

Using LinkedIn

LinkedIn is the primary online tool for making connections and expanding your network inside and outside of academia. With networking being one of the best ways to develop your career, be sure you utilize LinkedIn for all it's worth.

Creating a Successful Profile

- Use a professional photo: this could be the first picture of you that a future employer sees.
- Be sure you have a complete profile: do not skip any of the available sections unless they are irrelevant to your field.
- Compose a brief summary statement: highlight the skills you want employers to know about and what your long-term career goals include; tailor this statement according to the job you are seeking.
- Include employment experience relevant to your field: there is no limit to the amount of experience you can post; you can include positions or accomplishments that you were not able to fit on your resume.
- Include the following categories: volunteer experience, languages, publications, projects and organizations you support if they support your career objectives.
- Personalize your URL: this will make your profile easier to find and you can list it in your resume.

Growing Your Network

- Join groups that allow you to reach out to other PhDs: examples include
- Follow companies that interest you and where you are seeking employment: sometimes companies will post job and internship opportunities through their pages.
- Join groups for professional associations in your field and causes you are interested in.
- Stay active: post updates, contribute to group discussions and comment on connections' updates.
- Always send a personalized message when connecting with another LinkedIn member: avoid generic "I'd like to add you to my professional network" message.
- Use the private messaging feature: this is a fantastic way to reach out to people for informational interviews.
- Visit the Campbellsville University LinkedIn page and the pages of any other alma maters and use the "Find Students and Alumni" feature to see where other CU students and alumni are working... <https://www.linkedin.com/school/35871/>

