Managing your online brand is important in any profession. In addition to being mindful of what you post on social media, knowing prospective and current employers may see it, use LinkedIn and Handshake to strengthen your online brand. You can do this by creating and maintaining a professional profile and engaging in groups and forums on your field in these platforms.

LinkedIn is an online professional networking platform which gives you the opportunity to:
- Market your skills, strengths, and experiences
- Connect with alumni, professionals, and recruiters
- Gain insight on organizations, industries, and opportunities
- Apply for internships and jobs

Once you join LinkedIn, each connection made introduces you to an average of 400 new people. You also get access to more than 100 new companies looking for your talent or skills and connections to 500+ jobs, on average.²

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LinkedIn Example

Herbie Husker · 2nd
Development Representative | Relationship Builder | Seeking
Account Manager Positions
Lincoln, Nebraska · 6 connections · Contact info

Photo:
Select a professional photo. Include a photo which clearly shows your face and does not have a distracting background.

Headline:
Write a headline that will catch attention. A headline includes information such as title, skills, strengths, experience, what positions you are seeking, etc.

Contact Information:
Create a custom LinkedIn URL for your profile via the “Edit public profile & URL” link to be used on your resume and your email signature.

Summary/About:
Develop a brief story or description of your experience, skills, and what you are seeking.

Experience:
Copy the same bullets listed on your resume for branding and consistency. You can also include links to work examples.

Highlights
4 mutual connections
You and Herbie both know Celeste Spier, Julie Obermeyer, and 2 others

About
I have always been the person to strike up a conversation with someone new. Meeting new people and building relationships which create win-wins, is a strength of mine which I have invested in and utilized through my roles as a development representative with the University of Nebraska Foundation and executive store intern at...

Experience
Development Representative
University of Nebraska Foundation · Part-time
Sep 2018 – Present · 1 yr 11 mos
Lincoln, Nebraska Area

- Persuade alumni and others to make financial contributions using strong speaking and listening skills
- Analyze giving trends through Microsoft Excel to create reports by monthly deadline
- Utilize SharePoint to maintain updated work documents among team
- Generate an average of 50,000/month, maintaining top 10% fundraiser status

Executive Store Intern
City Center Mart · Internship
May 2019 – Aug 2019 · 4 mos
Kansas City, Missouri Area
Volunteer Experience:
Add relevant organizations where you have volunteered. This shows an employer your civic engagement.

Skills & Endorsements:
Add skills based on your industry or careers of interest. Ask appropriate connections for an endorsement on a skill or a written recommendation.

Accomplishments:
Add organizations, honors, projects, etc. to highlight unique experiences which show your transferable skills. You can add these under the “Add profile section” drop-down.

Interests:
Follow influencers, organizations, groups, and schools. Be strategic in your approach to connect and learn from alumni or professionals in your industry of interest. Join “The Official University of Nebraska–Lincoln Alumni Association” group where you can search for alumni in the group.
WRITING YOUR HEADLINE & SUMMARY

The Headline and Summary/About sections describe your personal brand. Below are formulas for each. Including keywords based on your field is essential.

HEADLINE FORMULAS

Use elements from the formulas below to craft a unique headline.

Position | Skills or Experience | What you are seeking
Development Representative | Relationship Builder | Seeking Account Manager Positions

Major | Skills or Strengths | What you are seeking
Psychology Major | Student Leader & Team Player | Seeking Sales Internships

Current Position & Organization | Sentence on what you do
Executive Store Intern at City Center Mart | Build relationships with customers and manage teams to create win-wins

SUMMARY FORMULAS

Develop your summary or story by answering these questions:

WHAT do you do?

HOW do you do it (well)?

WHERE are you going?

See the profile on page 22 for an example using this formula.

To catch a reader’s attention, also ask yourself:

• What is important to others in my field?
• What is my main message or my brand?

Avoid starting with, “I am a student…” Be professional, but use your own voice. Update your summary periodically as your experience and interests evolve.

LINKEDIN IN 15 MINUTES A WEEK

6 Minutes: Engage with others. Like posts. Write comments. Endorse skills. Hint: Make a list of 20 or so people to stay in touch with on a recurring basis.

5 Minutes: Spot-check. Make quick edits and updates to your profile. Make a list of major updates and save them for later.

2 Minutes: Share an article you’ve read with a thought about why your audience will find it valuable.

2 Minutes: Clean up your list of connections. Consider older connections that you may have little or no interaction with.

Source: The Muse, “Here’s How to Make Yourself Look Active on LinkedIn in Just 15 Minutes a Week”, July 4, 2016
LinkedIn Job Search Strategies

What do you share on LinkedIn? Here are a few questions to start your thinking.

Have you recently:

- Collaborated on a group project at work, in a course, or for a student organization? Share your results and what it took to get it done.
- Read something related to your major or career field? Share the article with a summary of your takeaways.
- Accepted an internship or job offer? Write a post about how excited you are to join the team and tag your new organization.
- Completed an online training or certificate program? Add it to Education or Accomplishments.

CONNECT WITH ALUMNI

Reaching out and connecting with alumni is another great engagement strategy on LinkedIn. They may be able to provide insight, suggestions, or information about how they came into their career.

To find alumni, search for the University of Nebraska-Lincoln. Once on the University’s LinkedIn page, select “Alumni” which will allow you to search alumni members by title, keyword, or company, between graduation years you enter. Read alumni profiles to learn more about career paths and to find individuals for informational interviews.
Handshake is a student-centered job search system provided to you by Career Services. Search for part-time and full-time jobs and internships and make your profile available to employers. The more information you add to your profile, the easier it will be for Handshake to generate recommendations and content for you.

To get started:
• Login to Handshake tile at my.unl.edu.
• Upload your resume and additional documents to autofill your profile.
• Double check your profile to make sure all of the information from your resume transferred, and add more as necessary.
• Fill out the Career Interests section to begin tailoring your jobs feed.
• Customize your Notification settings to make sure you are getting the right information to your email and phone.

Continue to fill out your profile to get it to 100% complete.

Make sure to access Settings and Privacy to make your profile public to employers and other students.
5 REASONS you need Handshake more than other career sites

Apply where you have the advantage
Handshake is the only place that connects you, your school, and employers together. You’ll see jobs and internships posted specifically for students, and employers actively recruiting from your school.

Recruiters want to talk to you
Employers on Handshake message students with event invites, interview requests, and new job opportunities. Last year, recruiters sent more than 16 million messages to students.

Find the right job for you
When you fill out your profile, handshake will show you jobs and internships that match your interests and skills. You may even discover a new career path.

The companies you want to work for
All of the top employers are recruiting students on Handshake, including Fortune 500, startups, nonprofits and more.

No experience required
The jobs on Handshake are meant for students like you, so you can get the work experience you need.