Get Linked in with LINKEDIN

How to get started
What is LinkedIn?

• An online social network,
• Designed specifically for professional networking,
• Used by employers to find “passive-candidates”,
• By professionals to make business connections, and even
• By students looking to build a professional online presence.
The Community

“If you see Facebook as being about your social life, LinkedIn is the equivalent for work.”

Who Uses LinkedIn?

- **238M+** professionals
- **3M+** companies
- **60K+** college and university alumni groups
- **30M+** students and recent grads
- **64%** 64% outside the U.S.
- **150+** industries
- Executives from every Fortune 500 company

“Sharing information in a reactive and proactive way without expecting anything immediately in return.”

Kendra Ramirez – Social Media Strategist at ABR

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78% of recruiters have hired through a social network.
Your Online Presence

“It’s no longer enough to simply have a solid resume. Students now need a professional online presence.”
- Holly Paul, Former U.S. Recruiting Leader, PricewaterhouseCoopers

What you can do on LinkedIn

1. Create a virtual first impression
2. Develop your personal brand
3. Transition from student to professional

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Your Career Path

If you’re active on LinkedIn as a college student, “you may be able to be identified as a college student and as a potential candidate, passively.”

- Nicole Williams, LinkedIn’s Career Expert and founder of WORKS by Nicole Williams

What you can do on LinkedIn

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<td>4.</td>
<td>Explore different career paths</td>
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<td>5.</td>
<td>Connect with companies</td>
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<td>6.</td>
<td>Find and apply to jobs and internships</td>
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Your Professional Network

“Those few who start developing their LinkedIn network early have a distinct advantage when it’s time to apply for colleges, awards, grad school, internships and jobs.”

What you can do on LinkedIn

7. Connect with alumni
8. Establish a professional support network
9. Participate in professional organizations
Your Industry Knowledge

“Joining industry-specific LinkedIn groups allows you to pose or answer questions, or simply read the content that others have posted.”

<table>
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<th>What you can do on LinkedIn</th>
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<td>10. Follow industry leaders</td>
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<td>11. Stay up-to-date with the latest industry trends and issues</td>
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<td>12. Be in the know about company news</td>
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How it works - Terminology to help you navigate

1st Connections

2nd

3rd

4th Everyone

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Your Profile - The full view

Headline

Summary

Education

Work

Volunteer

Skills

Organizations

Projects

Courses

Websites, etc.
Your Headline - Make them click on your profile

Your student title.
Your focus.
Your aspirations.

Craft an informative profile headline

A short, memorable way to say who you are in a professional context. It’s an advertisement for you!

Be specific. Showcase your specialty. State your value proposition. – What would a recruiter looking at your headline most likely care about?

FORMULA: [keyword(s)/subject matter expert area] | [your specific benefit or focus area]

Try:

“Second year Marketing student specializing in Social Media seeking career opportunities in the Entertainment Industry.”

“Aspiring legal professional | Dedicated to juvenile justice”

Pick an appropriate photo

• Professional
• High-quality headshot of you only
• Focused on you, not the background

NO party photos, cartoon avatars, or selfies!

Join LinkedIn and access Student Sample’s full profile. It’s free!

As a LinkedIn member, you’ll join 225 million other professionals who are sharing connections, ideas, and opportunities.

• See who you and Student Sample know in common
• Get introduced to Student Sample
• Contact Student Sample directly

View Student’s full profile
Your Summary - A quick overview of you

*Who you are.*

*What you can do for an organization.*

*Write it in the first person.*


   A branding statement is **1-2 sentences** answering:

   - **VALUE** What you are the best at
   - **AUDIENCE** Who you serve
   - **USP** (unique selling point) How you do it, uniquely

2. Follow with highlights of your core skills and accomplishments.

3. End with a call to action.
   *(optional)*
Your Summary - Highlighting your value, audience and USP

Establish your expertise (even if you’re a budding expert)

FORMULA: [keyword/subject matter/expert area] who [does what] for [client, company, audience, project]. + [Proof point] + [Call to action (optional)]

Try:

“Personal Chef specializing in gluten-free diets. Winner Seattle Personal Chef of the Year 2012.”

Use noun phrases rather than adjectives and verbs.

NO BUZZWORDS
Creative, organizational, effective, extensive, experience, motivated, innovative, problem solving, communication skills

Tips:
Break it up – Text-based lists and spaces
Make it keyword rich
Your Skills & Endorsements - LinkedIn helps define your keywords

Discover world-class professionals and related skills in tens of thousands of fields.

It’s based on data LinkedIn members entered on their profile.

Employers use this as either a keyword search OR with the LinkedIn Recruiter skill search.

Set up and regularly update.

Your connections will endorse from what you have selected.
Knowing your Keywords - Skill prompts are key to ranking

Edit Profile – Edit Skills

1. Think of three skill topics that brand where you want to be as a professional when you graduate.

2. Begin typing into the skill search a general skill, like “Computer Science”.

3. As you type you will see prompts below for related keywords/phrases.

4. Note words that are relevant – it’s important to find as many different ways to say the same thing and use those throughout your profile and summary.

Tips:

1. Take note of your syllabus learning outcomes – find these key concepts in the skills prompt.

2. Add skills as you gain them - People will endorse from what you have selected.

3. Skills and knowledge that you have studied – research online to be sure.

4. Keywords that describe work you have done [e.g. ‘GAAP standards’, ‘Year-end Close’]

5. Sub skills under the umbrella of your general skills. [e.g. ‘Access’, ‘Cost Accounting’]
Who has your Keywords? - Models for Success

Search People

• Search a subject or keyword that you have achieved or would like to have achieved upon graduation.

