

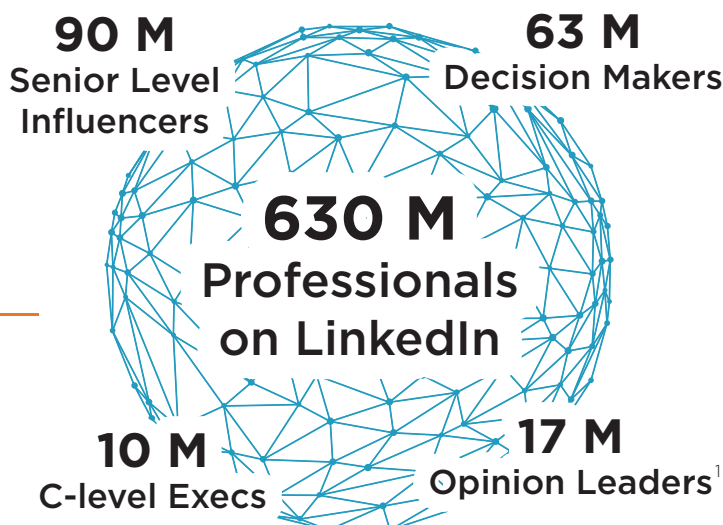
LINKEDIN & HANDSHAKE

Managing your online brand is important in any profession. In addition to being mindful of what you post on social media, knowing prospective and current employers may see it, use LinkedIn and Handshake to strengthen your online brand. You can do this by creating and maintaining a professional profile and engaging in groups and forums on your field in these platforms.

LINKEDIN

LinkedIn is an online professional networking platform which gives you the opportunity to:

- Market your skills, strengths, and experiences
- Connect with alumni, professionals, and recruiters
- Gain insight on organizations, industries, and opportunities
- Apply for internships and jobs



Once you join LinkedIn, each connection made introduces you to an average of 400 new people. You also get access to more than 100 new companies looking for your talent or skills and connections to 500+ jobs, on average.²

1. Source: (2020, March 31). 50+ LinkedIn Statistics For 2020 (User Stats, Demographics, Usage & More) [Review of 50+ LinkedIn Statistics For 2020 (User Stats, Demographics, Usage & More)]. Foundation; foundation inc. <https://foundationinc.co/> <https://influencermarketinghub.com/linkedin-stats/>

2. Source: 50 of the Most Important LinkedIn Stats for 2020. (2020, February 3). Influencer Marketing Hub. <https://influencermarketinghub.com/linkedin-stats/>

LINKEDIN EXAMPLE



Connect

Message

More...

Herbie Husker · 2nd

Development Representative | Relationship Builder | Seeking Account Manager Positions

Lincoln, Nebraska · 6 connections · [Contact info](#)



University of Nebraska Foundation
Nebraska College of Business

Photo:

Select a professional photo. Include a photo which clearly shows your face and does not have a distracting background.

Headline:

Write a headline that will catch attention. A headline includes information such as title, skills, strengths, experience, what positions you are seeking, etc.

Highlights



4 mutual connections

You and Herbie both know Celeste Spier, Julie Obermeyer, and 2 others

Contact Information:

Create a custom LinkedIn URL for your profile via the "Edit public profile & URL" link to be used on your resume and your email signature.

About

I have always been the person to strike up a conversation with someone new. Meeting new people and building relationships which create win-wins, is a strength of mine which I have invested in and utilized through my roles as a development representative with the University of Nebraska Foundation and executive store intern at ... [see more](#)

Summary/About:

Develop a brief story or description of your experience, skills, and what you are seeking.

Experience



Development Representative

University of Nebraska Foundation · Part-time

Sep 2018 – Present · 1 yr 11 mos

Lincoln, Nebraska Area

- Persuade alumni and others to make financial contributions using strong speaking and listening skills
- Analyze giving trends through Microsoft Excel to create reports by monthly deadline
- Utilize SharePoint to maintain updated work documents among team
- Generate an average of 50,000/month, maintaining top 10% fundraiser status

Experience:

Copy the same bullets listed on your resume for branding and consistency. You can also include links to work examples.



