



## LinkedIn: A Professional Network, Career Builder & Job Search Tool

**LinkedIn is a free, online platform for professional networking and job searching**

Go to <http://www.linkedin.com> | LinkedIn Help Center <http://help.linkedin.com/app/home> |  
Webinars <http://learn.linkedin.com/training> | LinkedIn's Blog <http://blog.linkedin.com>

### Here are some recent statistics from the LinkedIn Website:

- LinkedIn operates the world's largest professional network on the Internet with more than 347 million members in over 200 countries and territories.
- Professionals are signing up to join LinkedIn at a rate of more than two new members per second.
- There are over 39 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.

### LinkedIn is used:

- To share advice and information with professionals in your field through updates, groups and connections
- Join and follow groups and people that interest you, in a variety of fields
- For job search and career exploration (but having a profile doesn't mean you're job hunting)
- By companies, to publish job openings
- By recruiters, to search for possible candidates and screen candidates before interviews

### Here is a "check list" for creating a strong & effective LinkedIn profile:

1. **Professional Headline** can be your current job title ("Project Manager"), your career goal or focus ("Engineering Graduate Student focused on Medical Device R&D) or components of your work ("Communications Professional | Writer & Editor | Creative Writing Instructor").
2. A **Photo** of yourself, professional attire is recommended (no pix of you with your cat or kids).
3. **Customize your Public Profile URL** for use on business cards, resume and in your email signature.
4. **Contact Information** can include email, websites, blog, and links to articles you have written.
5. **Summary** is a 30-second commercial about yourself. Be sure to include industry related key words.
6. **Sections** can be added (while in edit mode). You'll find them on the right hand side of your profile. Consider adding sections such as Projects, Courses, Certifications, Languages, Volunteer Experience.
7. **Experience** section contains a version of your resume. Use targeted key words, brief descriptive statements and accomplishments.
8. **Skills & Endorsements** is a very important section to customize since others can "endorse" these skills.
9. **Recommendations** from supervisors, co-workers, professors, and others who know you well, enhance your profile.
10. **Media Links** allow you to upload and/or link to media such as websites, video, and PowerPoints.

### Using LinkedIn to Build Your Professional Network

**Add to your connections.** Invite past and current co-workers, classmates, friends and family to connect. Invite only those people that you know. Be sure to customize your invitations: the person's name, a personal message, and the words "thank you".

**There are four levels of connections:** 1st, 2nd, 3rd, and group. A 1st level connection is your direct connection, 2nd is essentially a “friend of a friend,” etc. We recommend that you focus on your 1st and 2nd levels, as well as groups. You can reach a “2nd level” connection by getting an “Introduction”.

**Ask for an Introduction.** You can ask a 1<sup>st</sup> level connection to introduce you to one of their connections. Go to the person’s profile, who you’d like to be able to send a message to. Once on their profile, hover over the “Inmail” box and select “Get Introduced.” Write a note to your 1st level connection, asking him or her if they will forward your message along. Make this is a very professional and polite message, since it will be forwarded to this other person.

**Add Updates.** “Share an Update,” found on your home page, is perfect for publicizing new accomplishments, sharing industry information, or passing along a great blog post. Your updates will appear on your 1st level connection’s home page in their activity feed.

**Join groups.** You can join up to 50 groups. Using the top search bar, add in a key word, then choose “Groups” from the menu on the left to find groups in industries, organizations or universities attended.

**Following.** You can follow someone or a company. The difference with following is that you are not aware of the connections of the person you follow, so your network will not grow following someone (and vice versa: you will not be part of the network of that person).

### Using LinkedIn to Job Search

**Networking is the most effective job search tool.** Increase your chances of finding job leads by conducting a type of networking conversation called an informational interview. Later on, after doing an informational meeting, you may be able to ask those you have interviewed to introduce you to a hiring manager or pass your resume along to the right person.

**Go directly into a group to search its members.** After you are in a group, click on the members tab. Now you can search by industry key word and/or location. If you see a member that interests you, you’ll usually see the phrase “send a message”.

**Look for Alumni.** Go to “Connections” and “Find Alumni” to search for people from your alma mater directly.

**Advanced Search.** Click on the “Advanced” button to the right of the search box to locate people in your network who work at companies that you are targeting. Entering the name of the university you are attending or attended in the past will yield current students and alumni in your search results.

**Search Jobs.** Some listings include the name of the person who posted the opening.

**Explore Company pages, they’re a goldmine of information.** They include current and former employees, selected job openings and news/updates. Consider “following” the company too.

### **Account & Settings:**

- Hover over your profile picture in the upper right hand corner
- Go to Privacy & Settings, select Manage
- On the profile tab, select “Turn on/off your activity broadcasts”
- Unchecking the box, means your changes will not be broadcast to everyone