Linked In is a professional platform that offers a great networking resource for students and professionals alike. This tutorial will walk you through the profile building steps, and will show you how to navigate linked in and find/add connections using our Umass Amherst Nutrition alumni network.
Step 1: Choose a professional-looking picture!

- **Do’s**
  - Use a recent photo
  - Be the only subject in the photo
  - Your face should be in focus
  - Wear appropriate attire
  - Keep your head straight and upright
  - Use a pleasant facial expression

- **Don’ts**
  - Do not use selfies!

First impressions matter. Your picture introduces you to your future colleagues. Dress as you would for an interview or an important day at work. And use a recent photo. If possible, use a high quality camera and have someone else take the picture. **No Selfies!** It also a good idea to be the only one in the picture. Show your head and shoulders, and keep your head straight and upright. And be sure to smile! First impressions are very important, and a smile has a positive effect on how viewers will perceive you.
Step 2: Write an informative profile headline

- Your headline is a short, memorable professional slogan.
  - Examples:
    - “Senior Nutrition Student, University of Massachusetts”
    - “Honors student seeking a summer research position”
    - “Recent Nutrition graduate seeking a community health education position”

- Or you can use this to market your skills as they apply to your desired (future) field
  - Examples:
    - “Nutrition major, focus on Food Insecurity and Community Health Education”
    - “Nutrition major, focus on Early Childhood Nutrition”

The next step to building a great profile is to have a strong profile headline. Your headline will be second thing (after your picture) viewers will notice. It should be brief and memorable. If you will be graduating soon, you could say that you are a “senior nutrition student, with a focus on dietetics”

This is also your opportunity to market your skills as they apply to your desired field. If you are job searching, then feel free to use specific keywords so that when potential employers are searching for candidates, your profile will pop up early in search results of those terms. For example, if you are interested in working in community based jobs, using key words for job titles, such as “Nutrition major with a focus on early childhood nutrition” would be a great way to headline your profile.
Step 3: Develop a Professional Summary Statement

- **This is the 1st thing people will read about you**
  - Describe what motivates you, what you’re skilled at, and what’s next.

- **It should resemble the first few paragraphs of your best written cover letter**
  - You can use the 1st person here (“I am...”)

- **If you are seeking a job, say so, and name the industry/field**

- **Your summary *must* be dynamic and make recruiters want to read more!**

Your professional summary will be the next thing viewers will read about you. This is your opportunity to introduce yourself, your skills, your achievements, and your goals, using compelling language and key words in your field of interest. Your summary should resemble the first few paragraphs of your best written cover letter. It is okay to use the first person here. If you are seeking a job, say so! And name the industry or field you are interested in. Use short blocks of easy-to-read text. Your summary must be dynamic and make recruiters want to read more.
Step 4: Experience – Paid & Unpaid!

- **List the jobs you held (even if part-time), along with what you accomplished at each**
  - Describe each job in terms of the transferable skills that could apply to a new job in your field

- **Feel free to upload work samples**
  - Include photos and video or links from your work

- **If you have any volunteer/internship experience that could help you get that dream job, mention it here!**

- **Organize experience by categories**
  - Example: “Nutrition Education” & “Research Experience”

Under your experience section, be sure to include jobs, internships, volunteer work, freelance work, participation in campus clubs, and you can even include class projects. You can also upload work samples. Describe each in terms of the transferable skills that could apply to a new job in your field. Rather than just say it, display it, by uploading work samples, images, videos, and links to relevant websites. Let the reader feel you, not just read about you.

Make sure you DO NOT paste your résumé into this space. Instead, think about the job future you want to have. Select and re-describe your past experience highlighting skills that apply to your future. If you are headed towards Hotel Management, your job as
“bartender” might be described in terms that emphasize your abilities to provide friendly customer service and keep a commercial area clean, rather than your ability to mix a drink.

There are several ways to organize your experience, and it does not need to be in chronological order. You may want to use a subsection for “nutrition education”, where you list courses you may have taken, and “research experience”, where you talk about projects, independent studies, or your undergraduate capstone project.
Step 5: Show off your education

- **Include all your schools, major(s) and minor, courses, and study abroad or summer programs**
  - Starting with college (do not include high school)
  - Start by stating degree initials (BA, BS) and your major, followed by “Expected graduation year”
  - If you have limited work experience, coursework matters a lot!

- **Don’t be shy!**
  - Linked-In is an appropriate place to show off your GPA, test scores and honors or awards

Make sure you include your school, major and minor information. Feel free to add courses you may have taken that could help you land that dream job. This is especially true if you have limited work experience. If this is the case, coursework matters a lot. Also include any type of exchange or study abroad programs you completed, this will show your cultural competency and will strengthen your profile. If you have not yet graduates, it is okay to write “Expected graduation year” next to your degree information. And do NOT be shy. This is your opportunity to show off your education. If it okay to include your GPA, test scores, and any honors or awards you may have won.
Step 6: Skills & Endorsements

- **Search for “core competencies” within your desired industry**
  - Use the phrases you find to add (truthfully) to your skills section

- **Your connections can support or endorse each of your claims**
  - Endorse your connections and they will likely return the favor

- **Remember to update your skills section by moving your most endorsed skills to the top**
  - Click on a skill to see both people who have it and some jobs it is used in

