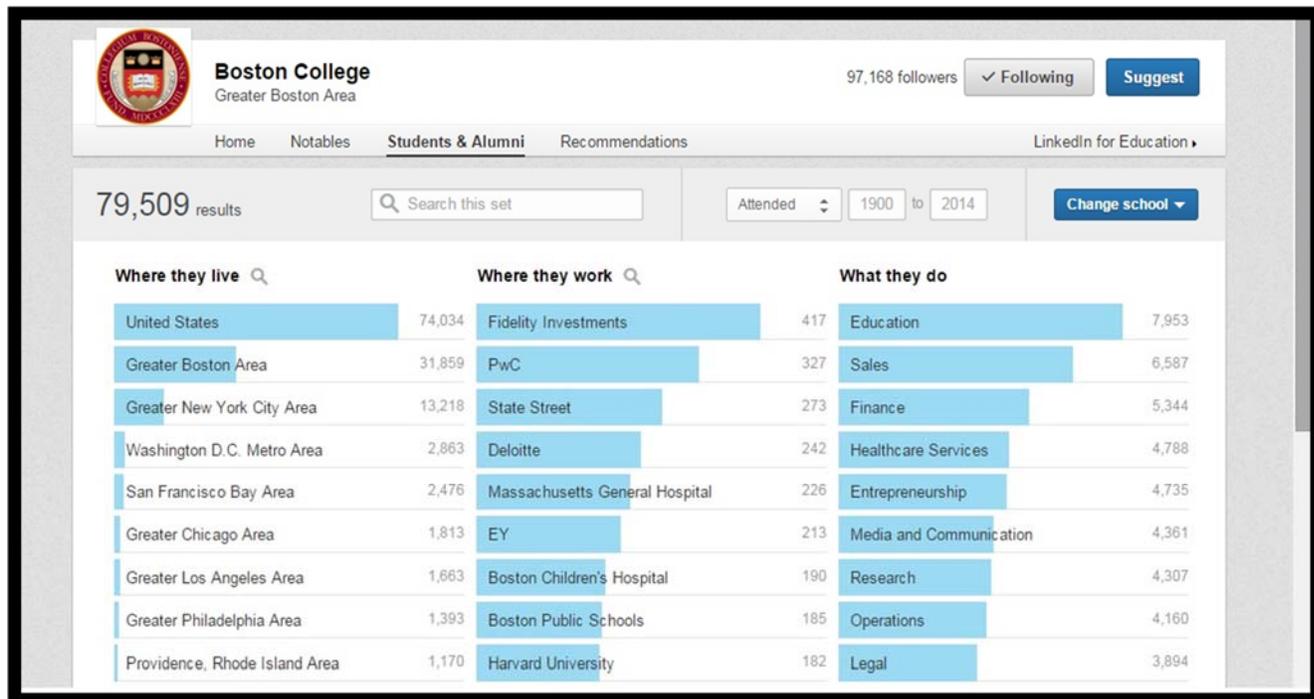
Group connections are members of the groups you join. Individuals elect whether or not to accept messages from group connections, so you may not be able to contact all of your group connections directly. See more information on LinkedIn Groups below.



As you are searching for alumni, employers, or experienced professionals, pay attention to what level connection an individual is for you. If someone is a second degree connection, you can ask your shared connection to introduce you. This may help encourage the person of interest to respond to your inquiry.



Find Other Alumni



In addition to the Boston College Career Community group, this tool can aid you in finding alumni from Boston College and other institutions. While the BCCC should be your primary method for finding alumni, the Find Alumni tool is an added feature for you in finding alumni in your field(s) of interest. When utilizing this tool, please note that unlike the BCCC group, these alumni have not necessarily volunteered to network with or be contacted by current Boston College students. You can narrow the search results by writing keywords or selecting from LinkedIn's categories of:

- Where they live
- Where they work
- What they do
- What they studied
- What they're skilled at
- How you are connected

Status Updates

Posting status updates on LinkedIn is a great way to interact with your connections and maintain an active presence. Similar to other social media, when you post a status, it will be shared with all of your connections. Be sure your posts are professional and error-free. Some topics you may consider when posting a status are:

- Interesting and appropriate articles you've read with your thoughts
- Updates on your job, internship, or academic coursework
- Professional blog posts you have written
- Questions you have for other professionals

When those in your network post statuses, you can comment on or like the update. If you comment on an individual's status, he/she is more likely to comment back when you post something yourself.

