

# Using LinkedIn Like a Pro

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Hunter College  
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# Why LinkedIn Matters

- 90% of recruiters use LinkedIn to find candidates.
- It's your digital resume and portfolio.
- Employers, professors, and colleagues will Google you—this should be what they find.
- Great for job searching, networking, and discovering career paths.
- You can follow companies and people to stay inspired and informed.

# Profile Photo & Headline

## Profile Photo:

- Clear, professional, neutral background.
- No selfies or party shots—this is your first impression.

## Headline:

- Goes under your name.
- Make it specific and goal-oriented.

## Examples:

- Urban Studies Senior | Interested in Housing Justice & City Planning
- Future Urban Policy Analyst | Passionate about Environmental Justice

# About Section (Summary)

## Use 3–5 sentences to cover:

- Who you are and what you're studying.
- What you're passionate about.
- What kind of experience or opportunities you're seeking.

## Example:

- “I’m a senior majoring in Urban Studies at Hunter College, with a focus on affordable housing. I’m passionate about inclusive development and policy. I’m seeking internships or research experiences in community planning.”

# Experience & Education

## Experience:

- Translate any job, project, or volunteer work.
- Use action verbs and measurable impact.

## Example:

- Community Outreach Intern – East Harlem Org
- Designed bilingual flyers and conducted tenant outreach

## Education:

- Hunter College, CUNY | BA in Urban Studies (Expected May 2025)
- Optional: List relevant coursework

# Skills & Projects

## Skills:

- Add 5+ skills (LinkedIn uses these to match jobs)

## Examples:

- Policy Analysis, ArcGIS, Community Engagement, Public Speaking

## Projects:

- Capstone, mapping work, research, volunteer initiatives
- Treat them like portfolio pieces with descriptions

# Networking on LinkedIn

## Start Connecting With:

- Classmates, professors, guest speakers
- Internship supervisors or people you meet at events

## Message Template:

- Hi [Name], I'm a senior at Hunter College studying Urban Studies. I admire your work on [topic] and would love to connect and learn more.

## Tip:

Always send a short message when connecting!

# LinkedIn Profile Makeover Checklist

- Profile photo (professional, clear)
- Custom headline
- About section written
- Experience added with bullet points
- Education filled out
- 5+ skills added
- At least one project or volunteer experience
- At least 10 connections made