

Optimizing LinkedIn & Handshake Profiles

Career Planning Resources available at <https://career.engineering.asu.edu/>

FULTON SCHOOLS
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center

ASU Ira A. Fulton Schools of
Engineering
Arizona State University

Welcome Fulton Students and Alumni to our workshop on Optimizing LinkedIn & Handshake Profiles for Job Seekers. Very happy to see you today. My name is . . . This workshop is an overview of the most vital sections for a job-search focused LinkedIn and Handshake profile. You can schedule an appointment with one of our staff for guidance in designing your profile with your goals and experiences in mind.

Today's Agenda

- What are LinkedIn & Handshake?
- Considerations before you build your profiles
- LinkedIn Profile
 - Profile Completion
 - # OpenToWork
- Handshake Profile
 - Profile Completion
 - Visibility Settings
- Additional Resources

LinkedIn and Handshake have many sections and functions. For today, we are only focusing on the profile sections of each platform. While the content is similar in the Handshake and LinkedIn profile, the complexity and scope of each platform varies. We have a full agenda, so please type your questions in the chat and we will answer those as we go through each topic. Let's get started.

What are LinkedIn & Handshake?

Handshake

- Student-Employer Connection
- ASU/College Recruiters
- Search, Find, Follow, Apply
- ASU & Employer Events
- Easy to Build Profile Prompts & Tutorials

LinkedIn

- Worldwide Professional Network
- Open, Some Group Restrictions
- Job Search, Pro Dev, Network
- Blogs, Events, LinkedIn Learning
- Dynamic Profile w/ Many Section Options to Customize Your Brand

Both platforms are important to have in your job/internship search toolbox.

Handshake

- Primarily a platform to connect recruiters seeking ASU and other college students.
- ASU has more control over who can post, avoiding third-party vendors.
- Employers have more restrictions on who they can contact and how they can view your profile based upon the settings you select. It's what you might call a more closed network than LinkedIn, but it is a very targeted recruiting tool. It's where you can get job leads, connect with other students (even from other campuses), learn about and register for career center/employer events, and schedule 1:1 appointments with the FCC career development staff.

LinkedIn

- The largest online professional network in the world. Emphasis on *professional*. It can be helpful in the job search and continues to be a source of professional networking and development at all stages of one's career. It is more complex than Handshake, but the folks at LinkedIn have done an excellent job developing help and tutorials for pretty much every feature. There is a Premium version of LinkedIn that you can get for 30 days on a free trial, but it is often cost-prohibitive for students to maintain the subscription long-term. Not to worry; the free subscription provides access to many of the most used features for the job

search.

Before You Begin, Consider . . .

- Purpose and Goals
- Target Audience
- Personal Brand w/ Images and Messaging
- Management Routine
- Searching & Networking Strategies

To get the most out of your profile, be intentional about your goals at this time. Especially with LinkedIn, you may move from job seeker to networking professional to hiring manager or influencer. Of course, your profile will need to be edited to stay relevant to your purpose, audience, and brand. Tending to your LinkedIn/Handshake “garden” is also essential. Consider your level of engagement with the platform the “fertilizer” that gets you noticed. We’ll discuss some practical ways to do that on a limited schedule. **The main thing to remember is that one must be intentional and strategic in building and maintaining these tools. The images and words on your profile create a strong first impression.** Let’s dive in by starting with images.

Optimizing LinkedIn Profile for Job Seeking

Goals:

- Locate Job/Internship Leads
- Network with Professionals (Not Just Hiring Managers)
- Build Meaningful Connections
- Follow Companies, Professional Groups & Associations
- Contribute Regularly to Your Feed

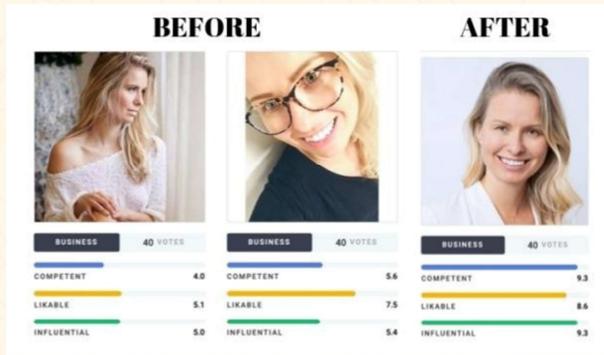
LinkedIn is valuable for more than just immediately locating job/internship leads. It's a platform you can use throughout your career to stay informed and engage with professionals in your industry. Most of us get started on Handshake for internship searches, then add LinkedIn for job searches.

