

LinkedIn for **Students**

How to build your network &
advance your career on LinkedIn

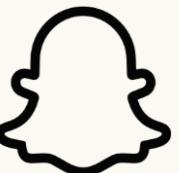




What we will cover in this workshop

- 1 Introduction - what is LinkedIn?
- 2 Define your professional brand
- 3 Build your LinkedIn profile
- 4 Build your professional network
- 5 Use your network on LinkedIn
to connect to opportunity
- 6 Search for jobs, internships, and
schools on LinkedIn

What you do on other social media

-  I like donuts
-  Watch me eat a donut
-  Here's a cool photo of my donut
-  Here's a donut recipe
-  I'm listening to "Donuts"
-  Anyone want a donut?



On LinkedIn: A professional mindset



I hope to operate a donut franchise one day.



I'm looking for a job at a donut company.



I have three years experience making donuts.



My top skills are donut production and sales.



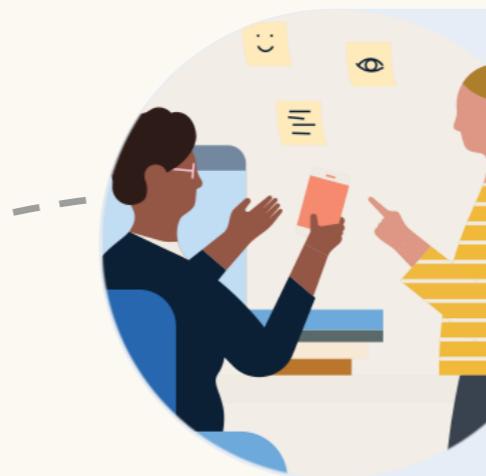
Here are 3 recommendations from former donut colleagues.



Build your professional network and connect to opportunity



2.8 million recruiters use LinkedIn to fill open jobs every day

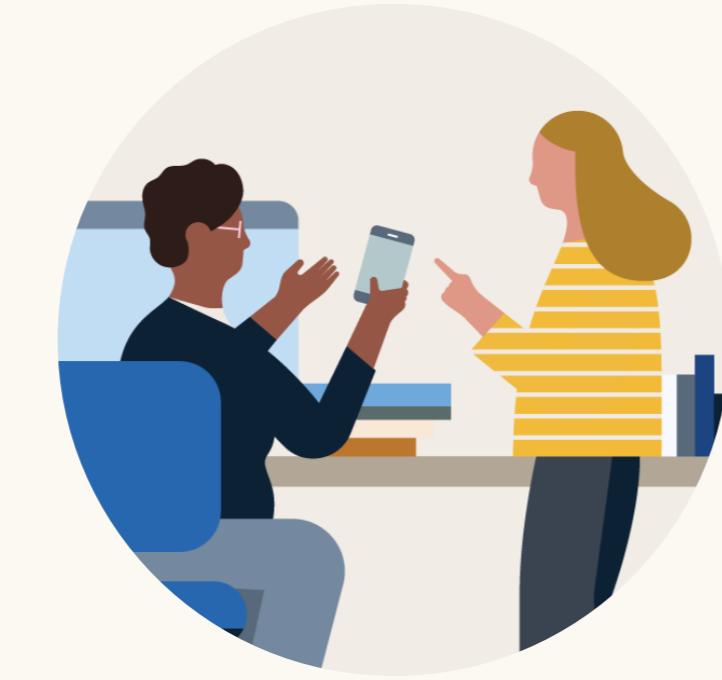
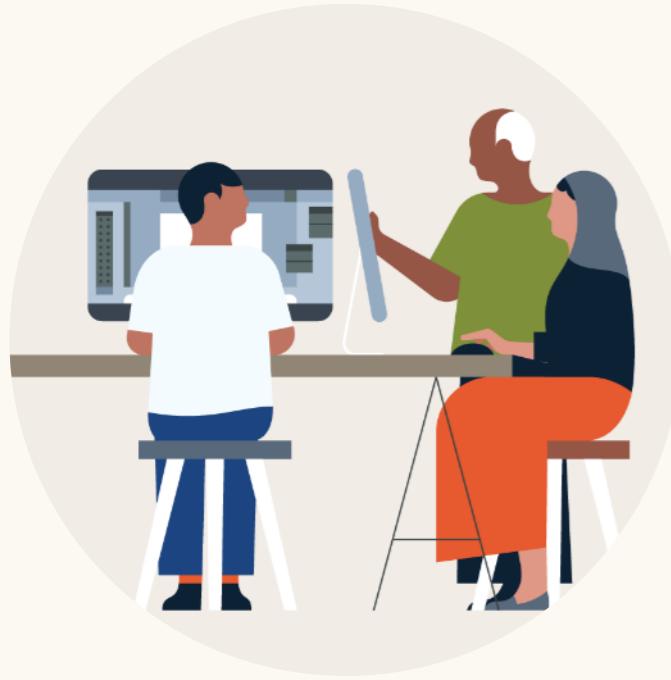


30 million+ employers are on LinkedIn, with 20 million+ open job opportunities



Millions of mentors and mentees have signed up to give and get career advice on LinkedIn

Defining key terms we'll use today



1. Workforce

The people who are currently working or available for work in a specific region. The vision of LinkedIn is to create economic opportunity for every member of the global workforce.

2. Connections

Contacts on LinkedIn. You can add connections by sending invitations to other people on the platform, or by accepting invitations from other people.

3. Network

A connected community of people. Networking is an activity to strengthen relationships with others and can lead to professional opportunities including job offers.

4. Referral

When a job seeker is recommended for a career opportunity by someone in his or her network.

A circular portrait of a young woman with dark, curly hair. She is wearing a yellow top and large hoop earrings. She is smiling and looking towards the camera. The background is a bright, possibly outdoor, environment.

Define your professional brand

1. What makes a good brand?
2. Identify your brand
3. Show you're the right choice



What makes a good brand?

A brand is a company's promise to its customer.

It tells customers what they can expect from the company's products and services.

It shows how its products are unique from its competitors'.



Nike vs. Adidas

How do you decide which kind of shoe you like more?

What does each brand promise its customers?

What can you expect from a Nike Air vs. an Adidas high top?
How are they different?



WHO ARE
YOU?

So wait, I have my own brand?

Your brand is your promise to those around you.

It tells people what they can expect from working with you and around you.

It shows how you are unique from other people.

You can shape your brand by the way you present yourself to others.



The value of your brand:

Why choose you?

How does an employer, coach or college decide who to choose?

What do you promise your employer, team or school?

What can they expect from you?

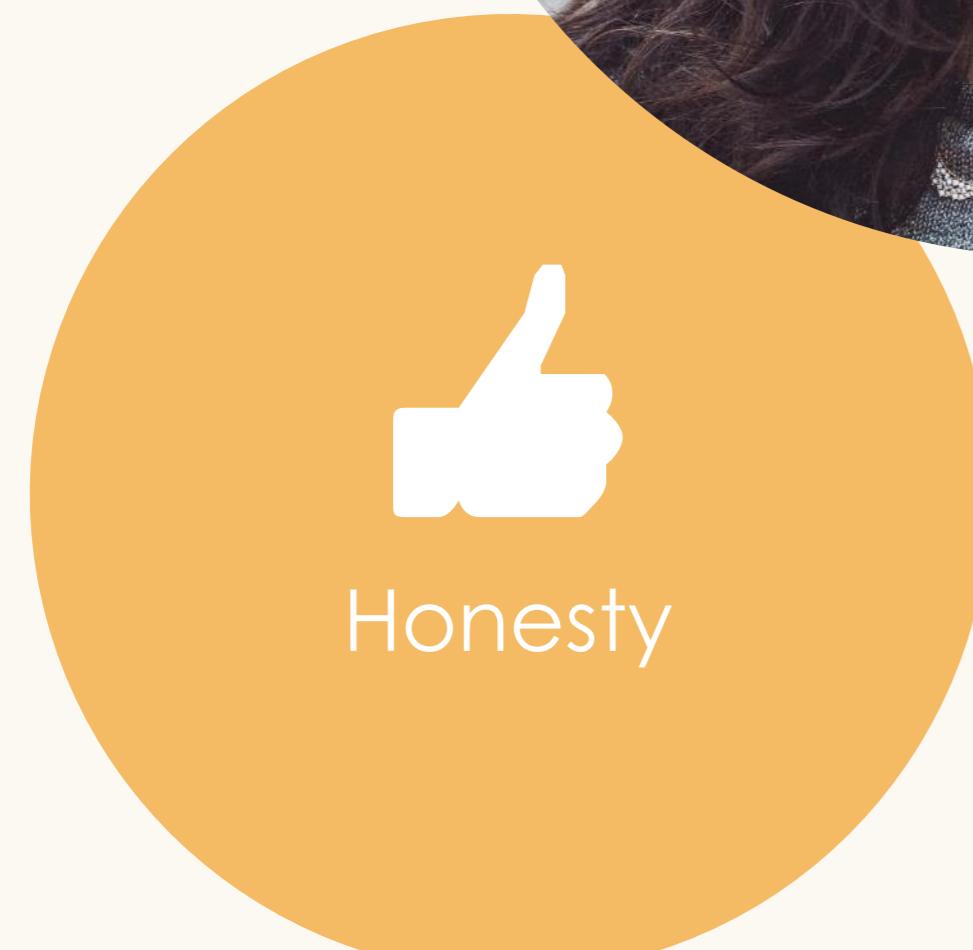
How are you unique?



Show you're the right choice

Your brand includes who you are now:

- ✓ **Skills:** Your school, work experience and specific skills you learned in each job or class
- ✓ **Network:** How you are to be around and work with, as told by the people you know
- ✓ **Information:** Your areas of expertise and wisdom



Show you're the right choice

And what you want in the future:

- ✓ **Values:** Things that are important to you and give meaning to your life
- ✓ **Goals:** What you want to be doing in 2, 10 or 30 years

ACTIVITY

What is my
professional
brand?

Grab a partner and brainstorm
three words your friends would
use to describe you.



A screenshot of a Google search results page for the query "mia mercado". The search bar at the top contains the text "mia mercado". Below the search bar are three navigation links: "All" (highlighted with a blue underline), "News", and "Images". To the right of these links is a small shopping cart icon. The search results section starts with a summary: "About 389,000 results (0.40 seconds)". The first result is a link to a LinkedIn profile: "Mia Mercado - Professional Prof" with the URL <https://www.linkedin.com/in/miamercado>. The snippet below the link reads: "Aug 13, 2019 - My strong interest in driving action has always reflected in my work with organizations helping the underprivile...". At the bottom of the snippet, there are three blue circular buttons with white text: "View profile", "View post", and "See Board".

mia mercado

All News Images

About 389,000 results (0.40 seconds)

Mia Mercado - Professional Prof
<https://www.linkedin.com/in/miamercado>

Aug 13, 2019 - My strong interest in driving action has always reflected in my work with organizations helping the underprivile...

View profile View post See Board

Show you're the right choice

Decide what you want people's first impression of you to be.

