



TIPS FOR USING LINKEDIN

Why should you create a LinkedIn profile if you already have a resume? LinkedIn is a dynamic platform that enables job seekers and employers to connect. On it, you'll have the chance to look for internships and jobs, grow your professional network, and research organizations. Check out tips for how to write your headline (p2), what to include in your summary, and how to write up your experiences, projects, service, etc. (p3-5). Leverage the platform so the right employer can find you. Ask for recommendations that praise your work performance (p7). Remember to engage on the platform so you can connect with alumni, join groups, and more (p8-10).

TOP 10 LINKEDIN TIPS

CREATE A UNIQUE PROFILE. Attend our LinkedIn workshop to receive more detailed information on how to create a profile that stands out.

PROOFREAD, REST, THEN PROOFREAD AGAIN. Wait to make your profile visible to others until after you have corrected any errors and typos.

KEEP IT CURRENT. Be sure to update your LinkedIn profile as often as you update your resume.

LET PEOPLE SEE YOU. You should have a headshot on your profile (you do not need a professional photographer). Also use a cover photo.

STAY PROFESSIONAL. Use other social media platforms for sharing weekend plans or personal details. Post only what you want your boss and colleagues to see.

JOIN GROUPS. Request to join groups related to your school, your skills, your professional organizations and interests.

USE LINKEDIN LEARNING TO DEVELOP EXTRA SKILLS. All students have free access to LinkedIn Learning, where you can develop various technical and non-technical skills, and even practice for a coding interview.

BEWARE THE "EASY" CONNECTION TOOLS. When you want to connect with someone, go to their profile before you click Connect, so you can send a short personalized message. Clicking Connect from a suggested contact list will spam the person with a generic message.

FOCUS ON THE 1ST & 2ND DEGREES. Your friends and roommates today will be your colleagues and clients tomorrow. You can also use the alumni search to identify potential contacts. If you search too many companies or distant contacts, LinkedIn will block your searches and encourage you to join Premium (paid services), so be judicious regarding this point.

ASK FOR ADVICE. Use LinkedIn to set up informational interviews with alumni or other acquaintances that are not on Terrapins Connect. You can ask about your contact's career path, or about useful skills and activities. Refrain from asking your recent acquaintances for a job. Send a thank you note after your conversation.

CUSTOMIZE YOUR LINKEDIN URL. Create a unique link with your name to include on your resume.

LINKEDIN FOR ENGINEERING STUDENTS

- Follow “University of Maryland” and “University of Maryland—A. James Clark School of Engineering”
- Once you are an alumnus, join the “A. James Clark School of Engineering Alumni [Official]” group
- If applicable, join “University of Maryland International Student and Alumni Network”
- Save the UMD LinkedIn Learning Link for free courses: linkedinlearning.umd.edu

CREATING YOUR HEADLINE

- The headline appears under your name and pronouns
- Use keywords and/or a phrase that specifies the work you can do
- Great headlines are clear, memorable, and enticing
- They should encourage someone to click on your profile rather than a competitor’s
- Use up to 220 characters to highlight the core of what you have to offer an employer

Jane Doe (they/them)

Transportation and Project Management | LEED Green Associate | Sustainability Advocate

John Doe (he/him)

Solving the world’s problems through wireless communication and networking technologies

WRITING YOUR SUMMARY

Your LinkedIn summary (2,600 characters) offers a voice to your profile and tells recruiters, colleagues and classmates how you want to be known professionally, types of professional opportunities you are seeking (internship, new job, networking), and your principal skills and expertise. You can use AI to assist with this, please see our “Best Practices for Using AI in Career Development (go.umd.edu/Altips4career)” for guidance.

