

CBAT Career Services: Using LinkedIn

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LinkedIn has become a valuable piece of “electronic real estate” when it comes to internship/co-op/job searching. Make sure you are putting your best *electronic* foot forward by properly branding yourself online. Various platforms for social media, including LinkedIn, cannot be ignored as you begin your job search.

LinkedIn Tips:

1. Make sure your **profile is complete**. Simply listing your name and where you attended college is not going to make an employer want to hire you.
2. Adding a middle initial to the **name on your profile** can help prevent confusion in case there is another LinkedIn member with the same name.
3. Protect your **identity**: do not share your birth date, mailing address—any personal information.
4. Use a **professional headshot**—no pictures with pets, kids, or significant other.
5. Use **professional language**; observe all rules of grammar, punctuation. Spell correctly!
6. Describe your jobs, as you would on a resume—**point to results**.
7. Identify **key skills** and areas of expertise.
8. Make your **headline** focused.
9. Make your **summary “key word rich”** as it relates to your career ambition and focus of study.
10. Avoid topics that are inflammatory—politics, religion, etc.
11. Join **groups** that relate to your profession. You will remain current (lingo, news, “buzz”) by reading the electronic discussions, and this is a great way to meet professionals online. In addition, group members often share job information. (If you don’t have time to read the group emails on a daily basis, simply delete them.)
12. Search **“Jobs”** for positions that relate to your professional goals.
13. Check out “Student Jobs Portal” which shares information about **internships and entry level jobs**: www.linkedin.com/studentjobs.
14. “Your Career Channel” offers **career advice and articles**.
15. Courses—just list 6—the most relevant.
16. Connect with **warm contacts** and alumni—you should not be “cold calling” to connect.
17. Write a **personalized connection request**—demonstrate you are going the “extra mile”—mention something that stood out in the prospective connection’s profile in your request.
18. Strategically **evaluate “linkages.”** You don’t have to link with every person who invites you to link. You should know them—even if through a business acquaintance--or there needs to be a strategic reason to “link” with them.
19. Use LinkedIn as a tool to expand your professional network; it should not take the place of person-to-person networking; rather, it should **enhance your ability to connect** with others.

20. Use LinkedIn as a way to **research interviewers AND companies** for interviews/career fairs. Go to “interests” and then “companies.” Check out tabs: careers/products/insights. Follow the companies to demonstrate interest and stay abreast of their activity.
21. **“Follow” companies** of interest.
22. **Organize your contacts** as you acquire them. Failure to do this will make it more difficult to find a contact if you cannot remember the individual’s name.
23. Once you get your profile up and running, you can **endorse contacts** for specific areas of expertise AND you can **“recommend” others** or others can “recommend” you.
24. **Post the link** to your LinkedIn profile with your contact information on your **resume**.
25. **Strategically manage** your LinkedIn account; use it daily.

Remember, **networking**, whether person-to-person or electronic, is all about **building relationships**.

Never ask a **new** acquaintance to be a mentor or a reference.

Professionals need to get to know you via conversation or professional interactions

before you ask them for something.

Networking is all about giving—not taking.

Good Resource: <http://university.linkedin.com/career-services/resources#presentations>

Protect your online identity by:

1. “Googling” your name. What comes up?
2. Making sure your privacy settings are set at the highest level.
3. Creating separate accounts for professional profiles appearing in social media
4. Never sharing personal information—birth date, phone number, SSN, banking information, etc.
5. Red flags: font differences in communication; email domain different from company domain; rates of pay that are “too good to be true”; misspelled words; grammatical errors.

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