



THE PERFECT LINKEDIN PROFILE



TOP LINKEDIN TIPS AND TRICKS TO HELP YOU LAND YOUR DREAM JOB

The Triton Transfer Hub is here to help you set up and take advantage of LinkedIn, a networking and job-seeking site for professionals. But you can take advantage of it as a student as well - these tips should help you maximize your potential!

use a nice photo

Your profile should look as professional as possible, so try to use one where you're wearing formal clothes and the background is neutral. Make sure your face is clearly visible and the lighting in the photo is good.

your skills

Update your skills! Periodically make sure you are currently proficient in them and try to get endorsements if you can! These endorsements can come from coworkers, friends, faculty, mentors, etc.

your education

In addition to listing the schools you got your degrees from, you can include honors, accolades, your position as an active officer of a club, and study abroad experience.

your accomplishments

Here, you can include relevant coursework (with a short description of the class), any language skills, projects, published literature (i.e. research papers), and patents.

attach your resume

Consider attaching your resume, which would make it easier for prospective employers to scout you. Of course, make sure it is up to date and properly formatted - if you need help with that, a good place to start is the [UCSD Triton Career Guide](#).

the "About Me" section

If you are actively job/internship hunting, this section should briefly reflect on what skills/experiences/character attributes your potential employers are looking for. You can leave this information up even after you get that position you want. If you're in your dream position, you can include what projects/skillsets you're currently growing in. Consider the "about me" section your 15-second elevator pitch that you would give to an interviewer when they say "Tell me about yourself". If you can, try to match this section to the header of your resume. In addition, your headline should be eye-catching - for me, I stated my major and that I'm currently looking for an internship.

your job experiences

Your listed job experiences only need a brief bullet point on what your duty was while employed. Sometimes including a paragraph of the organization itself is something to consider.

grow your network

As you reach out to people for informational interviews and other networking opportunities, your network will grow. If you're not planning any informational interviews yet, an easy way to grow your network is to connect to others in your major and UCSD alum. Aim for at least 100 connections - it will make it easier for your profile to be spotted.

nab some recommendations

Recommendations on your LinkedIn profile are like endorsements, but even better. Recommendations are exactly as they sound like - accounts and perspectives from those who have worked with you who can personally attest to your academic, personal and social skills.

HOW TO USE LINKEDIN EFFICIENTLY

Top networking and job hunting tips for LinkedIn

FOLLOWING FOLLOWERS

Follow accounts and topics you're interested in (ex: investment banking, UN Women, etc) and engage with companies you're interested in working for. Job postings and current employees will be posted so it's easy to keep track of what's going on. Following company profiles is also a good way to keep track of company announcements and product releases (important for interviews!)



SMARTS CONNECTIONS

While it's important to get to build up your connections, you should not be aiming for anyone, but rather existing professional and personal contacts in the industry you're either in right now, or wish to enter into. Make sure to especially connect to professionals after a networking event. A good way to let people know about you is by liking, commenting and sharing content related to your field and/or professional development - exactly like social media for professionals.



MARKET YOUR PROFILE

Attach your profile to the header of both your cover letters and your resume. You should also consider editing your LinkedIn URL to be as short and easily identifiable as possible - that way, if recruiters forget everything but your name, they will readily be able to look you up on LinkedIn. Make sure to let recruiters at our quarterly career fairs know about you!



KEEP UPDATING

This one is obvious, but if you're applying to jobs through LinkedIn, make sure everything is up to date. That includes your entire profile page and the attached resume,. Even if you're not actively job hunting, your profile should generally be up-to-date, especially if you're attaching the URL to the top of your resume and cover letters.



"YOUR NETWORK IS YOUR NET WORTH."

- POTER GALE

Read more at [Forbes](#).

Need more help?

Meet with your Transfer Peer Coach in the Transfer Hub