How to Be LinkedIn: A Step by Step Guide for Freshmen and Sophomores

1. Go to http://www.linkedin.com

2. Enter your first and last name, email, and a password, then click on “Join Now”
   a. Use a professional email, since that’s how connections will get in touch with you. We recommend using “firstname.lastname@gmail” (or other email service), rather than your Albright account.

3. Confirm your email account.

4. Add your Headline – who are you? Many of our students say Student at Albright College or XYZ Major at Albright College.

5. Add your location and industry.
   a. Your industry should correlate with your major/career plans. If you aren’t sure of your major and/or your career plans, pick an industry that sounds interesting to you – then you can use it to network with professionals who are in that field to learn more!

6. Upload a professional picture of yourself- typically a headshot. No pictures of you with a group of friends. If you must use a selfie, make sure it’s in professional clothing with a plain background. Watch for Dr. Pankratz to hold photo hours in the Campus Center.

7. Create your Summary. Think of this as a paragraph about you as a professional. What activities are you involved in? What are you studying? What are your career goals?
   a. As time goes on, keep this section up to date by adding relevant courses you’ve taken and information about research and internships.
   b. You can upload presentations, projects, and papers from your classes, too!

8. Add your Experience (work history) and Education.
   a. With your Experience, don’t forget to share details about what you did in your position. Use this opportunity to use accomplishment statements. Start each point with a verb to highlight your skills and experiences.
   b. When adding Education information, make sure to include Albright.

9. Give yourself a pat on the back by adding skills- these can include things like Microsoft Office, Social Media, Customer Service, and Communication.
   a. Add as many skills as you’d like, but make sure they are accurate! If you’re going to say you have a characteristic, be sure you have an example to back it up.
10. Finalize the details - you can add interests, personal information, languages, volunteer experience, clubs/organizations/athletics and certifications. These are all optional; you can add them as you gain more knowledge during your time at Albright.

11. Let your network grow! Share your profile on Facebook and Twitter, and search your email contacts for connections. Look for family, friends, neighbors, professors, and other professionals.
   a. ONLY connect with people if you know them and they know you. Don’t connect with people unless you have an established relationship with them. Would you be willing to introduce that person to another contact you have? It’s not a contest to see how many “friends” you can have on LinkedIn.

12. Last but not least, make an appointment to meet with a career counselor to review your profile and show you how to use LinkedIn to its full potential.