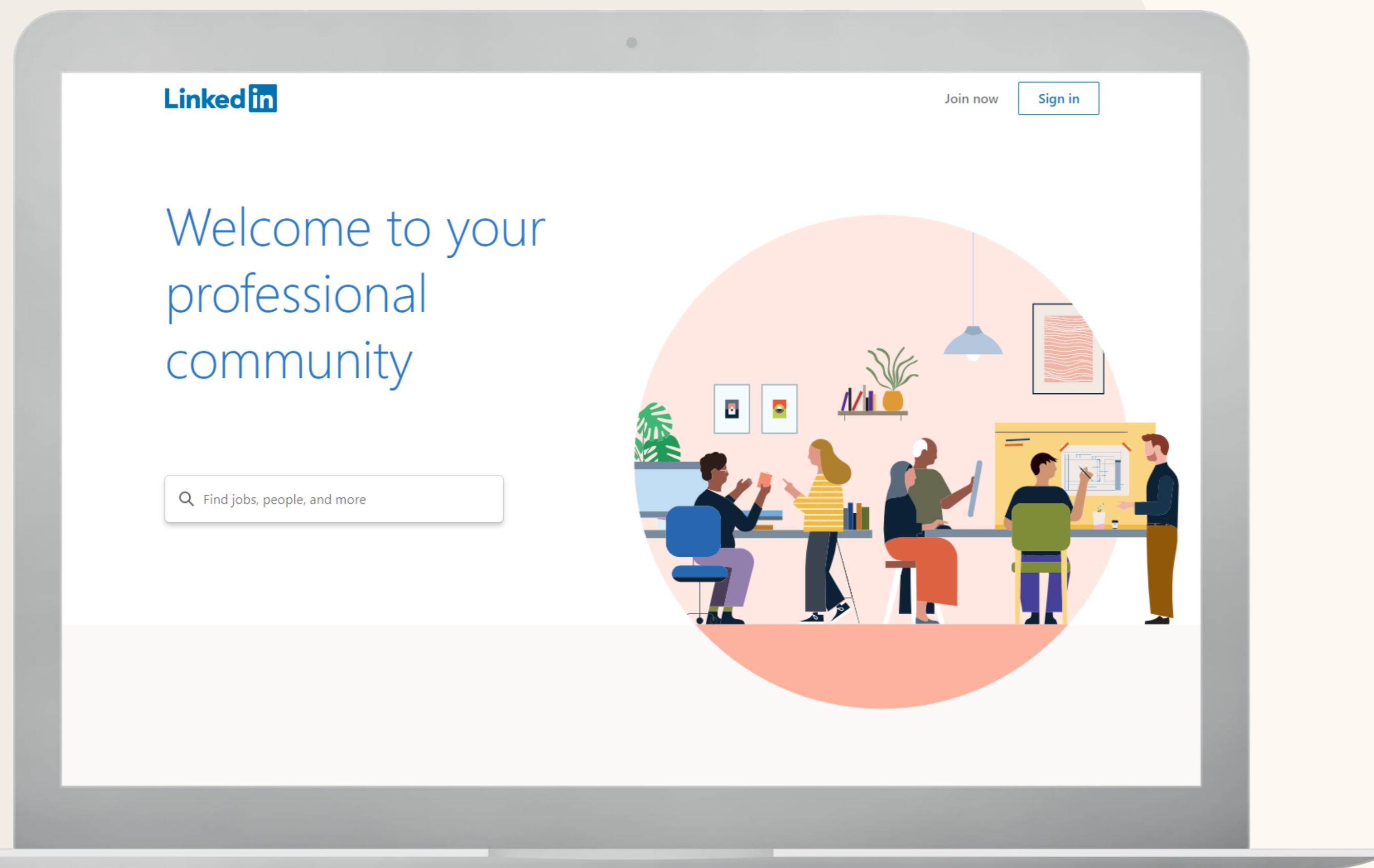
- ✓ Make a strong LinkedIn profile so your professional profile shows up in Google first
- ✓ Stay active on social media to build your online presence
- ✓ Be careful what you post that could harm your professional brand

Build your LinkedIn profile

1. Set up your account
2. Profile vs. resume
3. Take a great photo
4. Edit your profile

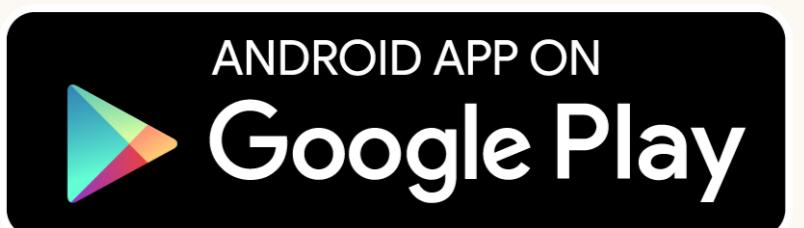


Build your LinkedIn profile

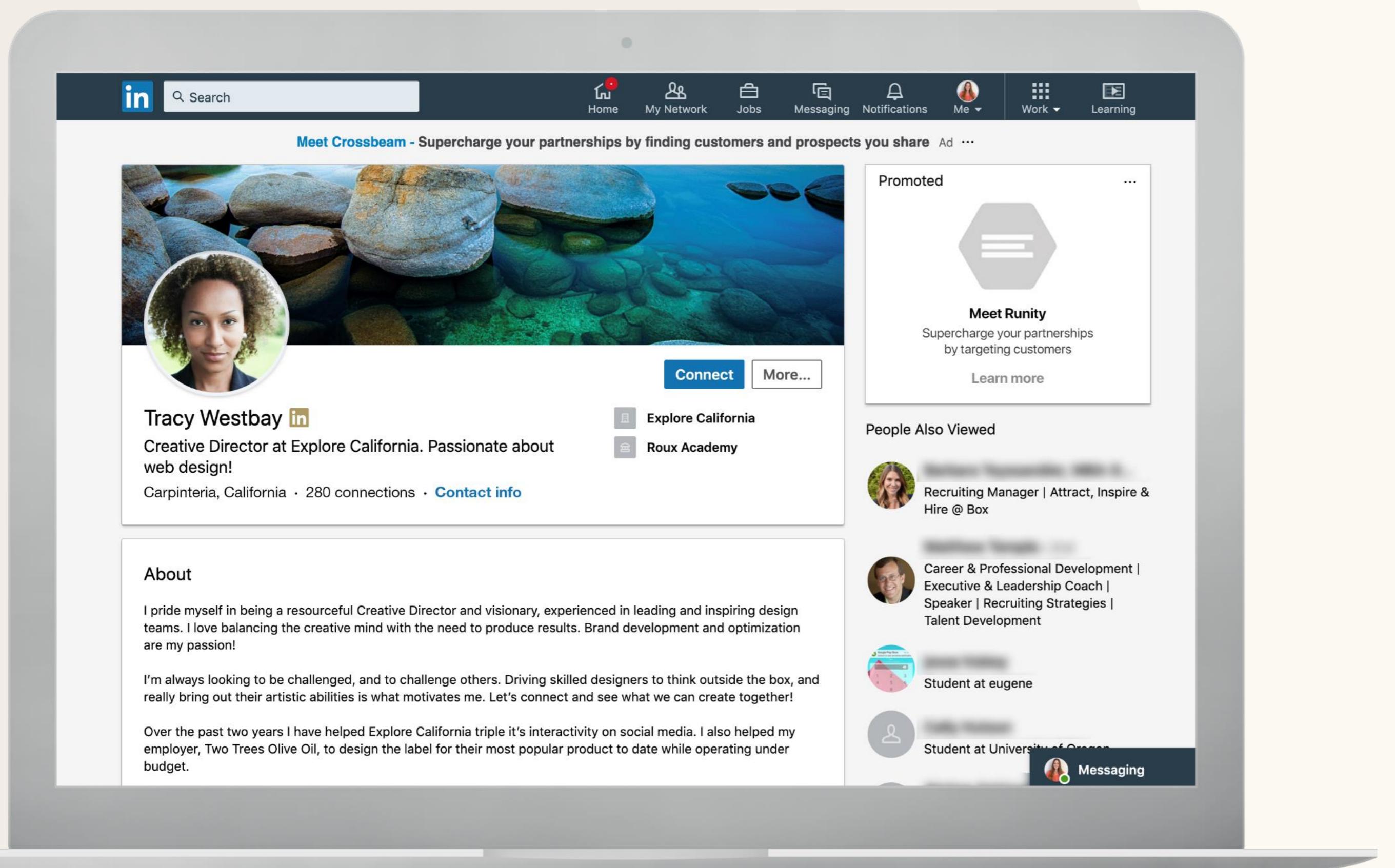


Set up your account

Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.



Profile vs. resume



There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Allows other professionals and employers to interact, learn, and contact you
- ✓ Contains recommendations and endorsements

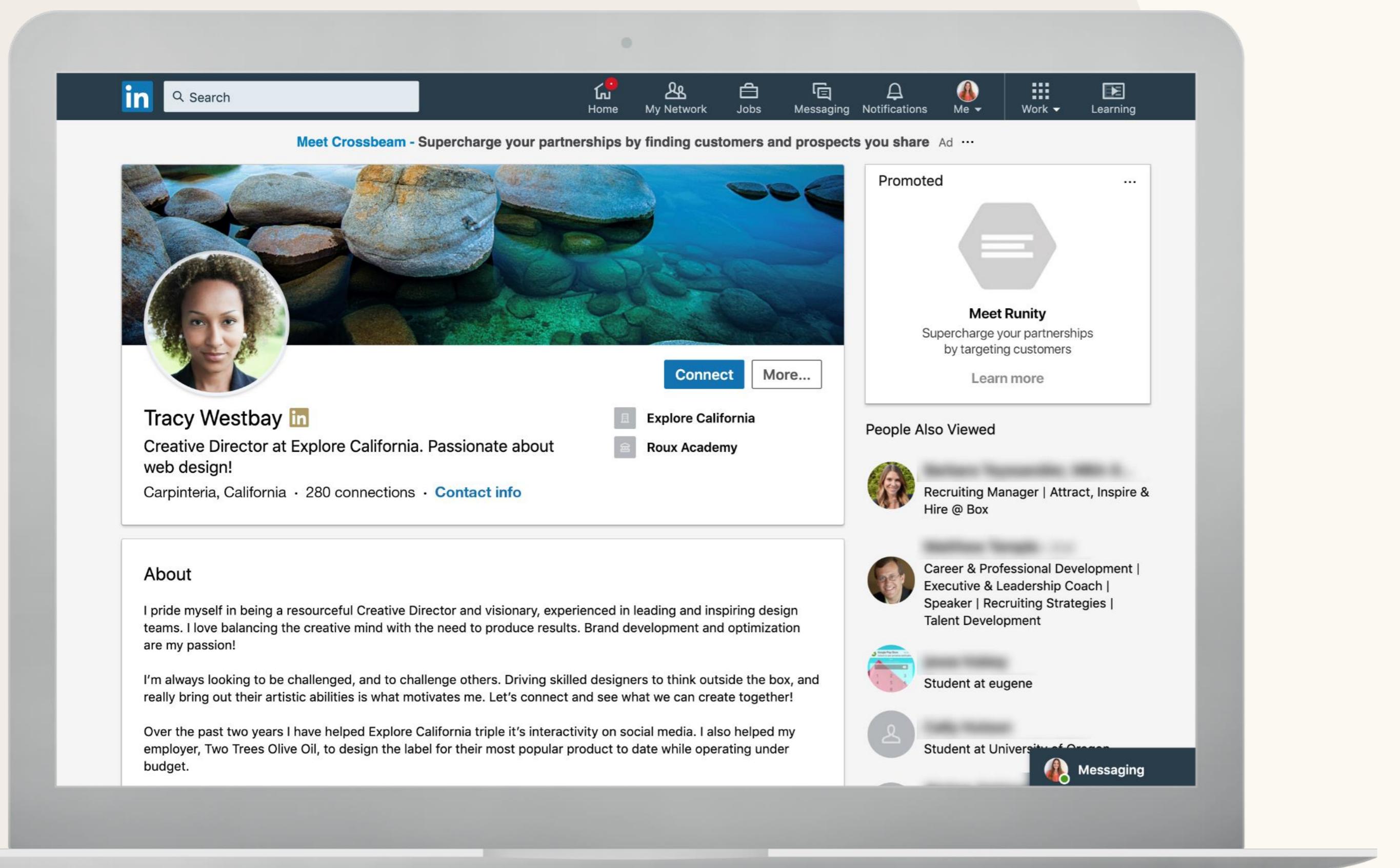


Take a great photo

Members with profile photos receive up to **21x** more views and **9x** more connection requests

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have friendly expression
- ✓ Make sure your face takes up a majority of the frame

Edit your profile: Your story in your words



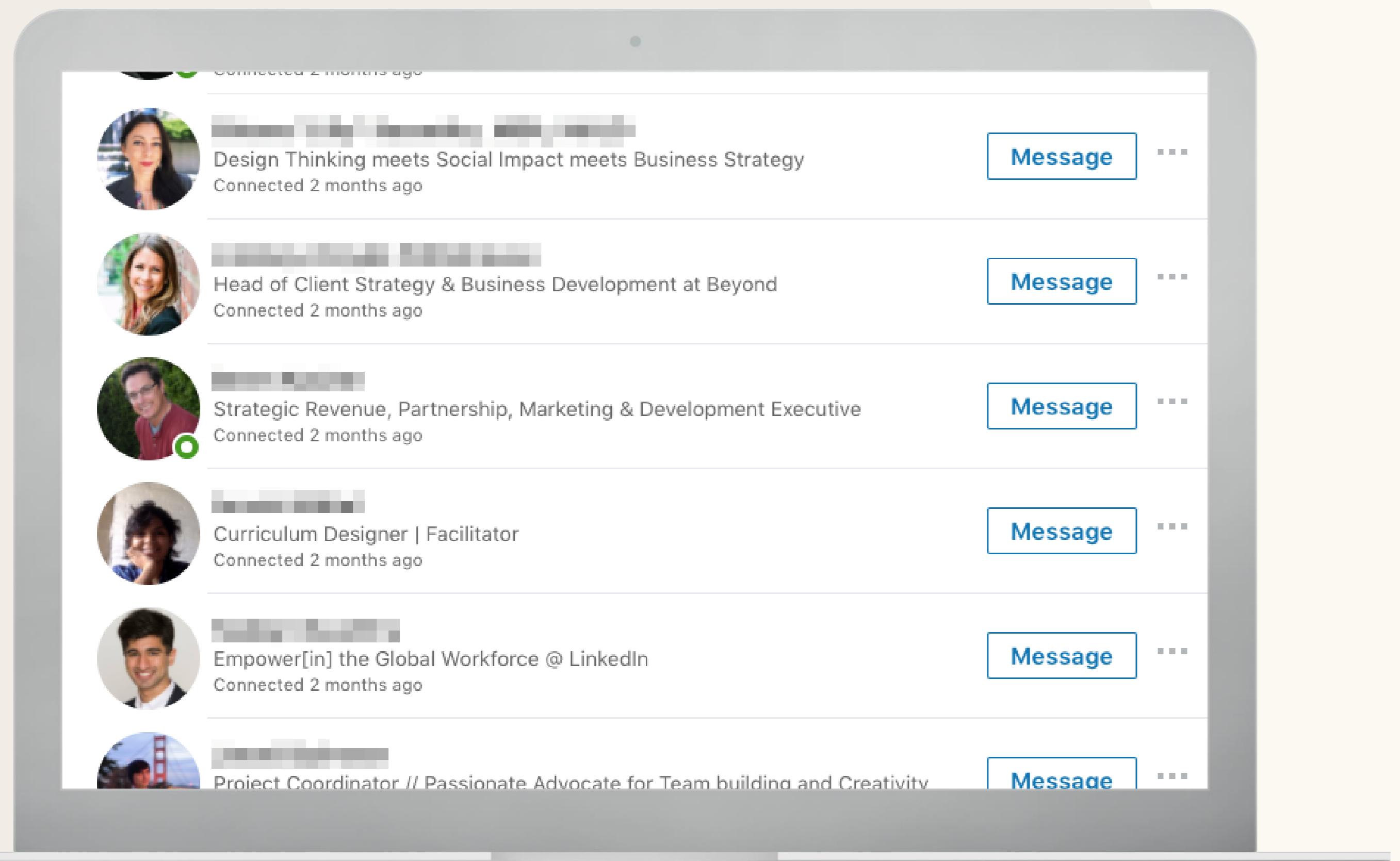
Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

