TIPS AND STRATEGIES FOR USING LINKEDIN

from Michigan State University PhD Career Services

LinkedIn is the primary online tool for making connections and expanding your network inside and outside of academia. With networking being one of the best ways to develop your career, you certainly don't want to miss out on LinkedIn.

CREATING A SUCCESSFUL PROFILE

Use a **professional photo**. This could be the first picture of you that a future employer sees.

Be sure you have a **complete profile**. Do not skip any of the available sections unless you believe they are irrelevant to your field.

Compose a brief **summary statement** that highlights the skills you want employers to know about and what your long-term career goals include. Tailor this statement according to the job you are seeking.

Include employment experience relevant to your field. As there is **no limit to the amount of experience you can post**, feel free to include positions or accomplishments that you were not able to fit on your resume.

Include categories such as **volunteer experience, languages, publications, projects, and organizations you support** if you believe these support your career objectives.

Personalize your URL (see below). This will make your profile easier to find, and you can choose to list it in your resume if you wish.

GROWING YOUR NETWORK

Join groups that will allow you to reach out to other PhDs. These include alumni groups from any institution you have attended, those affiliated with your field or industry of interest, such as the **American Association of University Women, Versatile PhD or PhD Careers Outside of Academia**.

Follow companies that interest you and where you are seeking employment. Sometimes, companies will post job and internship opportunities through their pages.

In addition, join groups for **professional associations** in your field and causes you are interested in.

Stay active! Post updates, contribute to group discussions and comment on connections' updates.

Always send a **personalized message when connecting with another LinkedIn member.** Avoid LInkedIn's generic "I'd like to add you to my professional network" message.

Use the **private messaging feature** (see more below) to communicate with connections and other group members. This is a fantastic way to reach out to people for informational interviews.

Visit your University's page and the pages of any other alma maters and use the "Find Students and Alumni" feature to see where other students and alumni are working (see below for more information).

USING LINKEDIN ONLINE RESOURCES

How to Customize Your LInkedIn Public Profile URL: by consultant Linda Cheung.
bit.ly/IHLdTnR

The Best Way to Network with Alumni on LInkedIn: the second section of this article gives a brief how-to on how to utilize the "Find Students & Alumni" feature available on University pages.
bit.ly/1INACUm

Communicating with Other LinkedIn Members: a brief tutorial on how to use LInkedIn's private messaging features.
bit.ly/1WoXr7M

How Your Resume and LinkedIn Profile Should Differ: a good how-to on what to and what not to include in your profile.
bit.ly/2wJxhrF

7 LInkedIn Profile Tips and Tricks in 2016 that make a difference
bit.ly/1C22emS