



# OYO<sup>1</sup>: FIND YOUR IN WITH LINKEDIN

## How to Make Your Resume Just a Google Search Away

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### 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!**

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<sup>1</sup> 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.

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