



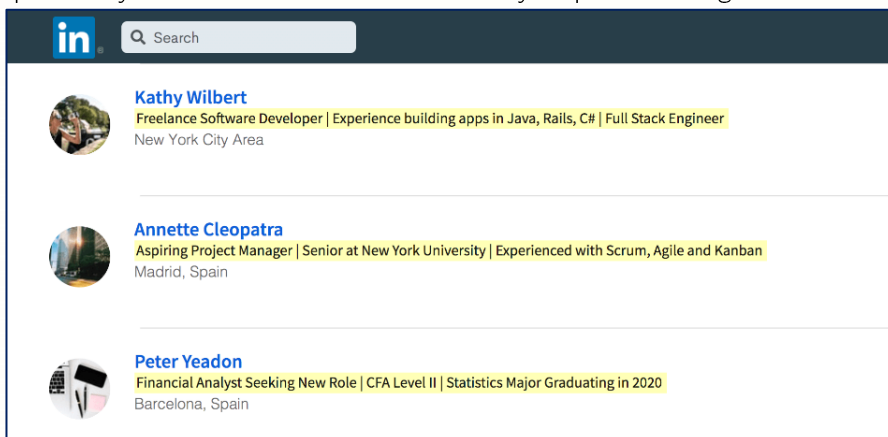
LinkedIn is a useful tool for building your professional network, learning about opportunities, and developing professionally. This guide covers the basics of setting up an effective profile, connecting with people to build your network, and seeking educational and professional opportunities.

Creating your LinkedIn profile:

- Go to LinkedIn.com and select the button that says “Join now”
- Fill in your email address (we recommend using your KSU email) and create a password
- Complete any additional steps as prompted when you log in for the first time
- **NOTE:** you do not have to fill out all your information when you first create your account. The tips below break down each section, which you can go back and edit any time.

Your Headline:

- Your headline is always visible on your profile, and appears when LinkedIn users search for you. This is **why it is so important your headline is full of keywords to help your profile appear in searches and stand out among others** in your industry!
- Use your headline to show the experience you have and how that connects to your professional goals!
- Go beyond “Kent State Marketing major” – more keywords and more detail help you stand out.
- Make it clear you are looking to grow your experience.
- Consider these examples from ResumeWorded and [check out more headline ideas in this article](#)



Adding images to your profile:

Profile photo: professional headshot or similar quality, shoulders and up shot, avoid selfies, low resolution photos, extremely outdated photos, or any content that could be considered unprofessional.

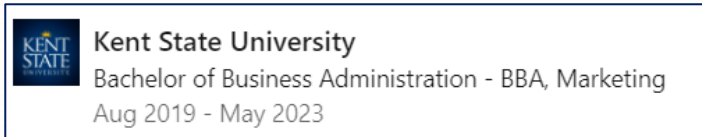
* * [free professional headshots are available for KSU students](#) through Career Exploration and Development

Banner: neutral image that aligns with your professional brand. Avoid anything extremely specific, political, potentially controversial, or extremely low resolution.

- Customize your banner and do not use generic LinkedIn images.
- Kent students: [free KSU wallpapers here](#)
- [Unplash.com](#) is another free stock photo resource

Your Education:

- Include the full name of your degree, major, name of your university, and the year you started your program.



- **Ex: Bachelor of Business Administration, Major: Marketing, Kent State University, 2022 – present**
- You do not need to include high school, but it’s appropriate for underclassmen who have relevant highschool experience to include.
- Optional: list relevant course titles or student organizations



Professional Experience:

- This section is great for going beyond the capacity of your resume!
- You are not required to include your full work history, but any experience can help you get noticed by potential employers.
- Do not only copy from your resume. Expand on bullet points and include more details.
- Make sure you have the correct job title and correct start/end dates.
- Add any relevant skills you developed in your role!

Skills, Licenses, and Certifications:

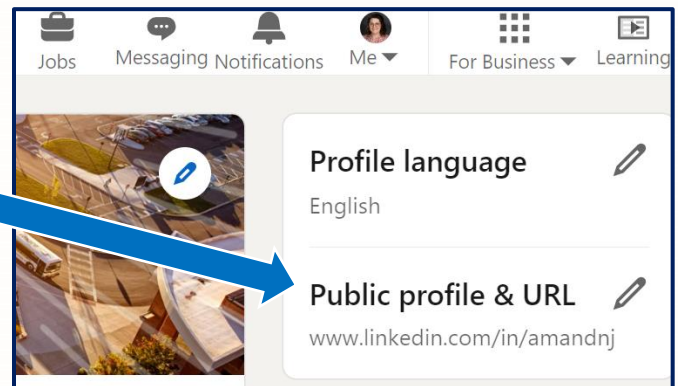
- If you've received any relevant licenses or certifications, make sure to add these!
- LinkedIn Learning or other online courses will often award you badges you can add to your profile as well.
- Skills: like with a resume, it is best to focus on listing technical/measurable/industry specific skills in this section. LinkedIn offers skills assessments that verify you are skilled with a particular program, language, etc.
- Skills, licenses, and certifications can help make you more discoverable – you are adding searchable keywords to your profile.

****TIP:** contact employers or classmates to see if they would be willing to endorse some of your skills on LinkedIn. This supports that you are skilled in a certain area, and shows you are growing a strong professional network.

Your LinkedIn URL:

Sometimes, potential employers will only have a hard copy of your resume. For a cleaner, easier-to-use look, customize your URL.

