
Top 6 Things You Should Know About

1. **Your profile is your first impression**

Take time to add important detail to your profile. Your tag line should clearly describe your industry interest. Include a summary statement of 3-4 sentences outlining your previous experience. Use a professional-looking photo so that people you've met in person will recognize you when responding to your connection request. Brand yourself as the professional you hope to be.

2. **Connect to people you know**

Unlike Facebook, LinkedIn is a professional social networking site, so it's critical that you connect with people you know and avoid connections with people you've never met. Start with classmates, family, co-workers and friends. From there, you can expand to professors, staff and alumni. The connections you make will be your conduit for communicating with people outside of your network, so it's important that your immediate network knows enough about you to speak to your professionalism and talents.

3. **Research companies**

LinkedIn is most powerful when you start with a company search. View employees to see their location, previous companies, school and languages spoken. The "insights" tab provides information on employees with new titles, recent departures, similar company profiles, and the top skills and expertise of employees. Use this tab to generate skills you need to master to be competitive and new names of employers in your area of interest.

4. **Join the St. Olaf College Alumni group**

Did you know you can join the St. Olaf College Alumni group before you graduate? With nearly 5,000 members, this valuable resource can help you find alumni in your geographic area or employers of interest. Keep an eye on jobs or internships that alumni are promoting to other Oles. Conduct advanced searches in the membership tab to track alumni who have similar academic interests or skill sets.

5. **Know who is viewing you and why**

LinkedIn allows you to see who has viewed you and other profiles they viewed in addition to yours. This information is useful for testing the relevance and impact of your profile. Modify your tag line, summary, specialties, skills and expertise to grab the attention of your desired audience.

6. **Manage your privacy settings**

You can control who sees your profile and how much they see. Customize your settings tab to set the level of visibility you desire.