



Campus Life Building · Room 220 · DeKalb, Illinois 60115 · (815) 753-1641
niu.edu/CareerServices · careerservices@niu.edu · facebook.com/NIUCareerServices

Top “To-Do” List for LinkedIn

- Create a 100% complete profile
 - Professional Photo – have a friend take a photo of you in front of a neutral backdrop
 - Professional Headline – focused on the career you want, not the job you have
 - Summary – Include information about your skills and professional interests
 - Experience – Focus on skills and accomplishments when describing your work
 - Organizations – Include skills and accomplishments for these experiences as well
 - Education – Be sure to include study abroad and summer programs as well
 - Skills – Add skills related to your future career; connections can endorse you as well
 - Recommendations – As supervisors, faculty members, and coworkers to endorse you

- Create a personalized URL
 - Move your cursor over Profile at the top of your homepage and select Edit Profile.
 - You'll see a URL link under your profile photo like www.linkedin.com/in/yourname. Move your cursor over the link and click the Settings icon next to it.
 - Note: "Update your public profile settings" will show up if you don't have a public profile. Learn how to enable your public profile.
 - Under the Your public profile URL section on the right, click the Edit icon next to your URL.
 - Type the last part of your new custom URL in the text box.
 - Click Save.

- Connect with professionals with whom you'd like to network. Be sure to send personalized invitations to connect that explain who you are and why you are requesting to connect.

- Find companies that interest you and Follow them (yellow button in the top right corner)
 - Review profiles of their employees and see if you have any 1st or 2nd connections working at this company
 - Click on “See All” to pull up all company employee profiles; use filters in the left hand navigation to learn more about these employees in aggregate

- Search for Groups that relate to your professional interest and request to join

- Post or reply to a discussion in a group and begin to establish yourself as a professional

- Use the Alumni Tool to learn more about NIU alumni
https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/alumni-tool-final.pdf

