



What is LinkedIn? How Do I Use It?

LinkedIn is the world's largest professional network with nearly 800 million members in more than 200 countries and territories worldwide. It is a one-stop platform for professional networking, managing contacts, and internship and job searching.

Consider LinkedIn as your virtual Rolodex and job search board all in one.

As you get started or polish your profile, have fun! This is a space to connect with like-minded professionals you can learn from and stay in touch with as you progress in your career.

How to Get Started

- Sign up for a free, basic account at www.linkedin.com
- Choose a profile photo that looks professional. It doesn't have to be fancy – just use your phone camera in front of a plain or natural background.
- Use the headline to identify the field in which you work or want to work, your job function(s), or your title if currently employed.
- Write a summary in first person that introduces you to the reader. Use this section to briefly describe your accomplishments, key skills, and strengths.
- List the jobs and internships you've held in the "Experience" section, even if they were part-time, seasonal, or unpaid. What did you accomplish in each position?
- In the "Organizations" section, list any campus clubs, like NAHB Student Chapters, to which you belong or hold a leadership position.
- Similarly, you can include community service in the "Volunteering" section. Use examples and add details. This is more interesting than simply listing the organization.
- In addition to an "Education" section, make sure to add licenses and certifications. Include any [NAHB designations and course](#) you've completed.
- Add relevant courses and skills that communicate your knowledge to connections and potential employers.

How to Enhance Your Profile

- Your profile is not static – it needs to be refreshed occasionally. When you start a new position or receive a promotion, make sure to add it to keep your profile up to date.
- Add or expand your job descriptions so a reader understands your skills.
- Could your summary or "About" section do a better job of drawing in a reader?
- Ask for recommendations from peers and supervisors – and offer to return the favor.

How to Build Your Network

- Connect with people you already know: student chapter members, classmates, friends, supervisors, and co-workers

- Get involved with your local Home Builders Association. Join special interest groups like [NAHB Young Professionals](#) or [Professional Women in Building](#).
- Go to your university's profile page on LinkedIn and click on the "Alumni" tab to use the search engine to find alumni in your field of interest. You can filter by specific keywords, geographic area, and popular companies.
- Send LinkedIn connection requests to new individuals by customizing a short note. Indicate if you're interested in scheduling a career chat (or "informational interview").
- Click on the text bubble icon in the toolbar for the Messaging feature – this allows you to send direct messages to your first-degree connections.

How to Search for Jobs and Internships

- Click on the briefcase icon for "Jobs" in the toolbar.
- You can search by title, skill, and company name and by geographic location.
- Based on your profile, it will generate a list of titles as a suggested job search.
- You can favorite jobs, sign up for job alerts, and even apply using your profile.