LinkedIn use varies for students depending on where they are in their career path. Freshmen may utilize the platform in a different way from an actively recruiting Junior or Senior.

**FRESHMEN**

Now is the time to do as many informational interviews as you like to be able to best determine what sorts of careers interest you.
- Refer to the Creating Your LinkedIn Profile handout on the BBA Career Management website.
- Send personalized notes when making connections to help them understand why you would like to connect.
- Consider including project work (like your MIS 301 project) on your resume and your LinkedIn.
- Make sure your summary is a concise, but effective highlight reel of your interests and education.
- Make your LinkedIn URL personalized and unique.
- Don’t forget to include University Honors and Scholarships – you can add an Honors section.
- Add volunteer work, certifications, languages, and test scores.
- Follow Influencers and Thought Leaders (such as UT alum Brené Brown) that interest you to showcase some of your passions and stay informed on current topics.
- Join LinkedIn groups: McCombs School of Business, UT Austin, BBA Career Management, Professional Organizations you are in.

**SOPHOMORE/JUNIOR**

Conducting informational interviews and contacting alumni is helpful to narrow down career interests/paths.
- Refer to the Strengthen Your Profile handout on the BBA Career Management website.
- Don’t forget to ask for recommendations! Professors you have connected with, internship supervisors, or organization connections are all valuable sources.
- Publishing articles about your internship experience or projects may lead to an opportunity!
- When making new connections, send a personalized note to increase chances of a connection or helping jog the person’s memory.
- Add articles, photographs, videos, and other project work in your work experience (but use your professional judgement on what you are comfortable sharing).
- Add experiences and leadership positions that you have held for your organizations.
- Add Software Skills as you learn them. For example, as you take MIS classes, you can add Python and SQL.
- Apply to internships and network with recruiters to build relationships.

**SENIOR**

Keep your LinkedIn profile updated and be active!
- Refer to the Strengthen Your Profile handout on the BBA Career Management website.
- Use the Find Alumni tool as a resource to help scout for jobs
- Access the tool by searching “The University of Texas at Austin” and selecting See Alumni. This can help you find potential recruiters that were UT graduates, or people who work at companies you are interested in that could potentially make an introduction. You can also get to this by clicking on UT Austin in your Education section while on View Profile.
- Contact recruiters or alumni with a personalized LinkedIn request that has some information on what you are hoping to learn from them
- Publish articles about your work and internship experiences if appropriate.
- Keep connecting with professors, supervisors, and colleagues post-graduation.