• On the results page click – People – from the left menu.

• Find someone who is either at your target entry-level job/internship, organization, or dream job position.

• Consider the skills they have selected – Do you also have those skills?

• Look at job descriptions – Do you have similar experiences?

• Look at the groups and companies they are connected with – Are they relevant to your goals?

• Read the summary – Are there skills or knowledge they have learned in the field that you do not know?

Tips:

Seek similar experiences – Target opportunities whether paid or volunteer that will give you similar experiences.

Join similar groups and follow shared target companies – Joining groups opens your network, making it easier for you to connect to people that you admire or would like to connect with. This also helps with staying up on the latest in your industry.

These insights can help inform your educational and career paths – This is a great way to find out what skills you need to be successful in your field.

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Your Experience, Projects, Courses, Causes

1. Describe your experiences.
   - Short and sweet
   - Focus on achievements in addition to duties and responsibilities

   Snapshot of things you would “brag” about in an interview.

2. Upload your projects.
   - Team projects in class
   - Student organization activities

   Make it visual!
   Include an image, video, report/whitepaper

3. Highlight specialized courses.

   List those courses that make your study unique.
   - Don’t list everything
   - Courses that show a specialized focus

4. Share the cause.

   Include your volunteer and community service work.
Your Privacy & Settings - Customizing your searchable identity

How will people see you from a online search?

Set your target industry

There are 150+ industries on LinkedIn.

Account & Settings – Privacy & Settings – Profile – Edit your public profile

Claim your unique LinkedIn URL

Helps people find your professional online identity when people search online for your name.

- Use your name as you would on a resume. If someone has your name you can include a keyword.

Customize your public profile

When people type your name into a search engine, what details do they see?

- Current and/or past experience
- Education and Courses
Open your Network - Join Groups, Follow Companies, Connect, Stay Current

1. Join Groups in your Field.
   - It’s free!
   - Group connections make it easier to link with people.
   - Keeps you up-to-date with latest industry news via your home page feed.

2. Follow your Target Companies.
   - Get updates on matters on the forefront of the organization.
   - Gives you something relevant to talk about in an interview – shows you know about the company.

3. Connect with Cal State LA Alumni and professionals with similar journeys.
   - Ask to connect for an informational interview.
   - Mention how you found them and what attracted you to connect – do not mention you want a job; focus on how they can help, or common interests.
   - It’s about building relationships – do not send a “Connect” request without a personalized message.

4. Follow News that interests you.
   - Gives your profile a personal touch – shares what interests you.
   - Get updates on trending topics or advice.

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Homework - Put this on your calendar

1. Skills & Endorsements

2. Get a professional headshot AND complete your profile.

3. Mark your academic calendar – Each quarter end:
   - Update your projects, skills, and experiences.
   - Connect with your professors, project teammates, and supervisors.
   - Ask new connections for an endorsement or recommendation – Give them your personal URL.
Sources - Links that inspired this presentation

Social media changes quickly.

Social network providers like LinkedIn are constantly keeping up with changes in trends.

Stay up with the latest news.

Following LinkedIn Today is one helpful way.

Here is a list of links we used to generate this presentation:

- [www.linkedin-makeover.com/linkedin-profile-samples](http://www.linkedin-makeover.com/linkedin-profile-samples)
- [http://blog.simplyhired.com/2013/06/how-to-improve-your-linked-in-background-summary.html#ixzz2fm3ITb9E](http://blog.simplyhired.com/2013/06/how-to-improve-your-linked-in-background-summary.html#ixzz2fm3ITb9E)
- [www.linkedin.com/groups/Your-LinkedIn-Profile-Summary-How-1804660.S.131129224](http://www.linkedin.com/groups/Your-LinkedIn-Profile-Summary-How-1804660.S.131129224)
- [http://theundercoverrecruiter.com/how-craft-your-personal-brand-statement](http://theundercoverrecruiter.com/how-craft-your-personal-brand-statement)
- [Dave Roos, How Stuff Works](http://computer.howstuffworks.com/internet/social-networking/networks/linkedin2.htm)
- [Michelle Evans, Sept. 16, 2013, Brazen Life](http://blog.brazencareerist.com/2013/09/16/4-headline-hacks-to-create-an-irresistible-linkedin-profile/)
- [Joshua Waldman, Sept. 17, 2013, Job Folk](http://jobfolk.com/2013/09/17/3-secrets-to-getting-recruiters-to-find-you-on-linkedin/)
- [Joshua Waldman, Career Enlightenment](http://careerenlightenment.com/linkedin-skills-article)
- [http://homebusiness.about.com/od/linkedin/a/how-does-linkedin-work.htm](http://homebusiness.about.com/od/linkedin/a/how-does-linkedin-work.htm)
- [Don Goodman, Sept. 5, 2013](http://jobfolk.com/2013/09/05/10-steps-for-a-great-linked-in-profile/)
- [LinkedIn Building a Great Student Profile (one sheet)](http://university.linkedin.com/content/dam/university/global/en_US/site/pdf/TipSheet_BuildingaGreatProfile.pdf)
- [https://www.linkedin.com/in/studentsample](https://www.linkedin.com/in/studentsample)
Let your resume network
& follow us online for more tips!

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