

Using LinkedIn professionally

Your profile on LinkedIn

- Career networks such as LinkedIn are becoming more and more important and are also suitable for job searches and applications. With a professional online profile, you can position yourself better and be contacted directly by companies.
- Your profile on LinkedIn
- Choose a professional application photo.
- Set up the URL of your profile with your first and last name.
- Enter your current position in the headline, or what you are currently looking for.
- Write a short info - text about yourself in the I-form (looks more personal): Who are you, where (company/industry) are you currently doing what? What are your hard and soft skills, what added value do you offer your target group, what distinguishes you from other students or experts in your field?
- Describe your work experience including your duties, areas of responsibility and your accomplishments. Also include projects that are relevant to your professional profile.
- Add your Education and the individual stages of your educational path.
- Add important skills and subject-specific keywords of your industry/branch
- Include your volunteer work as well.

Network building

- Continue to build your professional network on a regular basis: network with other students from your faculty, with professors, with work colleagues, employees of a company where you have done an internship or with people who are successful in your industry.
- Send short personal messages while sending contact invitation (e.g., where you met or why a chance to exchange network might be interesting for you and the person).
- Follow organizations/ your university/ experts in your field/ and especially companies you would like to work for.
- Ask supervisors or colleagues if they can give you endorsements on LinkedIn.

Be active on LinkedIn

- Post professional articles to your network every now and then. Also report on new career moves, new responsibilities, or training certifications.
- Comment, like and post regularly, but in a purely professional/technical manner.
- Also join groups (e.g. [Career Networking @ Frankfurt University of Applied Sciences](#)) in your field to further network and draw attention to yourself through content contributions.

A professional profile, regular activity and expanding your network on LinkedIn will definitely pay off and bring you one step closer to your dream job.

Beste Grüße/ Kind regards

Your International Career Service Team.

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