Add your:

- ✓ Location & industry
- ✓ Education* & certifications
- ✓ Work & internship experience
- ✓ Skills
- ✓ Volunteer experience
- ✓ Program or organization

* You can choose whether you want to display your education in your intro.

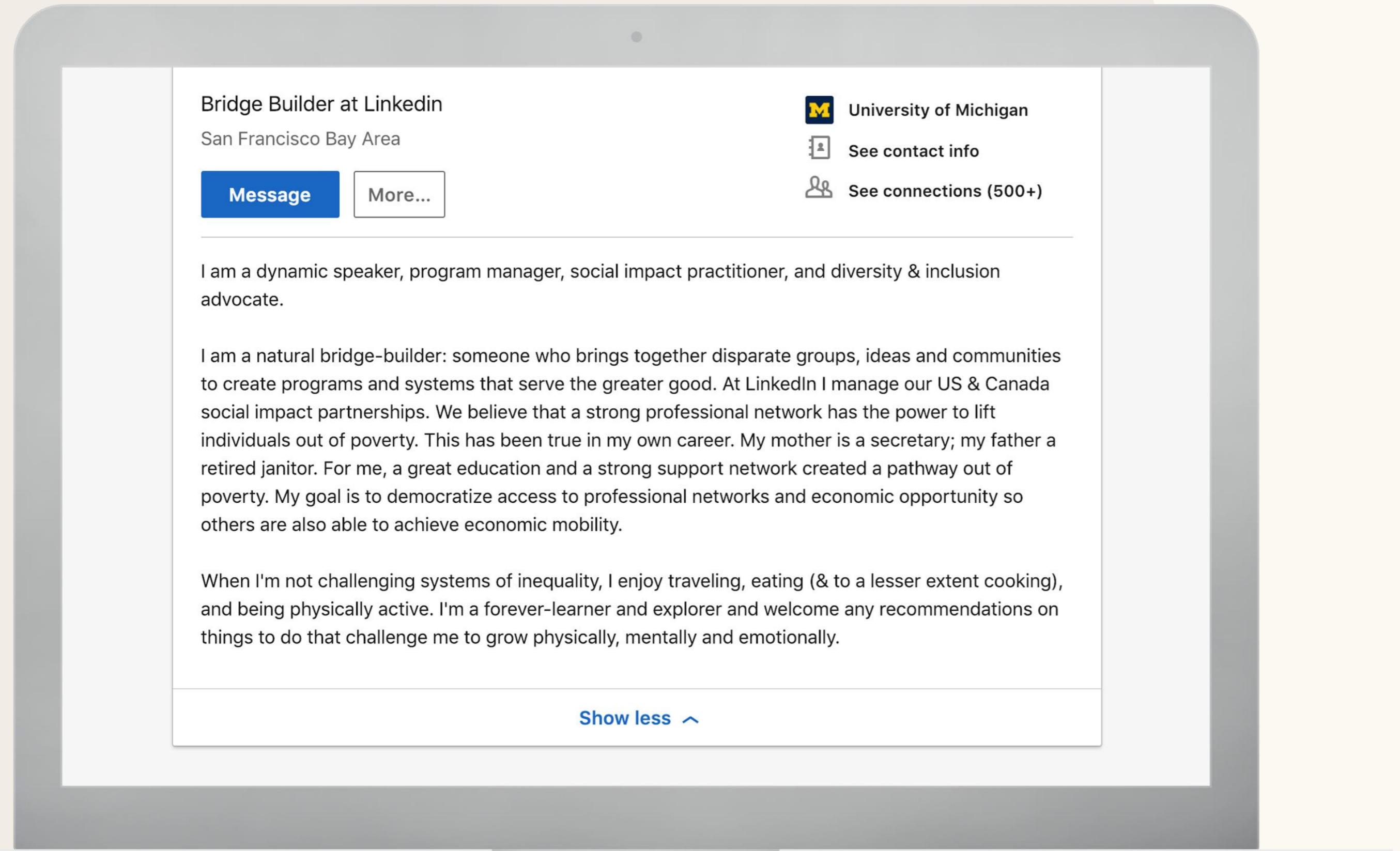


Edit your profile: Headline

Your headline is an opportunity to show what you are – not just what you do.

When writing your headline, ask yourself:

- ✓ If this is the only thing someone sees, what does it say about me?
- ✓ Does this represent my professional brand and show why I am unique?
- ✓ Does it capture what a recruiter would care about?



Edit your profile: Summary

Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

- ✓ 1-2 sentences about who you are
- ✓ 3-5 sentences about your experience, top skills and key passions
- ✓ 1-2 sentences about your future goals and how other members can engage with you



Make sure to include a summary of at least 40 words to show up in the search results of other members.

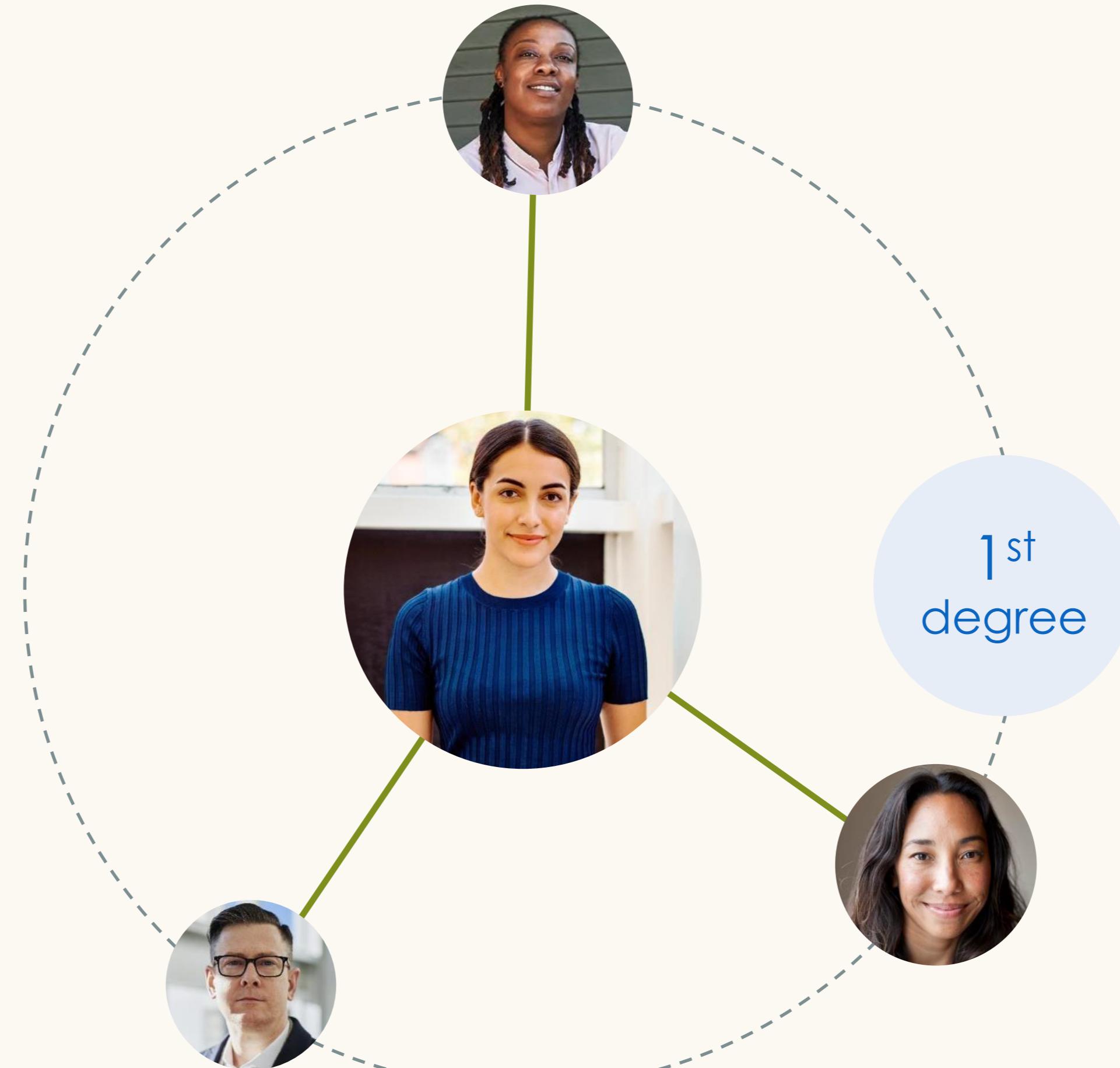
Build your professional network

1. Build your professional network
2. Discover existing connections
3. Search for new connections
4. Expand your network strategically



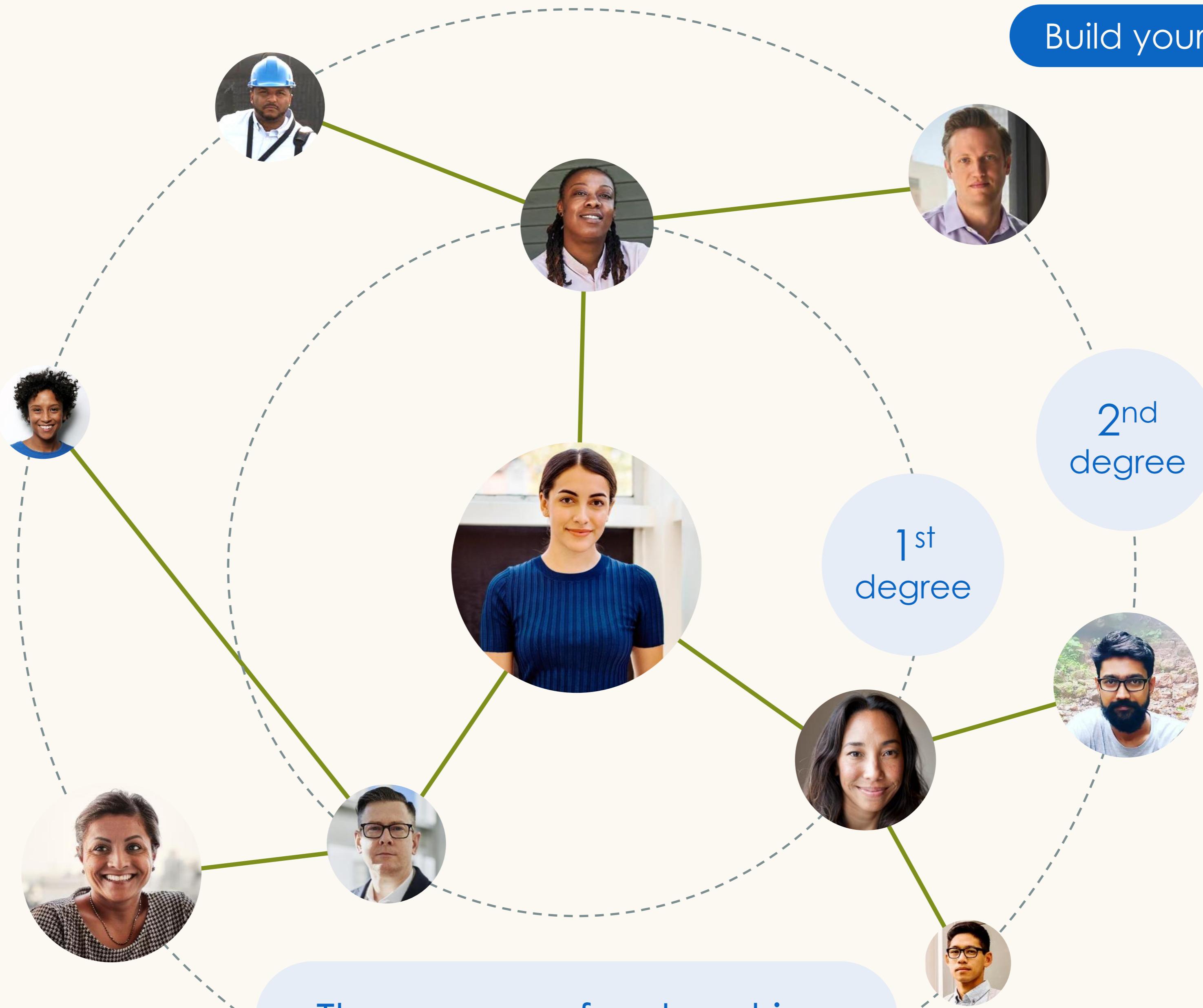
Did you know?
50%+ of hires
result from
a personal
connection

