



The most successful professionals in nearly every field typically possess great passion for building strategic professional relationships because they can learn so much about the world, career options, and the best practices of others through mutually beneficial communication that helps people grow their expertise and mature their thinking.

One of the best ways to build professional networks online is through LinkedIn, where serious university students and working professionals around the world profile their expertise and experience in order to make themselves known and attractive to others who might find value from a professional relationship with them.

LinkedIn is useful for helping university students connect with other students, alumni, professors, internship providers, scholarship providers, recruiters, and employers around the world. And LinkedIn is useful for helping working professionals connect with coworkers, managers, current and future customers and clients, valuable experts in different fields, and potential employers for job or career changes.

Essential Elements of a Successful LinkedIn Profile

- An attractive photo of your face and shoulders that helps people build a visual image of who you are professionally¹
- A short, simple title that identifies your work, your position, or your employment quest
- The location where you currently live and work or study (without address details)
- The identity category that fits you from the LinkedIn list of choices
- A summary of your work, your qualifications, your accomplishments, or your professional philosophy
- A list of your education and employment that is related to your professional identity, along with short, accurate descriptions of your work²
- A list of the languages you know and an accurate ranking of your ability to use them professionally
- An accurate list of your skills and expertise (related to your current or target career) that do not overlap each other (e.g., choose *teaching* or *college teaching* or *university teaching* but not all three)
- Any additional information that can profile you professionally and accurately

Useful Invitation Message

When you invite someone to connect with you, it is best to write a brief message to show that you are actually interested in them rather than simply clicking an invitation button for a quick connection with them.

Dear Mr. (or Ms. or Dr.) Family Name:

I would like to add you to my professional network on LinkedIn. Plus any additional info you wish to communicate, such as why you want to connect with this person.

Best regards,

Your Full Name

¹ When you don't post a photo of yourself, it makes you seem suspicious and potentially dangerous.

² You do not need to list all of your education (e.g., junior high school and earlier) nor all of your work experience (e.g., summer jobs or part-time work that is not connected to your current or target career).



Useful Thank-You Message

After someone accepts your invitation or you accept someone else's invitation, you can strengthen your professional relationship with them by sending a short thank-you message.

Dear Mr. (or Ms. or Dr.) Family Name:

Thank you for adding me to your professional network. Let me know if you ever need anything.

Best regards,

Your Given Name

Additional LinkedIn Tips

www.linkedin.com/pulse/feed/channel/linkedintips