LinkedIn Profile Elements & Core Sections

- Photo
- Banner/Background
- Headline
- Core Sections
 - About
 - Education
 - Experience
 - Skills

LinkedIn has features considered core, recommended and optional. **At minimum, you want to complete these core sections in a way that shows your professionalism, purpose and wonderful skill set!** Let's take a closer look at each.

Your Photo Matters!



M. Hunt (2021). Do LinkedIn Profile Photos Matter? Retrieved from <https://www.linkedin.com/pulse/do-linkedin-profile-photos-matter-matthew-hunt/>

Convey Professionalism

- Competent
- Likeable
- Influential

Photo Elements

- Angle
- Lighting
- Distance 😊
- Smile
- Eye Contact w/ Camera
- Appearance & Attire

Your photo on LinkedIn and Handshake must convey 3 key professional impressions:

Competence- You look like a professional person who is passionate about this field

Likeable- You are a person who would be pleasant to work with

Influential- Someone who will accomplish goals and lead others to do the same formally or informally

In your posed photo you want to look relaxed and ensure an appropriate angle. Upshots and selfies are generally not flattering or professional-looking. Also, think about these elements for Zoom calls!

(Note to presenter, no need to go through this below part or go quickly over it.)

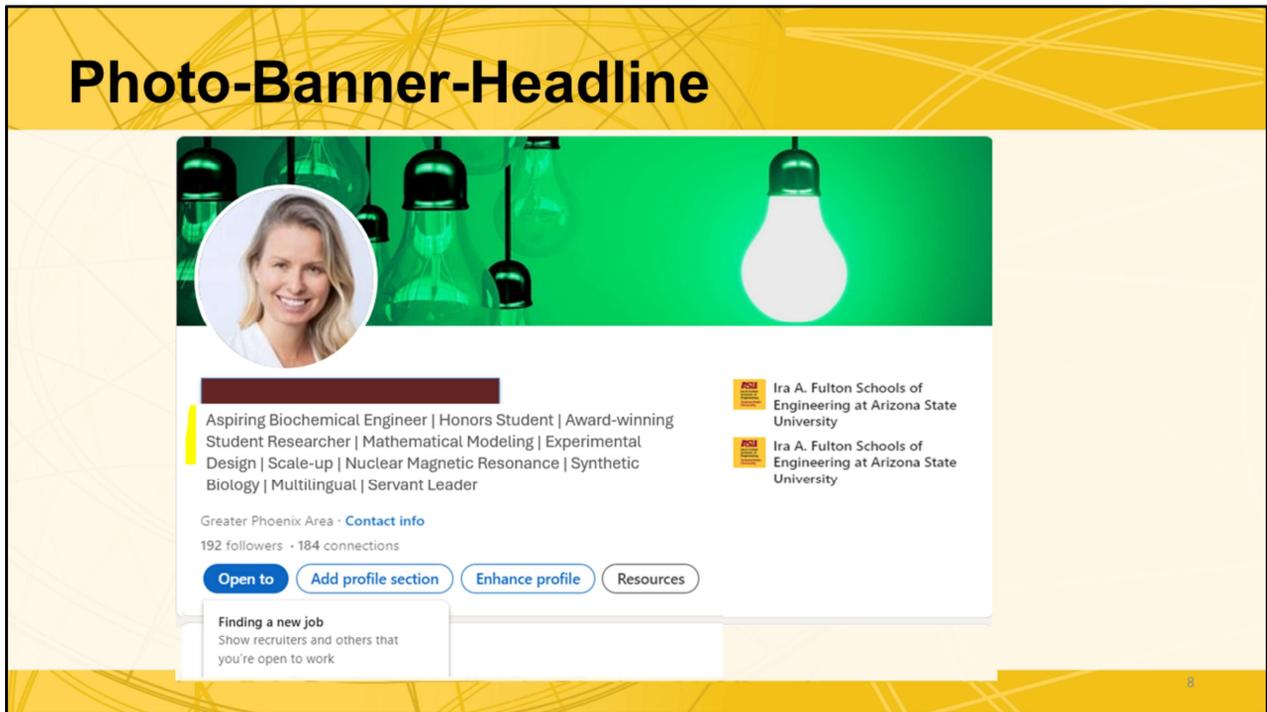
You can use a cell phone to take this photo. Set up the background and lighting properly. Ask someone else to take the photo to ensure a natural posture. There are also photobooths in the MU on the Tempe campus near the Desert Financial Credit Union/Pitchforks and Student Center @ the Post Office on the Downtown Phoenix Campus. Drop in to take your own portrait for FREE (sponsored by GPSA & USG Associated Students)

