

Tips on Using LinkedIn in Your Job Search

1. **Fully complete your profile.** It is important not only to create, but to *fully complete* your LinkedIn profile. This includes a professional picture, experience, education, a headline, skills, and summary. The more comprehensive your profile, the more likely a recruiter will come across your profile when they are looking to hire!
2. **Consistency.** It is important that your LinkedIn profile and your resume are consistent, because employers will often look at both before making a hiring decision. However, feel free to use your LinkedIn profile as an opportunity to include information about yourself that may not have a place on your resume (including outside activities, volunteer opportunities, and skills).
3. **Connect.** Connect with everyone you know, including current and former coworkers, classmates, family, and friends. When you meet someone new at a networking event, follow up with a personalized LinkedIn invitation. This is a great way to stay in touch and continually expand your network.
4. **Find alumni.** The alumni networks of both your undergraduate institution as well as your law school can be extremely useful in expanding your contacts and conducting informational interviews. Utilize the “Find Alumni” tool under the “Network” tab to start your alumni search. *Quick tip:* the graduation dates in the “Find Alumni” search tool automatically set to the dates you attended the school, so be sure to expand the dates in your search to broadly cover the past 50 years or so.
5. **Join groups.** Join both alumni and industry-related groups on LinkedIn. Follow and participate in group discussions, and review the profiles of group members to identify individuals with whom you would like to network.
6. **Follow companies.** Search for and follow companies of interest to you. Not only can you find great information about the company that may be useful in a cover letter or job interview, but many companies will post job openings on their LinkedIn page. Additionally, you can see who in your network is connected with the company, which may be helpful.
7. **Get help.** For additional information on using LinkedIn, check out the free LinkedIn tutorials and webinars (http://help.linkedin.com/app/answers/detail/a_id/530) on their website.