

# How to Get Linked

## Why Use LinkedIn?

*"It's not what you know—it's WHO you know."* LinkedIn provides you an easy way to connect and stay connected with professionals from across the globe. You can search for people you know and find out how you are connected to others by means of your network. You never know who you might meet...

## What Does LinkedIn Offer?

- \* Display Your Credentials to the World
- \* Search Job Postings and Apply Directly
- \* Connect with Potential Recruiters
- \* Research Professional and Company Profiles
- \* Request Recommendations and Referrals to Give Yourself an Advantage

## Top Tips

- 1 Keep your profile professional and up to date—think of it as your digital resume.** Be sure that it showcases the skills that are unique to you. Post a professional picture of yourself – “people do business with people.” Ask colleagues and friends to critique your page.
- 2 Work your network.** Request recommendations from your supervisors. You only need to display a handful of the most powerful recommendations—employers do not want to sift through hundreds of comments from your friends. When applying for a job, take advantage of the “Request Referral” button to see if anyone in your network is in a position to get you in the door. Don't forget to maintain your communication with your contacts... just because they are in your network does not mean they are obligated to remember or recommend you.
- 3 Take advantage of LinkedIn Groups.** Groups allow you to connect with other professionals based on your common interests. This is a great way to meet alumni who are in a position to hire. Groups also let you view job boards, participate in discussions, and read group news.

## Join These Groups

Michigan State University Engineering  
MSU Biosystems Engineering Alumni  
MSU AES (Engineering Arts) Alumni

Michigan State University – Department of Computer Science and Engineering  
Michigan State University – Applied Engineering Sciences Alumni

MSU Spartan Engineering Connection  
Michigan State University Engineering Alumni  
'09 Grads

## Online Resource – LinkedIn '09 Grad Guide

For a comprehensive video explaining the many facets of LinkedIn, visit...  
<http://grads.linkedin.com>