When writing your summary:

- be specific in your introduction sentences/paragraph
- share your story and your passion for engineering
- include insights gained from your proudest academic experiences, internships, or work experiences (use CAR—challenge-action-result—to develop your stories)
- state your skills and use keywords (feel free to use bullets; you do not need to only have paragraphs)
- use first person to appear more approachable (this is a notable difference from resume writing)
- reflect on whether the information you provide in this section illustrates the values, work ethic, expertise, and interests you will bring to a company
- close with a call to action; provide contact information and express a desire to connect
- Remember to proofread for grammar, punctuation, and spelling

However, do not:

- only list facts from your resume
- use unnecessary fluff or flowery language

We provide sample summaries on the following pages. They do not represent all types of acceptable

SAMPLE SUMMARIES

First and Second Year of Undergrad

UNDECIDED ENGINEERING

I am an ambitious first-year engineering student at the University of Maryland. I hope to one day fix the biggest problems in the world, and will use my time in college to explore every facet of engineering to find what interests me the most.

I am currently seeking exposure to the field through an exciting and challenging internship position.

BIOENGINEERING MAJOR

I am a first-year bioengineering student eager to make a difference in the field of human health care.

I am interested in summer internship or research opportunities that will allow me to explore this field and fuel my passion. Outside of class, I am involved with the Biomedical Engineering Society, and work part-time as a server at Ledo's Pizza.

MATERIALS SCIENCE & ENGINEERING SECOND-YEAR UNDERGRAD

I'm a second-year student at the University of Maryland, College Park, seeking a degree in Materials Science and Engineering. I'm interested in the application and development of polymer materials and I have strong leadership and communication skills as demonstrated through previous class project experience. I'm currently seeking research opportunities on campus and summer internship opportunities.

Career Objective or Industry

AUTOMOTIVE ENGINEERING

I am a third-year mechanical engineering student who is very passionate about cars. It is my goal to work in the automotive industry as a mechanical drive systems engineer in order to make the cars of tomorrow safer, more reliable, and efficient.

This past summer, as a safety engineering intern at Ford Motors, I was responsible for testing systems to ensure emissions and safety compliance with all government regulations. On campus, I have been a member of Terps Racing for the past 2 years, where I am the drive systems sub-team leader, and have numerous hours of hands-on experience building the systems and working with the team. I also am proficient in Autodesk Inventor, and have had exposure to C++.

FUTURE TECHNICAL CONSULTANT

As a fourth-year chemical engineering student in my final year of the Quality Enhancement Systems and Teams (QUEST) Honors Program, I am excited to apply my analytical skills in the field of consulting. I am a team player, and would like to work in a fast-paced collaborative environment to solve the challenging problems of today.

With QUEST, I have had the opportunity to work on many projects that combine the fields of engineering, business, and computer science to come up with innovative solutions. I have further developed my communication and problem solving skills as a Physics 2 Teaching Fellow. I look forward to the opportunity to bring these experiences to a competitive consulting firm.

SAMPLE SUMMARIES, CONTINUED

Career Objective or Industry, Continued

AEROSPACE CO-OP OR INTERNSHIP

Third-year Aerospace Engineering student at the University of Maryland (UMD) with a keen interest in high-speed aerodynamics and boundary layer interactions. Previous internship experience at Sikorsky for the CH-53K Heavy Lift Systems Engineering Group. Currently pursuing departmental honors research in drag buildup at the High-Speed Aerodynamics and Propulsion Laboratory at UMD.

Seeking a co-op or internship to build a long-term career in aerospace engineering to apply engineering principles to solve real-world problems and gain overall insight into the profession.

SUSTAINABLE ENERGY ENTRY LEVEL JOB

As a fourth-year Electrical Engineer at the University of Maryland, I am passionate about sustainability. My skills include:

- Hardware such as nScope, Arduino, and Raspberry Pi
- CAD software including Autodesk Inventor, Solidworks, and Creo Parametric 3.0
- Coding experience in UNIX and Verilog Hardware Description Language

Through my experience with the UMD Solar Decathlon team, I've applied these skills to an intensive interdisciplinary project to create a 100% solar powered and water efficient home. The energy subsystem team and I designed and coded an energy system that accurately predicted weather patterns and made recommendations for daily energy use. Our home earned 2nd place overall in the international competition, and 1st in the US for our innovation and integration of our many systems.

