LinkedIn is the largest professional networking site in the world—two new users join each second, and over 2 million companies have LinkedIn pages. Additionally, more than 90% of recruiters and hiring managers have used LinkedIn as part of the hiring process.

At any stage of your career, LinkedIn can help you connect to ideas, information and opportunities. It can also help you engage with the Capella Community—join Capella’s LinkedIn groups to interact with your fellow Capella learners and alumni.

CAPELLA UNIVERSITY OFFICIAL LINKEDIN GROUPS:
Capella has two official LinkedIn groups, described below.

 Capella University Career & Networking Connection (Official)

A closed group created exclusively for Capella learners, alumni, faculty, and staff.

Join this group to:
• Connect with our community of Capella learners, alumni, faculty, and staff
• Share advice based on your experience and expertise
• Ask for insight or opinions on career-related topics
• Discuss career transitions and/or moving from theory to practice
• Celebrate your successes and encourage others
• Develop genuine professional and academic connections

 Capella University Open Forum (Official)

An open group created for learners and alumni to connect with prospective learners.

Join this group to:
• Respond to questions and share your Capella experience with individuals who are considering attending Capella University

TOP TIPS FOR STANDING OUT ON LINKEDIN
You’ve invested time and energy in your Capella education, so it’s important to update your LinkedIn profile to reflect your accomplishments and expertise!

The following tips will help you create a profile that stands out on LinkedIn:

 Craft an Informative Headline

Your headline is the short statement that appears under your name. It gives people a memorable way to understand who you are in a professional context. Review the profiles of professionals within your field for inspiration.

 Add a Polished Profile Photo

If you don’t have a professional headshot, that’s okay! Ask a friend to take your photo. Frame the picture so it’s focused on your head, neck, and just the top of your shoulders.
TIPS FOR STANDING OUT ON LINKEDIN FROM THE CAPELLA UNIVERSITY CAREER CENTER

Show off Your Education

Include all degrees that are relevant to your career goals. Consider listing relevant courses, your dissertation title (if approved), or including details about significant projects.

Make sure to include your Capella degree! Here’s an example from one of our alumni:

![Capella Degree Example]

Declare Your Expertise in Your Summary

Your summary statement introduces you to other LinkedIn members. It’s generally 2-3 brief paragraphs that show who you are and what you know about—in other words, your summary declares your expertise. Look at examples from professionals you respect and admire—note their tone, and consider mirroring a similar style in your own summary.

Collect Diverse Recommendations

Nothing builds credibility like endorsements from others. The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Consider requesting recommendations from employers, colleagues, professors and mentors.

Claim Your Unique LinkedIn URL

Claim a unique URL for your profile (for example: www.linkedin.com/in/yourname). You can share your custom LinkedIn URL on business cards, or in your email signature line.

ADDITIONAL RESOURCES:

When you share your educational and professional accomplishments on your LinkedIn profile, you act as a positive ambassador of Capella University. Capella’s Career Counselors have developed additional resources on online social networking section of the Career Center on iGuide to help you successfully utilize LinkedIn.