Before left: The supermodel. Way too casual and aloof. No eye contact.

Before middle: The selfie. Too close and harsh lighting. No eye contact.

After right: Note how attention to a few simple details create huge gains on all 3 scales. It's OK to use this same headshot for multiple purposes.

Photo-Banner-Headline



This is what people see first. Entice them to explore further.

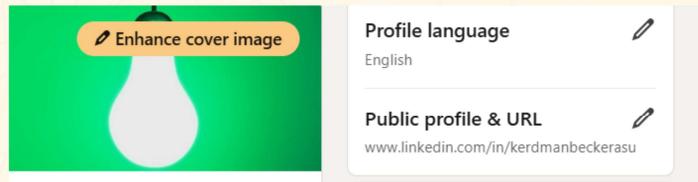
Photo-Likeable, competent, professional. Nice photo. Good lighting, dressed nice (business casual), no distractions in the photo (pets, groups, etc.)

Banner-Representative of your industry, role, key experience. Make sure it is legal to use. Check fair use statement carefully or make your own. In this example the student is interested in energy=lightbulb. If this were a civil engineer=city scape, bridge, etc. Banner images may be realistic or abstract. Keep it simple and not too busy.

Headline-Important search feature. These get hits on searches and recruiters see this in their results. Make them want to take the time to look at your full profile. **Use all 220 characters (this one is 217) if you have that much to say.** Note it is a list of skills and short accomplishment phrases. Be sure to include a couple of your relevant interpersonal skills here if they are non-generic (no “hard worker”)! How to find these? Scan several job posts for key words relevant to your goals. Limit to 6 technical skills to make room for accomplishments, job titles, and transferrable “soft” skills.

Notice the control buttons below the headline (Open to, Add profile section, etc.). We will talk about those shortly.

Customize your Public URL



NOTE: Your prior assigned URL will remain linked to the new customized URL for 6 months unless you unlink it.

<https://www.linkedin.com/help/linkedin/answer/a542685/manage-your-public-profile-url?lang=en>

Ideally, you want to customize your URL before beginning the job search. Consider if any resumes out there might remain active for longer than 6 months. **Update any websites where your LinkedIn might be listed to reflect the new customized version (personal portfolio/webpage, online directories, resumes uploaded to job sites like Handshake, Indeed, LinkedIn,**

About Section = Your Journey

- **Creative, Passion for the Industry**
 - *I caught fire coding. I always thought my dream was to be a proofreader for a little indie publishing company, sipping my cafe con leche and reading the opening lines to the next best-selling vampire novel . . . But I kind of just felt meh . . . And that's when it happened; the spark I was missing ignited the instant I clicked play on my first Python tutorial . . .*
- **Goals, Skills Focus**
 - *Computer Science senior with internship and work experience in GUI design and marketing. Seeking to leverage my technical skills and design acumen to create impactful solutions that drive success. Recently I was a member of a 4-person design team selected to compete. . .*

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One sounds like a diary entry. The other a person with goals and skills employers seek.

This section allows you to tell your story. Who are you? Why are you interested in/passionate about your future career or studies? What are your top accomplishments/skills? What are you looking for next?

Capture the reader in 3 – 4 sentences. Only the first few lines are visible. Insert keywords throughout but do not overload with them. Make them fit naturally in the conversation, avoid overusing the same keyword.

