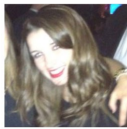





LinkedIn Guide



A professionally networking tool that employers and job seekers use to connect!

Basic LinkedIn Sections	About this Section	Examples
Photograph	It isn't necessary to have a professional photographer take your LinkedIn photo, but it is important that the photograph presents a professional image. A good photograph will be a head shot with a simple background. A good photograph will make someone want to get to know you. Smile!	 <p>This is NOT a good photograph. Someone has been cropped out of the picture.</p>  <p>This is an appropriate photograph. The person displays a nice smile. There are no distractions in the image. The smile is inviting!</p>
Banner	The banner should also reflect a professional image. You may use a background that reflects your university, workplace, or geographic location. You may use one that promotes your cause or represents your work. You can even use abstract design in the background.	<p>For example:</p> <ul style="list-style-type: none"> As a USCB student, you may choose to have an image of the campus in your banner. If you are an education major, you may choose an image that depicts a classroom in your banner. If you are a nurse, you may choose an image of a hospital or medical office setting in your banner. If you are a graphic designer, you may choose an image that you designed in your banner.
Headline	<p>The headline represents your title.</p> <p>Use Job Title/Company + Keyword</p> <p>A college student's headline could include the degree you are pursuing, and it should include keywords about your strengths or career aspirations.</p> <p>Use keywords in your headline. Notice the examples use "social media."</p>	<p>Sample headlines for a marketing major:</p> <p>Bachelor of Science in Marketing, University of South Carolina Beaufort/Proven Results in Social Media Marketing</p> <p>Or</p> <p>USCB Marketing Major/Specializing in social media marketing</p> <p>Or</p> <p>Marketing Major, University of South Carolina Beaufort/Emphasis in Social Media, and B2B Development</p>
Summary (About)	<p>This is a summary that should compel the reader to look further into your profile. It should be positive, upbeat, and confident. It can include your accomplishments, career goals, or passions. Giving accomplishments, things you have done that made a difference, can be a predictor of future success. Whenever possible quantify and qualify the information.</p> <p>You can also end with a call to action by asking the reader to connect with you. Consider using your Clifton Strengths in this section.</p>	<p>Sample summary statement:</p> <p><i>Results-driven social media marketing campaigns are my specialty. While volunteering with a local non-profit in Bluffton, South Carolina, I implemented a media campaign that resulted in 25 new student volunteers and community donations of more than \$5000 over a 3-month period.</i></p> <p><i>My Clifton Strengths are Achiever, Belief, Strategic, Maximizer, and Woo. I aspire to bring my strengths to other non-profit organizations. Connect with me if you are interested in exploring how my skills can help you reach your fundraising goals.</i></p>
Experience	<p>There are three ways to approach developing your experience section on LinkedIn.</p> <ul style="list-style-type: none"> You can copy and paste exactly what is written on your resume. You can write about your experiences with summary statements based on your resume You can include only your organizations, job titles, and dates of service <p>Career Services recommends that you write summary statements based on your resume that highlight the skills you used and the actions you took that significantly impacted the organization.</p>	<p>A resume experience may look like this:</p> <p>Beachside Resort Hilton Head Island, SC Front Desk Clerk August 2020 – May 2021</p> <ul style="list-style-type: none"> Employed for 20 hours a week while maintaining a full-time course load in college Served as many as 100 customers per day during peak vacation periods Recognized for providing exceptional customer care during a crisis that resulted in monetary reward by management Initiated a check-in procedure that saved on average 5 minutes per customer during critical first impression phase <p>A LinkedIn experience that summarizes the resume could be written like this:</p> <p>Beachside Resort August 2020 – May 2021 Hilton Head, South Carolina</p> <p>Recognized for providing exceptional customer care to as many as 100 customers per day during peak vacation periods. Initiated a check-in procedure that saved 5 minutes per customer during critical first impression phase. Succeeded at maintaining full academic course load with strong GPA while working 20 hours per week at the front desk of the resort.</p>
Education	This section is typically at the end of the profile. You should include all education that is relevant. At the very least include your USCB degree.	<p>Education</p> <p> University of South Carolina-Beaufort Bachelor of Business Administration - BBA, Marketing 2018 – 2020</p> <hr/> <p> Technical College of the Lowcountry Associate of Science - AS, Business Administration and Management, General 2015 – 2018</p>

Tips to Improve, Use, and Network on LinkedIn



Use a Custom URL

LinkedIn will automatically assign a URL, but you can set up a custom URL. You can use your name or your initials in the custom URL. Make it easy to remember so that you can easily share it. You can add it to your resume and in the signature of your email.

