Make LinkedIn Work for You

You will get the most out of LinkedIn if you make its algorithms work for you. The more you create content, follow employers of interest, and connect and engage with others on the site, the better chance you have at discovering opportunities that best match your interests.

CONNECT

Connect with professors, classmates, recruiters, and acquaintances
- Request introductions from mutual acquantances
- Include a note when you request a connection from someone you do not know
  - Ex: *My name is Madhuri and I'm a MechE student at BU researching different career paths. I noticed you have extensive experience working at start-up companies. Might you be willing to spare 20 minutes to share how you got started?*

ENGAGE

Follow, like, and share posts that align with your interests
  - Ex: *If you are interested in Biomedical Engineering you can follow and like posts by BMES , FORCE Biomedical, or the MassDevice to get more content in your feed.*

CREATE

Be a contributor
- Showcase your background & interests, and boost your name recognition by sharing:
  - Professional updates
  - School or personal projects
  - Pictures from conferences and events you attend

TARGET

Customize your feed so it represents YOUR interests
- Follow employers, organizations, and leaders in your field
- Join LinkedIn groups to connect with other professionals
  - Ex: *If you are interested in Engineering Design you can join a group like Mechanical Design Engineering to learn about industry updates and job opportunities.*

ADDITIONAL RESOURCES

[LinkedIn & Handshake Pro Tips](#) (video)
[LinkedIn & Handshake Checklist](#) (pdf)