EXPLORING MAJORS AND CAREER FIELDS

To get to the Decision Board and Field of Study Explorer, select "Education" from the Interests drop-down menu.

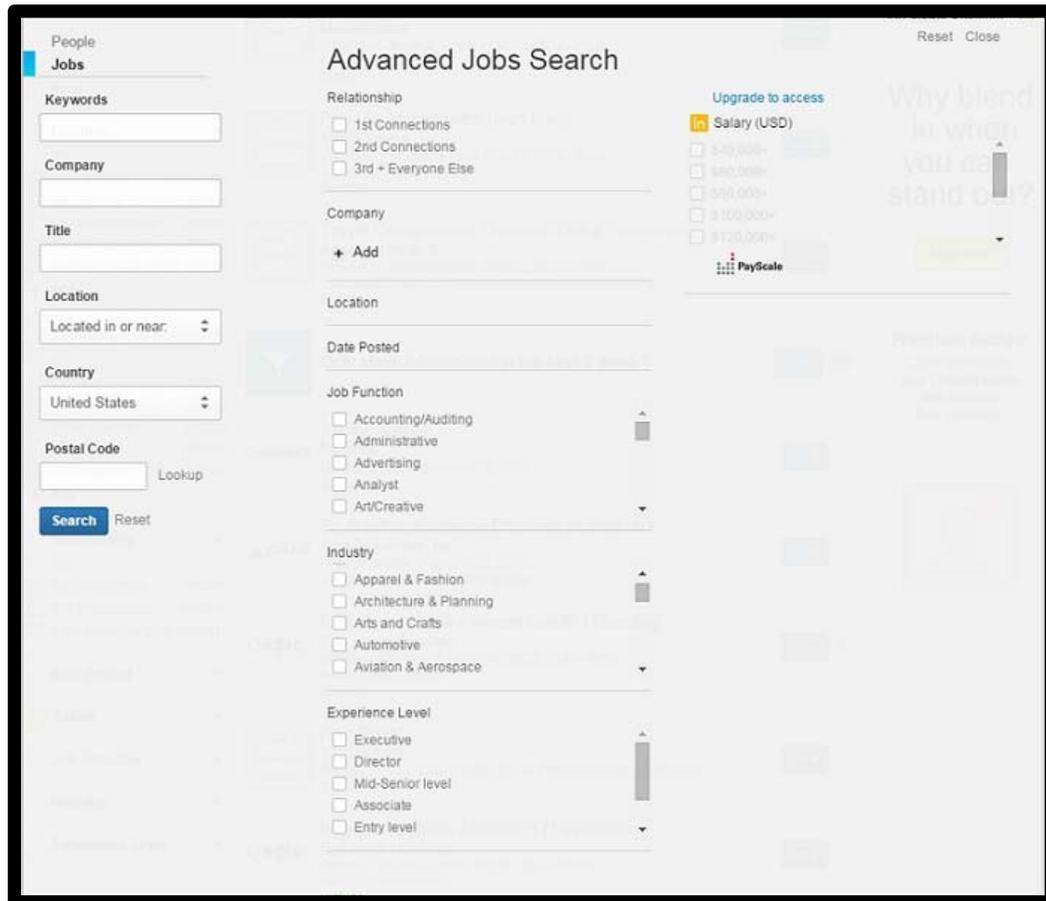


Decision Board: The [Decision Board](#) tool allows you to organize your thoughts about a specific career field or major and receive insight from professionals you trust. Here you can add majors you are considering and what is appealing about the particular field. Once you have selected with whom you would like to share your decision board, you can begin conversations, ask questions, and gain insight into various fields.

Field of Study Explorer: The [Field of Study Explorer](#) is similar to using the Find Alumni tool and narrowing results by "What They Studied," but it provides you with much more data. In the Field of Study Explorer, you can search a particular major to see where all LinkedIn members with this major work, what they do, where they attended school, and where they live.

SEARCHING FOR JOBS AND INTERNSHIPS

Job Search Tool



On this page, you can directly search for jobs or internships. It is recommended to conduct an advanced search to obtain the most relevant results. Here you will be able to search postings by keyword, company, location, job function, industry, or experience level.

