LinkedIn Guide for Students & Graduates

Compiled by Kejar Kerjaya™ (Website | LinkedIn)

Hello!

Thank you for downloading this LinkedIn Guide for students & graduates!

We hope this will help you as you step out into the working world by giving you suggestions and ideas on how to build your personal (and professional) brand on LinkedIn.

General advice

If you are on LinkedIn, you have to be posting content regularly to keep your profile visible to other people. If posting daily sounds daunting to you, you can start with weekly posts and gradually increase it until you can commit to a daily post. But do not post too many times in a day - you do not want to spam other people's feeds!

Reminder

Building a strong brand on LinkedIn (or on any other platforms) is a long and hard journey. It is not something that you can do and complete in a day. The journey can take months or years, so the earlier you start, the better it gets for you in the future. Don't worry too much about making big numbers (in terms of engagement, likes, comments, shares, etc) when you are first starting out. Focus on getting yourself familiar with the platform and comfortable with writing and sharing your story out with the world. The rest will come in due time.

Good luck & all the best to you. Stay awesome & take care!

Best,
Kejar Kerjaya

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LinkedIn Checklist

Having an All-Star status on LinkedIn helps your profile to be more visible to potential recruiters and connections. Here is a short checklist for you to ensure that your LinkedIn profile is up to date and ready for you to start building & developing your personal & professional brand.

- ☐ **Add a profile picture**. Preferably a front-facing clear and professional picture.
- ☐ **Add a compelling headline**. Instead of writing "*Undergraduate student in XXX at ABC University*" or "*Looking for internship from XXX to XXX 2021*", be specific in your headline. Write down your degree area (*Computer Science*) and two-three specific areas that you are interested in (*Data Analysis, Machine Learning*). If you can, add something extra on what you do/can offer to potential employers (*I help you make sense of your data*).
- ☐ **Fill in your Industry & Location**. Pretty much what it says.
- ☐ **Share your Experience.** Add any part-time or full-time work experiences or internship on your profile. Also include your achievements from them too.
- ☐ **Add at least 5 skills**. Apart from the typical "Microsoft" skills, add in more industry-specific skills that you have (*SPSS, AutoCAD, Photoshop, etc*).
- ☐ **Write your summary**. You don't have to go into a whole life story, but be specific in introducing yourself, the skills that you have and what you have to offer. Add in your achievements or successes. Don't forget a Call-to-Action at the end of your summary (*Let's get connected for XXXX* or *Email me at XXXX to discuss potential collaborations*).
- ☐ **Complete your Education section**. Add in your degree (or higher).
- ☐ **Add at least 50 connections**. Start with your classmates & professors, and don't forget to connect with recruiters or hiring managers in your intended industry. Use the Search function to look up companies that you are interested in joining.

Extra: Give/request recommendation! If you have work experience before, try to ask your previous manager or colleague to give you a recommendation. And don't forget to also give recommendations to your colleagues or manager, etc.

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What can you post on LinkedIn?

Listed below are just some of the many, *many* things that you can post on your LinkedIn timeline. This list is by no means exhaustive, or a complete guide. You may choose to tweak and change it up according to your own personal needs and use.

General topics to post on LinkedIn:

1. **Introduce yourself and what you do** - this may be one of the first few posts you can do, and you can probably do this every few weeks or months for your new connections. Let people know who you are and what you do (or want to do).
2. **Ask a question** from your connections - this can be about anything in the world, ranging from advice for job hunting, recommendations on online courses, tips for interviews, etc.
3. **Share a lesson you've learnt** - either from someone in your life, a book, etc.
4. **Write about who or what inspires you** in your work.
5. **Share an infographic** - either make your own on Canva, or share someone else's (with credit to them!)
6. **Record and post your video resume** - keep it to 3 minutes or less.
7. **Share a recent win (or loss)** - recently secured a job or internship? Received your final results from your studies? Share your updates!
8. **Interview someone** (your parents/grandparents/family members/friend/stranger) about their past working experiences and what they have to share about their jobs or careers.
9. **Summarize an event**/webinar/conference that you attended. Include what you have learnt from them.
10. **Share someone else's posts** and add in your own thoughts and ideas!
11. **Ask your connections to introduce themselves** - get to know who they are and what they do!
12. **Share quick tips or do's and don'ts** - this can be about anything, from daily routines, productivity, work-life balance, Zoom calls, etc.
13. **Share an inspirational or motivational quote**, and why it's important to you!
14. **Share an article from an external source**, and add what you think of it!
15. **Survey your audience** - works best if you have a bigger connection. Use the polling feature to ask your audience questions.
16. **Share feedback and reviews** - works well if you have your own business or if you have products or services to sell.

