NETWORKING & DEVELOPING YOUR LinkedIn PROFILE

Overview

- ❑ Networking

- ❑ LinkedIn

- ❑ Features and Benefits of LinkedIn

- ❑ Steps in Profile Development

- ❑ Tips

- ❑ LinkedIn Usage

What is Networking?

< Talking with people who will learn about you and your interests, and then help you gain insight into your career options and goals

< It is a **two-way** process that involves developing **and** maintaining connections with individuals, and mutually benefitting from the relationship

< Is an ongoing process that takes time and attention; it is **not** something you do only when you are looking for a job

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What is Networking?

<   Successful networking requires **preparation** and **practice**

<   Networking can be done in-person and online. A valuable tool for online networking is **LinkedIn**

<   Remember, when you network, you are asking for information and advice—**not** a job. It's not just what you know; it's also whom you know… or can connect to

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Why is Networking important?

< Will be the single most effective method of advancing your career

< While networking may not "get you a job," it does play a role in the majority of hiring decisions

< Many job vacancies are never advertised, but instead filled through some form of personal or professional referrals

< Employers prefer to hire candidates they have met, or those referred by a trusted source

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Build Your Network

< Networking opportunities occur on a daily basis and can include a brief conversation with someone on an elevator to an arranged meeting with a professional

< Identify all the people whom you come in contact with through your activities. These can include:
  – Your friends, classmates, their parents and family members, neighbors.
  – Your relatives and extended family.
  – Former and current employers and co-workers.
  – Members and alumni of professional associations, clubs, and organizations.
  – Coaches, staff, faculty, or academic advisors.
  – Alumni of any schools you've attended.

Expand Your Network

<   Attend campus career events and fairs, alumni presentations, and workshops

<   Introduce yourself to any guest speakers you encounter on campus

<   Obtain an internship and maintain contact with colleagues and supervisors

<   Take advantage of job-shadowing programs

<   Identify contacts by researching LexisNexis, industry/trade publications, employer websites, alumni magazines, and library resources

<   Create a **LinkedIn profile**; connect to your contacts and join groups as appropriate

What is LinkedIn?

https://youtu.be/ZVIUwwgOfKw

What is LinkedIn?

<   The world's largest online professional networking platform

<   Hosts the profiles of more than 500 million people in over 200 countries

<   Serves as a recruiting tool for employers

<   Serves as a job search tool for users

Features and Benefits of LinkedIn

- <   Establish your professional profile and control one of the top search results for your name.
- <   Build and maintain your professional network.
- <   Find and reconnect with colleagues and classmates.
- <   Learn about other companies, and gain industry insights.
- <   Find other professionals in the same industry using groups.
- <   Share your thoughts and insights through LinkedIn's long-form publishing platform.
- <   Tap into the knowledge of your network.
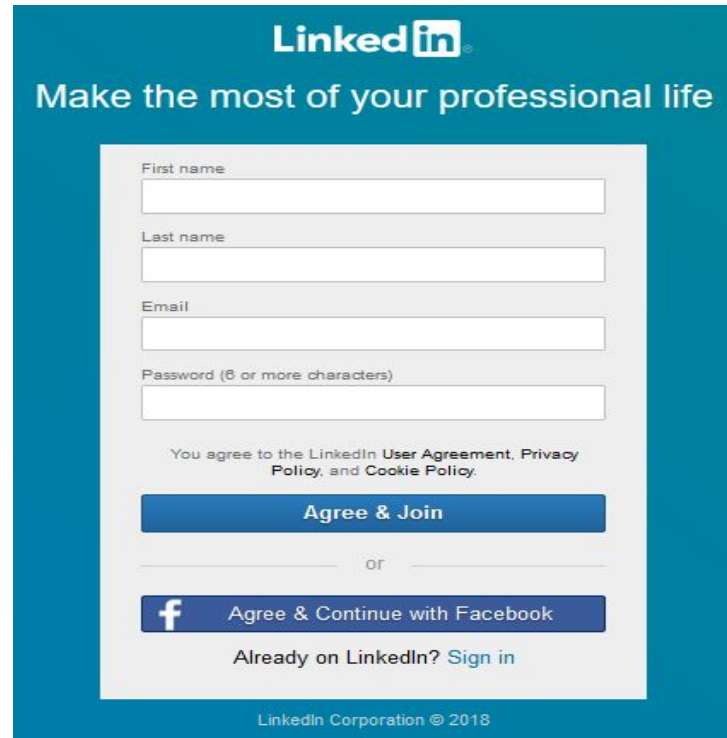- <   Discover new career opportunities by searching for jobs.

