

# LINKEDIN GUIDE



Building &  
Maintaining Your  
Network

## Why Join LinkedIn?

- **500M+ members**; college students & recent grads are fastest-growing group
- **85%** of employers say online profiles influence hiring
- LinkedIn **boosts** your Google ranking
- **40%** of users check daily

## BUILDING YOUR PROFILE

- **Photo:** Use a professional, field-appropriate photo.
- **Title:** Describe yourself and whether you're job hunting.
- **Summary:** Short professional bio — tell your story and goals.
- **Experience:** Highlight accomplishments beyond your resume.
- **Education:** Include colleges attended and activities/leadership roles.
- **Organizations/Groups:** Join and participate in relevant groups.
- **Recommendations:** Request strong references — one per experience preferred.
- **URL:** Customize your LinkedIn URL and add it to your email signature, business card, and resume.

## BUILDING AND MAINTAINING YOUR NETWORK

- **Connect:** Family, friends, professors, Career Center staff, coaches, bosses — everyone you know.
- **Requests:** Personalize connection requests; mention why you want to connect.
- **Address Book:** Upload contacts cautiously — only connect with people you know.
- **Groups:** Join alumni, university, and industry-specific groups.
- **Look Up People:** Meet someone at an event? Connect immediately.
- **Maintain:** Thank contacts and keep them updated.

