

# LinkedIn Tips

LinkedIn is often the first result if someone searches for your name online.  
Make sure it tells the story you want.

## Build a Strong Profile

### 1. Photo

Use a clear, professional headshot (neutral background, good lighting, no filters)

### 2. Headline

Don't just list "student"

Example: Civil Engineering Student | Transportation  
| Seeking Summer Internship in Roadway Design

### 3. Summary/about section

2-3 short paragraphs or bullets

Who you are,  
what you're studying,  
what you're interested in, and  
what you're seeking

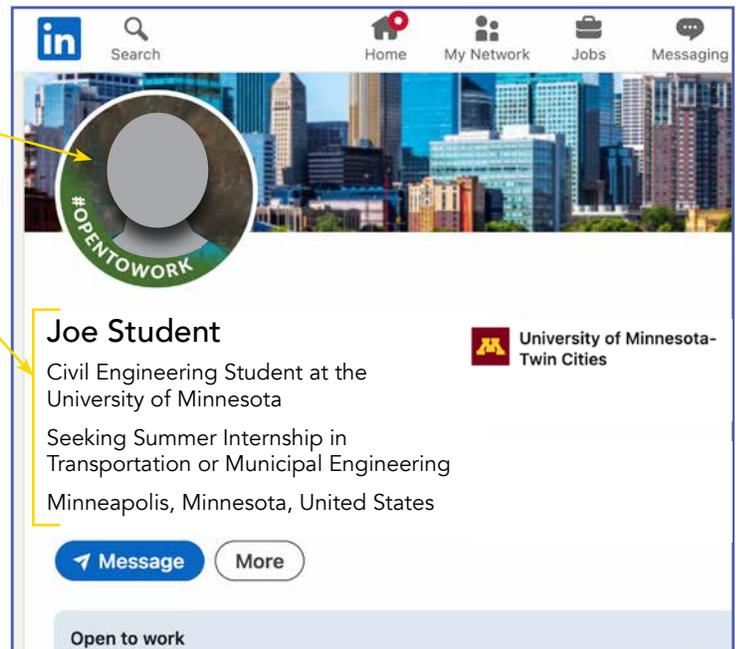
### 4. Attach resume

Ensure that your profile aligns with  
your resume

### 5. Testimonials

Ask a manager or professor to leave a  
recommendation and/or endorsements on  
your profile

### 6. Keep your profile updated



## About

I am a junior at the University of Minnesota studying civil engineering with an expected graduation date of May 2027. My interests are primarily in the areas of transportation and municipal engineering; however, I am interested in expanding my knowledge of the civil engineering field in general. I am seeking an internship this summer to further my understanding of civil engineering and prepare myself for graduation.

My skills and experience include the following:

- Microsoft Office 365 applications including Word, Excel, PowerPoint, and Outlook
- AutoCAD and MicroStation design software through course work and summer internship experience
- Field surveying through course work and summer internship experience

I am active in the ASCE student chapter as well as Engineers Without Borders. In my free time I enjoy team sports, outdoor activities, and spending time at the lake with family and friends.

## Experience

### 1. Treat experience broadly

Include:

- Internships or co-ops
- Part-time jobs
- Campus leadership
- Group projects
- Volunteer work
- Freelance or side projects

### 2. Focus on skills, impact, and results

## Skills

### 1. Add skills tied to your major or target roles, and keep them relevant

### 2. Prioritize:

Technical skills (Excel, AutoCAD, OpenRoads, MicroStation, etc.)

Soft skills (Communication, Leadership, Problem Solving)

## Connections

### 1. Connect intentionally

Start with:

- Classmates & professors
- Alumni from your school
- Recruiters at companies you like
- People with jobs you want

### 2. It can be helpful to add a short note when asking someone to connect

“Hi Steve, I’m a junior at the University of Minnesota studying mechanical engineering. I noticed that you’re an alumnus working at ABC. I’d love to connect and learn from your experience!”

## Use LinkedIn as a Learning Tool

### 1. Follow

- Companies you’re interested in
- Industry leaders
- Recruiters in your field

### 2. Engage by

- Liking/commenting on posts
- Sharing articles with a short takeaway
- Posting about projects, internships, or professional milestones
- Enabling the “Open to Work” feature if you’re seeking opportunities. This helps position your profile at the top of recruiter searches, making it easier for them to find you.

## Turn LinkedIn into a Job Board

### 1. Use filters to search opportunities:

Internship, entry-level, remote

### 2. Set job alerts

### 3. Apply early

### 4. Check who posted the job and message the recruiter