Steps in Profile Development

<   Sign-up: Name, email address, password
<   Add location information
<   Add profile photo (background image optional)
<   Create a headline
<   Write a summary statement
<   Other key sections to complete: Showcase your unique professional story through your experience, skills, and education

LinkedIn tips for students: https://students.linkedin.com/

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Getting Started

< Go to the sign-up page at https://www.linkedin.com/start/join

< You can sign-up via your Facebook or Email account

Location Information

< Recruiters look for job seekers by location

< Adding your location makes you 23 times more likely to be found in LinkedIn searches

< Use a zip code that is close to the area where you want to work

Welcome, Coyote!

Let's start your profile, connect to people you know,

and engage with them on topics you care about.

Country

United States ▼

Postal code

92836

Confirm location

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Profile Photo

< Having no LinkedIn profile photo means your profile is not 100% complete

< According to LinkedIn, profiles with photos receive 21 times more views and 9x more connection requests

LinkedIn Profile Photo Help:
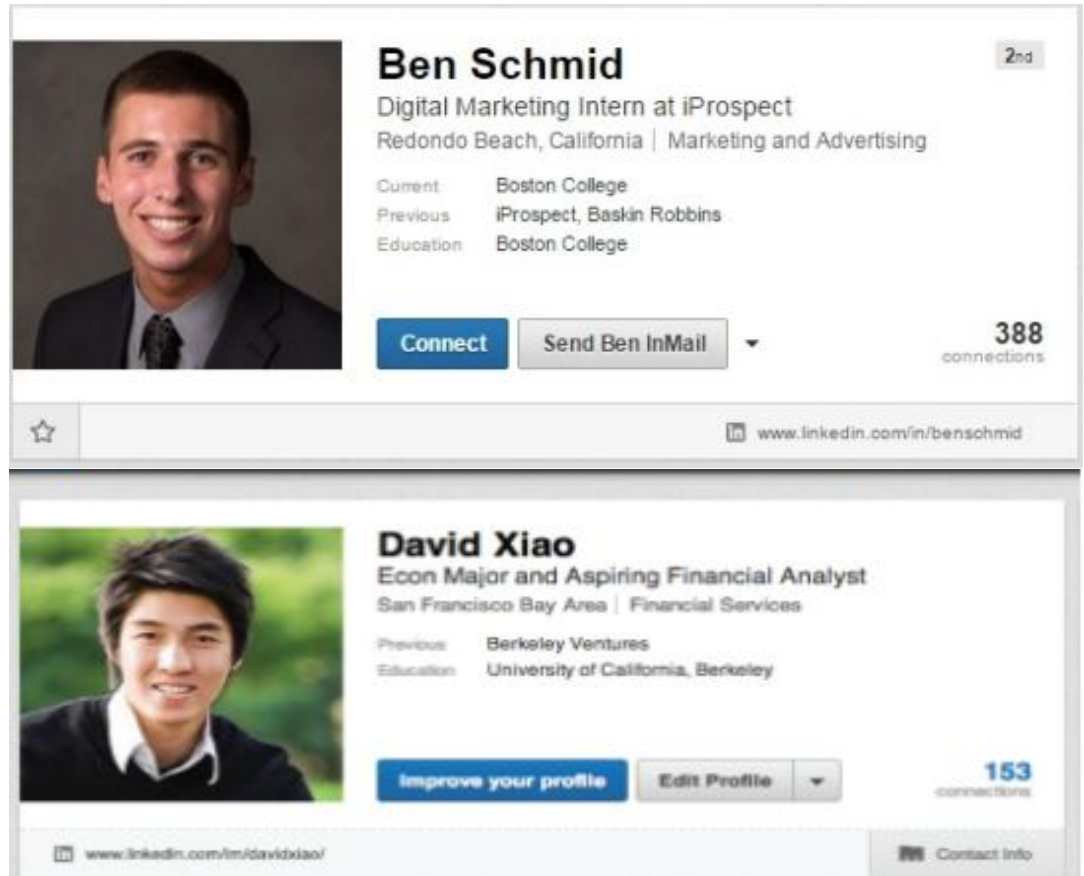
https://www.linkedin.com/help/linkedin/topics/6042/6059

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Profile Photo Samples & Tips

< Professional head shot (is recommended)
< Plain background
< No distractions in view
< If taken outside, natural light works well
< Make sure you portray yourself as you want to be seen by your intended audience

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Background Image

< LinkedIn has a standard option available to use or as a premium user you have access to LinkedIn stock images

< Another option is to create a custom background image using one of the following online tools:
  < www.canva.com
  < www.fotor.com
  < www.picmonkey.com

