

# Tips for Using

LinkedIn is an increasingly popular career-oriented social networking tool. It allows users to connect to others, learn about job openings, do research on potential careers and so much more.

## **General Tips for a LinkedIn Profile**

- Have a picture
  - Create a headline that tells people more about your career direction (for students getting ready to graduate)
  - Write a summary that makes people want to read more about you and what you hope to do
  - Highlight your variety of experiences including employment, organizations, education, volunteer/service, skills/expertise and honors/awards
  - Include information on projects, courses, etc. that you think really make you stand out – show examples of your work, use testimonials, write clear descriptions
- 

There is more to using LinkedIn than just creating a profile and connecting to people, here are some great ways to use LinkedIn for career exploration.

## **Search by Institution**

1. Go to LinkedIn and search for UW-Madison
2. Click on **“Explore Careers of 200,789+ Alumni”** (or however many it is now)
3. From here you can filter the list by major, location, skills, etc.

*You can search other schools as well if you are interested in a graduate program or specific geographic location.*

## **Search by Employer**

1. Go to LinkedIn and search for an employer, such as the USDA
2. Click on **“See all”** under the section titled “How You’re Connected”
3. From here you can filter the list by location, previous employment, etc.

*Make sure you follow organizations/companies you want to work for.*

## **Search by Groups**

1. Go to LinkedIn and search for an employer, such as UW-Madison College of Agricultural and Life Sciences
2. Click on **“See all members”** link under the section titled “Members of this Group”
3. In the search box type in key words or phrases to narrow the group

*Join the CALS group and professional associations in your field.*

Once you have completed these searches you should click on profiles of people who seem interesting to you, you can connect to them, and contact them for more information on their career, possible openings where they work. For more information go to <https://students.linkedin.com>