



# Engage with LinkedIn to Help Your Job Search

*You're probably "on" LinkedIn, but once you've created your profile, what then? If you're an active internship or job searcher, you should engage with LinkedIn in numerous and diverse ways on a daily, weekly, and monthly basis. Engagement on LinkedIn can show your interest in your field of study. While it'll take a little effort, you'll not only make yourself stand out, but you'll enjoy learning from, and interacting with, others, as well.*

## Daily

Check your homepage feed at least once a day to see what's on the minds of the experts in your field, company news, a contact's promotion, job opportunities, and the list goes on. Interacting with your feed only takes a second: "like" an article or news item, comment or ask questions, congratulate a connection for their new position or promotion.

## Weekly

*Post something:* maybe you've just accepted an internship, practicum, clinical, or full-time position (the company will be really happy about that post, too), recently attended conference, a project update, perhaps you've passed a certification or series exam, share an article you really liked, a campus research position, etc.

*Add new contacts:* send personalized invitations to people you've recently met or someone you'd like to meet: company reps at a recruiting event, Mock Interview program, Employer Spotlight, or the Career Fair. Connect with professionals in specific companies you're targeting in your job search.

Follow a new company or join a new LI group. Groups are a valuable way to connect and interact with professionals in your field. These are your people – they talk your talk (or the talk you want to learn). Ensure once you've joined that you're active (see daily engagement tips above).

## Monthly

Post something or update your profile with anything new about you: add a project you just completed or updates to a project you're currently working on; a new software, method, equipment, or technique you've learned and use; a new student organization you've joined, or community service you've performed; courses you've finished or those you've just registered for.

Contact a few of your connections, especially those within your target companies. Give them a personal update of the changes you've just made to your profile – they might have missed it in their feed. Tell contacts about the job you just applied for within their company.

Write your own article or blog post. It can be an academic article you've co-authored, or all about a poster or paper you've presented at a conference. It doesn't have to be academic, though (but should be credible). It can be an opinion piece, a story, or something you see, or wish to see, in the future of your field/industry.