Now, I am seeking a full time position in which I can put my unique technical skills to work and consult large-scale projects to ensure and improve smart energy use and even develop energy production. I look forward to connecting and seeing how we can work together to encourage sustainability in engineering.

STRUCTURAL ENGINEERING

I always knew I wanted to be a Civil Engineer. As a child, visiting construction sites and drawing all day was more fun than watching cartoons. I took this passion with me to the University of Maryland and really cultivated my interests as I earned my bachelor's degree in Civil Engineering. My time spent working on Engineers Without Borders projects and as the Treasurer of the Association of Civil Engineering chapter on campus furthered my interests professionally while contributing to my social development.

My goal as a Civil Engineer is to not only develop the world around us but do so in a way that is sustainable and environmentally conscious. Currently, I am a Structural Engineer with Clark Construction Group in DC. I assist in the design and planning of the construction of new buildings while also overseeing the construction process. I bring my passion for design and sustainability with me to work every day. I strive to be a life-long learner and look forward to acquiring new professional skills along the way.

REAL LINKEDIN SUMMARIES

EVELYN F. - AEROSPACE GRAD

I am incredibly passionate about aerospace, and look forward to the opportunity to apply my knowledge and critical thinking to problems and projects within the aerospace industry. My interests within the aerospace field include UAV/UAS and aerodynamics, particularly of supersonic and hypersonic flows. I am proficient in MATLAB, Autodesk Inventor, and Microsoft Office, and have exposure to Siemens NX, C++, and Python. In addition to my B.S. in aerospace engineering, I have a minor in International Engineering. I studied abroad in Madrid and have since discovered my love of travel, language, and culture.

DAVID P. - STARTUP FOUNDER

I am David Potter, CEO of Curu, Gates Millennium Scholar, and I am passionate about creating powerful environments. I grew up in poverty, where all of family and friends fought an uphill battle financially, mentally, and environmentally in attempt to make it forward in life.

I was able to figure my path and overcame my obstacles, but along the way I noticed that that everyone fights a similar uphill battle and has the same aspirations that I do to move forward in life. I am committed to bringing the world closer to the American dream and empowering people by providing the world with the most powerful tool through Curu.

MICHAEL G. - INSTRUCTOR

I am a very well rounded, creative, and hard working individual capable of taking on anything. I dream of one day being able to truly make a difference in the world, by collaborating with others in academia and scientific research to effect positive and meaningful change in many peoples' lives. Giving back and working with others to provide something meaningful to them has been a driving passion throughout my life thus far, and it will continue to be a vital part of my future.

EDUCATION SECTION

- When developing your education section, list all colleges and universities that you attended
- Include study abroad experiences and specialty programs, as well
- Consider providing your GPA if it is a 3.0 or above as well as activities and societies you are a part of
- Write a description to highlight your track, concentration, or other relevant information if applicable

EXPERIENCE, PROJECTS, ORGANIZATIONS, AND VOLUNTEERING

These sections allow you to showcase your work experience, projects, and other activities. Format this section as you would your resume. Mention your specific contributions and results; use your LinkedIn as a space to elaborate on anything you mention in your resume.

Experience: List all job or work experiences you held. Include your employer, dates of employment, accomplishments, and relevant attachments that showcase your results. Remember to add skills you used or learned under each experience as this improves your chance of being a best match in recruiter searches. Note that if you have multiple experiences with a company, you will need to separate the descriptions by date, as you can only submit one date range per organization.

Projects: Take the opportunity to show off your work from classes, like ENES100, research experiences, or individual endeavors. Use this space to develop your virtual portfolio.

Organizations: Note your membership or leadership roles in student societies and clubs. Describe your specific contributions.

Volunteering: Include experiences, causes, and organizations you actively support.

SKILLS

LinkedIn allows you to post keywords that effectively describe your skillsets under the Skills section as well as within each entry in your Experience section. Skills assessments and badges are no longer available.

