

PROFILE SET UP



For all sections, click the pencil on the right side of your profile to edit

A. Profile Picture

- See the Professional Headshot Booth in the Bookstore if you need a free professional headshot!

B. Background photo

- Make sure to include a background photo to give the profile some more life!

C. Headline

- Include all job fields you are interested in.

D. "About" Section

Write a short 3–4 sentence summary including:

- Your school and your current year.
- Your major or area of study.
- The types of roles you're seeking (part-time, full time, internship, etc...).

E. Experiences

- Include all of your work experiences – even if they are not directly related to your major or field.
- List essential job duties and functions – describe what you did in each role.
- Highlight skills learned – focus on both hard and soft skills you gained.
- Include software, applications, or systems used – show your technical abilities.
- Add any quantitative data – use numbers when possible to show results or impact.

F. Education

- List your school, degree, major, and graduation date (or expected date).
- Add relevant coursework or academic focus if you're a student or recent grad.
- Include honors, GPA, or leadership roles if they strengthen your profile.

G. Skills

- Add 10–20 relevant skills related to the roles you're targeting.
- Include a mix of hard skills and soft skills.

H. "Add Profile Section"

- The "Add Profile Section" button lets you expand your LinkedIn profile beyond the basics.
- You can add sections like projects, licenses & certifications, courses, recommendations, volunteer experience, rewards, and more!



Add profile section



UTILIZING LINKEDIN FOR CAREER DEVELOPMENT

A. Networking

- Follow companies of interest!
- Connect with recruiters you speak with.
- Connect with people from career fairs, workshops, or networking events within 24-48 hours.
- Send a personalized message when connecting, explaining your invitation. →
- Follow organizations and influencers that match your goals. Join groups, starting with university and industry ones.
- Engage with relevant company posts by commenting, liking, or sharing.

Add a note to your invitation

3 personalized invitations remaining for this month.

Hello! My name is Boomer Bear, and I am a currently a student at Missouri State. I was wondering if you would be available to talk about ____ (your role, your company, your career path)

187/200

B. Job Search Tools

- Set your profile to “Open to Work” when actively job searching!
- Use LinkedIn job filters to find roles that match your interests. →
- Follow companies you’re interested in to see job postings and updates.

Jobs ▾ | **Date posted** ▾ | **Experience level** ▾ | **Salary** ▾ | **All filters**

<input checked="" type="radio"/> Any time	<input type="checkbox"/> Entry level	<input type="radio"/> \$60,000+
<input type="radio"/> Past month	<input type="checkbox"/> Associate	<input type="radio"/> \$80,000+
<input type="radio"/> Past week	<input type="checkbox"/> Mid-Senior level	<input type="radio"/> \$100,000+
<input type="radio"/> Past 24 hours	<input type="checkbox"/> Director	<input type="radio"/> \$120,000+

C. Alumni Search

- Search “Missouri State University.”
- Click the school’s LinkedIn page → Alumni tab.
- Explore where MSU alumni work, what they do, and even what they studied. →

Home About Posts Jobs **Alumni** Insights

116,098 alumni ▾

Search alumni by title, keyword or company

<p>Where they work + Add</p> <p>2,459 Missouri State University</p> <p>934 Mercy</p> <p>752 CoxHealth</p> <p>436 O'Reilly Auto Parts</p> <p>363 Walmart</p>	<p>Where they live</p> <p>110,463 United States</p> <p>71,724 Missouri, United States</p> <p>33,509 Springfield-Branson, Missouri</p> <p>25,993 Springfield, MO</p> <p>20,250 Greater St. Louis</p>
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D. Company + Alumni Connections

- Search any company on LinkedIn!
- Click the People tab.
- Find MSU alumni working there and consider connecting with them.