**XIII. LINKEDIN TIP SHEET**

In order to be competitive, you should build an online reputation (build your brand). A great way to do this is by creating a profile on LinkedIn. Increasingly, candidates are finding employment through this professional networking site.

For information about creating an effective LinkedIn profile, visit <http://www.6psbig3.com/blog/index.php/category/profile/>.

**Tips on effectively using LinkedIn**

* Create a professional profile detailing education and professional experience.
* Be sure to keep it professional – don’t post updates about a recent vacation, etc.
* Regularly update your profile.
* Write an effective summary.
* Include a professional photograph of yourself – use a headshot – not a picture of your pet or anything else.
* Get recommendations from professors or employers – endorsements from others is often more meaningful than what you say about yourself. (Note: As a matter of course, the CSO staff does not provide LinkedIn recommendations for any students.)
* Create a unique (vanity) URL such as http://www.linkedin.com/yourname.
* Strive to have at least 100 connections.
* Join law school and undergraduate/other graduate school groups.