- Add skills that accurately reflect your experience as well as skills that might have appeal for jobs you are interested in. This is an opportunity to think of keywords that will help your personal branding and market you to recruiters who may be searching for qualified candidates.
- List these skills under the experience you developed or used them for. This will allow employers to see where and how you developed your skills. When listing experience descriptions, incorporate evidence of how you used your skills.
- Have people from your connections list endorse your skills (if you endorse them first, they will usually endorse you back).
- Remember to include skills gained independently, perhaps through independent projects or other certifications.

ADDITIONAL SECTIONS

- Courses: include relevant, upper-level courses that relate to your desired career field
- Honors & Awards: include 1-2 sentences explaining the criterion and how/why you were selected
- Publications: include publications from research you completed
- Patents: include pending or completed patents for your innovative ideas
- Featured: include your best publications, projects, websites, or presentations

RECOMMENDATIONS

Similar to how you would request a letter of recommendations from an employer or team member, LinkedIn allows you to have people—who know your work ethic and professionalism—to post recommendations to your profile.

Choosing a recommender:

- Choose someone who can elaborate on the qualities and experiences that you mention in your resume and LinkedIn profile.
- Mentors, professors, teammates, executive board members, and colleagues are all good options.

How to ask:

- Send a LinkedIn message or email to the recommender, remembering to be polite and gracious.
- Mention accomplishments and qualities you would like for them to touch on.

Remember:

- Say thank you once the recommender has written their note.
 - Consider writing a recommendation to your recommender.
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CONNECTIONS

- Only connect with people you are comfortable associating with professionally.
- Personalize invitations to connect. Instead of clicking “Connect” when you’re perusing your network suggestions, go to the person’s profile and click “Connect” there, so you have the option to personalize your message.
 1. Introduce yourself
 2. Explain why you want to connect (do not ask for a job)
 3. Emphasize how the connection could benefit both of you
 4. Say thank you

Hi Testudo, as a third-year student in UMD’s bioengineering program, I wanted to connect because I saw we were both in BMES-UMD and you now work for a biomedical company. I’d love to hear how you found work in the field, if you’re willing to share. Thanks for considering and hope to hear from you soon!

Following Up

- If the person replies that they are willing to have a conversation, make sure to respond with your availability for a meeting, preferred method of contact, and any additional information to help them prepare to speak with you. Don’t forget to say thank you, again!

Hi Testudo, thanks for being willing to chat! I’m available any day this week before 10am or after 3pm. The easiest way to reach me is my cell (123. 456. 7890). I’m especially excited to hear how you leveraged your experience from BMES to get the job you’re in now. I can’t wait to learn from a fellow Terp!

- If the person does not reply within a month, it is okay to send one more request. After that, it is best to find a new contact.

LINKEDIN GROUPS & ENGAGEMENT

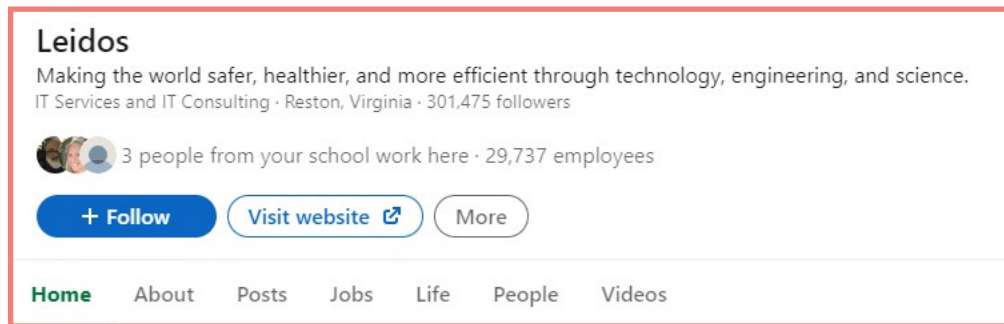
You can grow your network and increase your visibility by starting and contributing to discussions.

