



## The Student's Guide to **LinkedIn**

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“If you are not on LinkedIn, you are missing out on the greatest networking tool for career success.”

# What is LinkedIn?

- » LinkedIn is an online network for business professionals.
- » It's designed specifically for professional networking - finding a job, growing your professional career and more!
- » Creating an effective LinkedIn profile is the best way to put yourself ahead and let employers/recruiters find you.

The background of the slide features a low-angle, silhouette-style photograph of a group of graduates. They are holding their black mortarboard caps and rolled-up white diplomas high in the air against a clear, light blue sky. The scene is captured from below, looking up at the graduates, creating a sense of achievement and celebration.

## Why should college students be on **LinkedIn**?

- » You can use LinkedIn to apply for jobs.
- » It can supplement (or even replace) your resume.
- » It lets you research prospective employers.
- » It helps you connect with Alumni from your college.



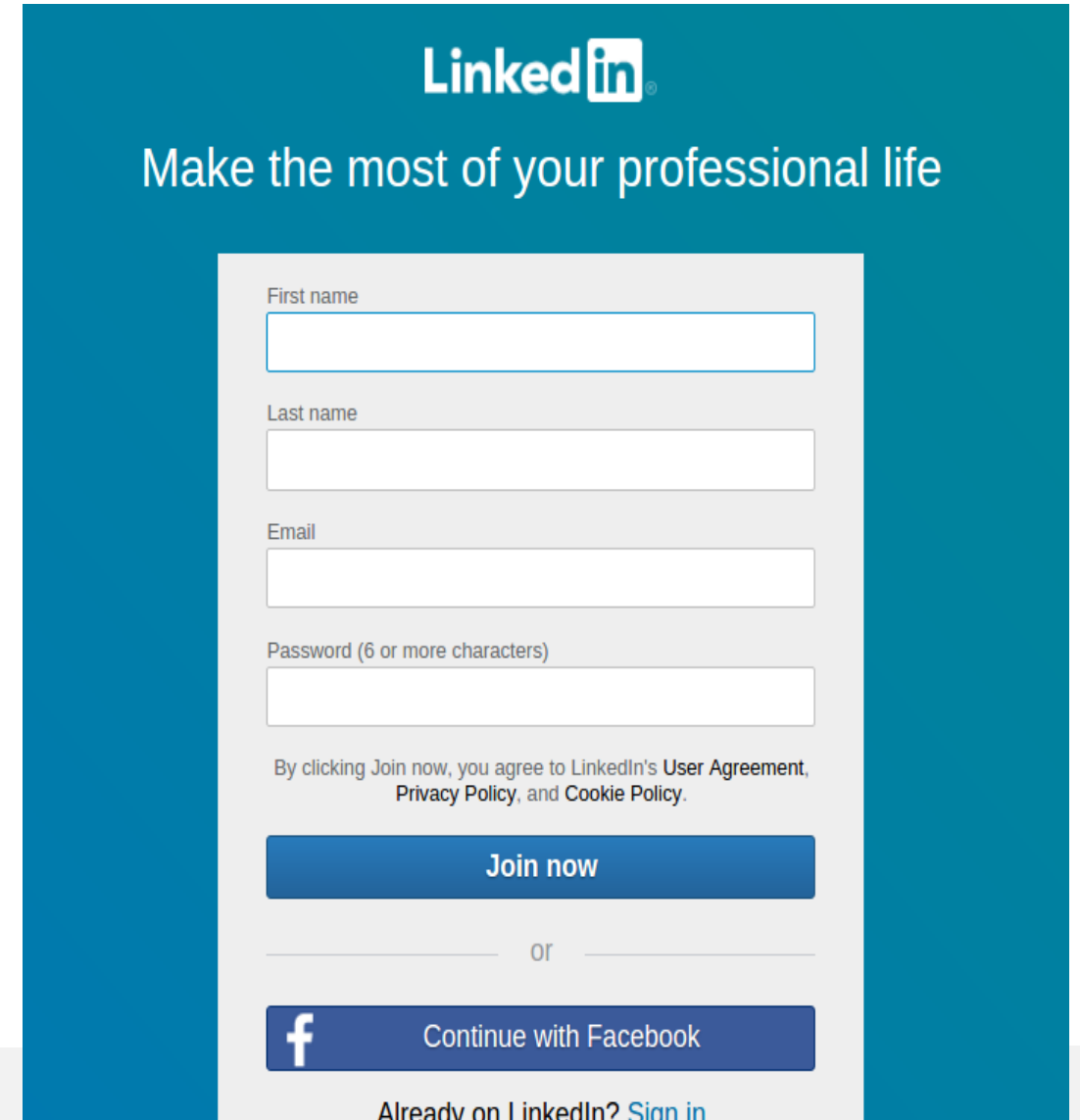
A group of five business professionals (three men and two women) are gathered around a table in a modern office setting, looking at documents and discussing them. The scene is lit with natural light from large windows in the background. The text 'How to Create Your LinkedIn Profile?' is overlaid in white on a dark semi-transparent background across the middle of the image.

