

How to use LinkedIn (30 minutes)

In this activity, you'll learn more about the social media and networking platform, [LinkedIn](#): why it's important (even when you're a student just starting to think about your career) and how best to use it.

Why is LinkedIn important?

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. All you need is an internet-connected device.

A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education.

On another note, building a great reputation, maintaining a portfolio, and participating in a community of professionals are all important habits for future career success. Whether you're documenting volunteer service or tracking awards and club activities at school, LinkedIn helps you develop a "showcase" mindset. Once you have that mindset, you're able to have a complete collection of all your accomplishments.

Activity instructions:

1. Review these key tips for building an effective LinkedIn profile:

- Pick a professional picture
- Write a good headline (120 characters or less)
- Showcase your education
- List your experience (organizations, achievements, honors, etc)
- Get recommendations from managers, mentors, teachers, etc.

2. Watch this quick video (1:21): [LinkedIn for Students: Top Five Profile To-Do's](#)

3. Start building your own LinkedIn profile. If you already have a LinkedIn, audit your profile using the tips and resources to make sure it's set up in the most effective way possible. You can use these additional resources to guide you:

- [Building a great LinkedIn profile tip sheet](#)
- [LinkedIn profile checklist](#)