- Join groups to learn about the most recent networking events and available opportunities; try to make sure the groups have active participants.
 - Write updates; share articles; and like, comment, or tag others on posts you see in your feed.
 - Things worth sharing include current projects, employment updates, or professional achievements as well as industry news.
 - Attend events or lives on the platform to meet new contacts and hear from experts.
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JOB SEARCH

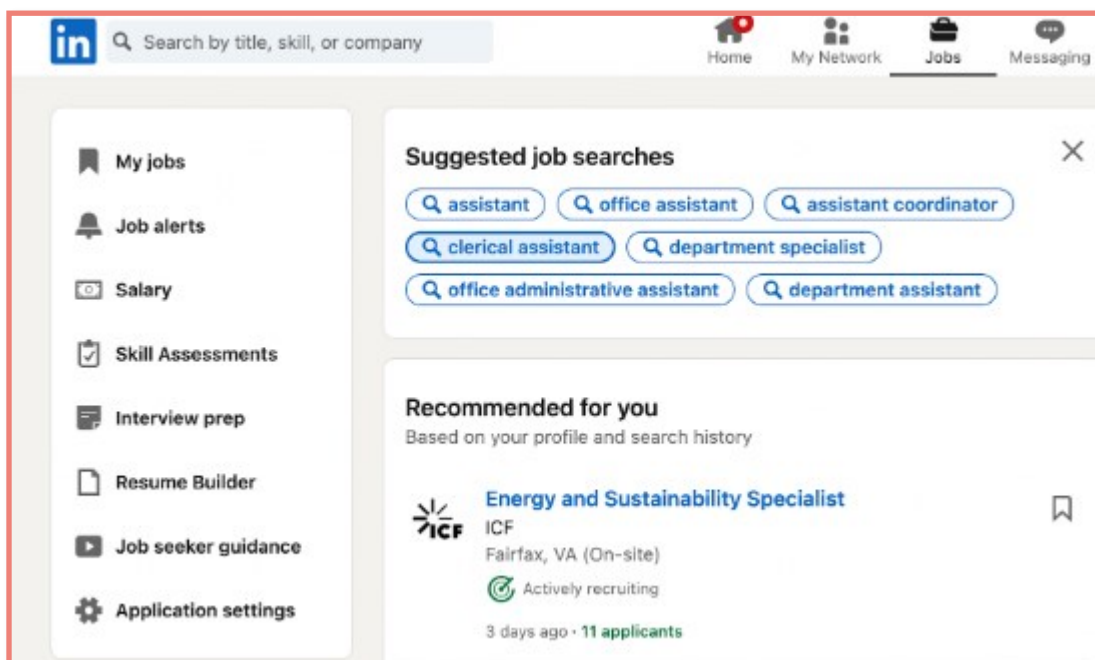
Follow Companies

- Do your research and create a list of top companies you want to work for. Follow them on LinkedIn via their company pages to see their news and job postings. Look at their mission, products, and more to learn what keywords and skills you can incorporate into your profile that match their ideal candidate.