# How to Create Your LinkedIn Profile?

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# Create your profile

- » Navigate to [linkedin.com](https://www.linkedin.com), create a profile and get started.
- » The goal: Come as close to 100 percent completion as possible.

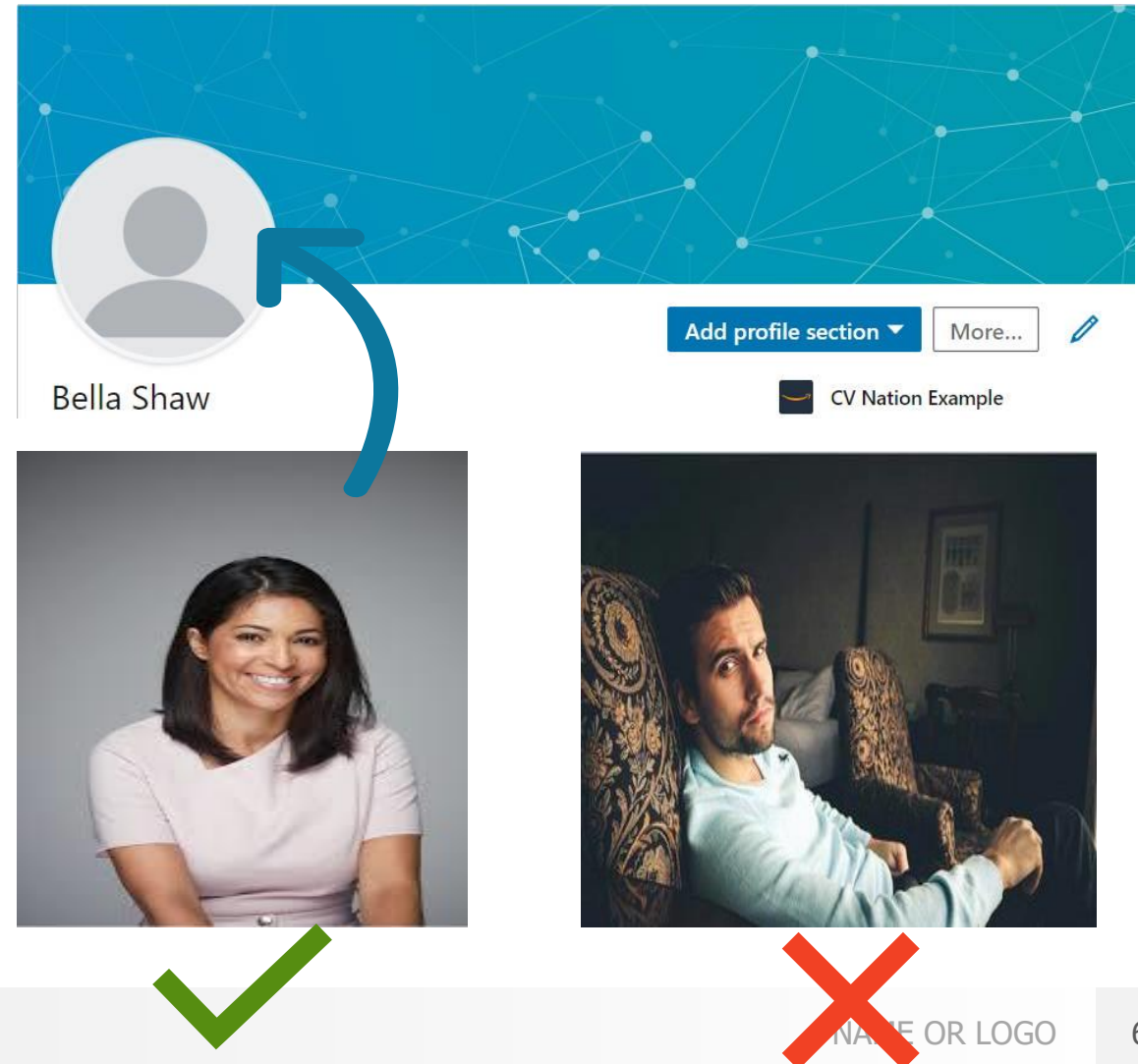


The image shows a screenshot of the LinkedIn sign-up page. At the top, the LinkedIn logo is displayed in white on a teal background. Below the logo, the text "Make the most of your professional life" is written in white. The main content is a white sign-up form with the following fields: "First name", "Last name", "Email", and "Password (6 or more characters)". Below the password field, there is a line of text: "By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy." Below this text is a blue button labeled "Join now". Underneath the button is the word "or" flanked by horizontal lines. Below that is a blue button with the Facebook logo and the text "Continue with Facebook". At the bottom of the form, there is a link that says "Already on LinkedIn? Sign in".

# Profile picture

## Start Your Great First Impression with a professional photo!

- » Photos are a must for a LinkedIn Profile!
- » Use a professional headshot, if possible.
- » If you don't have a professional photo, best practice is to stand up against a plain background.
- » Smile and dress professional. (Do not crop a group photo)



Aesha Patel

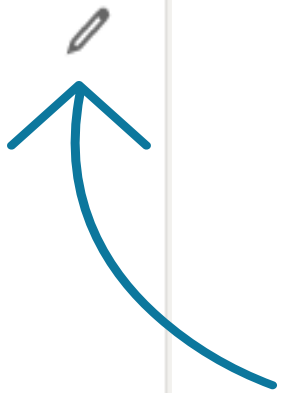
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Toronto, Ontario, Canada · [Contact info](#)

[Open to](#) [Add profile section](#) [More...](#)

Show recruiters you're open to work — you control who sees this [Get started](#)


Share that you're hiring and attract qualified candidates. [Get started](#)



To get to the intro section, click the little pencil icon next to your profile

When you scroll down, you'll see options for adding additional info

Edit intro ✕



First Name \*  Last Name \*

[Add former name](#)

+ Record name pronunciation  
Name pronunciation can only be added using our mobile app.

Headline \*

[+ Add current position](#)

[Save](#)



Edit intro ✕

Headline \*

[+ Add current position](#)

[+ Add new education](#)

Country/Region \*

Postal code  Locations within this area

Industry \*

Contact info  
Profile URL, Email, WeChat ID

[Save](#)





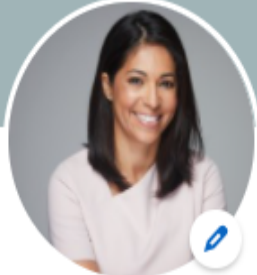
# Write a Headline

# Headline

- » Start with a description of what you do, what your goals are and then make it more specific.
- » For example: Mobile Application Development Student | Seeking full-time Application Developer job | JAVA, C++, JavaScript | 2021 Graduation

(Please note that only 120 characters, try to be concise!)

Edit intro ✕



First Name \*

Last Name \*  [Add former name](#)

+ Record name pronunciation  
Name pronunciation can only be added using our mobile app.

Headline \*

[+ Add current position](#)

[Save](#)

A red pushpin is pinned to a map, symbolizing location and industry. The map shows various colored lines and shapes representing geographical features and infrastructure.

