

LINKEDIN TIPS AND ETIQUETTE:

BENEFITS:

1. **Use LinkedIn to build and enhance your professional brand.** There are over 45 million (and growing) professionals in over 150 industries and 160,000 companies on LinkedIn; it is a great way to get your name out there and counteract the information that might surface on Facebook.

MAKING YOUR PROFILE:

2. **Be truthful about your history and intentions.**
3. When creating your profile, start by reading the profiles of people whom you respect or when in doubt, post questions to or contact ICC professionals on LinkedIn group.
4. Post your complete and updated resume on your profile. **Use bullet points to accentuate your** strengths, skills, highlights, and job responsibilities. Remember that you'll have a wide range of industry professionals viewing your profile, so share experiences that reflect a wider range of industry sectors that interest you.
5. **Include all volunteer experience, paid experience, leadership experience, club membership that relates to your career aspirations.**
6. **Post a professional picture of just yourself.**
7. **Get recommendations, 3rd party professional endorsements, for each position that you've listed on your resume.**
8. **Use a headline that reflects career related aspirations or career related.**
 - i. **Law club member vs. clerk at Safeway if you are a Political Science major interested in law school.**
9. **Create a key word rich summary with industry language, organizations, institutions, etc. so that people and employers can easily find you in advanced searched on LinkedIn.**

COMMUNICATION:

10. **Use basic online etiquette:** Formal greetings, sincere thank yous, professional and friendly tone, no emoticons or abbreviated words, prompt responses, clear and concise language, don't ask questions that you can easily find the answer to on your own.

11. **When contacting recruiters or employers, never ask for a job.** Be sure to focus on mutual support, advice or helpful information; recruiters are very sensitive to barrage of job inquiries that they receive.
12. **Develop a professional introduction or commercial when contacting people on LinkedIn. Be sure to include: your name, affiliations, how you were referred, why you are contacting them, how you can help them or how they can help you.**

“Hello, Mr. Lincoln. My name is Anne Nguyen. I’m also a member of the UC Davis Internship and Career LinkedIn group. I saw that you were very knowledgeable about international business. I’m a recent UC Davis graduate with a bachelors in international relations. I recently finished an internship with Bryant Christie where I gained insight on international trade. I’m really interested in starting my career in international business. Would you would have a moment to share any advice, ideas, leads or referrals with me?”

CONNECTIONS/GROUPS:

13. **Only connect with friends, acquaintances and professionals with whom you’ve had minimal connection. Pay attention to their “Contact Settings” that indicate what they are “interested in.”**
14. **Join groups or associations related to your field; they are rich with mentors and advisors willing to share their experiences about how they got started.**
15. **Do advanced searches by location, company, job title, industry or institution to find contacts. If they aren’t in your network, you can get introduced by someone who is. This is a great way to do research.**