Review LinkedIn Recommendations

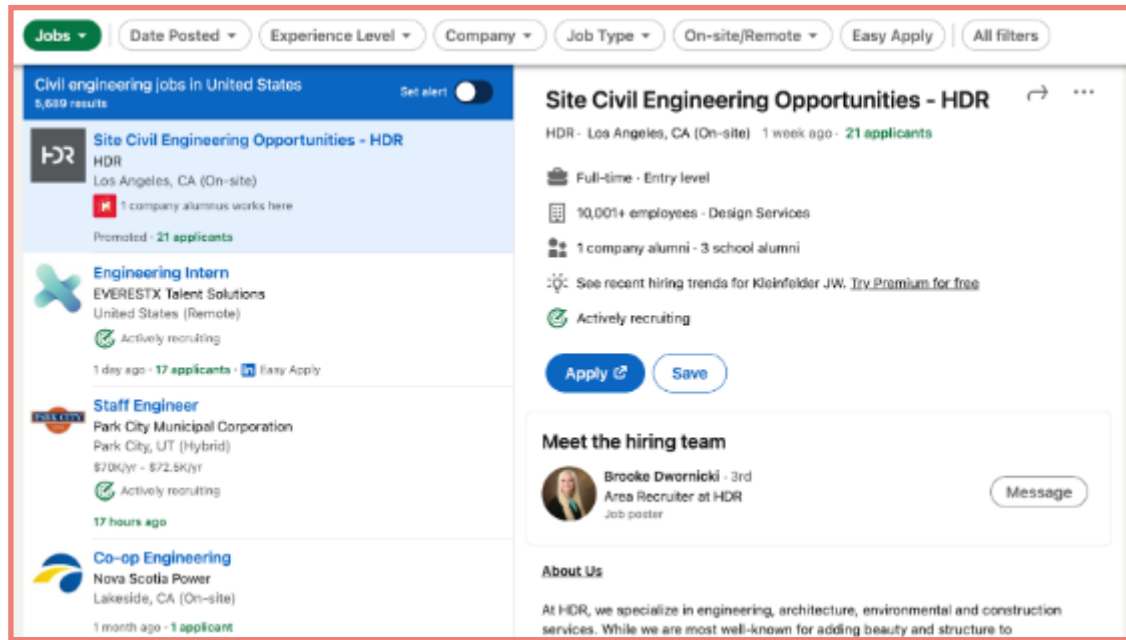
- Navigate to the jobs tab on the top bar after logging in.
- On the left you'll see My Jobs, Job Alerts, Salary, Skill Assessments, Interview Prep, Resume Builder, Job Seeker Guidance, and Application Settings.
- In the middle there will be recommendations based on what LinkedIn has learned about you.



JOB SEARCH CONTINUED

Jobs Search Bar

- Use the search bar to find a job or internship. You can also look up companies and follow them.
- Filter your search by: date posted, experience level required, company, job type, location, industry, etc.
- If something catches your eye, investigate further. The posting will indicate if you have a connection at the company.
- At the bottom of the listing, find similar jobs.

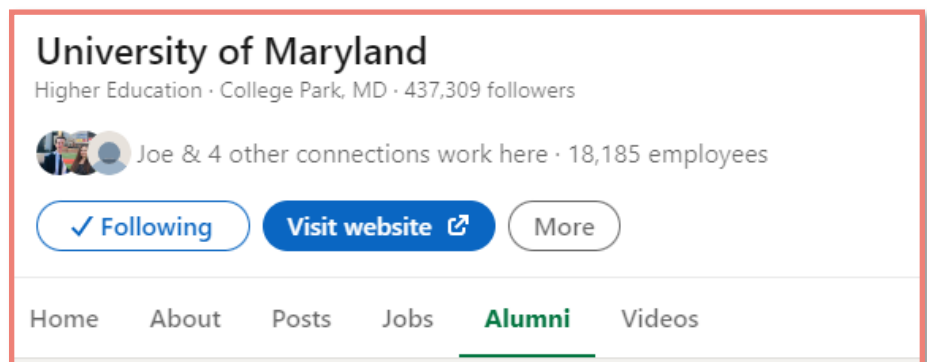


Connections, Alumni, & Groups

- Look into your connections, UMD alumni, and group contacts to learn more about their employment experiences. Explore companies you discover.
- If you are in a group either at your school, current or previous company, or other organization, keep an eye out for a first-hand look at job postings you may find. In some instances, employers may ask employees to post positions on their LinkedIn networks before making the same position available to the general public.
- Be proactive and consider asking a connection for an informational interview where you can learn more about their career path or the company they work for. See more at: go.umd.edu/ECSinfointerviews