# Add Industry and Location

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# Industry and Location

## Country/Region, Postal Code and Locations within this area

- » Fill out the necessary details.
- » These details will help you find job opportunities within this area and will update the preferences accordingly.

## Industry

- » Select your current or desired industry.
- » Adding your industry just helps LinkedIn suggest jobs.

Country/Region \*

Postal code

Locations within this area

Industry \*



A man with a beard and a backpack is looking at his smartphone on a city street at night. The background is blurred with city lights.

# Write an Excellent Summary

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# Summary

- » Briefly describe your background and your goals:
- » Describe yourself.
- » What you do?
- » Mention your industry.
- » What do you have to offer?
- » Mention your skills.
- » Add relevant keywords.



Add a short summary to make your profile stand out  
Summary is the #1 thing recruiters look at while viewing profiles



**Let's add your summary** ✕

You can talk about your years of experience, industry, or skills. People also talk about their achievements or previous job experiences

I am currently pursuing a diploma in Hotel and Restaurant Management at Hanson College, and I am looking for opportunities in hotels and restaurants. As an international student exposed to a multicultural and diverse group of people, I am adaptable and resilient to changes. I am a fast learner and an inquisitive scholar. I am a detail-oriented person, I set goals and accomplish tasks by being extremely organized and productive. I believe that my current skills and work experiences distinguish me positively and I look forward to implementing them in my next role.



A woman with blonde hair and glasses, wearing a white button-down shirt, stands with her arms crossed in a modern office. The office features a long table, several white pendant lights hanging from the ceiling, and large windows with white curtains. The scene is dimly lit, with light coming from the windows and the pendant lights.

# Add Your Experiences

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# Add Experience

» Start with your most recent job and, in reverse chronological order, list your past relevant jobs.

» Include internships.

» Add job description.

» Focus on the accomplishments and job duties.

(You can always add more experience by clicking “add experience”)

Add experience >

Title \*

Employment type  
 ▼  
Country-specific employment types  
[Learn more](#)

Company \*

Location

Headline \*

Currently: Administrator

Description



A person is sitting at a desk, writing in a notebook with a pen. The background is blurred, showing a person in a white shirt. The text "Add Your Education" is overlaid on the image in a large, bold, white font. A thin blue line is positioned below the text.

# Add Your Education

# Education

- » This section is essential; do not neglect it.
- » Include all your previous education. (High school is not necessary)
- » If you've graduated, you can add the years you were in college; otherwise, you can add your expected graduation year.

### Add education ✕

School\*  
Hanson Canada

Degree  
Post Graduate Diploma

Field of study  
Hotel, Motel, and Restaurant Management

Start date  
September 2020

End date (or expected)  
April 2021

[Save](#)

A woman in a white lace top is seated at a table, working on a laptop. A man in a yellow sweater is standing next to her, using orange-handled scissors to cut a large piece of light-colored fabric spread out on the table. The background shows a workshop or studio with a brick wall, a mannequin, and large windows. The scene is dimly lit, with light coming from the windows.

**Add Skills**

# Skills

- » Choose at least five skills.
- » You can find the skills relevant to you or your education and then add it on your profile.
- » You can always modify or add new skills.

## Add Skills



Q Skill (ex: Data Analysis)

You can add 32 more skills

Suggested skills based off your profile:

