

LinkedIn is the premier professional networking site and is a tool for establishing a professional online image and network. Follow these steps to learn how to develop your LinkedIn Profile and [learn more on the OCS website](#).

### Set Up Your Profile

- **Professional “Headline”:** After your name, this is the first line viewers will see. Try to go beyond simply putting “student” in your headline.
  - Examples: Marketing Intern at Teach for America/ Yale University Senior/Graduate Student; Yale University Senior Seeking Digital Advertising Positions; Aspiring Screenwriter and Junior at Yale University; Junior Environmental Studies Major at Yale University
- **Photo:** This is the first image a viewer will have of you. Be mindful of the image you want to project and be sure that it is appropriate for the audience who will be viewing it.
- **LinkedIn URL:** Claim your personalized URL.
- **Summary:** Use this section to highlight your key work experience and accomplishments.
- **Experience:** This should include experiences that are relevant to your career goals. You can include activities and leadership roles in this section. Give a brief description of your position, the dates you worked, and the name of the organization at which you worked (similar to what you have on your resume).
- **Education:** Include, in reverse chronological order, Yale and any other schools or programs.
- **Additional Sections & Information:** You can choose to add additional sections to your profile or incorporate this information in your education, experience or summary sections:
  - **Sample Additional Sections:** Languages, volunteer experiences, courses, certifications, publications, honors & awards, personal website, groups and associations, interests, skills and expertise
  - **Applications:** LinkedIn Applications enable you to enrich your profile. Available applications include Creative Portfolio Display, Blog Link, WordPress, Company Buzz

### Join Groups

Join as many LinkedIn groups as are of interest to you. You will be included in periodic emails from these groups, and be able to ask questions of and reply to questions of others in the group.

- **Sample Yale & Ivy Groups:** STAY, Yale University Alumni, Association of Yale Alumni, Yale Office of Career Strategy, IvyLife Groups, Ivy League Alumni, Creative Yale Alumni Network
- **Industry & Interest Groups:** There are groups for every industry and interest area. Use the Search tool to identify ones that fit your interests.

### Populate Your Profile with Connections

The bigger your network, the easier it will be to connect to others in a broad variety of fields and locations. Start by searching for people you already know in the Advanced Search section and sending them an invitation to connect. Make sure to customize your invitation. Potential people to include in your network are: friends, relatives, high school and college classmates, Yale classmates, current and former professors or teachers, co-workers, and supervisors.

It’s best to connect only with people you know and/or have met in person. Most people won’t accept an invitation to connect from someone they’ve never met. LinkedIn can be used in the same way as the Yale Career Network to build your network and develop contacts with people in career fields of interest. Use the Advanced Search tool to find people and ask for an information interview to learn more about them and their career path. After you’ve had a chance to get to know them you can ask to connect. Online networking is a supplement (not a replacement) to in-person relationship building.

### Develop Your LinkedIn Summary

Summarize your experiences and goals. Who are you, what direction are you going? Include specialties and skill. Keep it concise, specific, and rich with keywords.

#### *Template 1*

I have dedicated my undergraduate/graduate studies to \_\_\_\_\_ with a focus on \_\_\_\_\_. In studying \_\_\_\_\_ as well as taking a range of \_\_\_\_\_ and \_\_\_\_\_ classes, I have been able to develop my \_\_\_\_\_ and \_\_\_\_\_ skills. Courses outside my major have allowing me to explore other interests in \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I am looking for opportunities in \_\_\_\_\_ that will allow me to combine my strengths/background in \_\_\_\_\_ and \_\_\_\_\_.

#### *Template 2*

I am a \_\_\_\_\_ at Yale University majoring/specializing in \_\_\_\_\_ and particularly interested in \_\_\_\_\_. I have experience working in/with/for \_\_\_\_\_ and \_\_\_\_\_, as well as \_\_\_\_\_. I am looking for opportunities to apply my strengths in \_\_\_\_\_ and \_\_\_\_\_ to \_\_\_\_\_.

#### *Template 3*

I have devoted my studies to \_\_\_\_\_, and am seeking employment in the following areas: \_\_\_\_\_ and \_\_\_\_\_. My work as a \_\_\_\_\_ and \_\_\_\_\_ complemented my academic coursework and Yale University and allowed me to develop an in-depth understanding of \_\_\_\_\_. I am excited to apply my strengths in \_\_\_\_\_ and \_\_\_\_\_ to the field of \_\_\_\_\_.