Alumni Research

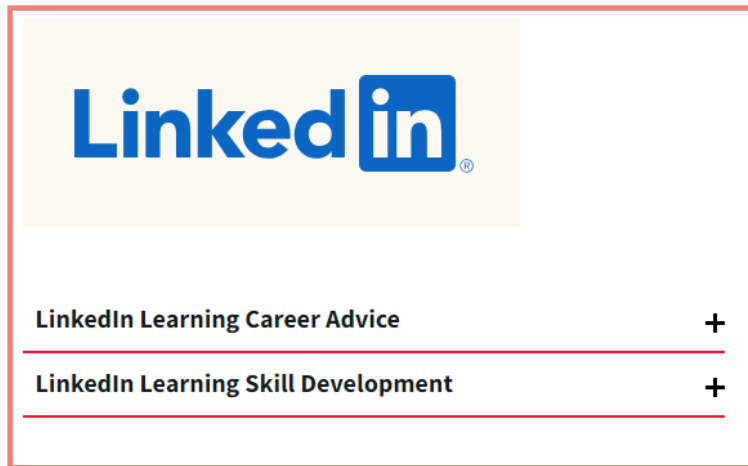
- Click on “Alumni”
- Filter by major, company, or location
- Scroll down to see potential contacts



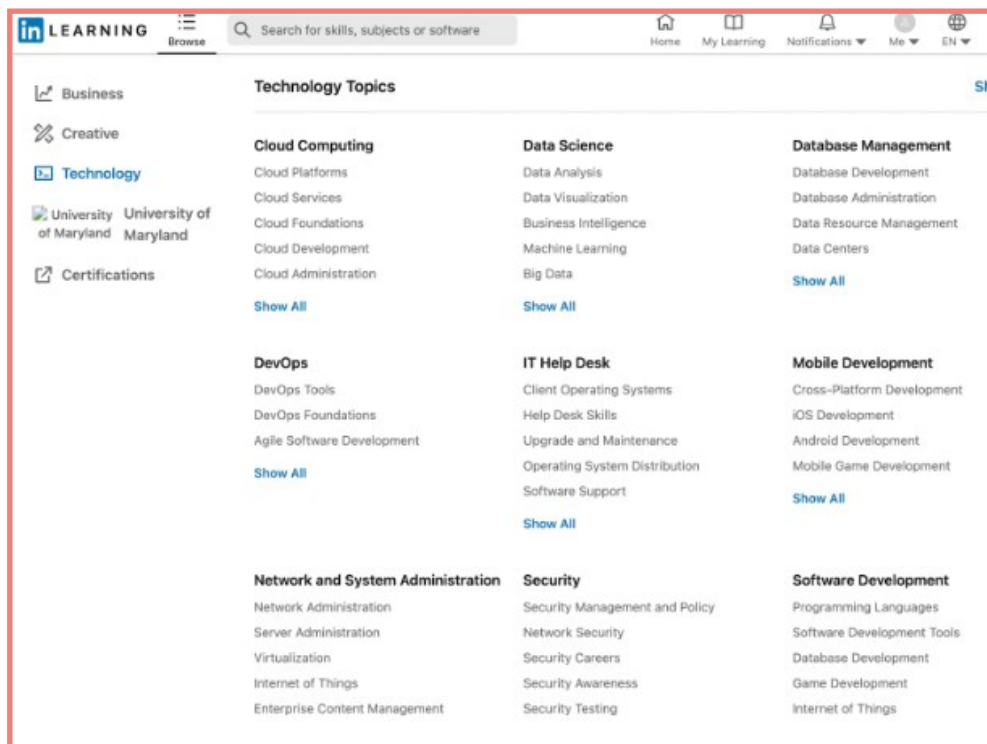
LINKEDIN LEARNING

Career & Skill Development

- Go to go.umd.edu/ECSLinkedIn. Click on each accordion to see recommended courses for career and skill development (by major).



- Use linkedinlearning.umd.edu to sign in with your UMD CAS and set up your account.
- Explore different courses you can take or select from the list of recommended courses from the LinkedIn Learning Skill Development drop-down menu.



INTERVIEW PREP

- Remember that you have access to 26 common questions and answers on LinkedIn.
- Follow go.umd.edu/linkedininterview to type or record your responses and receive AI-feedback.