Use a writing style that fits your personality. It's OK to mention community involvement and job-relevant hobbies briefly. This is the section that shows you are a dynamic human being not a one-dimensional working machine. **The examples above showcase very different writing styles, note that they cover similar elements.**

Things you can talk about:

- *Professional interest
- *The roles/industries that interest you and how you developed that interest
- *Years and types of relevant experience (internship, personal and academic projects, professional work experience)
- *A few (2-3) key accomplishments to showcase your fit for the role/industry you are going after (Don't regurgitate all the details. I'll see it on your profile or resume. Hit the high points)

*It's best to build key skills into the narrative naturally. Some prefer to bullet 3 - 5 key skill sets using key words common to job postings, consider general categories as this is a general statement that can not be tailored to each position like the resume. The strategy for key word integration should fit the writing style used.

Education & Experience

- Everything on the resume is here
- Format may differ from resume, two options
 - A summary paragraph highlighting your accomplishments
 - A series of key bullets
- Follow the similar rules as your resume
 - Action to accomplishments
 - Month and year start and end date
- Use common key words found in several job postings of interest
 - Targeted but not customized to a specific posting

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These sections can be cut and pasted from your perfected resume and then edited to an easy to skim series of phrases describing your accomplishments. Benefit is it is easy to skim. Downside is it may look too much like your resume which may have already been seen or read.

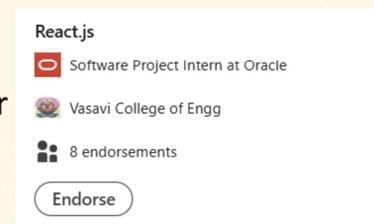
You're targeting these descriptions to the general role and/or industry rather than a specific role within a specific company, so capture the most commonly used keywords. You can begin to get a sense of what those words are by reviewing 5 – 10 relevant job posts. Highlight the verbs, skills, nouns, job titles. This will tell you how the industry generally describes a desired candidate. You can do this manually, or via a word cloud app, or GenAI prompts. Focus on the accomplishments that best fit those common keywords.

Skills & Endorsements

- Add Skills Section & select from list
- Link to experiences, education, projects, etc.



- Skills Endorsements
 - Click to see who gave endorsements & other places the skill is associated
 - Links to endorser's profile



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LinkedIn allows you to tie your identified skills to specific experiences, education, projects, courses, etc. It's you who defines that you have used those skills. **To make it a bit more powerful, seek endorsements.** Your connections make endorsements by checking a box to validate that someone else believes you have those skills. Literally, they check a box. Easy to do, and it raises your credibility score in LinkedIn searches. **The best way to get endorsements is to give them to your connections.** This is why building your connections among people you know and have worked with in some capacity (short or long term) is essential. Once you start using LinkedIn regularly, you will be prompted to endorse others. Endorsements are nice indicators but not as influential as recommendations that provide context. We will talk about those next.

Recommended & Optional Sections

- Featured Section
 - Add Blogs, Files, Articles, Images, Projects (if not in projects section)
 - Note: Resume must be uploaded in **Jobs Settings** for recruiters to see
 - Remove contact information from resume if uploading to Featured
 - Longer-lasting on profile than activities and reposts
- Licenses & Certifications, Projects, Causes, Patents, and more
- Recommendations
 - *"It's rare to come across someone as motivated and enthusiastic as [Name]. They consistently went above and beyond to ensure that our team met its targets. Their positive attitude and strong work ethic were contagious, and they always brought fresh ideas to the table."* (LinkedIn Tips & Tricks. July 17, 2023)

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There are many recommended & optional sections. Determine if any of these are of value given your level of experience and expertise. It is important to prioritize which features are going to give you the most return given the time it will take to create and manage them. Research when and how to use them effectively given your LinkedIn goals and brand. Remember you must commit to keeping any section you add to your profile populated and updated regularly. The two I'd like to highlight are Featured and Recommendations.

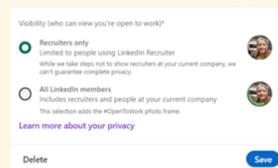
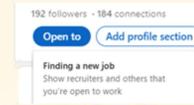
Featured-Things that you want to feature on your profile for a longer time than activity which lasts a few weeks. File upload, share articles, links, etc. to showcase your activities & accomplishments. Maybe you attended a conference or event, had something published or presented, or a project was recognized in Inner Circle. Repost or update. Consider writing up something on a personal project or issue in the field to show your interest. This could also be done under projects, which I recommend you add since it is part of the technical resume format. Featured is also a great option if you have more varied or creative projects with external links. The project section is a template. The " featured " option allows one to showcase more varied experiences. **Research both to determine if and how you can leverage featured, projects or both.** Remove contact information when uploading resumes to any LinkedIn section, which will be visible to anyone accessing your page. Recruiters can reach out to you via LinkedIn messaging.