+ Microsoft Office

+ Leadership

+ Social Media

+ Public Speaking

+ Team Building

+ Microsoft Word

+ Microsoft Excel

+ Project Management

+ Training

+ Research

Add



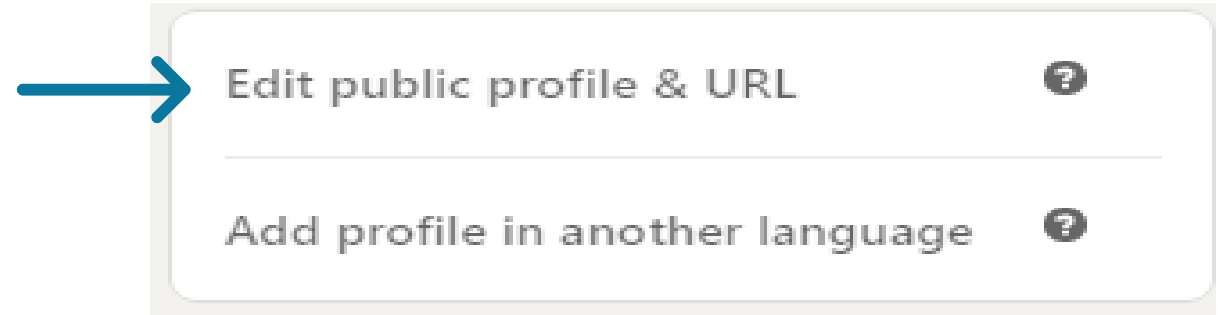


# Customize your profile URL

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# Customize your LinkedIn profile URL

- » You can find this option on the upper right corner of your profile.
- » Customizing your LinkedIn profile URL makes it easier for the employers to connect with you.



## Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/aesha-patel-](https://www.linkedin.com/in/aesha-patel-) 