Go to your profile, and click "Public profile & URL" and create a short, clear URL. You can align your URL with your email address or name to make it clear that URL is related to your profile.



Connecting with others:

There are many ways to build connections on LinkedIn. Using them to expand your network can help keep you informed of job and internship opportunities, find out about events, understand career paths, and more.

- **Groups:** search for groups with keywords related to potential career fields, companies, professional organizations, etc. Joining these can help you stay informed of industry trends and opportunities.
- **Kent State Alumni:** you can search KSU alumni on the Kent State University public LinkedIn page. If you have questions about a particular career or company, you already have something in common to send a message.
- **Sharing posts:** consider posting to build your following or commenting on other's posts to build connections.
 - **Some ideas of content to post:** new articles related to your industry, photos and a summary of a career event you attended, reposting with a comment on another's post, volunteer opportunities, summary of your internship experience, description of relevant class projects or extracurricular activities.
 - **Following pages:** Universities, professional organizations, extracurricular groups, companies, etc have public pages you can follow. You will receive updates from these places, recommended connections and posts, recommended jobs, and potential new connections.

➤ **Connect with the Career Services Office!** [Click here to view and join our LinkedIn group.](#) We post about jobs, internships, networking opportunities, on-campus events, and more!

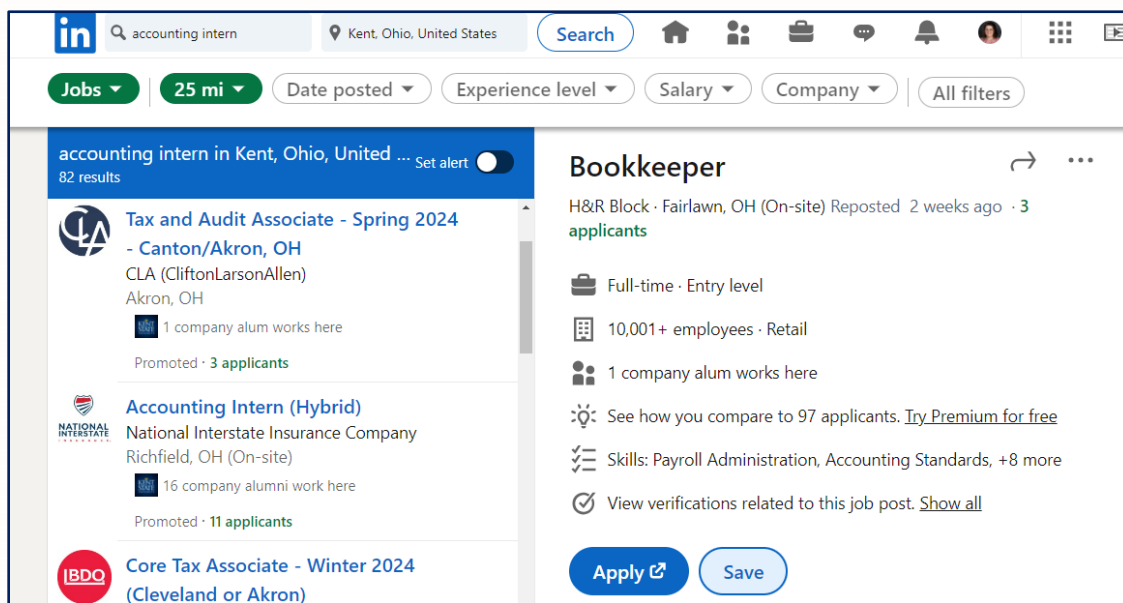


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For more information:
Career Services Office
buscareers@kent.edu

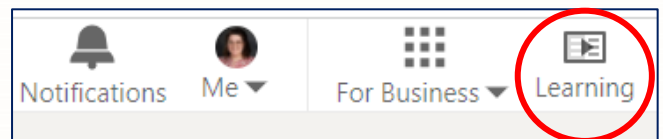
Searching for jobs:

- Click the **Jobs** icon at the top of your LinkedIn homepage & then click into the Search bar on the top of the page and search by keywords, title, skill, or a company name.
- You can also select from the job roles suggested by LinkedIn based on your profile, connections, and searches. *You will get more relevant recommendations if you update your profile with your experience, education, skills, etc.*
- Use the **filters** options at the top of the search results page to filter the results by location, salary, job type, etc.
 - **Note:** Once you've applied all the filters, you can switch on the Set Alert toggle and set job alerts, which will send you an email when new jobs that fit your parameters are posted!
- There are two types of job postings on LinkedIn:
 - Easy Apply:** This allows you to apply for the job on LinkedIn.
 - Apply:** You'll be redirected to the company or third-party website where you can apply for the job externally.
- You can click **Save** button on the job details page to save a job and return later!



LinkedIn Learning at KSU:

- Resources on LinkedIn Learning are free for Kent State students! Go to <https://www.linkedin.com/learning-login/> and sign in with your Kent State email.
- Once you set up LinkedIn Learning, a tab will appear on your LinkedIn feed that allows you to access Learning content.
- By completing LinkedIn Learning courses, badges will be applied to your profile, and employers will know you have training! LinkedIn Learning is a great way to supplement information learning in class and earn professional credentials.



Additional Resources:

- [Jobscan: LinkedIn Profile Writing Guide](#)
- [LinkedIn: LinkedIn 101](#)
- [ResumeWorled: LinkedIn Summary Examples](#)
- [Pearson Accelerated Pathways: How to Make a LinkedIn Profile as a College Student](#)



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