After conducting a search, you can create a “saved search,” which will provide you with updates to these results daily, weekly, or monthly via email.

Student Jobs Portal

LinkedIn has created a separate area specific for students and recent graduates who are job searching. Here you can search for internships and entry-level jobs by job function. LinkedIn also updates the [Student Jobs Portal](#) home page with recent job postings and companies looking to hire recent graduates.

Companies

Many companies have a page on LinkedIn that you can follow to receive information from that organization. These pages are managed by individuals who work for that company and can provide accurate, up-to-date information. The depth of content will vary for each company, but information may include: an overview of the company, a description of the company’s services, job or internship opportunities, and common skills of employees of the company.

1. **Follow:** When you follow a company, you will receive updates on your Home screen of LinkedIn. This is the best way to stay informed about several companies of interest.
2. **Recent Updates:** Here you can see the recent activity that the organization has posted on LinkedIn. This might include recent job postings or other news of interest.
3. **Careers:** This tab includes a listing of currently open opportunities at the company and also provides insight into working for the organization. You can view employee reviews of the company, learn what it is like to work at the organization, and understand what it would take to be successful at this company.
4. **How You're Connected:** Here you can see how you are connected to the company of interest. One of your first-degree (direct) connections may be able to introduce you to someone they know working at this company. Seeing how you are connected will help you see which of your contacts you may want to reach out to for this introduction so you can learn more about the company through an [informational interview](#).



5. **People Also Viewed:** On each company page, LinkedIn includes a selection of similar companies that are often viewed in conjunction with the given page. This tool is very useful for students who are exploring jobs/internships and are searching for additional companies to target in their searches.

EXPLORING INTERESTS

Under the Interests heading, you will find the Pulse section of LinkedIn. In the Pulse section, you can identify Influencers, Channels, and Publishers from whom you would like to receive news updates. Influencers are leaders in a variety of industries. Channels organize news and articles by topic. Publishers consist of journals and other news outlets from around the World.

Once you have selected interests in the Pulse section, you will see updates from these sources on your home feed when you log in to LinkedIn. You can visit the “Your News” section of Pulse to see all of your news updates in one place. Additionally, in the Privacy and Settings section of LinkedIn, you can elect to receive daily or weekly email updates for posts from those you follow in Pulse.

The articles and posts from the Influencers, Channels, or Publishers that you follow may serve as a source of inspiration when creating your own status updates or discussions in groups.

ADDITIONAL INFORMATION

Privacy and Settings: As LinkedIn is a social media platform, you may desire to change some of your privacy settings. To do this, hover the mouse over your profile picture in the top right corner of the screen, and click “Privacy and Settings.” Here you can edit who will see updates on your activities (e.g. if you add a new Experience to your profile), what others will see when you have viewed their profile, and visibility of other aspects of your profile.

Under the Communications label, you can change how often you receive emails and which emails you receive. This includes emails from other members, groups, news updates, and LinkedIn updates. You can also indicate who is allowed to send you messages and what types of messages they can send you. As

you will be using LinkedIn for networking, it is recommended that you accept Introductions and InMail from “Anyone on LinkedIn.”

In the Groups, Companies & Applications section, you can update your settings for these aspects of LinkedIn. If you select “Groups Order and Display,” you will be able to further update your privacy settings for each individual group. On this screen you will see a “Member Settings” option for each group. In the Member Settings, you can opt to allow fellow group members to send you messages via LinkedIn. Allowing group members to message you will be very important for your networking with a broader range of individuals.

Who’s Viewed Your Profile: LinkedIn provides information on who has viewed your profile. This information is interesting to know, so you can understand who is searching for you and viewing your profile.

People You May Know: Once you have begun establishing your network, LinkedIn will suggest “People You May Know.” These people are suggested based on shared connections, prior work experiences, or similar groups.

LinkedIn Premium: A basic LinkedIn account is free. However, LinkedIn does offer paid accounts which give you access to more features of LinkedIn. There are plans created for Job Seekers which will move your application to the top of the recruiter’s list, compare you to other applicants, and allow you to see salary data for jobs. Check LinkedIn for pricing.