Recommendations are similar to endorsements in that a connection validates your skill set. However, you must ask connections to write a little paragraph for you. **“Over 20% of LinkedIn users are 18-24 years old. This means that many LinkedIn users are recent graduates who might have limited job experience. Employers are looking to LinkedIn for a sense of your commitment, engagement, and soft skills at work; coworkers are a great source to highlight these areas.”** (Corey Wainwright, content marketer. Hubspot blog, Nov. 7, 2023) As you gain experience, keep in mind that you also must keep your recommendations current and appropriate to your experience level. As a recent graduate, a coach, mentor, intern supervisor, or capstone professor might provide valuable recommendations about your character and potential to learn new skills. After a few years of professional experience, you should be looking at more experienced colleagues, principal engineers, and others of senior status with whom you have worked to talk about your contributions to the team and what you can produce.

I can not emphasize enough how your LinkedIn profile, like your resume, is a living document that can and should be in constant evolution. You must commit to managing whatever content you open up or take those sections down as soon as you discover they are not manageable or valuable toward achieving the desired goals.

#OpenToWork

- Click “Open To” Button below your headline
 - Select titles, employment preference and visibility
- Visibility determines if #OpenToWork frames your photo
 - Recruiters Only (no frame)
 - All LinkedIn Members (automatic frame)
- Disengage #OpenToWork
 - Click the Open to work edit icon
 - Select Delete in the settings box
 - Or Edit settings in Jobs > Preferences



The Remote Job Coach (2022). The Ultimate Guide to being # OpenToWork on LinkedIn. Retrieved from <https://theremotejobcoach.com/blog/opentowork-on-linkedin>

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Consider carefully how you want to reach out to recruiters.

NOTE: Recruiters see you are open to work because you've activated the Open To feature. You can set visibility to recruiters only or all LinkedIn members. This determines if the #OpenToWork frame will be shown on

The frame for the picture is a design element providing a visual queue when others are browsing. **You may not wish to have the frame active if you are already employed and job seeking or if you do not wish to appear “deperate”.**

Don't forget to reverse the process! I've seen it happen. If it pops up after you've been with a company a few months, they may wonder if you are looking again. Be professional and courteous, keep your status up to date.

Winning Points on LinkedIn

- Use Keywords Effectively
 - Use key terms as often as naturally possible
 - Include terms in multiple sections
- Post to Promote Interaction & Demonstrate Professionalism
 - Repost from people, companies, professional organizations, etc. you follow
 - Comment or ask questions about posts from others in your network
 - Create original posts sharing your research or projects
 - Reach out to follow or connect with other professionals, alumni, etc.

The Remote Job Coach (2022). The Ultimate Guide to being # OpenToWork on LinkedIn. Retrieved from <https://theremotejobcoach.com/blog/opentowork-on-linkedin>

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Key words are important but they can be overused causing your profile to be flagged as spam/fraudulent. Consider all the different keywords that apply to what you are seeking and what you know. If you have 10 of those identified, and you use each one 5 times on your LinkedIn Page, you have 50 key words used on your profile. Think of how monotonous it would be to read a profile that used the same word 20 times. The researchers at LinkedIn suggest using a specific key word naturally 3 – 5 times on a resume, more is OK on the profile. Think of this: Headline, About Section, 2-3 work experiences/projects, Skills, Activities, Recommendation, some other section? It adds up fast.

Optimizing Handshake Profile for Job Seeking

Goals:

- Locate Internship/Job Leads
- Network with Recruiters/Hiring Managers
- Follow Companies and Events
- Check Messages Regularly

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Handshake is a bit more job search focused, but it can be used for networking as well if the recruiter has indicated they are open to be contacted.

Check the Inbox icon in Handshake. You might not be notified outside of Handshake that an employer wants to connect.