Build your professional network



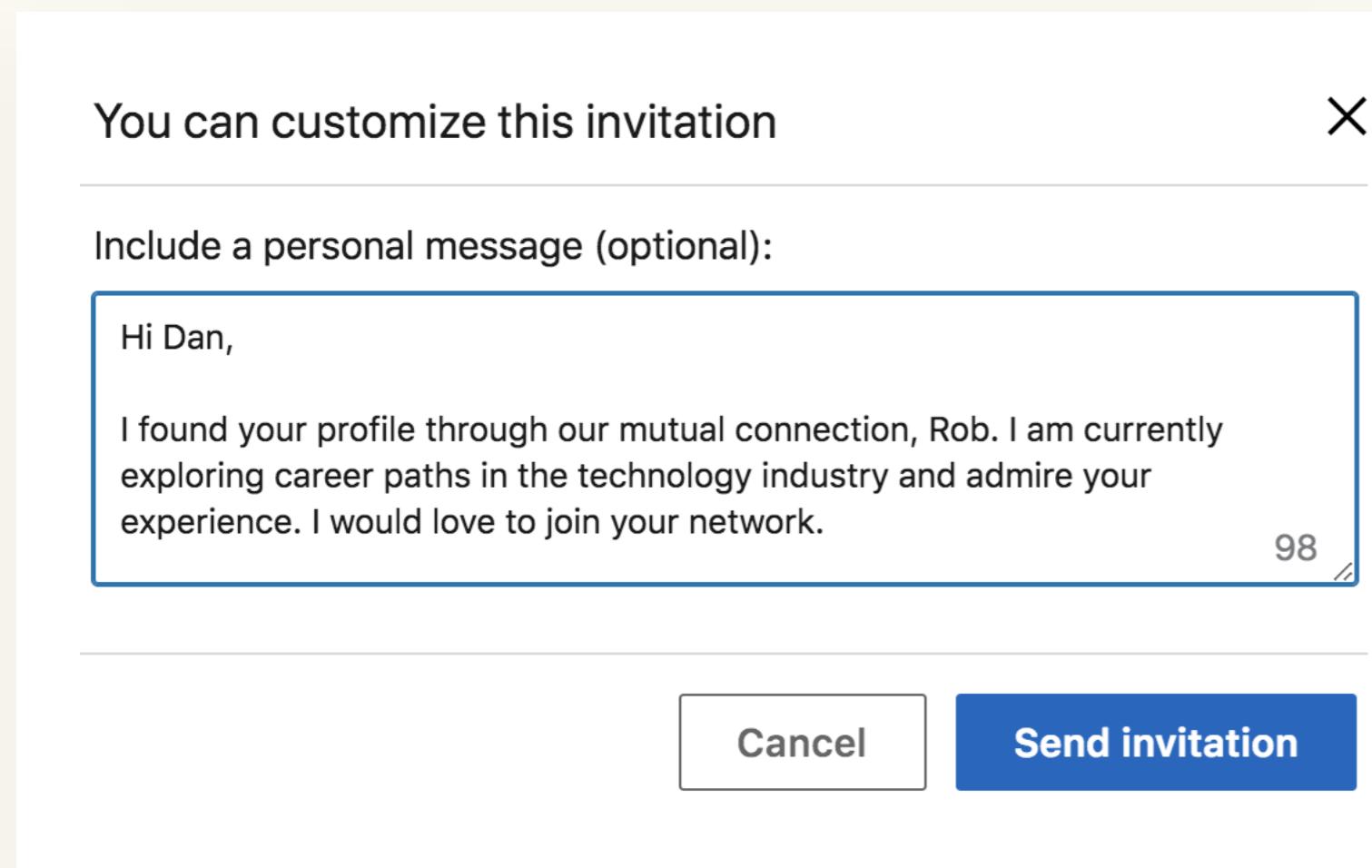
The power of networking

Build your professional network



Build your professional network





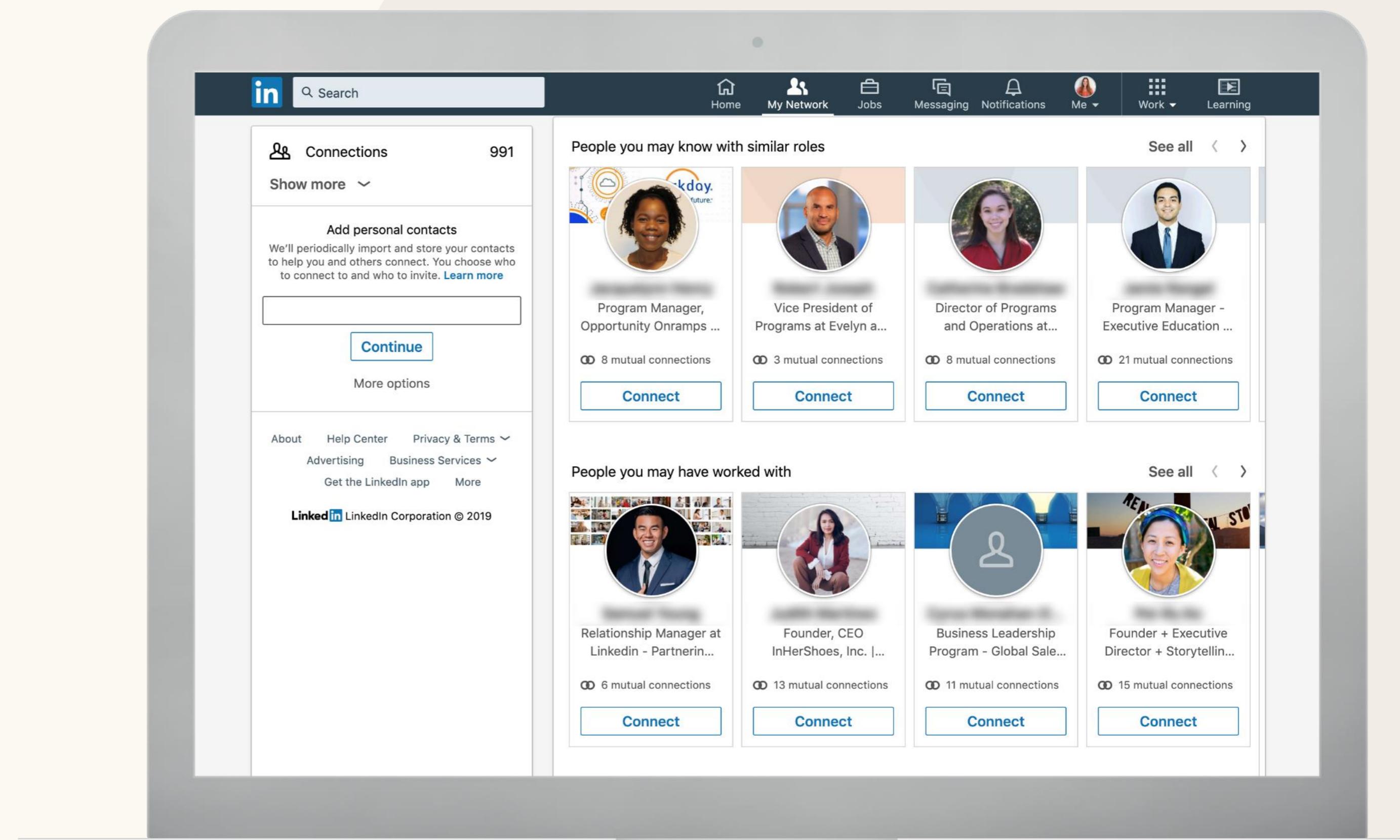
The power of networking

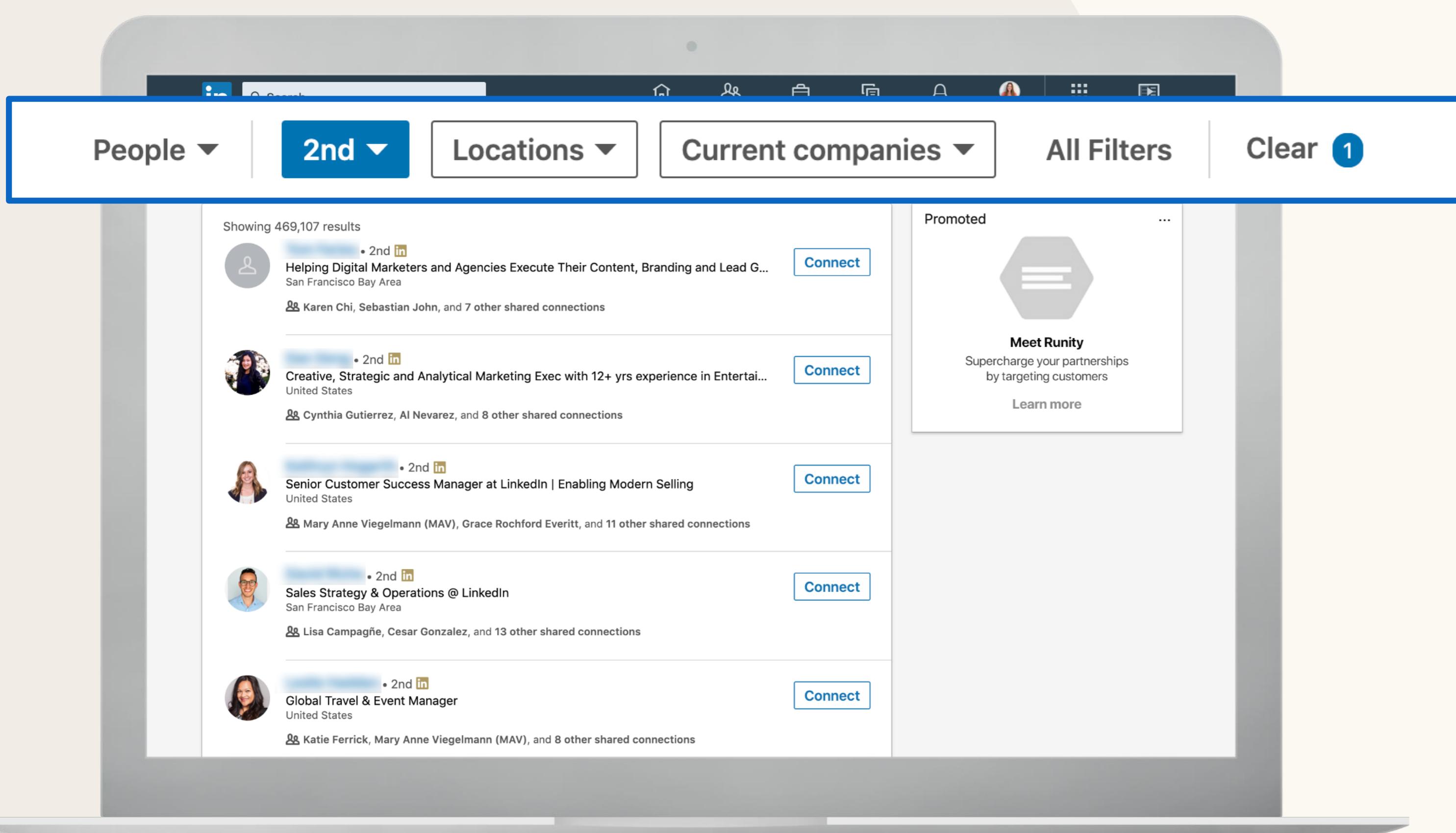
Discover existing connections

Click “My Network” in the top navigation to find people you already know, including:

- ✓ Friends and family
- ✓ Current and former colleagues
- ✓ Current and former managers

Our “People you may know” feature improves over time as you build your network.





