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LinkedIn

LinkedIn is an online network that connects users to professionals across the world. Students should consider utilizing LinkedIn to manage their current professional connections, increase their network, engage in career-related discussions, conduct company research, and apply to jobs and internships.

Resources to get started

- Create Your Account: <https://www.linkedin.com/>
- LinkedIn Information for Students: <https://students.linkedin.com/>

Top Tips for Using LinkedIn

- Use a professional photo for your profile
- Write a professional headline that focuses on the career you want, not the job you have
- Join Groups related to your interests and participate in career focused discussions
- Be proactive! Don't wait for recruiters to find you on LinkedIn – use this tool to conduct company research and connect with professionals in your area of interest.

LinkedIn Apps, Tools, & Features

LinkedIn can be accessed either by web or mobile app. While mobile apps can be beneficial for managing your LinkedIn account on the go, there are many times you will want to use a PC or laptop to access LinkedIn.com, as some features are not available or as easy to use on the mobile apps. Here is a short listing of apps you may want to consider, times you would want to use a PC or laptop, and additional tools and features of note:

- *When to use PC or Laptop*
 - When sending a request to connect, the web version allows you to write a personal message to the professional. This is a must when reaching out to professionals in order to let them know who you are and why you want to connect with them!
- *LinkedIn mobile App*
 - Search for people, jobs, companies and groups and add them to your network
 - View updates from your feed
 - Edit / build your professional profile
- *Student App*
 - Explore career paths of alumni
 - Find jobs and internships
 - Research companies
- *Alumni Tool*
 - This tool allows you explore alumni career paths by industry, school major, geographic location, company and skills
- *Groups*
 - A place for professionals in the same industry to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.