Handshake: Student View

Photo/Name = Same as
LinkedIn

Looking For (Job Interests)

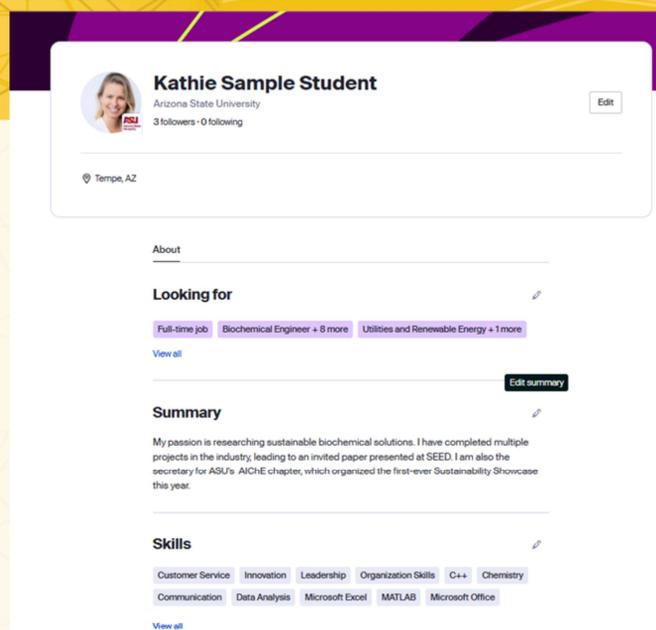
- Add alternative labels

Summary (Headline)

- Brief self-story
- Evolves over time

Skills

- Technical & “Soft” Skills
- Apply to work/project descriptions



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This is what you see as a student editing your profile. These key sections are look LinkedIn content, the purpose of creating a first impression, and training Handshake to find the positions that match your credentials and interests. Transfer what you develop for one platform to the other as a way to quickly get started. You may wish to edit it slightly to fit the style or word count differences, but the details need to match across the resume, LinkedIn and Handshake. Same skills, what you are looking for, credentials, etc.

Photo = Same guidelines as LinkedIn. Use the same photo...it can be useful for personal branding. Same name should be listed on both profiles. Just a quick note regarding the banner/background image. You can change it here if you wish, but it is just for your viewing.

Looking For (Interests, Job Titles, Industry)

Handshake presets Role & Industry are based on major, consider adding alternative labels for industry and job titles to cast a wider net for searches. It is completely up to the employer how they select criteria for searches. List anything that fits. If you are getting too many bad matches, change the terms. This is a big way Handshake determines what to push out to you.

Summary (Headline). The summary here is limited to 300 characters (this example is 275 characters). Make it easy by pulling keywords or phrases from your LinkedIn Headline or

Professional Summary on the resume. No need to create something new every time.

Skills. As with LinkedIn., these are used in keywords searches by recruiters and also trains Handshake what to push out to you. Anything you list as a skill is a potential interview question. Stick to your top, most relevant ones given your career goals. Handshake will make suggestions, but you decide if you want to add it. Be sure to include technical and non-technical skills and then use these terms in the accomplishment statements for your work, projects, and extracurricular activities.

Now, let's view how this looks from the employer's side on Handshake.

Handshake: Recruiter View

- Layout differs
- Banner is static
- Major, degree, and class level (junior, senior) are auto-populated
- Summary = Get To Know Me
- Documents that are visible

Kathie Sample Student

Arizona State University
Junior
Graduated May 2004

Chemical Engineering
Ira A. Fulton Schools of Engineering

Education

Arizona State University (Primary Education)
Bachelors, Ira A. Fulton Schools of Engineering
Ending May 2004
Major in Chemical Engineering

Work Experience

X Intern
xxz
May 2003 - Aug 2004 (1 year, 4 months)
Interned full-time for two consecutive summers and part-time during the school year while balancing a full course load and an ASU research assistantship. Assisted with cutting-edge research projects, resulting in a national conference presentation.

A Undergraduate Research Assistant
ASU
Aug 2002 - May 2004 (1 year, 10 months)
Assisted professor with laboratory research in partnership with a local biochemical company.

Organizations / Extracurriculars

Committee Chair
Engineers Without Borders
Jul 2001 - Present (23 years, 9 months)
Organized a team to identify sustainable clean water solutions in remote South American and African regions.

