

Using LinkedIn to Find a Job or Internship



1. Become an expert.

Want to stand out and learn about industries you want to get into? Check out LinkedIn Today's news dashboard and Influencer posts for the top daily headlines, join Groups, and follow new industry-specific "Channels."

2. Have a strong headline.

Get noticed. Your profile is not the place to be shy! Write a concise but descriptive headline like "XYZ University honors student & aspiring PR associate," "Entry-level creative professional," or "Finance major seeking investment banking internship."

3. Include keywords.

Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you're going after, or profiles of people who have the jobs you want, and pepper them throughout the Summary and Skills & Expertise sections.

4. Take advantage of student profile sections.

Be sure to complete the profile sections designed just for students, such as Courses, Projects, Languages, Certifications, and Organizations. Keywords are good here too. Complete profiles get 40x more opportunities!

5. Talk about all your relevant experience.

Experience doesn't have to be paid or full-time to be on your profile. Your Experience section can include internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills. You never know what might catch an employer's eye.

6. Build your network.

Grow your network by sending personalized LinkedIn connection requests to everyone you know — friends, family, neighbors, teachers, colleagues, classmates, and more.

7. Ask your network for help.

70% of jobs are found through networking. Once you connect, send customized messages (no mass emails!) to say you're job-hunting. Ask for advice, an informational interview, or if they know anyone in your desired field. Connect one-on-one and others will be willing to make the effort for you.

8. Find "ins" where you want to work.

Heard of LinkedIn Company pages? Visit them for organizations you want to work for and see if you're connected to anyone who works or has worked there. And check out LinkedIn's Alumni Tool to see what grads of your school are up to.

9. Search the Student Jobs Portal.

The Student Jobs Portal is just for you: It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile.

10. Get gutsy.

Don't be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!

Get a job.

Get going at www.linkedin.com

