



LinkedIn Profile (www.Linkedin.com)

LinkedIn is the world's largest professional network with over 50 million members and is growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. **Join L&C's LinkedIn Group—Lewis & Clark College Career Network (L&C Net)!*

LinkedIn offers you the opportunity to:

- Establish your professional profile
LinkedIn profiles rise to the top of search results, letting you control the first impression people get when searching for you online.
- Stay in touch with colleagues and friends
You'll stay in closer contact using LinkedIn as a tool to communicate and collaborate.
- Find experts and ideas
LinkedIn Search lets you explore the broader network by name, title, company, location, and other keywords that will help you find the knowledge you're looking for.
- Explore opportunities
With a powerful search engine, company research tools and a jobs board that shows who you know at listed companies, LinkedIn is the place to turn for new opportunities.

WHAT SHOULD BE ON MY LINKEDIN PROFILE?

Your LinkedIn profile is discoverable through the millions of searches on search engines and on LinkedIn. You are in complete control over what others see on your profile; leverage this to showcase your skills and talents, so the right people and opportunities find you. The more you complete your profile, the more professional and prepared you will appear to recruiters and future employers.

Snapshot Your snapshot features an overview of your name, location, current title, past positions, education, recommendations, and links to your websites. Think of it as your next-generation business card.

Status Your status message allows you to share professional updates with your network. By displaying things like what you're currently working on, and where you're planning on traveling to, you invite your network to help you with advice and recommendations.

Photo Your professional photo allows the people you've met and previously worked with to quickly identify you. Many people find it far easier to remember a face than a name—photos help bring that comfort to LinkedIn.

Personalized URL You can select a personalized "Vanity URL" for your public profile – giving you a custom web address for linking to and promoting your profile. Once you've chosen your URL, you can highlight your profile by featuring it on business cards, email signatures, your blog and other professional correspondence.

Summary Summarizing your professional experience and goals allows other users to quickly learn about your background and interests. This is your chance to provide an engaging 30-second description that highlights who you are and what you do—think of it as TV ad for you.

Experience Sorted in chronological order, your professional experience is displayed along with any recommendations you have received. Your position descriptions should briefly explain what the company does, and what your main responsibilities and accomplishments were.

Education Sorted in chronological order, your educational background is displayed along with associated activities and honors. Where and what you studied can provide a great insight into who you are and open up valuable connections to alumni, professors, and others with similar backgrounds.

Recommendations Recommendations help illustrate your achievements, project credibility, and show why people enjoy working with you.

Groups and Associations Your destination to find and join communities of professionals based on common interest, experience, affiliation, and goals.