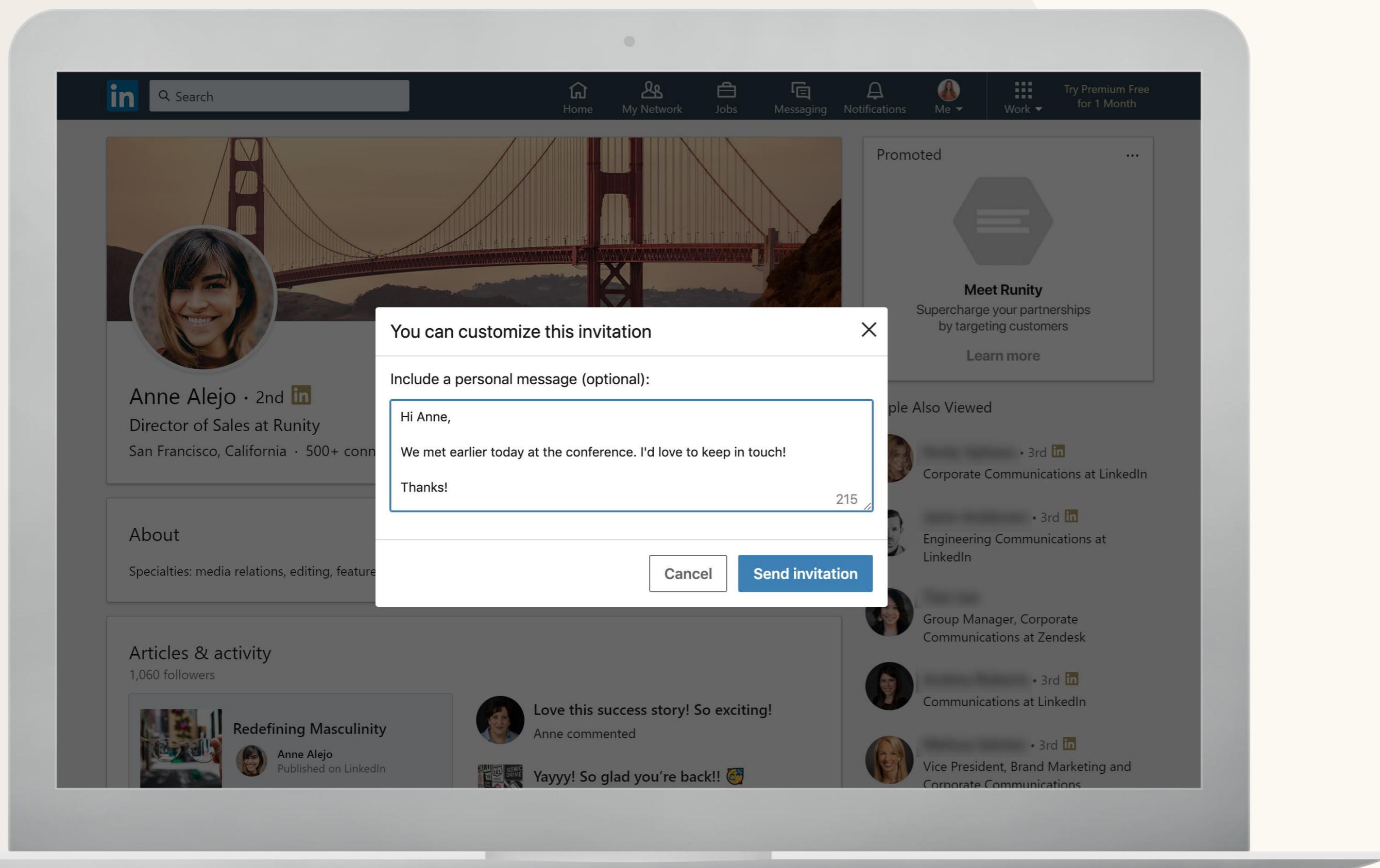
The screenshot shows the LinkedIn search interface. At the top, there are several filter buttons: 'People', '2nd', 'Locations', 'Current companies', 'All Filters', and 'Clear' with a '1' notification. Below these, a message says 'Showing 469,107 results'. The results list five profiles, each with a 'Connect' button. To the right of the results, there is a 'Promoted' section for 'Meet Runity'.

| Profile Picture | Name | Location | Job Title | Shared Connections | Action |
|-----------------|----------------------------|------------------------|--|--------------------|---------|
| | Karen Chi | San Francisco Bay Area | Helping Digital Marketers and Agencies Execute Their Content, Branding and Lead G... | 7 | Connect |
| | Cynthia Gutierrez | United States | Creative, Strategic and Analytical Marketing Exec with 12+ yrs experience in Entertai... | 8 | Connect |
| | Mary Anne Viegelmann (MAV) | United States | Senior Customer Success Manager at LinkedIn Enabling Modern Selling | 11 | Connect |
| | Lisa Campagné | San Francisco Bay Area | Sales Strategy & Operations @ LinkedIn | 13 | Connect |
| | Katie Ferrick | United States | Global Travel & Event Manager | 8 | Connect |

Search for new connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ Location
- ✓ Keyword



Search for new connections

After clicking “Connect,” you can send your invitation immediately or personalize your invitation request by selecting “Add a note.”



We recommend that you always add a personalized message to make it clear to the other person why you are reaching out.

Expand your network strategically

Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What should I say?

- Who you are
- How you came across their profile
- How they can help you



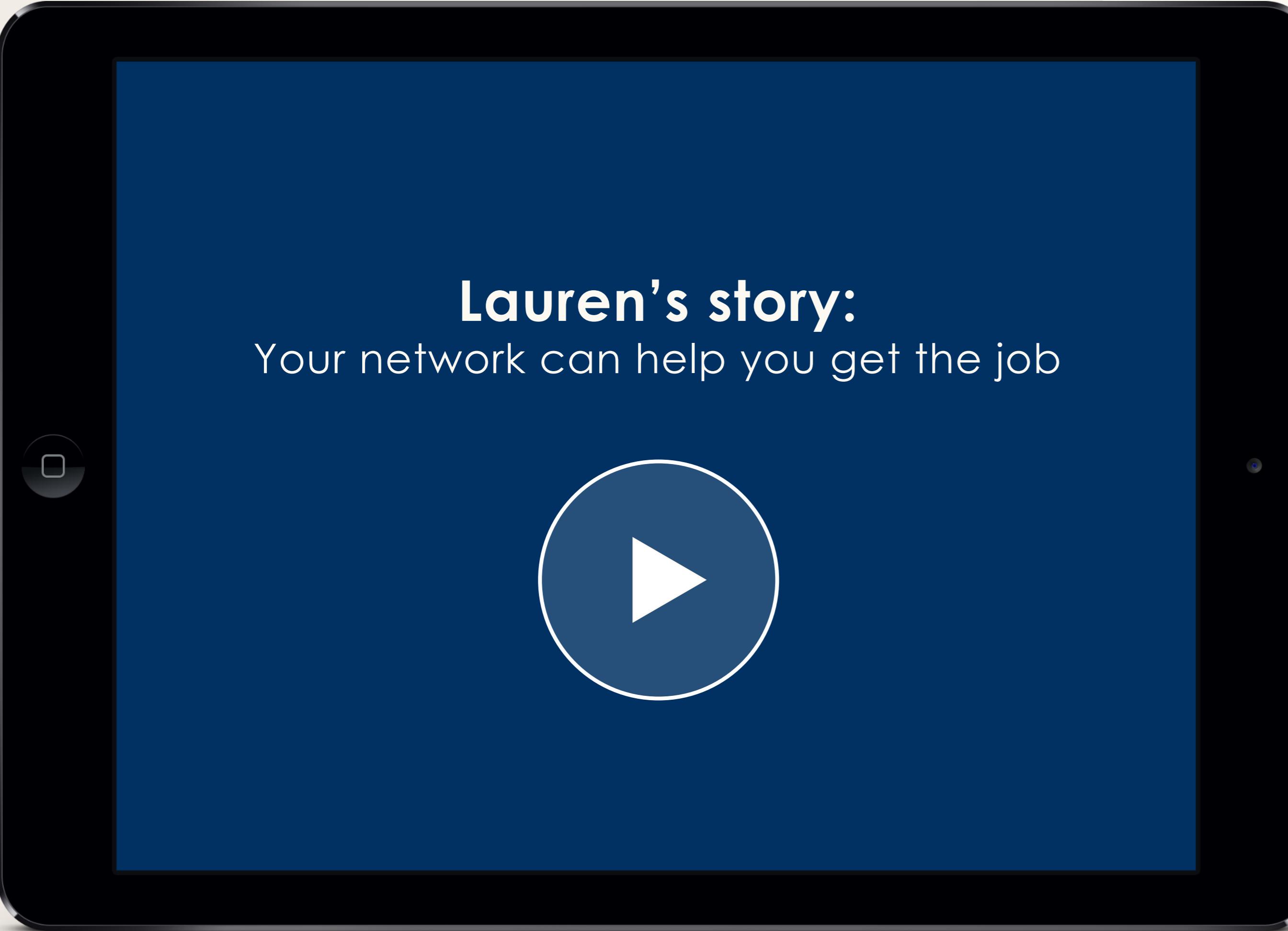


Use your network on LinkedIn to connect to opportunity

1. Message connections
2. Ask for informational interviews
3. Request referrals
4. Request recommendations
5. Find a mentor with career advice
6. Add value and engage

Did you know?

LinkedIn members
are 9X more likely
to get hired
when referred



Lauren's story:
Your network can help you get the job



Message connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page



If you don't know the person you're messaging in real life, clearly explain why you are reaching out.

Erin King
Mobile • 12m ago



Erin King · 1st
Brand Communications Director, Runity

DEC 18

Kate Kiefer • 10:10 AM
Hi Erin,

I'm currently exploring careers in communications, and admire your experience and accomplishments in the industry. I'd appreciate the opportunity to hear about your career journey.

Would you be available for a 20-minute chat over the phone or in person in the next few weeks?

I look forward to hearing from you.
- Kate

Ask for informational interviews

The purpose of an informational interview is for you to:

- ✓ Gain advice on your career path
- ✓ Learn about an industry you are interested in
- ✓ Learn about a specific company you'd like to work for
- ✓ Establish a professional bond



After an informational interview, professionals may also consider you for future job openings they learn of.

Seth Soon

Mobile • 30m ago

**Seth Soon** · 1st

Program Manager, FixDex Communications

JAN 12

**Kate Kiefer** • 2:02 PM

Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,
- Kate

Request referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- ✓ Why you are interested in the specific role
- ✓ Your appreciation for your connection's consideration

DID YOU KNOW? More than **60%** of the workforce has referred someone to work at their company.

Request recommendations

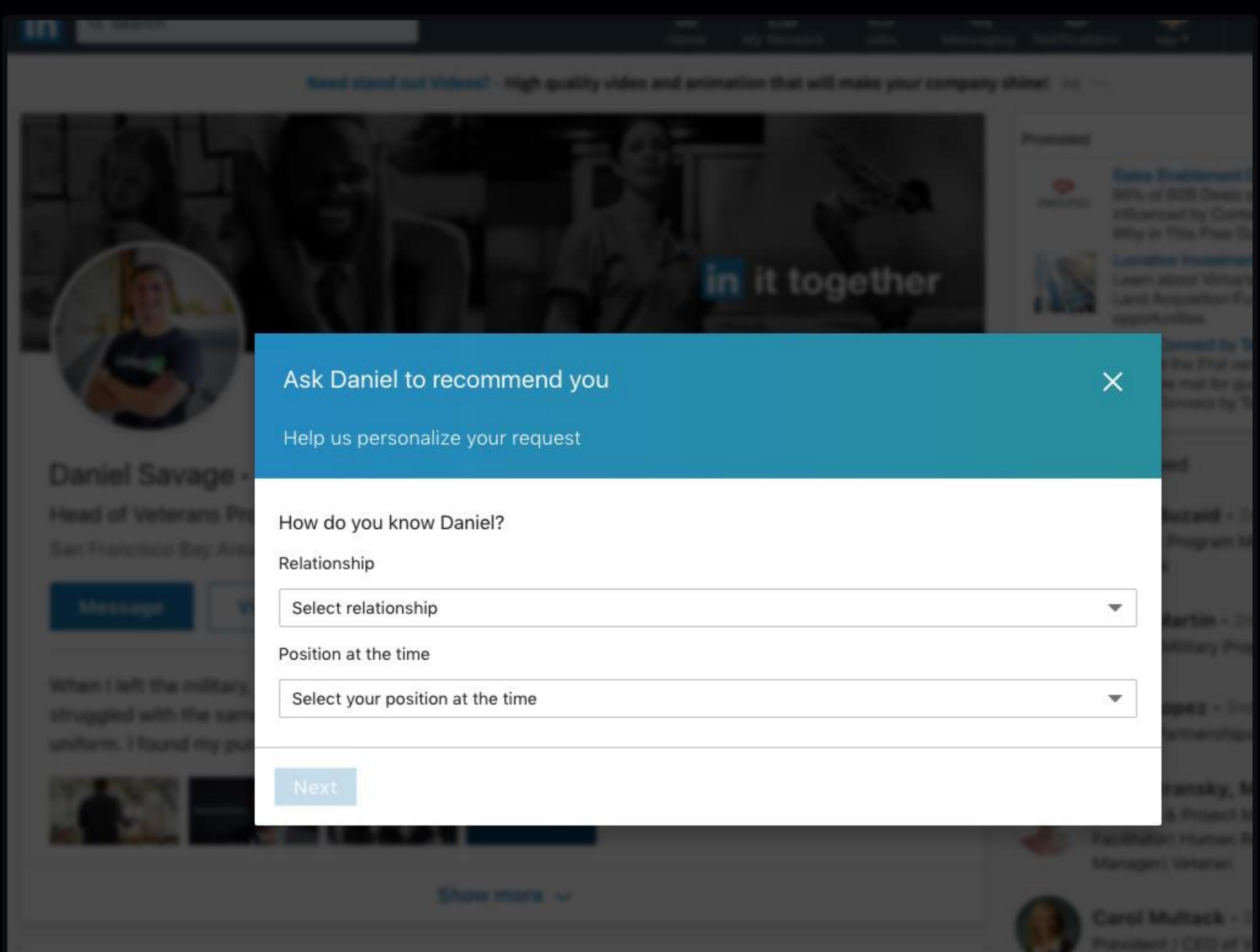
Recommendations on LinkedIn are like references from people in your network.

