

LinkedIn 201

Take your LinkedIn profile to the next level in 7 steps

Step 1: Make more connections. The more connections you have, the more powerful LinkedIn becomes. Connect with friends, family, classmates, co-workers, former co-workers, etc. Connections make it easier for you to find good leads on jobs. To remind a new contact about how and where you met, consider including a personalized note in your connection request.

Step 2: Join more groups. Groups help you connect with people who share similar interests as you. Many groups post jobs and professional development opportunities. Two great groups for those seeking jobs and internships are “UNC Asheville Career Connection” and “UNC Asheville Alumni Association.” In addition, search your professional interests on LinkedIn. There is a group for virtually everything, and each group could get you closer to your dream job.

Step 3: Get recommended. Recommendations add legitimacy to your profile and highlight your skills. Some people may not check their LinkedIn on a regular basis so after sending a request to people consider following up with a phone call or quick email. Follow the link below to learn how to request a recommendation:
http://help.linkedin.com/app/answers/detail/a_id/96/~/requesting-a-recommendation

Step 4: Showcase your skills in the “Skills and Endorsements” section. This section will highlight your top skills and will give employers an idea of what you have to offer. Once you’ve listed your top skills, supervisors, professors and colleagues can visit your profile and endorse your skills.

Step 5: Write a “Summary” for job searching. The summary section of your profile should define your career goals and highlight your most relevant skills and experiences. Consider looking at other LinkedIn profiles to get ideas for your own summary section.

Step 6: Upload files. Show employers proof of your good work by uploading files or including links on your profile. Consider attaching impressive (and relevant) class and/or work projects. Articles you’ve written, research you’ve published, videos, software, marketing flyers and websites you’ve created can all serve to impress potential employers.

Step 7: Check your language. Employers use very specific wording when creating job descriptions, and you should to. Use precise, informative language and strong verbs to describe your skills and responsibilities. For a list of strong action verbs, go to career.unca.edu/how-guides and click on the “Action Verb List.”

For more LinkedIn advice check out the tips & videos at: students.linkedin.edu

Connect with us on LinkedIn at [UNC Asheville Career Connection!](https://www.linkedin.com/company/unca-career-connection)

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