

# Three Steps to LinkedIn Success

*LinkedIn.com is a professional social media tool which increasing numbers of people are using for networking and job searching. This guide describes LinkedIn features and tools that will help you set up your LinkedIn profile, and use additional resources to get the most of the free profile.*



## 1 Set up your profile

Consider uploading a **professional headshot** – this does not mean you have to be in a suit but the photo should look as if it was intended for this purpose.

Craft a **summary statement** for your profile – this can be a little tricky if you are open to diverse opportunities. On the other hand, appearing unfocused may not engage viewers. Work with Career Services to create a cohesive story about where you been and where you're headed to attract the kind of interest that you want.

Update your **work experience** and **volunteer experience** – make sure that the information you provide reflects what's most relevant for the things you want to do next.

Update your **education** – use the proper name of your degree (and add "Candidate" if you have not yet graduated). Remember that your education is likely the strongest connection to the work that you want so include relevant details about your courses, projects, and assignments, activities, and publications.

## 2 Add extras to make your profile stand out

**Multimedia** and work samples can help create a work portfolio. Add photos, videos, documents and presentations.

**Lynda.com courses** can be used to help strengthen skills and learn how to use specific software (such as Microsoft Office and Adobe Creative Suite). Did you know that, as a Queen's student, you get a free subscription to all Lynda courses? When you complete an entire course, Lynda

automatically updates your profile with a skills badge. In order for this to be synced, make sure your **Queen's** email is associated with your LinkedIn profile.

Did you have any academic work published? Any articles in on or off campus publications? Upload them to the '**publications**' section of your profile.

## 3 Connect with Alumni

Join the **Queen's Connects Career Network for Students and Alumni** group in LinkedIn to start conversations with alumni who want to help make transition to work easier for current students and new grads. You can join **Queen's Connects** by requesting admission. An administrator will review your profile and verify your status as a **Queen's** student. Make sure your profile contains all the necessary information to verify your connection to **Queen's**. Find more information at: [careers.queensu.ca/QueensConnects](https://careers.queensu.ca/QueensConnects)

Use the **Alumni search tool** to see diverse outcomes for your discipline, and explore career paths of alumni with common interests.

To access this tool: **LinkedIn profile > Connections > Find Alumni > Change your school > Queen's University** (look for the **Queen's** logo)