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17. **Share your portfolio** - especially if you're a creative student with a website, a blog, YouTube channel, etc.
18. **Share a presentation / slide deck** - if you have recently presented something, share it with the world (if they're not confidential of course!)
19. **Give Kudos or celebrate someone** - either a colleague/friend or your manager. Show your appreciation in public to the people who have helped you!
20. **Share some causes that you believe in**, any NGOs that you support or any organizations that you fight for.
21. **Start a discussion by tagging thought leaders or experts** in your field. Use this opportunity to network and increase your knowledge about industry-related news!
22. **Have a side hustle or run your own business**? Share them here! Show behind-the-scenes on what you do or share what you actually do as a passion project!
23. **Share your aspiration/dream** - where do you see yourself in 5 years? 10 years? 20 years? Share what you aim to be and what you're doing now to help you reach that goal.
24. **React to a current news or industry update** - anything major happening in the industry or in the world? Share your thoughts!
25. **Share something that is beneficial or useful for others** - either applications or software that you enjoy using, websites/podcasts that are beneficial, etc.

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LinkedIn Prompts

If you need more push, feel free to just pick a prompt below and share your answer in a LinkedIn post. Tag me on LinkedIn if you want an engagement boost.

Personal posts

1. Who inspires you in your life?
2. Top three advice that you have received from your mentor/parent.
3. What are your core values in life? Why are they important to you?
4. What are your biggest strengths, and how would they be useful in the job that you are in (or are looking for)?
5. What are the traits that you value the most in a friend or a teammate?
6. What are you most proud of about what you do?
7. If you could turn back time, what advice would you give to your 18-year-old self?
8. What comes to mind when you hear the word 'passion'?
9. What do you look for in a leader?
10. What is something that you do to keep yourself motivated on a daily basis?
11. What is your biggest challenge right now? (who knows, maybe someone can help!)
12. What does your daily routine look like?
13. What was your biggest failure to date, and what did you learn from it?
14. What was the best thing a stranger did to you?
15. How has the COVID-19 pandemic and/or lockdown affected your personal and professional development?

Favorite/Top XX posts

16. What are your top 10 books that you recommend others to read?
17. What is your go-to productivity hack?
18. What is the most interesting conversation (or discussion) that you have had recently? (make sure you tag the other person if they are on LinkedIn too!)
19. What is your favorite podcast / movie / YouTube channel, and why?
20. What is your favorite TED talk, and why?

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Academic posts

21. Why did you pursue your studies in <insert your degree name here>?
22. How did you know you wanted to study <insert degree here>?
23. What were your best moments as a university student?
24. Who was your best teacher/professor, and why?
25. What was the most difficult part of your university life?
26. What were the 5 biggest things that you have learnt from your university life?
27. What is one project that you did in high school/university that you are proud of?
28. What was your favorite subject in university? Why?
29. What did you write your undergraduate thesis/FYP on?
30. Share your experience in any volunteer and/or extracurricular activities that you participated in.

Career/industry posts

31. What do you look for in a job?
32. How did you know you wanted to work in <insert industry here>?
33. What was your worst (or best) interview experience (to date)?
34. Who do you look up to the most in your industry, and why?
35. Do you prefer working from home or in the office? Why?
36. (if you're already working) What have you learnt so far from your job?
37. What did you learn during your internship/practical experience?
38. What is one thing that is new or happening in your industry?
39. Share a case study related to your industry/company.
40. Attend a networking event, and share what you've learnt!

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Others

41. What was the best customer service you have experienced before?
42. What was the worst customer service you have experienced before?
43. What is something that is happening right now that is baffling your mind?
44. Have you ever taken an online class? If yes, what was it and what did you learn?
45. What was the most recent webinar or masterclass that you have attended? What did you learn / what are your top 5 takeaways?
46. Share one Tweet that you've seen that you really resonate with and why.
47. What are your thoughts on Clubhouse (the voice chat app)?
48. What are you most grateful for in life today/this week/this year?
49. Will you be attending an event/webinar/conference soon? Share about it!
50. **Instead of writing a post for any of these prompts, record a short 2-3 minutes video and share it in video-form instead!**

Final words

Hi again!

We hope you have found this guide and/or prompts useful for you as you embark on your LinkedIn journey.

If you need more help with your career planning, either with more in-depth questions about LinkedIn, resume writing, interview preparations, or more, feel free to reach out to us at Kejar Kerjaya™. We offer one-on-one career coaching or group sessions catered to your specific needs and challenges, and we would love to be a part of your career journey.

Check out our career services at https://kejarkerjaya.com/services. You may also follow us on Twitter or Instagram, or subscribe to our newsletter for more career insights and tips.

All the very best in everything that you do - stay awesome & take care!

Best,
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