



TIPS FOR TAILORING LINKEDIN TO ENGINEERING

01

USE KEYWORDS

- Check job postings or company websites to determine what types of skills recruiters are looking for
- Fill out your profile using keywords specific to the industry you want to work in (examples of CAD software, programming languages, laboratory equipment)

02

CRAFT A COMPELLING SUMMARY

- Tell your story and share your message using your personal brand
- Share something personal that's related to why you chose your specific engineering discipline
- Give recruiters more insight as to who you are as a person - just be sure to keep it professional

03

CREATE AN EYE-CATCHING HEADLINE

- Remove the automatically generated headline and create one that is more eye-catching
- Target the types of jobs you want to gain experience in by adding keywords such as: "Future Android Developer", "Boosting automotive standards as a solar car rep", "C++ and Solidworks Engineer"

04

SHOWCASE YOUR EXPERIENCE

- Highlight the roles you've held and your major achievements
- Add bullet points with accomplishment statements to describe what you did, how well you did it and who it impacted
- Include paid, voluntary and extra-curricular experiences that demonstrate a strong range of technical and transferable skills

05

INCORPORATE LINKS

- Add links to your personal websites or GitHub
- Embed links where you may have been featured in an article

06

HIGHLIGHT YOUR PROJECTS

- Add a profile section for your projects to showcase the depth and range of your skills
- Specify any tools, equipment, software or hardware that you used within your projects

07

NETWORK

- Customize the alumni function: www.linkedin.com/alumni
- Connect with alumni and recruiters - be sure to send a customized message along with your connection request
- Join groups relevant to your interests and stream of engineering