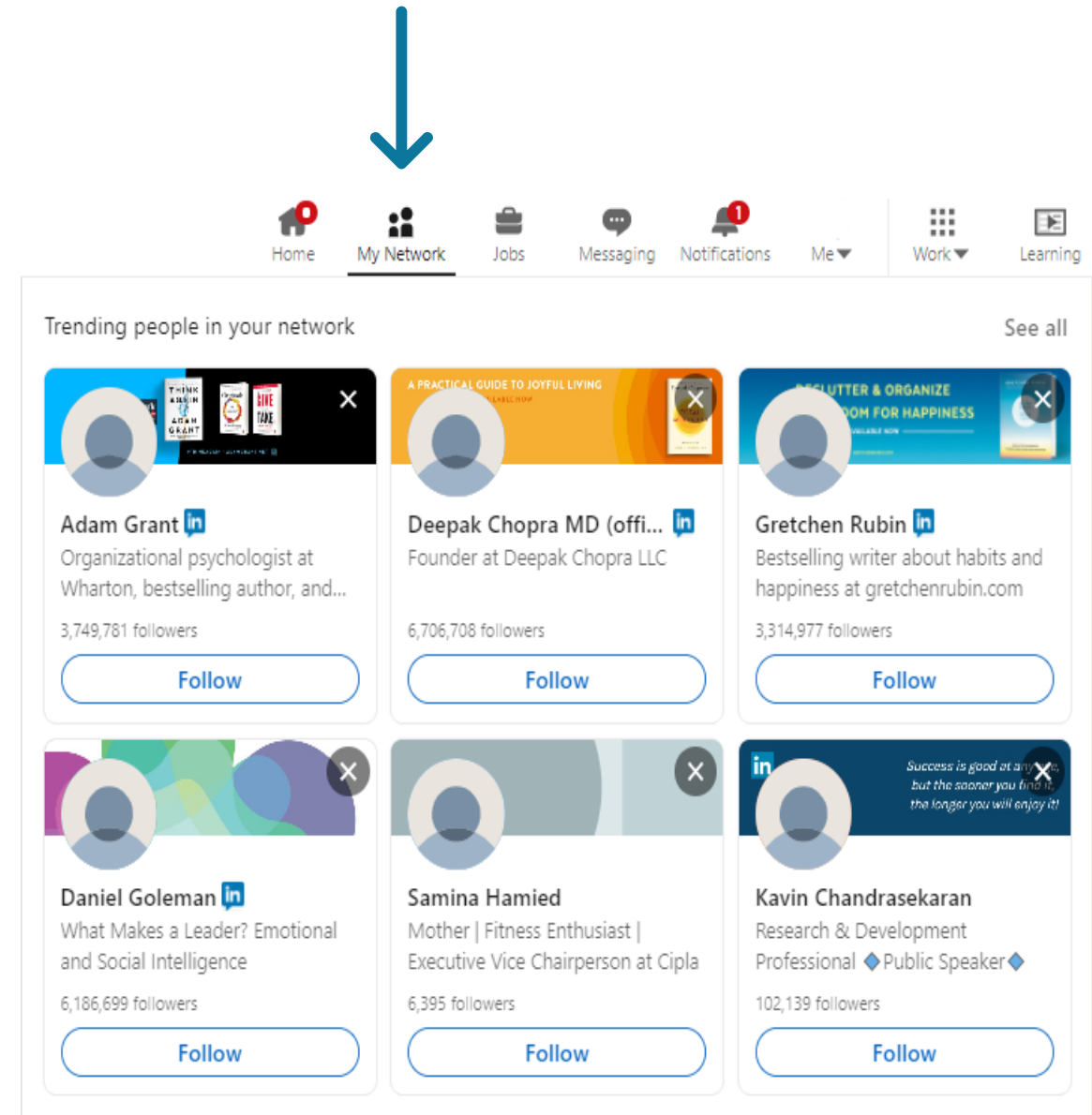


# Make Connections

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# Connect with 50+ contacts

- » To add connections on LinkedIn, select **My Network**.
- » A list of people you may know will appear, along with any connection invitations you may have.
- » If you see someone you'd like to connect with, simply click **Connect**.
- » You can search for someone you would like to connect.
- » You can also connect to your college alumni, or your colleagues.



The screenshot shows the LinkedIn interface with a blue arrow pointing to the 'My Network' tab in the top navigation bar. Below the navigation bar, the page displays 'Trending people in your network' with a 'See all' link. Six profile cards are visible, each featuring a profile picture, name, title, and a 'Follow' button. The profiles are:

- Adam Grant**: Organizational psychologist at Wharton, bestselling author, and... 3,749,781 followers
- Deepak Chopra MD (official)**: Founder at Deepak Chopra LLC 6,706,708 followers
- Gretchen Rubin**: Bestselling writer about habits and happiness at gretchenrubin.com 3,314,977 followers
- Daniel Goleman**: What Makes a Leader? Emotional and Social Intelligence 6,186,699 followers
- Samina Hamied**: Mother | Fitness Enthusiast | Executive Vice Chairperson at Cipla 6,395 followers
- Kavin Chandrasekaran**: Research & Development Professional | Public Speaker 102,139 followers





# Let Your Recruiters Know

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# Let recruiters know you are open to work!

- » To let recruiters know you are ready for new opportunities, you must turn “On” your signal.
- » Go to your profile page; under your profile picture and headline you will see “Open to” drop down option.
- » Click on the button and select “Finding a new job.”
- » Fill out the short questions about your career preferences.

Aesha Patel  
Administrator  
Toronto, Ontario, Canada · 101 connections · [Contact info](#)

