Suggestions for Alumni Using LinkedIn

PROFILE
- Include all last names that you have used
- Use the headline to communicate your career ambitions
- Add a professional picture
- Status updates can be a useful way for connections to see what you are currently working on
- Link to your Twitter account if it is professionally-focused
- Change the system-generated URL to reflect your full name
- Use the summary to express your personal brand
- Specialties should include keywords and synonyms with which you want to be professionally associated
- Use applications like Blog Link or SlideShare Presentations to enhance your profile and showcase your work
- Fill in full details of your work history and education with content from your resume
- Be sure to add clubs, activities, interests; these can become talking points when networking

CONNECTIONS
- Import and search for contacts; do this at least once a month
- Consider when it is appropriate or not to use generic system-generated invitation messages
- Give recommendations: what goes around comes around

GROUPS
- Find groups based on professional associations, interests, alma maters, etc.
- Be active in discussions or post relevant news
- See what groups colleagues and peers have joined for suggestions
- Create a group to broaden your network of like-minded professionals

ANSWERS
- Use “LinkedIn Answers” to post thought-provoking questions or ideas to tap into the minds of your peers
- Stay up-to-date on issues in your area by reading questions and responses by others
- Respond to questions to become recognized in your field

SEARCH STRATEGIES
- Use the “Advanced” option to help target your search; sort by “Relationship” to see how you are connected
- Use “People” to find people by name or at a particular organization, in a specific field or from a school (this is a great way to find fellow alumni)
- Use “Companies” to find out information about a company, positions at a company, what kind of experience people in comparable positions have, if you have any connections at the company
- Use “Jobs” to find postings; see if you have any connections at the company, especially to hiring managers or Human Resources Professionals

MORE TIPS
- Visit http://learn.linkedin.com for more information on how to use LinkedIn, including video tutorials
- Place your LinkedIn profile URL in easy places for people to learn more about you as a professional, such as in your blog information section, on your business card, or in your signature to all emails
- Read about how other people are using LinkedIn to network: a quick Web search yields many articles containing this information

Free, confidential, career counseling is available to all URI alumni, no matter when you graduated. Please contact Karen Rubano or Marie R. Geary, URI Alumni Career Advisors, at 401 874 9404 or at krubano@uri.edu or lkuosmanen@uri.edu.