

Top 10 Tips For University Students On LinkedIn

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It's never too soon to start a LinkedIn profile. As a university student, whether you're in your first year or completing a post-grad degree, you'd be surprised at what you can include on your profile that makes you employable and appear professional.

1. Work experience. As a high school student you would have done a stint of work experience with a company. List the business, how long you were there for, what you did, what you learnt and how this experience contributed to choosing a career or further study. If you have a part-time job, talk about the company, your roles and responsibilities and what you do. Employers are always looking for someone who can demonstrate a good work ethic, commitment and work well in a team.

2. Your course of study. Detail the subjects you are studying, the research you have undertaken and your results. Update these regularly. Just like Twitter, LinkedIn will share your updated statuses every time you make a change. But don't overdo it or you will start to annoy your contacts.

3. Volunteer work. From helping out at orientation week, supporting on-campus causes, even being an activist, can demonstrate a passion and interest that appeals to employers. If you are keen on humanitarian issues, animal welfare rights or other social issues mention how you actively contribute to the cause.

4. Sport. Highlight the sporting activities you have been involved in at high school and university (even if you were just making up the numbers!)

5. Clubs. From chess to debating to choir, use your membership in clubs to highlight your commitment to your team.

6. Contacts. You have a huge range of contacts within your university that you can add to your connections on LinkedIn. Classmates, lecturers (including guest lecturers and speakers), support staff, family friends, fellow club and sport members, social groups. ..Now is a great time to start cultivating contacts. Just remember it is not Facebook or Snapchat.

7. Courses. First Aid. Computing. Typing speed. Barista. Responsible Service of Alcohol. Driver's Licence.

8. Publications. If you write an article for your blog or as a contribution to a university publication, share it with your contacts and ask for their feedback. Opening up a discussion and sharing articles will increase your visibility and lead to more connections.

9. Join groups and follow companies. If you are interested in working for a company, then follow them on LinkedIn for company updates and job vacancies. You'll be better informed when you arrive for the interview! Join groups that appeal to you – both professionally and personally. Contribute to discussions, ask questions and connect with like minded professionals.

10. Your profile pic. Again, LinkedIn is not Facebook, so post a professional shot.

For more advice and information on how you can make the most of a LinkedIn profile while you are at university, contact me on 0407415493 or email me at wordsforwebsites@outlook.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it

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