



BUILD A PROFESSIONAL ONLINE PROFILE

- Add a professional headshot
- Compose a headline with area of study/career objective
 - Example: Business Administration Major and Aspiring Business Systems Analyst
- Create a summary with industry specific keywords to attract notice
- Concise, confident paragraph qualifying your goals including relevant work and extracurricular activities
- Highlight education, affiliations, and activities including volunteer, internship, co-op, projects, and employment experiences in designated sections
- Request recommendations from professors, advisors, colleagues, and supervisor
- Customize profile's public URL

CONNECT

- Check and update your account often
- Add individuals who may assist you in your networking process
 - Friends, neighbors, teachers, classmates, professors, advisors, colleagues, etc.
- Send customized messages to tell members of your network that you are job searching
- Connect for potential job shadowing and informational interview opportunities
- Use the LinkedIn Alumni Tool
<http://linkedin.com/alumni>
- Find graduates who work at a company of your interest
 - Reach out to get an insider's perspective
 - Find out what skills are needed in a particular industry

RESEARCH COMPANIES & INDUSTRIES

Company Pages

- Research company vision, products, and services
- Keep up with news and trends
- Connect with current employees
- Explore career opportunities

GROUPS

- Join groups related to your area of study/interest
- Follow industry trends and events
- Discuss issues and comment on posts

SEARCH JOBS & INTERNSHIPS

- Access the Student Jobs Portal
<http://linkedin.com/studentjobs>
- Search job role and review postings from featured companies
- Apply for open opportunities



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WCC Career Services



WCC Career Services



wccnet.edu/careerservices