

1. Sign up with a professional email

Use Gmail or Yahoo or a similar service. Your @memphis.edu email won't last forever.

2. Use the profile wizard

This will help you get started with your education, work experience and other skills.

3. Make connections

You will be prompted to search for email connections, which is usually done by giving LinkedIn access to your email contact list. You can use this to see who among your email connections already has a LinkedIn account and invite them to become part of your network. Or you can skip this and search for connections individually.

4. Build your profile

Write a brief summary or headline stating who you are professionally in a few sentences. This headline should give a sense of your most outstanding professional attributes. Upload a photo, and enter additional information about yourself.

5. Join our group

The University of Memphis Department of Journalism and Strategic Media group has job postings, internship postings, alumni connections, and useful information about the journalism and mass communication industry.

Tips for using LinkedIn

- LinkedIn reports users with complete profiles are 40 times more likely to be offered opportunities through the network.
- Write your LinkedIn profile statement, description of previous employment and specialties using keywords that prospective employers or clients would be likely to use in a search.
- Avoid “spamming” connections with constant updates that will not be useful or relevant.
- Select connections with care. Your connections will be able to see who’s on your network and will take that as an implied endorsement of that person.
- Keep information on your profile professional. Use other social media venues for personal use.