Background Image Help: https://www.linkedin.com/help/linkedin/answer/49960?query=background%20image

Ideas For Background Images

1. LinkedIn stock image
2. Your product or service in the making
3. Your product or service in action
4. The skyline of your current city
5. Design your own
6. A personal image

Article: *Seven ideas for an effective LinkedIn background image*:

https://www.linkedin.com/help/linkedin/answer/49960?query=background%20image

Profile Content Tips

< "The first hurdle is to get **found** (to make sure you come up in the right kind of searches by recruiters)."
 -Catherine Byers Breet, Longtime recruiter and adopter of LinkedIn (member since 2005)

< Use industry-relevant job titles and keywords

< Once you identify your top keywords, add as many of them to the following sections: Headline (most important), Current Job Title, Summary, Interests

< The LinkedIn search tool searches entire profiles, so insert your keywords throughout!

Headline

< Depends on your LinkedIn profile goals

< Can be general and straightforward

< Can also tell viewers what makes you unique and includes as many keywords as possible

Tori Dumke
MBA Candidate | Marketer
Greater Salt Lake City Area | Marketing and Advertising

Current   Brigham Young University
Previous   Adobe, Radi8 Creative, Policy Impact Communications
Education   Brigham Young University

Send a message   View in Sales Navigator

John Rivera, M.Ed.   1st
Empowering people to live healthier, happier lives /
Keynote Speaker / Corporate Wellness Trainer / US
Army Vet.
Greater Boston Area | Professional Training & Coaching

Current   Primal Platoon, Inc., Army National Guard
Previous   Framingham State University, USCENTCOM, US Army
Education   Framingham State University

Send a message   500+ (728)
                                             connections

Headline Help: https://www.linkedin.com/help/linkedin/topics/6042/6043/2901

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Summary Statement

< Main place for you to stand out; adds a 'story' element to your experience and your aspirations

< Be concise about your experience, qualifications, and goals – with a compelling narrative weaved throughout (if possible)

< Describes what motivates you, what you've done and are skilled at

< Use keywords and phrases that recruiters might search for (i.e. product management, graphic design, data analysis)

https://www.linkedin.com/pulse/10-tips-students-new-grads-linkedin-omar-garriott

Summary Statement

How to write a stellar summary:

❑ Set the scene:

  ❑ What is your ideal audience? What do you want them to know, learn, or do?
  ❑ How do you want to make them feel?
❑ Collect content

  ❑ What you do, accomplishments, values and passions, your "superpowers", interesting stats, differentiation, validation (back up what you're saying)

Source: https://www.forbes.com/sites/williamarruda/2017/07/09/how-to-write-a-stellar-linkedin-summary/2/#271686b3067a

Summary Statement

Summary

SAMPLE STUDENT

A second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, developing marketing plans, digital marketing, and conducting customer research.

Specialties
•Event planning
•Social networking and marketing
•Account management
• Microsoft Offices (Word, PowerPoint, Excel)
• Adobe CS5.5 Suite (Photoshop, Flash)

https://www.linkedin.com/in/studentsample

Education

❏ Education is the foundation!
  ❏ Members who list a school get 10x more views on average

  ✔ Add your school, major, and degree name
  ✔ Include clubs you lead and honors you have earned

Education

Education

North Carolina State University
Bachelor of Arts (B.A.), English (Language, Writing, & Rhetoric)
2011 – 2014 (expected)

Minor in French

Activities and Societies: Sigma Tau Delta International English Honor Society (NCSU Chapter), College Republicans, English Honors Program

Experience

When listing your experience:

❑ Avoid listing only duties and responsibilities
    ❑ Use action words and accomplishments

❑ Examples:
    ❑ **Analyzed** materials….
    ❑ **Conducted** individual….
❑ List projects, organizations, classes, etc.

    ❑ Similar to resume
    ❑ Most related at the top

    41% of hiring managers consider volunteer experience equally as valuable as paid work experience

Experience

Lead Footwear Authority

The Sports Authority

SPORTS AUTHORITY

May 2009 – April 2011 (2 years) | White Marsh, MD

• Effectively led the sales team by utilizing reports, analytics, and goal setting techniques to drive sales and positive customer service
• Oversaw the sales floor and advised customers based on their needs and wants
• Trained, developed, and supervised new sales associates
• Facilitated promotional booth at trade shows and community events
• Reported to regional management to continuously improve the store's product assortment
• Worked with Under Armour on two in-store advertising campaigns

Skills

❑ List tangible skills that you are comfortable using in the workplace
❑ Skills can be acquired on the job or in school

✔ Speak Mandarin?
✔ Know JAVA programming?