**Open to** ▾ Add profile section ▾ More...

Show recruiters you're open to work — you control who sees this [Get started](#)

Share that you're candidates. [Get started](#)

Add job preferences

Tell us what kind of work you're open to

Job titles\*

Add title +

Please select at least 1 job title

Job locations\*

Add location +

Please select at least 1 job location

I'm open to remote work

Start date

Immediately, I'm actively applying

Flexible, I'm casually browsing

Job types

Full-time +

Contract +

Part-time +

Internship +

Temporary +



LEARNING

# What is LinkedIn Learning?



# What is LinkedIn Learning?

- » It is an online learning platform.
- » It helps you to develop business, technology-related, and creative skills through videos.
- » You can get knowledge related to your field and interest.

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## Welcome to LinkedIn Learning

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**You're one step closer to developing the most in-demand skills and taking your career in valuable new directions—whether you're building computer programming knowledge, want to become a better project manager, need to brush up on design software or have other goals.**

LinkedIn Learning provides access to more than 13,000 high-quality on-demand courses. And you'll get personalized course recommendations based on unique, data-driven insights from millions of professionals on the worldwide LinkedIn network.

This guide is designed to help you quickly get up and running. It also shares tips and best practices to make sure you're getting the most from your experience.

Happy learning,  
The LinkedIn Learning team





# How to access LinkedIn learning courses

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# How to access the LinkedIn learning Courses:

- » First, login to your LinkedIn account.
- » Open, Schoology in another tab.
- » Enter a course where a professor gave you the recommendation for LinkedIn learning.
- » Click on the given link.

