Modern Professional Networking
Think of LinkedIn as your online resume, available to recruiters, colleagues & employers

Set Up a Profile in Minutes
• Find or take a professional photo
• Decide on keywords for your headline
• Convert your elevator pitch into your summary
• Complete the experience, education, skills and accomplishments sections with content from your resume

Best Practices

Do
✓ Join the CICS Alumni Group
✓ Add GitHub or personal website links
✓ Customize your LinkedIn URL
✓ Give and receive recommendations
✓ Use formatting like bullets under your experiences (paste them in)
✓ Fill in the summary section with your goal and problems you want to solve
✓ Take advantage of the extra space to include more relevant experience (no 1pg limit)
✓ Add volunteer experience to share passions and potentially shared interests outside of work

Don’t
✗ Make your title the same as everyone else
✗ Use an unprofessional photo – no selfies!
✗ Add skills that you don’t actually enjoy
✗ Forgot to decide on privacy settings
✗ Stop at <100 connections – use the mobile app to add people quickly
✗ Bother paying for premium – but the free trial is nice to try
✗ Wait to turn on your job search “flag,” which lets recruiters know that you’re looking
✗ Hesitate to connect just because you don’t know them well – you’re basically sharing your resume!

Questions? Schedule a LinkedIn appointment with a Career Advisor.

And check out our Alumni Networking with LinkedIn Info Sheet to learn more!

1 On-your-own “OYO” resources help you begin to find answers to your questions now.

For more information or other career-related questions, contact our CICS Careers team.

🔗 Visit our CICS Website | ⌘ Join Handshake | 🔥 Visit Us @ CS360