



# Resume & LinkedIn Activity

## BEFORE THE MEETING

Students should take time to create/update their resumes and create their LinkedIn profiles.

**Resume:** When creating your resume, be sure to use the resources available at [SDSU's Office of Career Development](#). You may want to consider scheduling time to meet with one of their career coaches.

**LinkedIn Profile:** The basic content you should include is your name, a profile photo, your location, and the industry you plan to work in after graduation. You can find tips on making your profile more robust in the **LINKEDIN BEST PRACTICES** section below.

*Tip: Use your professional headshot from the kickoff event on your profile.*

## STUDENTS & MENTORS ACTIVITY INSTRUCTIONS

For your mentoring meeting, complete the following tasks:

- ✓ Recap the last meeting. Are there any updates that either the student or mentor would like to share? What have both parties been up to since you last met?
- ✓ Take a moment to review the student's resume. What features of the resume stand out to the mentor? What suggestions does the mentor have to offer the student to make the resume more appealing?
- ✓ Review the student's LinkedIn profile. Does it appear professional? Is it engaging? What about it stands out to the mentor?
- ✓ Review the mentor's LinkedIn profile. What features of the mentor's LinkedIn profile stand out to the student?
- ✓ Take time to connect on LinkedIn.
- ✓ Find and follow the SDSU Alumni & Foundation company page.
- ✓ Review and discuss the **LinkedIn Best Practices** listed below. Are there other tips/best practices the mentor would offer the student? Which groups, companies, professionals, and influencers would the mentor recommend the student follow?

## LINKEDIN BEST PRACTICES

You'll find that LinkedIn can be a very positive, motivating virtual space. When used correctly, LinkedIn is a great way to network with other professionals, connect with subject matter experts, and look for job opportunities. Below are some best practices to get the most out of your LinkedIn experience.

**Professional Headline:** This is your personal brand statement. In a few words, what do you want others (particularly potential employers) to know about you?



# SOUTH DAKOTA STATE UNIVERSITY

## Alumni Mentor Program

**Professional Summary:** In a similar fashion to your professional headline (but with more words), talk about who you are, what you want to do, and what you bring to the table.

**List Your Experience:** As a student, you most likely have limited work experience but that doesn't mean you lack relevant experience. List your work experience including work projects while also highlighting any volunteer experience. If you've participated in any research studies or large projects, consider including that as well.

**Start Building Your Network:** Identify and connect with anyone that should be in your personal network. Include your family, friends, professors, advisors, coworkers, peers, and employers.

***Tip:** After attending an event such as a networking social, make it a point to find and connect on LinkedIn with any contacts you made at the event.*

**Follow a Variety of Groups, Companies, Professionals & Influencers:** LinkedIn is a great platform to stay up to date on recent trends, relevant business topics, and to find motivation in the workplace. Expand your feed by following a variety of sources.

**Content is King:** Keep your profile active. Share interesting articles, insightful posts, and any other feeds you think would positively impact your contacts. But don't limit it to reshares – you too can be a content creator. Consider sharing your work. If you complete a project, portfolio, or paper you are proud of, share it. It's a great way to put your abilities on display.

**Ask for Endorsements:** Your reputation as a professional is important. As a student, you are in the early stages of developing your professional reputation with your network. Asking for endorsements that can be shared on your profile is a great way to create a positive buzz about you. Consider asking coworkers, employers, professors, and coaches for endorsements.

***Tip:** After the mentor program is complete, consider asking your mentor for an endorsement.*

**LinkedIn Learning:** Professional development and credentials can make your profile more interesting. Consider taking advantage of LinkedIn Learning. There are tens of thousands of videos, lessons, and courses on a wide array of topics including well-being and self-care, project management, diversity and inclusion, entrepreneurship and so much more. Many courses have certifications of completion that can be added to your profile. You can sign up for a free 1-month trial before deciding if it's worth paying for full access. At the very least, be sure to list any professional development you've completed in school or elsewhere.