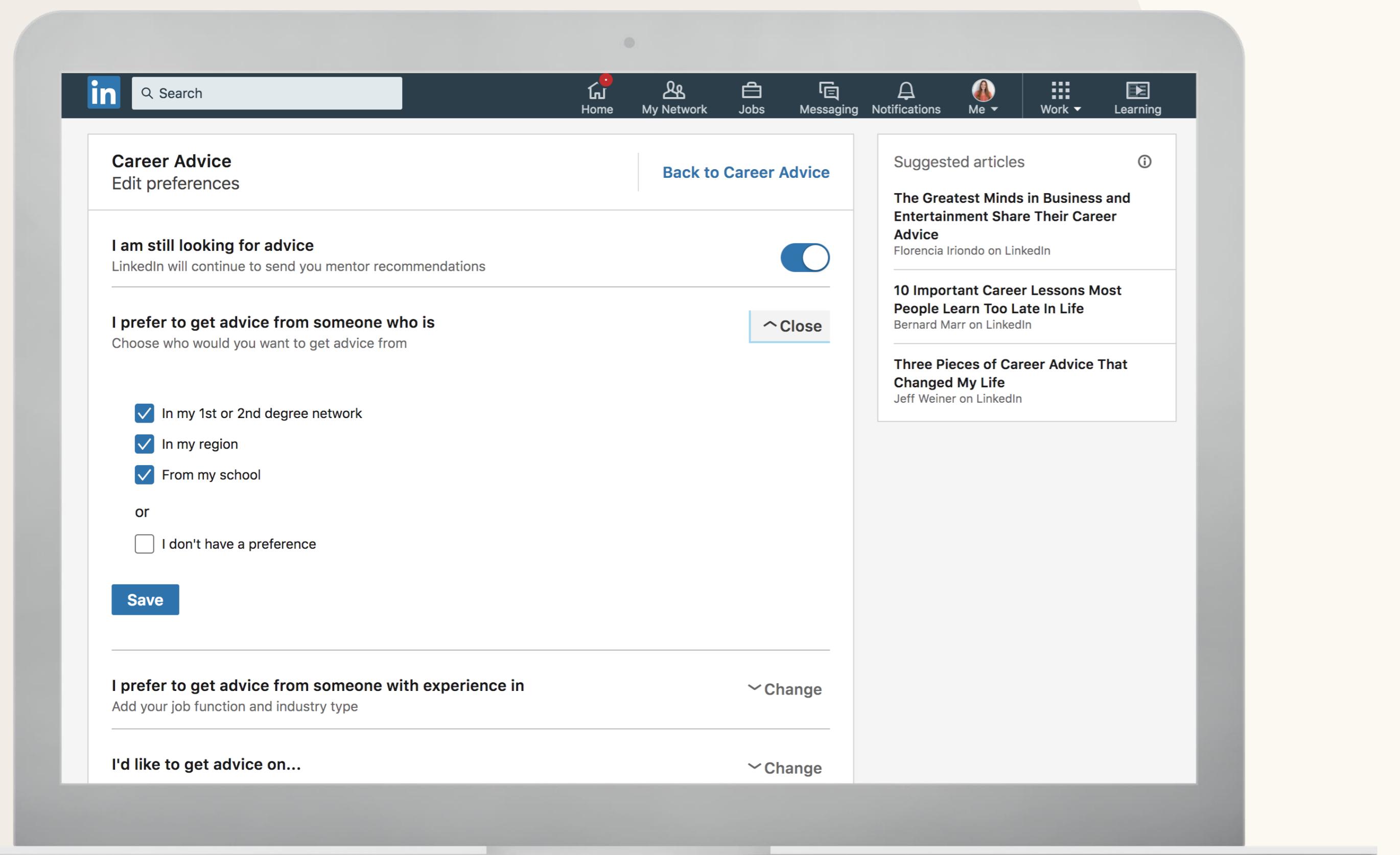
On a connection's profile, click **More...** and then **Request a Recommendation**.

You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

- ✓ Current or former managers
- ✓ Current or former colleagues, even those that were not directly on your team but who you worked closely with
- ✓ People who have mentored or advised you professionally, including through nonprofit training programs





Career Advice
Edit preferences

I am still looking for advice
LinkedIn will continue to send you mentor recommendations

I prefer to get advice from someone who is
Choose who would you want to get advice from

In my 1st or 2nd degree network
 In my region
 From my school
or
 I don't have a preference

I prefer to get advice from someone with experience in
Add your job function and industry type

I'd like to get advice on...

Suggested articles

- The Greatest Minds in Business and Entertainment Share Their Career Advice
Florencia Iriondo on LinkedIn
- 10 Important Career Lessons Most People Learn Too Late In Life
Bernard Marr on LinkedIn
- Three Pieces of Career Advice That Changed My Life
Jeff Weiner on LinkedIn

Find a mentor for career advice

From your profile page, select the Career Advice hub located in Your Dashboard.

Set your preferences by sharing who you would like to receive advice from and LinkedIn will suggest members who have relevant experience.

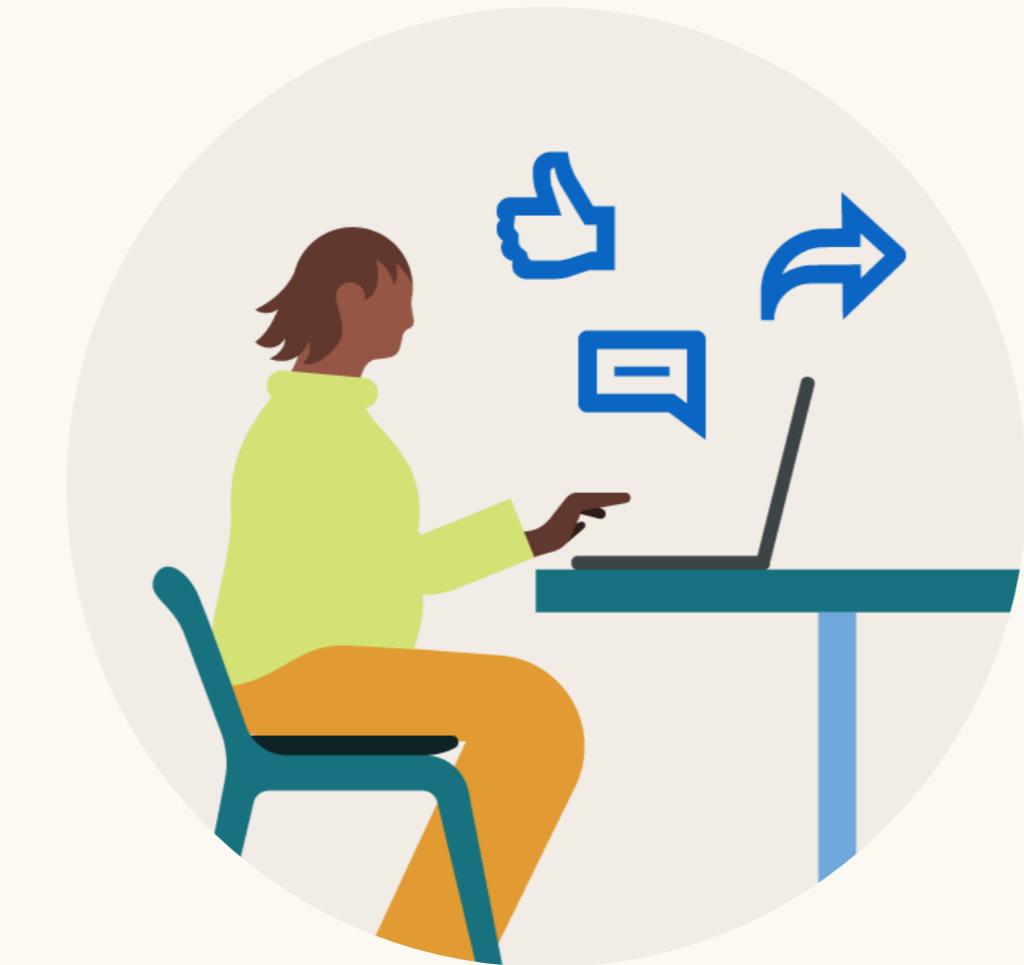


At this time, only members with less than 10 years of professional experience are eligible as mentees in the Career Advice tool.

Add value and engage with your network



Invest time in your
Connections and request
informational interviews



Like and share things that
people in your network
will care about and post



Join groups and
exchange insights with
school or program alumni



Give testimonials
and recommendations
to others

A circular inset photograph showing two young women sitting on a couch, looking at a laptop together. They appear to be discussing something on the screen, possibly related to their search for opportunities. The background shows a wall with a green-framed window.

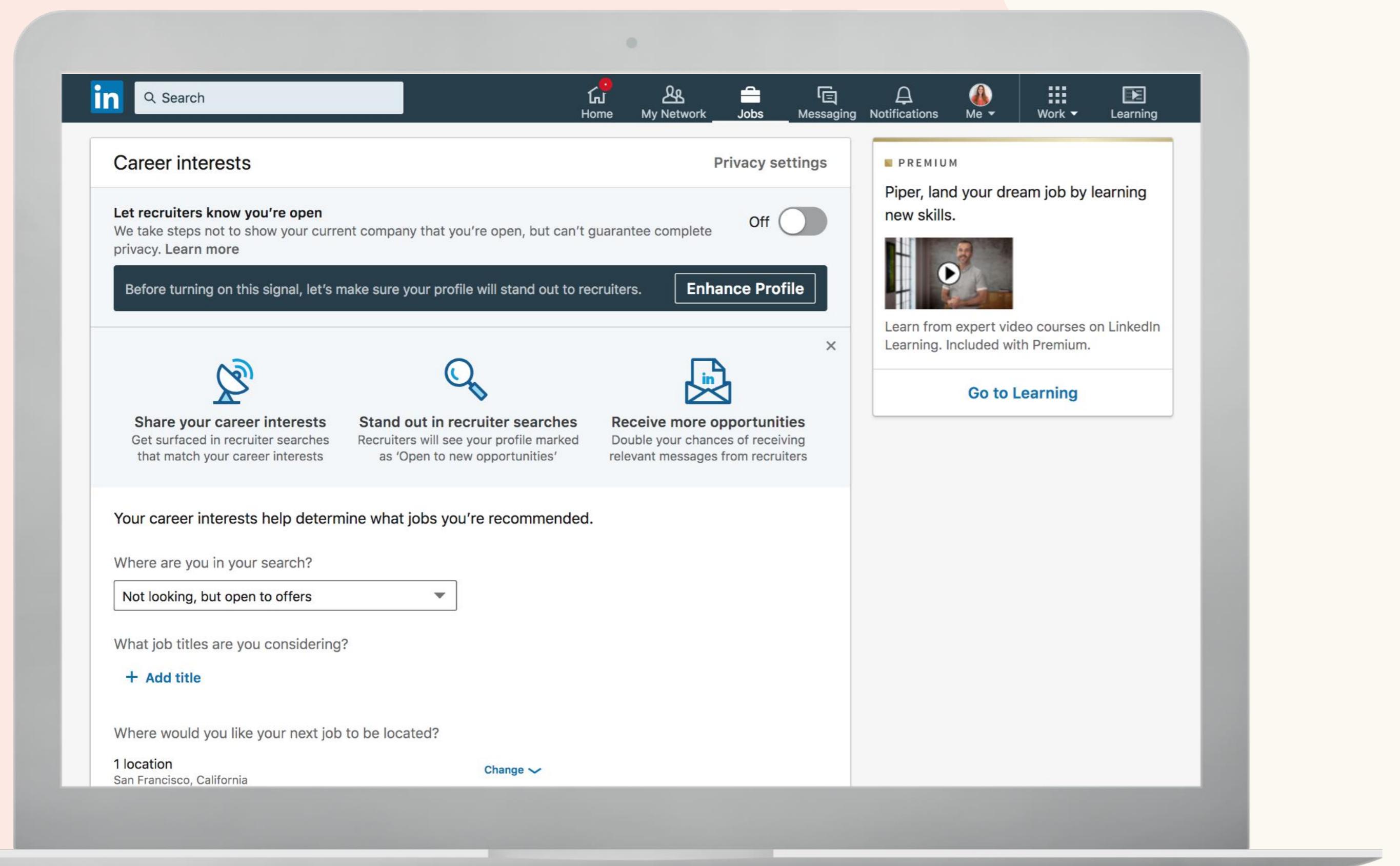
Search for jobs, internships, and schools on LinkedIn

1. Set career interests
2. Search for career opportunities
3. Create search alerts
4. Review “Jobs You May Be Interested In”
5. Follow companies
6. Explore schools and alumni
7. Join groups
8. Privacy settings

Did you know?