Executive Store Intern

City Center Mart · Internship

May 2019 – Aug 2019 · 4 mos

Kansas City, Missouri Area

Education



University of Nebraska-Lincoln

Bachelor of Arts, Psychology
2017 – 2021



University of Otago

New Zealand Study Tour (6 credit hours of history)

Education:

List your exact degree and major on your profile.

Volunteer Experience



Participant

Alternative Service Break
Mar 2019 • 1 mo
Education

- Tutored elementary school students on the Pine Ridge Reservation
- Promoted participation and engaged in extracurricular activities

Volunteer Experience:

Add relevant organizations where you have volunteered. This shows an employer your civic engagement.

Skills & Endorsements

Communication

Customer Service

Public Speaking

Show more ▾

Skills & Endorsements:

Add skills based on your industry or careers of interest. Ask appropriate connections for an endorsement on a skill or a written recommendation.

Accomplishments

2 Honors & Awards

Psi Chi (Academic Honorary in Psychology) • James Canfield Scholarship (Academic Based)

2 Organizations

Undergraduate Psychology Organization • University Program Council (UPC)

1 Project

Research Methods and Data Analysis Research Project

Accomplishments:

Add organizations, honors, projects, etc. to highlight unique experiences which show your transferable skills. You can add these under the “Add profile section” drop-down.

Interests

Interests:

Follow influencers, organizations, groups, and schools. Be strategic in your approach to connect and learn from alumni or professionals in your industry of interest. Join “The Official University of Nebraska-Lincoln Alumni Association” group where you can search for alumni in the group.



The Official University of Nebra...

18,571 members



University of Otago

83,873 followers

LINKEDIN HEADLINE & SUMMARY

WRITING YOUR HEADLINE & SUMMARY

The Headline and Summary/About sections describe your personal brand. Below are formulas for each. Including keywords based on your field is essential.

HEADLINE FORMULAS

Use elements from the formulas below to craft a unique headline.

Position | Skills or Experience | What you are seeking

Development Representative | Relationship Builder | Seeking Account Manager Positions

Major | Skills or Strengths | What you are seeking

Psychology Major | Student Leader & Team Player | Seeking Sales Internships

Current Position & Organization | Sentence on what you do

Executive Store Intern at City Center Mart | Build relationships with customers and manage teams to create win-wins

SUMMARY FORMULAS

Develop your summary or story by answering these questions:



See the profile on page 22 for an example using this formula.

To catch a reader's attention, also ask yourself:

- What is important to others in my field?
- What is my main message or my brand?

Avoid starting with, "I am a student..." Be professional, but use your own voice. Update your summary periodically as your experience and interests evolve.

LINKEDIN IN 15 MINUTES A WEEK



6 Minutes: Engage with others. Like posts. Write comments. Endorse skills. Hint: Make a list of 20 or so people to stay in touch with on a recurring basis.

5 Minutes: Spot-check. Make quick edits and updates to your profile. Make a list of major updates and save them for later.

2 Minutes: Share an article you've read with a thought about why your audience will find it valuable.

2 Minutes: Clean up your list of connections. Consider older connections that you may have little or no interaction with.

LINKEDIN JOB SEARCH STRATEGIES

What do you share on LinkedIn? Here are a few questions to start your thinking. Have you recently:



- Collaborated on a group project at work, in a course, or for a student organization? Share your results and what it took to get it done.
- Read something related to your major or career field? Share the article with a summary of your takeaways.
- Accepted an internship or job offer? Write a post about how excited you are to join the team and tag your new organization.
- Completed an online training or certificate program? Add it to Education or Accomplishments.

CONNECT WITH ALUMNI

Reaching out and connecting with alumni is another great engagement strategy on LinkedIn. They may be able to provide insight, suggestions, or information about how they came into their career.

To find alumni, search for the University of Nebraska-Lincoln. Once on the University's LinkedIn page, select "Alumni" which will allow you to search alumni members by title, keyword, or company, between graduation years you enter. Read alumni profiles to learn more about career paths and to find individuals for informational interviews.