The screenshot shows the Hanson College Schoology interface. The top navigation bar includes the Hanson College logo and menu items: COURSES, GROUPS, RESOURCES, GRADES. On the right, there are icons for search, calendar, email (with a notification badge), and a user profile for Sweta Vijaybhai Jani. The main content area displays a course titled 'BR - Trade Research & Design: IB2S1' with a 'Recommended Learning on LinkedIn' section. This section contains a card for a 'LinkedIn Course - Target Markets' with a due date of 'Tuesday, June 15, 2021 at 11:59 pm'. The course description states: 'This course is Optional but recommended. Use your Hanson access to LinkedIn to do this course for free. Share your certificate with me and on LinkedIn. If you have any trouble with access to LinkedIn, please email Student Services. Let me know how you found the course in the comments section.' Below the description, it says 'Posted Wed May 26, 2021 at 11:57 am'. At the bottom of the card, there is a link icon and the text 'Target Markets'. A blue arrow points from the text 'LinkedIn learning course link' to this link.

# Step by step procedure to access LinkedIn Learning

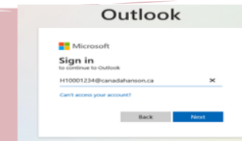


## STEP BY STEP PROCEDURE TO ACCESS LINKEDIN LEARNING

**1** In the browser, type Office 365 Link: <https://www.office.com> and it will lead you to Outlook for you to access your Hanson email account

**2** Enter your Hanson Email Username and Password

- Username: HID@canadahanson.ca  
(Example: H10001234@canadahanson.ca)
- Password: HansonAID  
(Example: HansonA00123456)



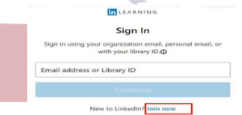
**3** After you sign up, Click Outlook Icon:  and look for the LinkedIn Learning Invite. The invite would look like this:

IMPORTANT:

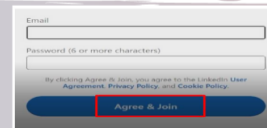
- The email can be in the JUNK or Inbox. You must check both.
- The email will expire after 3 weeks. You must log in before that.
- Open the Invitation email and click on GET STARTED.
- The invitation link will take you to **LINKEDIN Learning** sign in page



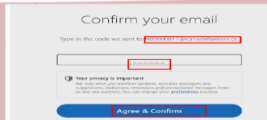
**4** Once you are in the LinkedIn Learning site, click JOIN NOW.



**5** Use your HID to sign up: HID@canadahanson.ca  
Create a PASSWORD with 10 or more characters including lower/uppercase, numbers & a special character. Click AGREE & JOIN.

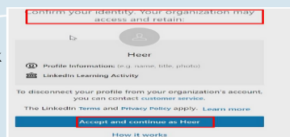


**6** Start Creating your Profile:  
1. Type your First & Last Name  
2. Join as Student  
3. Give details of your current School & Degree

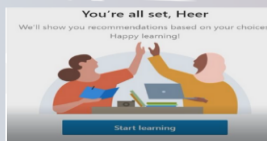


Confirm your Email:  
Get the Code that was sent to your email and type in the CODE

**7** Confirm your IDENTITY. Click Accept & Continue



ALL SET.  
Start Learning.



If you experience issues logging in, email: [AccountsOnt@hansoncollege.com](mailto:AccountsOnt@hansoncollege.com)

# Continue...

» The course will be launched in the new tab.

» Use the play button to

The screenshot shows a web browser with three tabs: "(22) Sweta Jani | LinkedIn", "LinkedIn Course - Target Markets", and "Target market essentials". The address bar shows the URL: [linkedin.com/learning/identifying-your-target-market/target-market-essentials-2?u=89650618](https://linkedin.com/learning/identifying-your-target-market/target-market-essentials-2?u=89650618). The browser's top bar includes various application icons like Outlook, Grammarly, and Microsoft Teams. The LinkedIn Learning interface features a search bar and navigation icons. A sidebar on the left contains a "Contents" menu with items: "Introduction", "Target market essentials" (4m 54s, marked as completed), "1. Importance of Your Target Market", "2. Target Market Framework", and "3. Target Market in Action". The main video player displays the "entrepreneurNOW! NETWORK" logo. The video player controls show a "Play" button, a progress bar at 0:03 / 4:54, and standard playback icons. Below the video player, there are tabs for "Overview", "Q&A", "Notebook", and "Transcript". The "Overview" tab is active, showing the instructor "EntrepreneurNOW" (Learning community for entrepreneurs) and a "RELATED TO THIS COURSE" section with links for "Learning Groups" and "Exercise Files".





