



LinkedIn Checklist:

Start with a good profile (Everything else in the program is based on your profile)

- ✓ Have a professional picture and background. Look at other profiles for good examples.
- ✓ Have a tagline that represents how you want to be found in searches. Use multiple titles and keywords and separate them with the vertical line above the enter button: |
- ✓ In the "Open to Work" section, specify what job titles, locations, job types, etc. that you are interested in to let recruiters know what you are looking for. Opening it up to all LinkedIn members will add an "Open to Work" frame on your picture.
- ✓ Personalize your URL if you want to use it on your resume. On the upper right side of your profile, click on the pencil next to "edit public profile and URL". From that page, click on the pencil in the upper right box to make your URL how you want it to look. You have to keep the www.linkedin.com/in/ but you can change the rest of it. In this page, you can also change your public visibility settings and content.
- ✓ Under the "Analytics" section, see who has viewed your profile. If you look at someone's profile, (depending on individual privacy settings) it tells them that you looked, and vice versa, because it wants you to connect with others. You can also see the search appearances you have showed up in, and data about your posts.
- ✓ In the "Resources" section, see your network and add people you would like to follow or connect with, manage your personal info, see your activity, and keep track of your jobs, courses, and articles.
- ✓ Add a summary in the "About" section. This is a good place to tell your story. Let them know about you and your career path and your goals. The more detail, the better!
- ✓ Add experiences and give details like you would in a resume.
 - Under each section, you can add links to media such as documents, photos, websites, videos, and presentations.
- ✓ Add Education including details under each degree.
- ✓ Click on the "Add section" button to add additional sections such as Licenses and Certifications, Accomplishments, Skills, Publications, etc.
- ✓ Skills and Endorsements is a section where other people can endorse you for skills you have and they can also write recommendations for you there as well. You can add up to 50 skills.
- ✓ In the "Interests" section, you can follow: Influencers, Companies, Groups, Newsletters, and Schools to get specific industry related information and connect with people in groups. The bigger groups you join, the bigger your network gets and you can see more detail in other people's profiles.

Job Search Tool

- ✓ Click the "Jobs" icon at the top center.
- ✓ Put job title, skill, or company keywords into the left search bar and then you can add the location in the right search bar when it appears.
- ✓ If you have ISU on your profile, you will see the orange I-S logo under jobs that have ISU alumni and you can see their profiles.
- ✓ The job list is on the left side and the individual job posting appears on the right.
- ✓ Some jobs have an "Easy Apply" feature. To apply for those jobs, just click the "Easy Apply" button, and then add your phone number, resume, and answer a couple of questions, and you have applied to the job.
- ✓ You can use the filter buttons along the top to narrow down your search and you can click the "set alert" button to get new jobs emailed to you that match your criteria.

Alumni Search Tool

- ✓ In the search box at the top, type in "Idaho State University" (or any other school you want to explore) and click on the orange I-S logo, or the "view page" button which will bring you to the ISU page.
- ✓ Click on "Alumni" in the box on the center of the screen.
- ✓ This will show you information about all of the ISU Alumni that are in the system. If you click on the arrow buttons to the right of the search box, it shows:
 - Where they live
 - Where they work
 - What they do
 - What they studied
 - What they are skilled at
 - How you are connected to them
- ✓ At this point you can either type in key words in the search box, or just click on the colored bars to select what you want.
- ✓ After narrowing down the search, you can scroll to the bottom of the page and all of the profiles of the people will come up that match your search criteria.
- ✓ You won't see details of people who are outside of your network since the profiles of members who are outside your network have limited visibility. To access more member profiles, continue to grow your network and join larger groups.
- ✓ You are ONLY visible to people in your network: 1st degree, 2nd degree 3rd degree & Group members!
- ✓ You can connect with them or send them a message to start a conversation to gather information from them about their company or whatever other information you are interested in.
- ✓ You must connect with them first to send them a message, unless you have a Premium account, which is about \$30 a month. You can add a note when you send them an invitation to connect and you can use this as a way to get them a message for free.
- ✓ Premium also allows you to see jobs where you are a top candidate and you can also compare yourself to other job candidates. You also have access to LinkedIn Learning, which is a library of thousands of training videos to help you learn new skills.