



## LinkedIn Tips for Law Students

### Fully complete your profile

- It is important not only to create, but to *fully complete* your LinkedIn profile. This includes a professional picture, work experience, education, relevant coursework, awards, skills, etc.
- You can include your contact information if you would like, so people can reach out and connect with you.
- The more comprehensive your profile, the more likely someone will come across your profile when they are looking for networking opportunities or to hire!

### Make a strong first impression

- Make your profile public and create a customized URL. By default, your LinkedIn URL is a long string of letters and numbers. Change it to *linkedin.com/in/FirstnameLastname* by editing your Public Profile under *Settings & Privacy*. You can include this in your resume header.
- Be specific about the roles you have held, such as Law Review Editor, Law Clerk, or Research Assistant.
- Send personalized contact requests. Few things will make a stronger positive first impression than a personalized invitation to connect. This is especially helpful if the invitee does not recall their connection to you.

### Consistency

- It is important that your LinkedIn profile and your resume are consistent, because employers will often look at both before making a hiring decision.
- However, feel free to use your LinkedIn profile as an opportunity to include information about yourself that may not have a place on your resume (including outside activities, volunteer opportunities, and other skills).
- Remember to update your profile periodically to make sure it stays current.

## Connect

- Connect with everyone you know, including current and former coworkers, classmates, family, friends, college and law school professors, counselors, and administrators.
- When you meet someone new at a networking event, follow up with a personalized LinkedIn invitation. This is a great way to stay in touch and continually expand your network.
- The quality of your connections is more important than the quantity, so focus on connecting with people you know, respect, or want to get to know.

## Join and participate in LinkedIn groups

- Use employer and school alumni groups and join groups that you find interesting. Alumni networks can be extremely useful in expanding your contacts and conducting informational interviews.
- If there are specific areas of law you want to explore, join relevant groups. Employers will be pleased to see you engaging with contacts with similar interests.
- Follow and participate in group discussions and review the profiles of group members to identify individuals with whom you would like to network.

## Follow companies

- Search for and follow companies of interest to you. Not only can you find great information about the company that may be useful in a cover letter or job interview, but many companies will post job openings on their LinkedIn page.
- Additionally, you can see who in your network is connected with the company, which may be helpful.

## Get help

- For additional information on using LinkedIn, check out the free LinkedIn tutorials and webinars [http://help.linkedin.com/app/answers/detail/a\\_id/530](http://help.linkedin.com/app/answers/detail/a_id/530) on their website.