25M+

job seekers visit
LinkedIn jobs
every week



Set Career interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions.



Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.

Search for career opportunities

Use LinkedIn's search filters to find jobs and internships by:

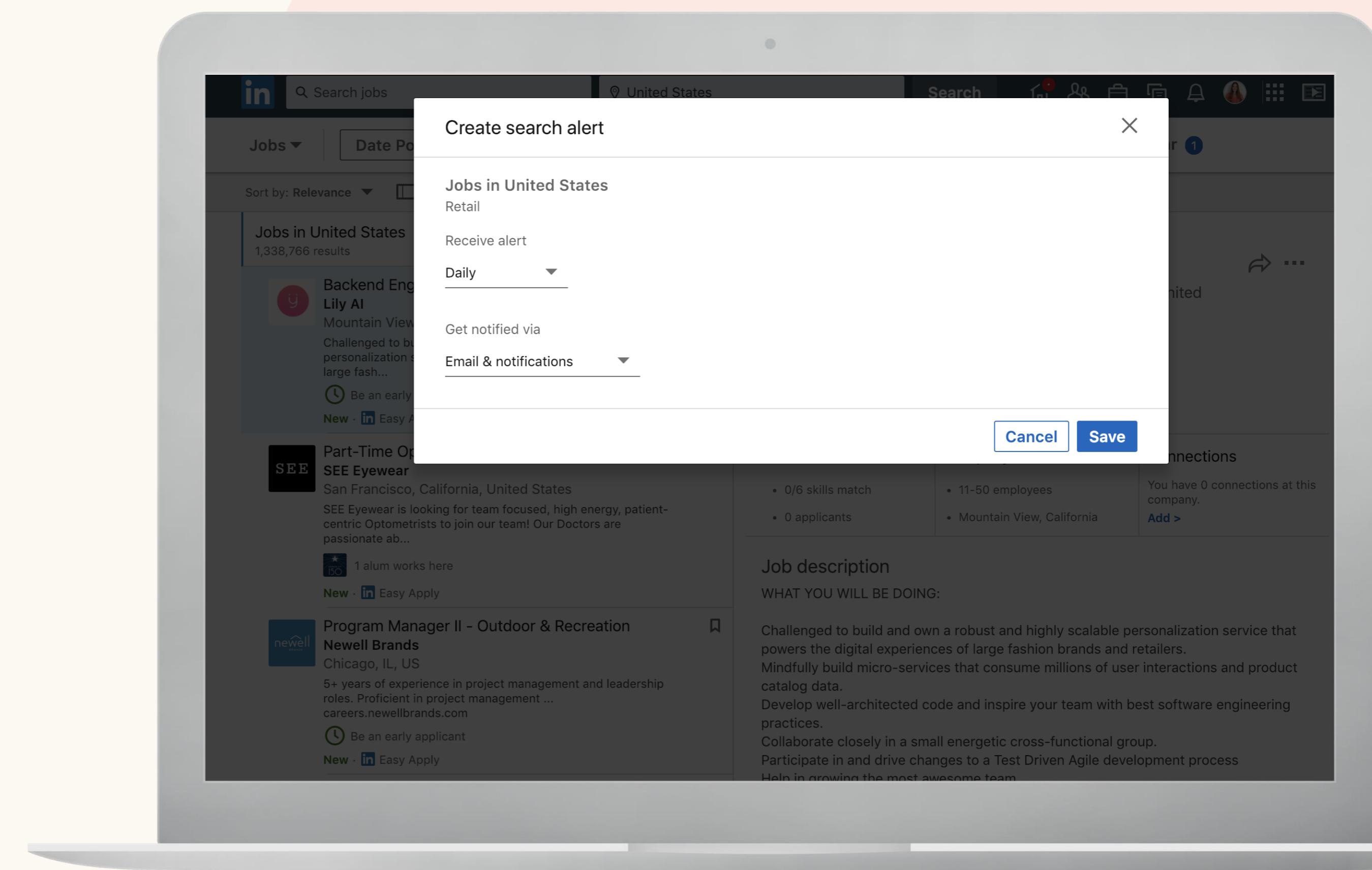
- Keyword
- Function
- Job title
- Experience level
- Company
- Date posted
- Location

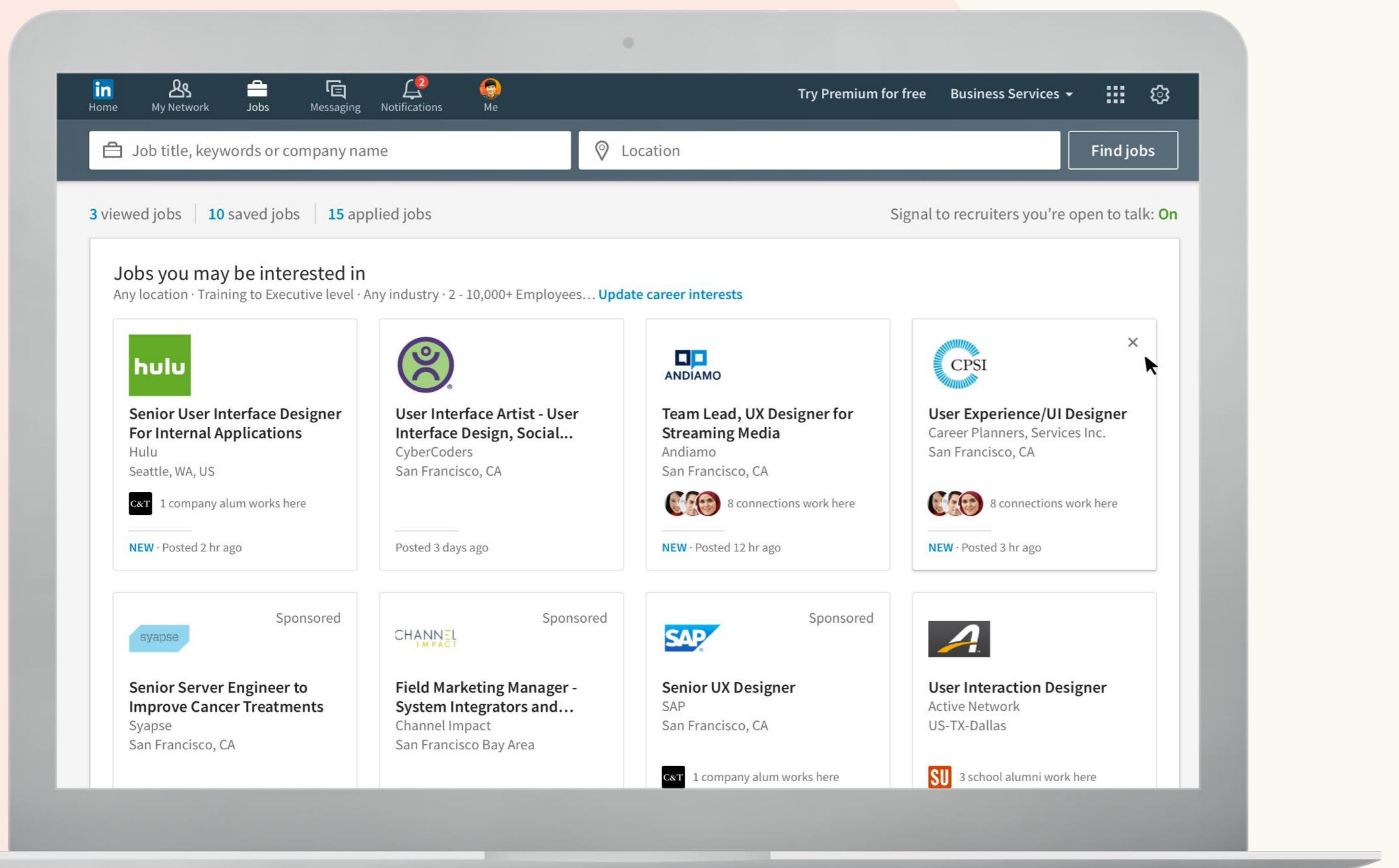
Create search alerts

Create search alerts to be notified when jobs you are interested in are posted by turning on “Job Alerts.”

Use filters in the search bar to create alerts by:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Keyword | <input checked="" type="checkbox"/> Function |
| <input checked="" type="checkbox"/> Job title | <input checked="" type="checkbox"/> Industry |
| <input checked="" type="checkbox"/> Company | <input checked="" type="checkbox"/> Experience level |
| <input checked="" type="checkbox"/> Location | <input checked="" type="checkbox"/> Date posted |

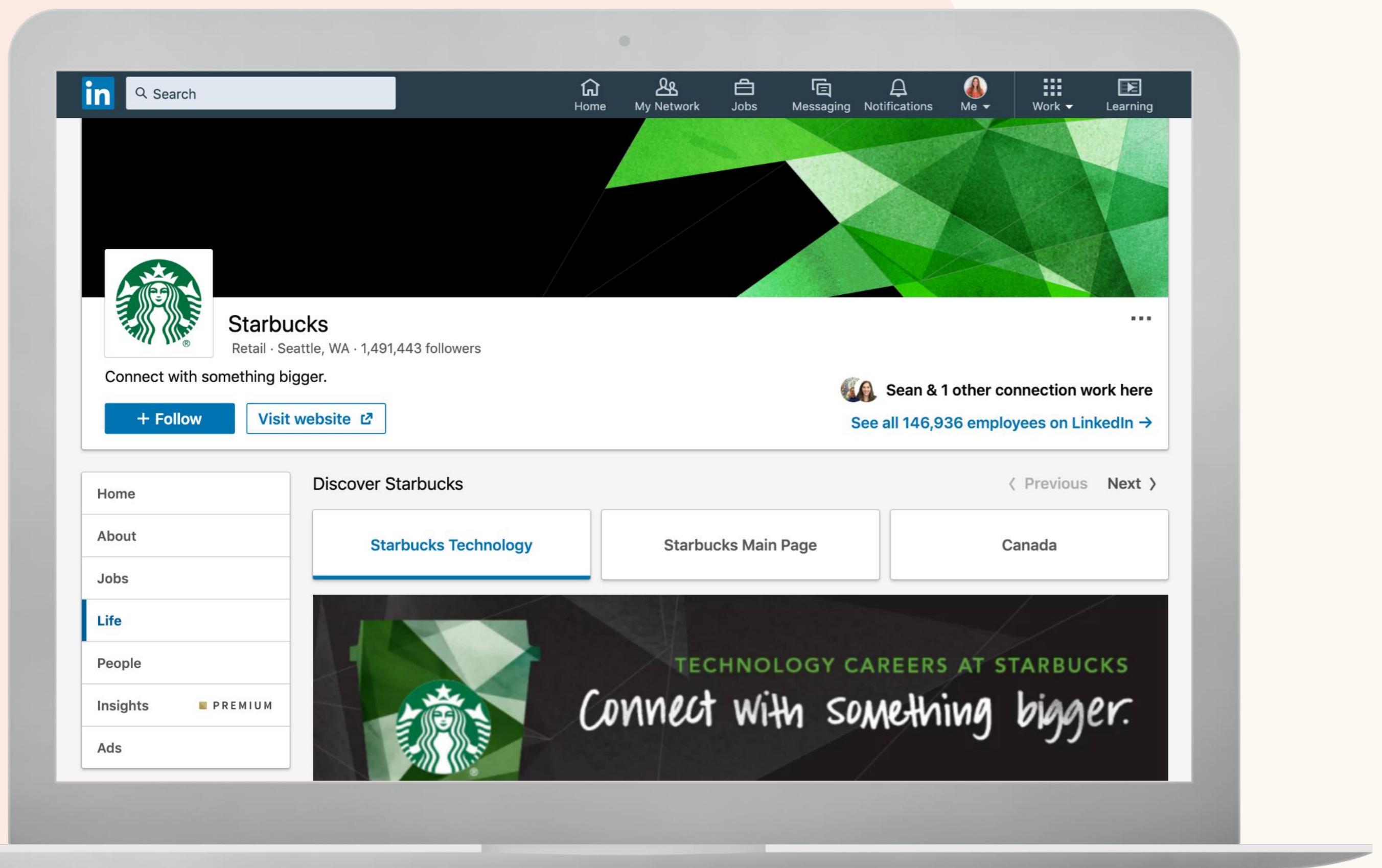




Review jobs you may be interested in

For the best job recommendations, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information



