



LinkedIn: Get Connected. Get Hired.

Build Your Brand

Profile

- **Photo:** Use a recent, professional headshot. Avoid selfies. Use a clean background and professional clothing.
- **Banner:** Choose an image that reflects your career field or personal brand. Use free, non-copyrighted images.
- **Headline:** Go beyond your major. Include your major, role, interests, skills or career goal.
Example: Marketing Student | Event Planning Intern | Passionate About Social Media Strategy
- **URL:** Customize your LinkedIn URL using your name. Remove unnecessary numbers or characters.

Experience

- Use your resume as a starting point.
- Highlight skills and accomplishments, not just job duties.
- Include jobs, internships, volunteer experience, relevant coursework, certifications and licenses.

About

- Tell your story in one or two paragraphs.
- Explain why you chose your field, what interests you, skills you are developing and what you hope to do next.
- Use your elevator pitch as a starting point, but don't copy your resume summary.
- Write it yourself. Use AI to review your writing and suggest keywords, not to create your story.

Skills and Recommendations

- Add at least five technical and five transferable skills related to your career goals.
- Choose skills you have developed through classes, jobs, internships or other experiences.
- Ask professors, supervisors, mentors and colleagues for recommendations that highlight your strengths.



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Build Your Network

Connect With People

- Connect with classmates, professors, family, friends, co-workers, supervisors, mentors and other professionals.
- Personalize connection requests so people remember you.

Find Tri-C Alumni

- Search “Cuyahoga Community College” on LinkedIn and select the “Alumni” tab.
 - Find alumni by field, employer, location or career path.
 - Send a brief, personalized message introducing yourself and asking for career advice or an informational interview.
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Explore Careers and Find Jobs

Search

- Use LinkedIn's “Jobs” tab to find internships and jobs.
- Filter by location, experience level and industry.
- Research the company and job description.
- Look for connections who work there and ask for an insider’s perspective.
- Set up job alerts for positions that match your goals.

Prepare

- Follow companies, industry leaders and professional groups.
 - Stay current on industry news and trends.
 - Use what you learn to connect your skills and experience to the positions you want.
 - Prepare thoughtful questions for interviews.
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Stay Active

- Post regularly to build your professional presence.
- Share accomplishments, projects, internships, articles and career-related insights.
- Comment on others' posts and add your own perspective when sharing content.



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