

LinkedIn is...

...a Marketing Tool

Your profile is the ultimate digital marketing brochure, helping to position your skills and experiences to meet your current career goals.

The Basics.

- Upload a professional looking photo.
- Fill out your experience section. As a start, you can use your experience section from your resume.

However, sometimes the Basics aren't enough. Especially when you are job searching.

- Define your current career goals. Are you looking for a job? Looking to expand your network? Understanding your goals will help you best craft your LinkedIn profile.
- Write your headline: Your headline is what people will see when they look through search results on LinkedIn. To that end, it's helpful if you use your headline to say something about yourself, and, potentially, about your career goals.
- Add in the Background/Summary section: This is a pitch about you. It's the perfect place to lay out your experience and what you are currently looking to do.
- Supplement your experience with examples of your work. LinkedIn allows you to connect documents, links and videos to each position. Adding items like this will help build an online portfolio of your work.

...a Networking Tool

"If you are looking for an opportunity, you are really looking for people."

—The Start-up of You

Once you have your profile, you can take steps to start building your network.

- Connect with friends, family and colleagues: Since you already know them, they are a good way to start building your initial network.
- Join Groups: Groups are also a good way to expand your network. Start with groups related to Virginia Tech, your program and professionals in your particular industry.
- Follow Companies: Once you follow companies, their posts will appear in your newsfeed. It's a good way to start researching companies that you might be interested in.
- Find Alumni: From the homepage, go to My Network → Find Alumni. This will bring you to a very easy tool to find Virginia Tech alumni. Since you have a common background with them, alumni are always a good place to start building your network.
- Ask for an introduction: Your connections can introduce you to their connections, you just have to ask! Once you find a second connection you'd like to meet, take a look at the right-hand side of their profile that says "How You're Connected." You'll find a link to get that introduction.