If you are seeking a particular line of work in the field of nutrition, I would recommend you search for core competencies and use those same phrases in your profile. For example, you may be interested in working in the field of nutrition and cancer research. I would search for skills required in research jobs, and if you have those skills, I would use the same words they used, such as “sterile lab techniques” or “fluorescent microscopy”. Your connections can then endorse you if they truthfully believe you have those skills. If anyone endorses you for a skill you do not have or do not wish to show off in your profile, you can always update.
Now that your profile is complete, you are ready to start adding connections! I encourage you to take some time and become familiar with LinkedIn. Once you know how it works, you can take our quiz, meet with a Nutrition Peer Advisor, and you can be added to our UMass Amherst Nutrition Alumni Network. Joining this fast-growing network is a great way to see where our nutrition alumni have worked, and to connect with our alumni, to potentially get career mentoring from them. Remember, they were once where you are. However, it is important to approach our alumni respectfully, and to write carefully thought out messages if you want to connect with them, for the possibility of doing an informational interview with them if you were interested in knowing how they go to where they now are. You can also attend one of UMass’ career services LinkedIn workshops.
Finding UMass Amherst Alumni on LinkedIn

BEFORE using this handout, improve your Profile Strength by completing your LinkedIn profile. Hover over Profile, click Edit Profile, then scroll down the right side to get personalized tips. You are 40 times more likely to receive opportunities via LinkedIn if your profile is 100% complete.

Once your profile is complete and you have added all the contacts you know, search for people who have expertise or information about a career field in which you have an interest. Place your cursor over Connections and click Find Alumni from the drop down menu.

Add keywords to the Search This Set box to locate alumni in fields or jobs of interest. Use general terms ("finance") or specific terms ("genetics counselor" or "software developer").

Set the date range here to include your years of attendance. TIP: Use a search range that captures alumni from before (and after) your time at the school.

UMass Amherst will appear if this is your current or most recent school. If you have attended others, you can search another college for alumni by selecting from this menu.
Finding UMass Amherst Alumni on LinkedIn

Of UMass Alumni from 1960 to the present, who are living in Boston, and working doing Research at Pfizer, there are 33.

Scroll down to see their profiles.

Click the blue bars to narrow and expand your search.

Of the 33 alumni above who studied Biochemistry and have Immunology skills, there are exactly 3.

Scroll down to see their profiles.

Top 5 Employers of UMass Alumni who live in the Greater Boston Area.

Click here to see the additional filters shown below.

Click here to expand the lists.

Remember to clear filters here to increase your number of results.

This shows if you know anyone in the results directly (1st Connections), or if you could be introduced through a mutual colleague (2nd Connections).
Professionally Contacting UMass Amherst Alumni on LinkedIn

1. **BEFORE** using this handout, be sure that you have read our separate handout on how to use the LinkedIn **Find Alumni** tool.

   - Use the **Find Alumni** tool, then scroll down to see matching results like this.
   - If you see this symbol, then you can **connect to this alum through a mutual contact** in your network.
   - The "1" indicates how many shared contacts you have. **Hover your cursor over this symbol** to reveal who they are.
   - Ask a shared contact to introduce you to this alum with a brief LinkedIn email.

   **Kevin Magalhaes**
   Senior Analyst at INMICRO, LLC
   Greater Boston Area

   **'13**

   **You can click here to send this alum a direct invitation to connect with you.**

   **BUT FIRST,** see if you can get introduced through a LinkedIn contact you both share.

2. **Before you reach out to an alum, click the name or photo.** An expanded summary like this one will appear.

   **Then click** **View Profile** and **scroll down** to see their full profile.

   The **full profile** shows the person’s background and experiences. This helps you to determine whether you have a reason to establish a connection with them.

   **Note:** A person’s privacy settings might prevent you from viewing their full profile.

3. From the full profile, **hover over the arrow** by the Send inMail button. **Click Get Introduced.**

   **Note:** If you don’t share a common contact, this option will not appear.

   - If you do share a common contact with the alum, **select the most appropriate person from the dropdown menu** to make the introduction.

   **Who should make the introduction?**

   **Choose a shared connection**

   Be clear about why you’re asking for an introduction and politely give them a way to say no.
Professionally Contacting UMass Amherst Alumni on LinkedIn

4. Kelli works in Padma’s field of interest. Both Padma and Kelli know Kevin. So Padma writes an email to Kevin, asking him for an introduction to Kelli.

5. Another way to find people is to simply search by name. Once found, click to the person’s full profile. If you have a contact in common, you can scroll down and see this diagram on the right side of the page. This shows that you know only one person who knows Kelli directly and could introduce you to her. Click Get Introduced and email Kevin your request.

6. Or, directly invite a new person to join your network by clicking Connect at the top of the profile. You will then see one of these windows below:

- Jayanta’s settings require you to know her email address as proof that you already know her.
- You might find this information with a little web research. Her profile might also have clues.
- Hamady’s settings require you to say how you know him.
- If you pick the last option you will have to enter his email address to continue.

Always write a personalized email message!

Nothing says “I lack effort and interest,” like a canned response. The generic responses provided by LinkedIn will NOT work if you don’t already have an established relationship with the person.
References

- “8 profile picture rules every professional should follow”

- Umass Career Services Linked In Resources