Secretary

Actions

Stop Viewing as Employer

Get To Know Me

My passion is researching sustainable biochemical solutions. I have completed multiple projects in the industry, leading to an invited paper presented at SEED. I am also the secretary for ASU's AIChE chapter, which organized the first-ever Sustainability Showcase this year.

Skills

C++ Chemistry Communication
Customer Service Data Analysis Innovation
Leadership MATLAB Microsoft Excel
Microsoft Office Microsoft PowerPoint
Microsoft Word Organization Skills
Problem Solving Python

Documents

Resume
Resume 3 Jan 15

This is how an employer will see your profile. Note all the vital information is here, just a different look: Experience, skills, extracurriculars, etc. **As a student, you can control content, not presentation in Handshake.** You do not have an option to view your profile as an employer or other user.

Click **Banner**: Unlike LinkedIn, the Handshake banner is the same for all students. This blue tone on tone pattern will be the banner in employer view regardless of how you change the banner in your student view. Note how a recruiter will see your documents you have made visible and how the sections are presented in a more social media feel.

Click **Education**: Your ASU major, degree and class level are automatically synchronized from your student record. It can take a few days to update if you change majors. The class level is based upon credits completed and transferred, so you level may not be accurate. You can't edit the ASU information. You can and should add any prior degrees from other institutions. For graduate students, this would include your undergraduate. No need to add high school unless you are a first-second year student or it would be advantageous when seeking an on-campus position. Most likely you'll remove it by the end of your sophomore year if not before.

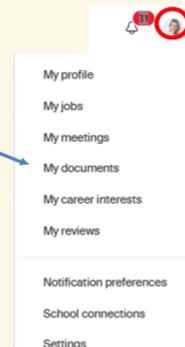
Click **Get To Know Me**: Your summary is listed in the "Get to Know Me" box on the employer view. Same text, different layout.

Click **Documents**: Any document you have uploaded that has the "public" box checked will

be visible here to employers to view or download.

Work Experience, Projects, Organizations

- Recommend uploading a master resume in documents
- Update projects, work history, organizations regularly
- Use keywords & skills in descriptions
- ASU education is automatically input
- Limit course list to most relevant or unique, if any



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You can **edit by clicking on the pencil in each section of the profile.**

Click on the Profile Icon (picture or initials) to expand the menu that allows you to add documents, like a resume, change setting or notifications

ASU will keep your **major(s), degree and class level** updated automatically, you will have to enter the other details like graduation date. Consider cut and paste from a master resume or LinkedIn profile for time management purposes.

Courses are not essential and take up a lot of space on your page. Like the resume, limit to those that make you a strong or unique candidate.

Making Yourself Visible in Handshake

Profile Visibility Levels

- **Community**=Visible to student, employers, alumni, may message all
- **Employers**=Visible to employers, may receive messages
- **Private** (Default) =Visible to you, no unsolicited contacts/messages

Caution: Visible Profile ≠ Visible Documents

- Check settings in My Documents > Visibility
- Open file to edit and change setting



Name	Type	Visibility
Resume_3	PDF	Public
Experienced-Sun-Devil-Resume-2023 (6).docx	ODT PDF	Private

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<https://support.joinhandshake.com/hc/en-us/articles/115007281988-Profile-Privacy-Options-in-Handshake> Updated Feb 2025

Career interests, skills, applications, event activity drive the searches in Handshake and guide the relevant pushes that Handshake will send to you

3 levels of visibility are available. Be aware you may also need to make specific documents visible and employers may not be able to view your profile unless you have some interaction with them like applying for a position or attending an event.

Visibility

Community (**Recommended by Handshake**) Your profile will be visible to employers, students, and alumni across all Handshake, including other education institutions. You'll be able to message students and alumni who have similar interests or experiences, and they will be able to message you. Do you want to use Handshake as a social media platform long-term? Consider if you'd rather connect via other more long-term means.

Employers (**Engineering Career Center recommended setting**) Most use Handshake to connect with employers/events or schedule appointments rather than as a social media platform.

Your profile will be visible to employers. You may receive messages about potential job opportunities.