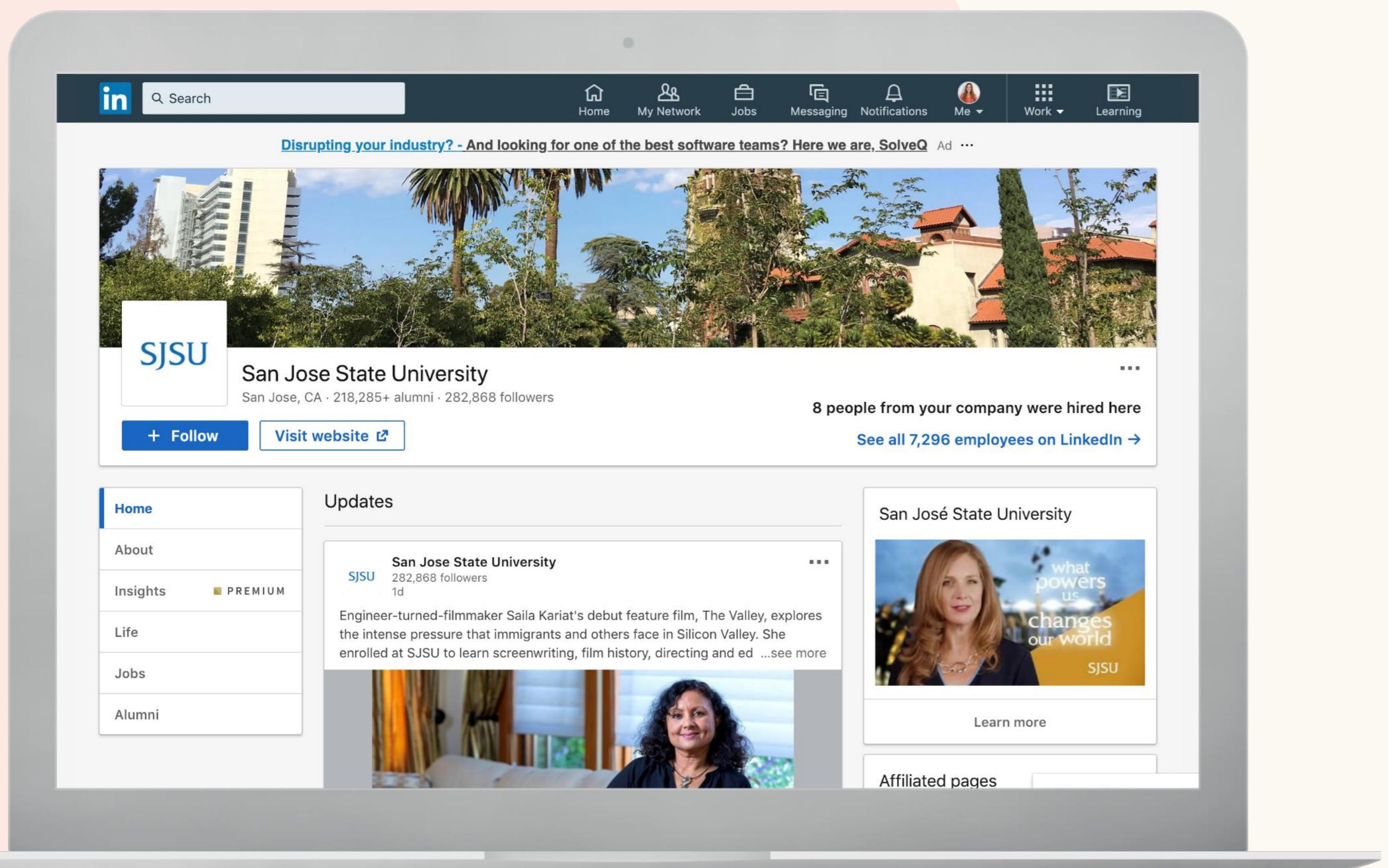
Follow companies

Explore employers you are interested in working for by following their company page.

Check out the “Life” section to learn more about the company’s culture, values, and professional development opportunities.



Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step.



Explore schools

Find and view the latest news from schools you have attended or are interested in attending by filtering for “Schools” using the search bar.

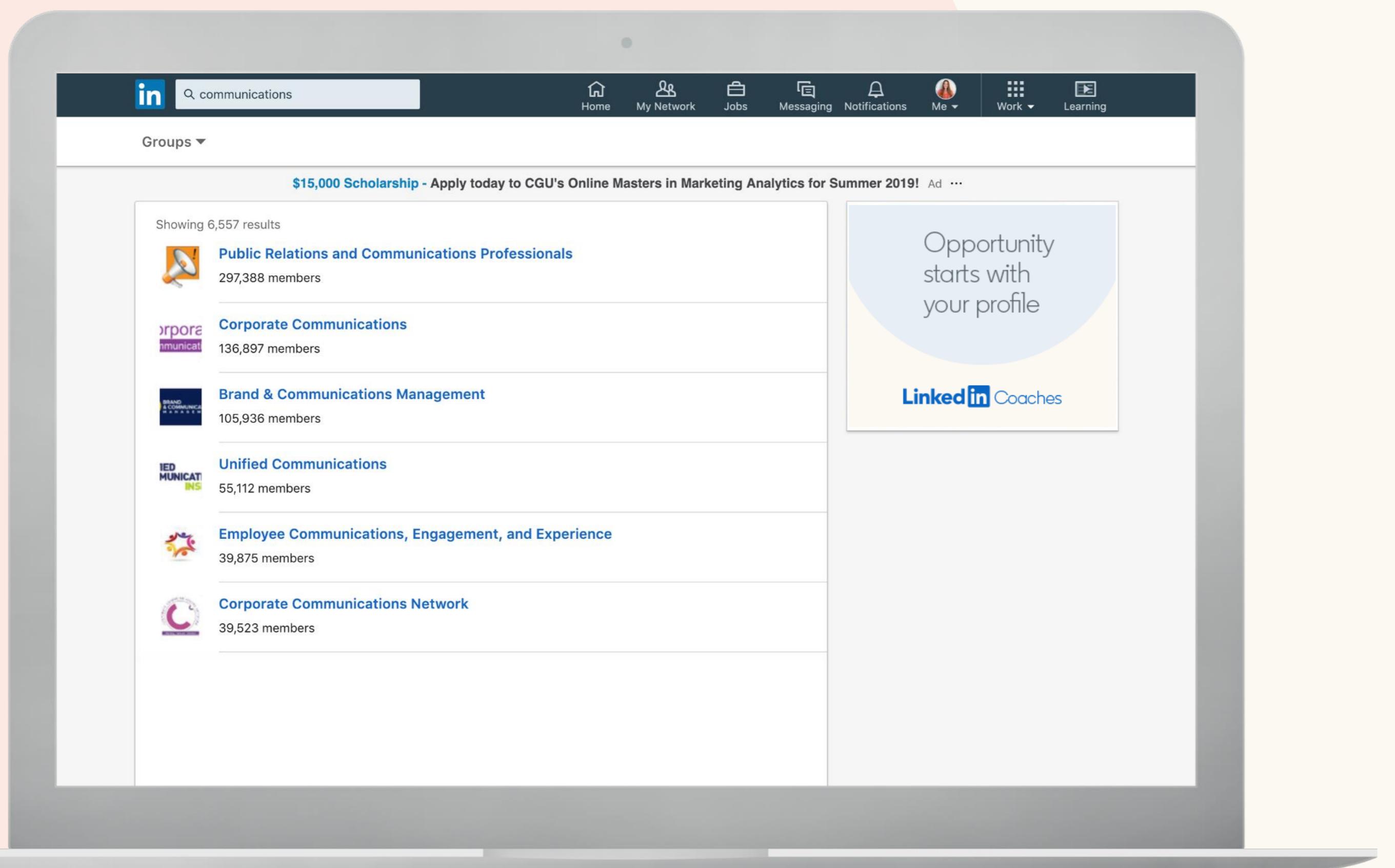
Explore alumni

Explore the career paths taken by school or program alumni. By clicking “Alumni,” you can view:

- ✓ Where alumni live
- ✓ Where alumni work
- ✓ What alumni do
- ✓ What alumni studied



Consider reaching out to anyone whose career interests you for an informational interview.



Join groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- ✓ Professionals in your industry
- ✓ Alumni of your school or training program

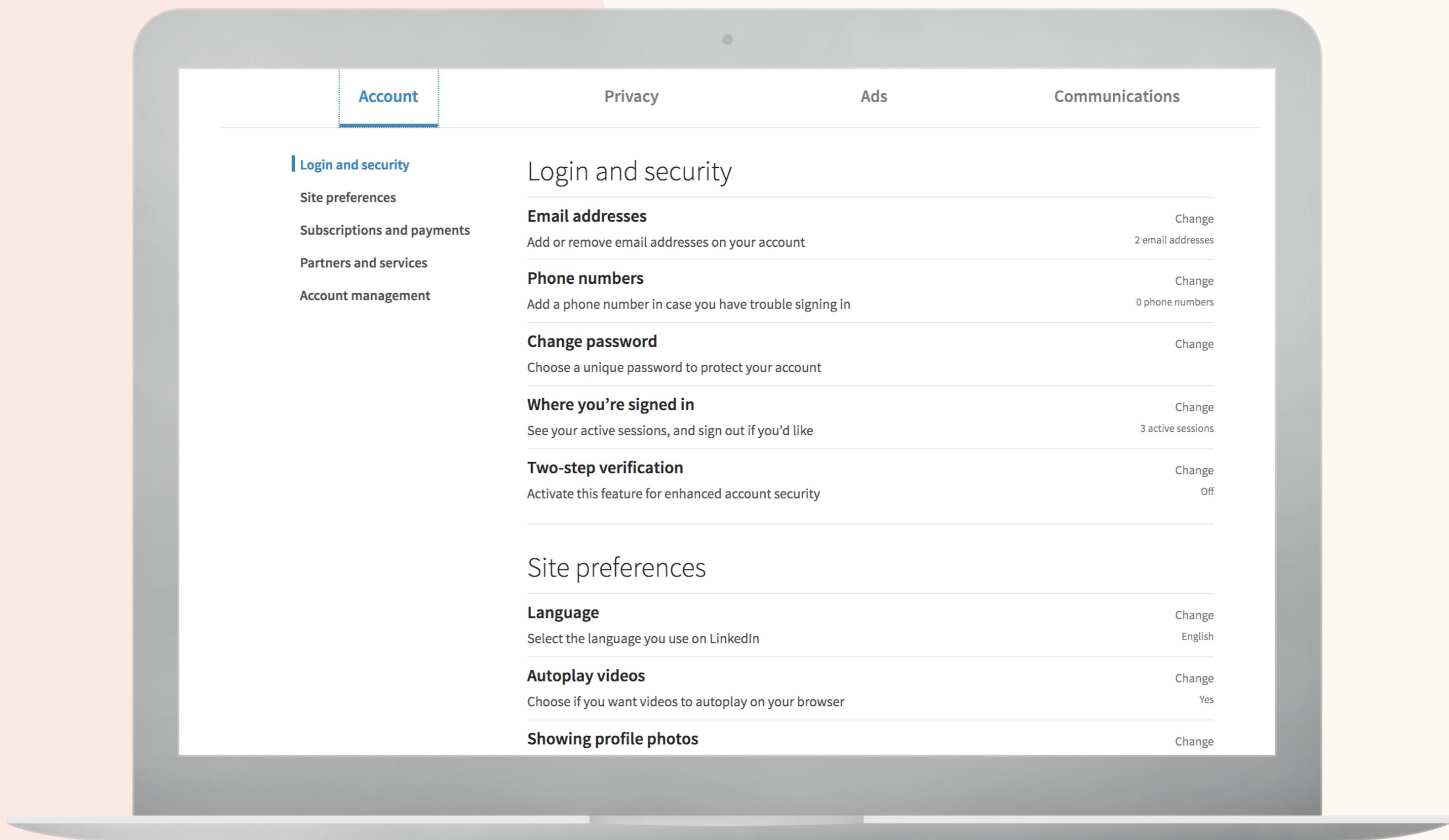
Privacy settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your preferences.

For example, you can:

- ✓ Change the language you use on LinkedIn
- ✓ Change your password
- ✓ Control your notification preferences



LinkedIn® Coaches