# How to download and add a certificate to your LinkedIn profile

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# How to download and add a certificate to your LinkedIn profile

- » Be attentive and complete your course.
- » Use 'Download Certificate' to download your course completion certificate.
- » Then click the option '+ Add to LinkedIn profile' to add your certificate to your LinkedIn profile.

The screenshot shows a course completion interface. On the left is a 'Contents' sidebar with a list of video lessons, all marked as completed with green checkmarks. The main area displays a congratulatory message: 'Congratulations, Sweta!' followed by 'You can now showcase your completed course on your LinkedIn profile.' Below this are two buttons: '+ Add to LinkedIn Profile' and 'Download certificate'. At the bottom, there is a 'We recommend watching next:' section featuring a video thumbnail for 'Strategies for Outlearning the Competition' with 11,106 learners and a 27m duration.

**Contents**

- 2. Target Market Framework
  - ✓ Define your target market (1m 44s)
  - ✓ Step 1. Define standard attributes: Demographics (5m 30s)
  - ✓ Step 1. Define standard attributes: More demographics (4m 32s)
  - ✓ Step 1. Define standard attributes: Pshychographics (5m 49s)
  - ✓ Step 2. Develop custom attributes (9m 55s)
  - ✓ Validation

**Identifying Your Target Market**  
Target market essentials

322 | 6,450 | + | ↗

**Congratulations, Sweta!**

You can now showcase your completed course on your LinkedIn profile.

[+ Add to LinkedIn Profile](#) [Download certificate](#)

We recommend watching next:

**Strategies for Outlearning the Competition**  
COURSE  
11,106 learners | 27m

A close-up photograph of a person's hands in a light blue button-down shirt. The person is holding a silver pen over a document. Another person's hand is visible on the left, pointing at the document. The background is slightly blurred, showing a desk and a plant.

**The reasons why you should add this  
certificated to your resume**

# The reasons why you should add this certificated to your resume

- » To demonstrate additional skills.
- » It is good if you have limited practical experience.
- » Employer may specifically require this type of certification.

Here are the benefits you can start enjoying when you connect your LinkedIn profile:

- **Share your learning achievements:** [Add Certificates of Completion and skills](#) to your LinkedIn profile and [share LinkedIn Learning videos](#) with your network.
- **Watch courses with your connections and colleagues:** See [who else is learning with you](#) and build connections.
- **Receive customized content recommendations:** Get recommendations [based on what your connections and similar professionals are viewing](#), as well as recommendations [based on your LinkedIn profile](#).
- **Join learning groups:** Deepen your learning by [engaging other like-minded learners](#) who have similar career aspirations.
- **Ask questions and get answers:** Use [Q&A](#) to continue the conversation beyond the course with peers and instructors.



A man with dark hair and glasses, wearing a white collared shirt, is looking down at a document he is holding. He is sitting at a desk with a laptop open in front of him. The background shows a window with blinds. The overall lighting is soft and professional.

# How to list this certifications on a Resume?

# How to list this certification on your Resume?

- » List the certification's title
- » Include the name of the host organization.
- » List the date earned.
- » List the prospective earn date.
- » Provide details on the associated skills.

Here are some examples of how to successfully list a certification that you currently hold on your resume:

***First Aid Certification***

*American Red Cross, May 2018*

*Expires: May 2020*

*Relevant skills: CPR*

***Notary Public, New York***

*New York State Department of State. Issued Sept. 2017*

*Renewal date: Sept. 2021*

Note: Under the title '*Accomplishment*' or '*Certifications,*' you can add your certificate.



**Thank  
You**

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