Private (Default) Your profile is hidden automatically until you choose another setting. If you keep the default: You'll be able to apply for jobs but won't get messaged by any employers about potential opportunities. When you check in with an employer during a career fair, they'll be able to see your basic information and message you.

Managing LinkedIn & Handshake

- 15 Minutes Daily (set a goal)
 - Check messages, new posts
 - Mark jobs to apply for, apply ASAP
 - Read/create/respond to messages/posts
- Weekly Update & Outreach (minimal time)
 - Update project status
 - Connect/message someone in your field
 - Add companies/professionals/peers to your follow list
- Semester Full Review
 - Update projects, experiences, etc. on resume, LinkedIn & Handshake

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This presentation focused only on building and maintaining your LinkedIn and Handshake profiles. Here are some quick tips.

Job seeking is a others, job. If you are a student, it will be time consuming. Have a daily routine to manage your online presence and also succeed in your studies & other responsibilities. The key is both LinkedIn and Handshake require routine activity as well as updates/maintenance. **It's best to do a little each day to keep activity moving to your profile.** If you miss a day, pick it up the next day. Major updates can wait until the semester is completed unless you are using that project/experience on your current resume. The main goal is to keep your profile interacting with others so the algorithm rates you more highly. **Keep it professional, focus on expanding your network and learning more about your profession while you are still applying for jobs. That's networking...and a different presentation!**

Check in daily for a few minutes. Limit this to 1-2 goals daily if you only have 15 minutes. If you find job leads, apply ASAP. **You want to be on the front end of the applicant pool** if the position closes early. You may also find that some companies have a rolling review process where they will take a batch of applications at a time and interview until the position is filled.

Weekly. If you've been doing the daily routine, this should not take much time. Focus on expanding your network. Find one professional you can connect with based on shared interests, major or other. Also, be sure to follow any company you apply to on LinkedIn and Handshake. Start following companies/people of interest before you even see an opening for someone with your knowledge/expertise. If you are truly interested in them, show it.

Each Term. Academic breaks are a wonderful opportunity to update your completed projects, experiences, skills, etc. It is a natural time to reflect. Take one afternoon and look at your resume, Handshake and LinkedIn from the eyes of a hiring manager. You can use tools like SkillsFirst to ID gaps, take in workshops, or make a 1:1 appointment with one of our professional staff to optimize your accomplishments.

Who should you follow? Companies you apply to, professional organizations, people in your industry, ASU alumni and classmates.

Set a goal for each day and stick to the task the full 15 minutes. If your original goal is done in 5 minutes, move on to one of these other tasks. This is a process of connecting with job opportunities and other professionals in your field. Then, prepare and send your application materials.

References & Additional Information

Getting started in LinkedIn/Best Practices <https://www.linkedin.com/learning/learning-linkedin-22140720/get-started-with-linkedin?u=70944002>

Handshake Help Center https://support.joinhandshake.com/hc/en-us/categories/202711128-Student-Alumni?_ga=2.138663984.227170598.1702912051-1620247024.1692728587

Templates for writing summary statements <https://www.themuse.com/advice/5-templates-thatll-make-writing-the-perfect-linkedin-summary-a-breeze>

Unlock LinkedIn Learning for Free with Your Library Card <https://www.linkedin.com/pulse/unlock-linkedin-learning-free-your-library-card-dame-luthas-vuose/>

Fulton Schools Career Center website: <https://career.engineering.asu.edu/>

Schedule a 1:1 appointment Fulton Schools Career Center: Handshake <https://asu.joinhandshake.com/login>

SkillsFirst Resume Review (AI or human review) <https://skillsfirst.com/organizations/asu-engineering>

"Advice From Industry Professionals:...": <https://career.engineering.asu.edu/resumesandresources/internship-job-search/>

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Look for the most recent resources as LinkedIn and Handshake have made significant changes in the platforms and algorithms in the past couple of years.

*LinkedIn Learning is available to ASU student employees. Not an ASU employee? Download the LinkedIn Learning app for a free 30-day trial. If you have a library ID from a library that supports LinkedIn Learning, you may log in for free with your Library ID card. Check your local libraries for details. This is access to LinkedIn Learning resources. LinkedIn Premium is a different subscription service. Much of the information available on LinkedIn Learning may also be accessible via YouTube or other free resources.