The screenshot shows the LinkedIn profile of the University of Nebraska-Lincoln. The header features a banner with the text "IN OUR GRIT, OUR GLORY" and the university's logo. Below the banner, the profile name "University of Nebraska-Lincoln" is displayed, along with the location "Lincoln, ne" and follower counts: "142,209+ alumni" and "159,330 followers". A "Following" button is visible. The bio states: "The University of Nebraska-Lincoln, a top tier research & Big Ten university. Home of the Huskers. #InOurGritOurGlory". A "Visit website" button is present. On the right, it says "Julie & 2 other connections work here" and "See all 7,973 employees on LinkedIn".

The main content area is titled "142,209 alumni". It includes a search bar "Search alumni by title, keyword or company" and filters for "Start year" (1900) and "End year" (2020). Navigation links "Previous" and "Next" are shown.

Two bar charts are displayed:

- Where they live** (Add button):
 - 133,714 | United States
 - 39,989 | Lincoln, Nebraska Area
 - 25,574 | Greater Omaha Area
 - 6,193 | Greater Denver Area
- Where they work** (Add button):
 - 4,289 | University of Nebraska-Lincoln
 - 424 | Mutual of Omaha
 - 351 | University of Nebraska
 - 344 | TD Ameritrade

A "Show more" link is at the bottom.

HANDSHAKE

Handshake is a student-centered job search system provided to you by Career Services. Search for part-time and full-time jobs and internships and make your profile available to employers. The more information you add to your profile, the easier it will be for Handshake to generate recommendations and content for you.



To get started:

- Login to Handshake tile at **my.unl.edu**.
- Upload your resume and additional documents to autofill your profile.
- Double check your profile to make sure all of the information from your resume transferred, and add more as necessary.
- Fill out the Career Interests section to begin tailoring your jobs feed.
- Customize your Notification settings to make sure you are getting the right information to your email and phone.

Herbie Husker
University of Nebraska-Lincoln
Bachelors, Psychology
Graduates May 2023
Sophomore • GPA: 4.0

My Journey
I enjoy understanding how people think and make decisions with a psychology degree, combined with my interest in technology, research, and data, I am eager to dive into technical sales while building meaningful relationships.

My past experiences include working with the University of Nebraska Foundation and serving in student organizations. I have gained strong communication, team-building, and problem-solving skills which I look forward to bringing to my next role.

Education

- University of Nebraska-Lincoln** (primary education)
Bachelors, College of Arts & Sciences
Aug 2019 - May 2023
Major in Psychology
Cumulative GPA: 4.0
- University of Otago**
Certificate

Work & Volunteer Experience

- University of Nebraska Foundation**
Development Associate
Sep 2019 - Present (10 months)
 - Persuade alumni and others to make financial contributions using strong speaking and listening skills
 - Analyze giving trends through Microsoft Excel to create monthly reports by monthly deadlines
 - Generate over 200,000 in pledges within first three months, earning top 10% fundraiser status

Your profile is 50% complete

- Add Skills
- Add Documents
- Add Courses
- Add Profile Picture

Your profile is hidden from employers

By marking your profile as private, over 300,000 employers cannot search for you or message you about job or internship opportunities.

Make Profile Public to Employers

This can be changed anytime in [settings](#).

Continue to fill out your profile to get it to 100% complete.

Make sure to access Settings and Privacy to make your profile public to employers and other students.



5 REASONS

*you need Handshake more
than other career sites*

Apply where you have the advantage

Handshake is the only place that connects you, your school, and employers together. You'll see jobs and internships posted specifically for students, and employers actively recruiting from your school.

Recruiters want to talk to you

Employers on Handshake message students with event invites, interview requests, and new job opportunities. Last year, recruiters sent more than 16 million messages to students.

No experience required

The jobs on Handshake are meant for students like you, so you can get the work experience you need.

Find the right job for you

When you fill out your profile, Handshake will show you jobs and internships that match your interests and skills. You may even discover a new career path.

The companies you want to work for

All of the top employers are recruiting students on Handshake, including Fortune 500, startups, nonprofits and more.