LINKEDIN ACTIVITY

The LinkedIn Activity is useful for:

- Creating an online profile that articulates relevant skills and interests to viewers and employers
- Assisting you in developing content for potential informational interviewing conversations
- Identifying persons of interest within your desired field
- Learning the introductory steps of networking

Directions:

1. Create a LinkedIn profile at https://www.linkedin.com
2. Add a professional picture… **not** a selfie or cropped Facebook picture. If you do not have a professional picture, schedule a time to come to the Career Services office and take a picture. We have a LinkedIn backdrop in our office.
3. Add your Education.
4. Create your LinkedIn Headline; should not just be your job title. Think of the keywords that you would be using to find your next hire.
5. Build your Skills and Expertise section. Add the skills that you have to this section (language, equipment, computer, communication, etc)
6. Search for people using the University and Groups options from the search menu, and select two or three people to contact.
7. Draft a message to them that addresses two areas: 1) What about them and their work is interesting to you? 2) What talents, skills, values, and the like do you think you bring that would make for an interesting conversation?

Things to Think About:

- How was this process for you? What was most beneficial?
- What areas of your LinkedIn profile do you need to add more material to?
- Who do you want to target in your search on LinkedIn's University and Groups pages? What careers are you interested in learning more about? Who sounds intriguing to you? Who do you want to ask about their career path?

If you would like to talk to someone about this activity or need additional resources, **Career Services** is available to all students! Check out our website to make an appointment or to see upcoming events and workshops: http://www.careers.vcu.edu