17% more profiles views with 5+ skills listed

Tips to get you started

❑ Complete your profile

❑ Claim your unique URL

❑ Participate in groups

❑ Connect with people you know:

  ❑ Friends, family, classmates, mentors, teachers, and professors

❑ Use the alumni tool

❑ Actively update your profile

Participate in Groups

LinkedIn Groups are hubs on LinkedIn which provide a "place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts."

"Being an active participant in a group can help you network with other professionals in your field, especially those outside your immediate circle…"

https://blog.hootsuite.com/linkedin-groups/

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Final Words...use LinkedIn to:

❑Browse job descriptions

❑Set up job alerts

❑Follow

   ❑Companies

   ❑Influencers

   ❑Industries---trends and news
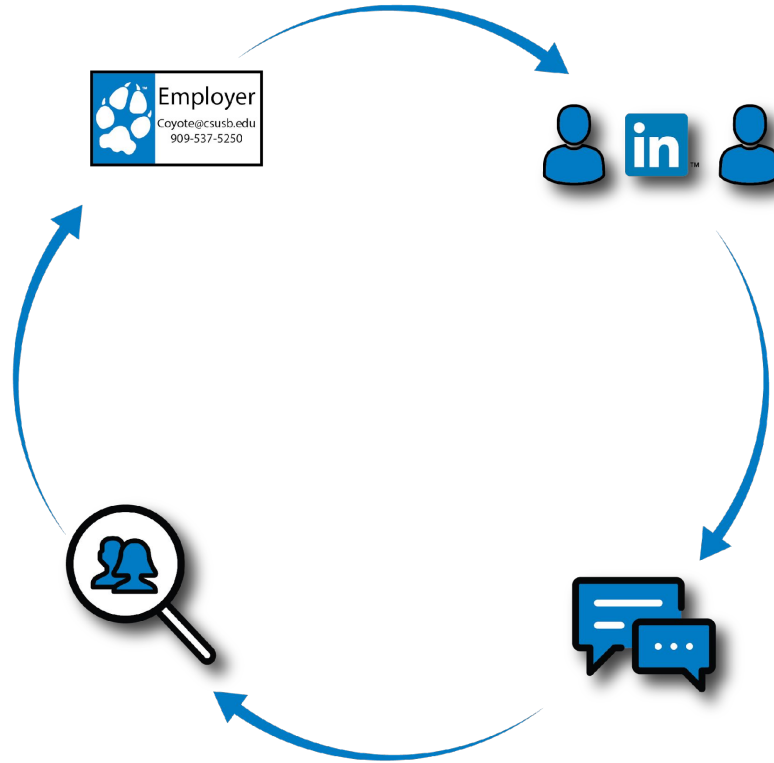
Additional Resources

Student Job Seekers: Tips to Building the Perfect LinkedIn Profile

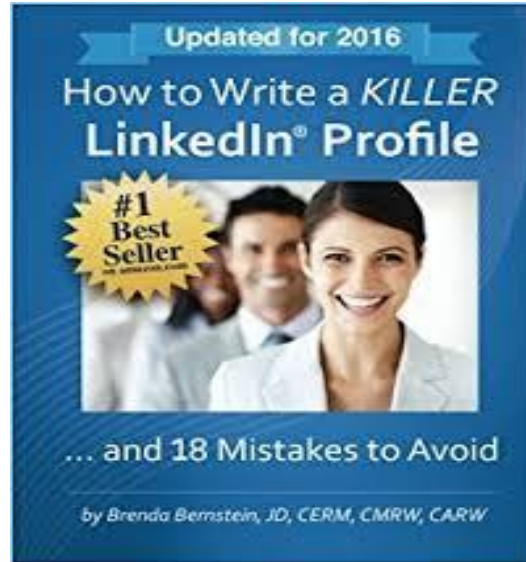https://blog.linkedin.com/2016/11/14/student-job-seekers-tips-to-building-the-perfect-linkedin-profile

LinkedIn Etiquette: 20 Do's & Don't's

https://www.linkedin.com/pulse/20140417174121-34888774-linkedin-etiquette-guide-20-do-s-don-ts/

Book Reference

Career Center Information

Main Campus

University Hall 329

Phone: 909-537-5250

Email: careercenter@csusb.edu

Website: www.csusb.edu/career-center

Palm Desert Campus

Indian Wells 111

Phone: 909-537-8243

Email: pdccareercenter@csusb.edu

Website:

https://pdc.csusb.edu/current-students/career-service

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