Add Links and Media to Your Profile

Use the "Experience" section to add links, images, videos, and files to showcase your work. There is also a "Featured" section that you can use if that works better for your purposes. Consider linking to articles that discuss topics in your career field or any website that you find to be especially relevant. Class projects, presentations, and reports that you have completed can be showcased.

Add Certifications, Volunteer Experiences, and Languages to Your Profile

Being an engaged member of your community by volunteering for worthy causes or with non-profit organizations are important to highlight. You gain skills from all that you do that can help boost your career. If you have certifications that are relevant, be sure to add these to your profile. If you are multi-lingual, you can add this to your profile, and you can even have your profile published in more than one language.

Use Endorsements, Influencers, Groups, and Companies

Review position descriptions to identify 5 – 10 important skills in your field and list them in the "Endorsements" section. Use the "Influencers" section to follow notable people in your field. Join "Groups" that relate to your career goals to connect with others and to learn from them. Be sure to follow companies in the "Companies" section. A recruiter will check to see if you are following their company to determine how sincere is your interest in working there.

Be Active on LinkedIn

The more you engage on LinkedIn, the more connections you will make. Post relevant articles, write interesting content, or share events taking place in your community. Follow companies that are of interest so that you can stay up to date on their happenings and use the "People" section on company profile to find USCB alumni and connections that live near you. Reach out to these people and start a conversation. Conversations lead to job opportunities!

Resources Consulted: [TheMuse\(themuse.com\)](http://TheMuse(themuse.com))

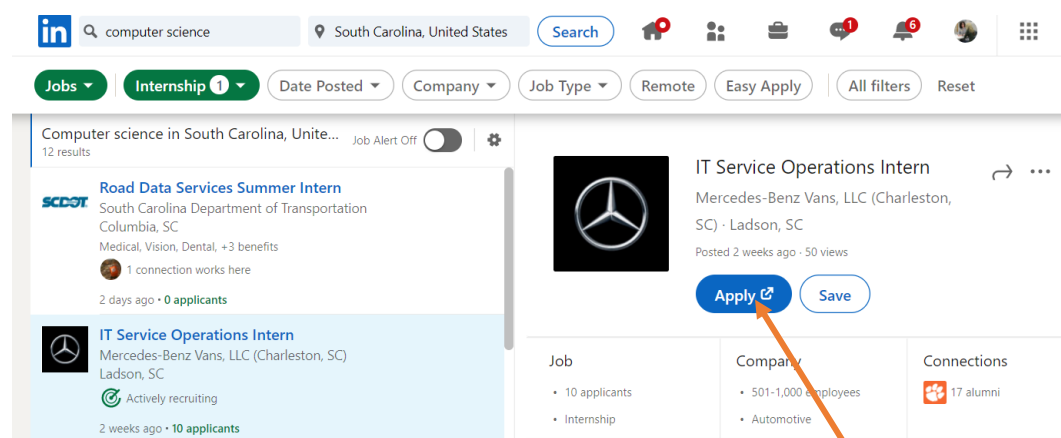
Using LinkedIn Job Search Function



At the top of your LinkedIn page, you will see the briefcase icon for job searching.



On the Jobs page, you will enter the job title and location. Then you will have the ability to filter the search further. For example, you could filter for internships or entry-level positions. The following example is looking for computer science internships in South Carolina.



You can apply for positions from LinkedIn. Be sure to start following the company and research the company's LinkedIn page. In the "People" section, you can find USCB alumni that may work with the company and reach out to them to connect and start a conversation!