LinkedIn for Students

How to build your network & advance your career on LinkedIn





What we will cover in this workshop

Introduction - what is LinkedIn?

- 2 Define your professional brand
- 3 Build your LinkedIn profile
- 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

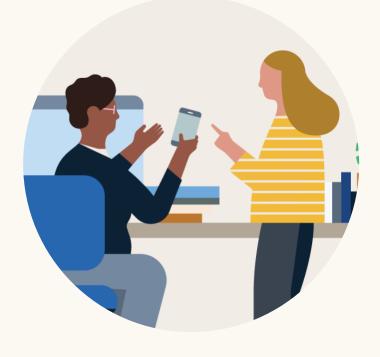


30 million+ employers are on LinkedIn, with 20 million+ open job opportunities

> 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.





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?





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.





Define your professional brand

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





Define your professional brand

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

Caring



ACTIVITY What is my professional brands Grab a partner and brainstorm three words your friends would use to describe you.

mia mercado



About 389,000 results (0.40 seconds)

Mia Mercado - Professional Prof https://www.linkedin.com/in/miamercar Aug 13, 2019 - My strong interest in drivin action has always reflected in my work organizations helping the underprivil

Roard C

Define your professional brand

 \bigcirc

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



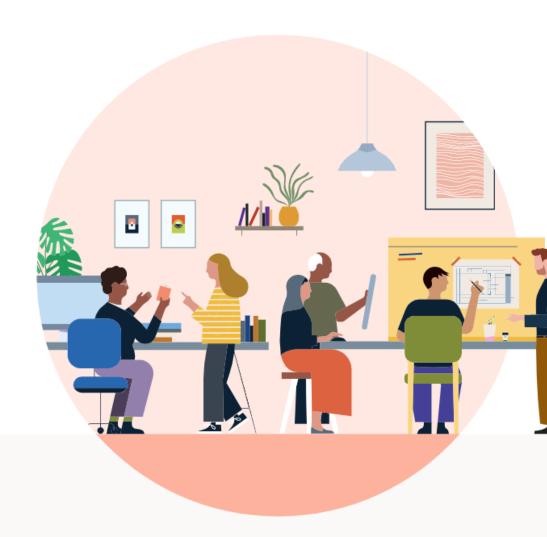
Linked in

Join now

Sign in

Welcome to your professional community

Q Find jobs, people, and more



Build your LinkedIn profile

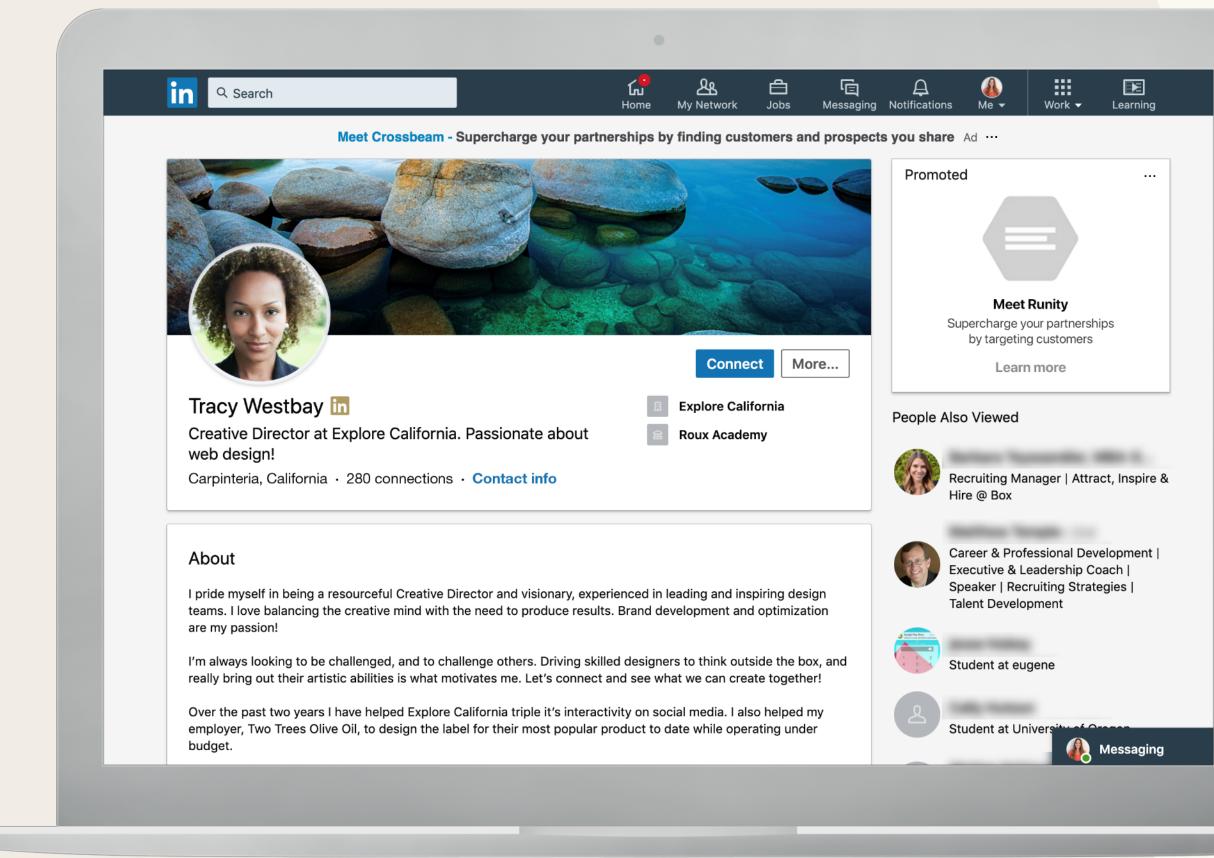
Set up your account

Visit 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





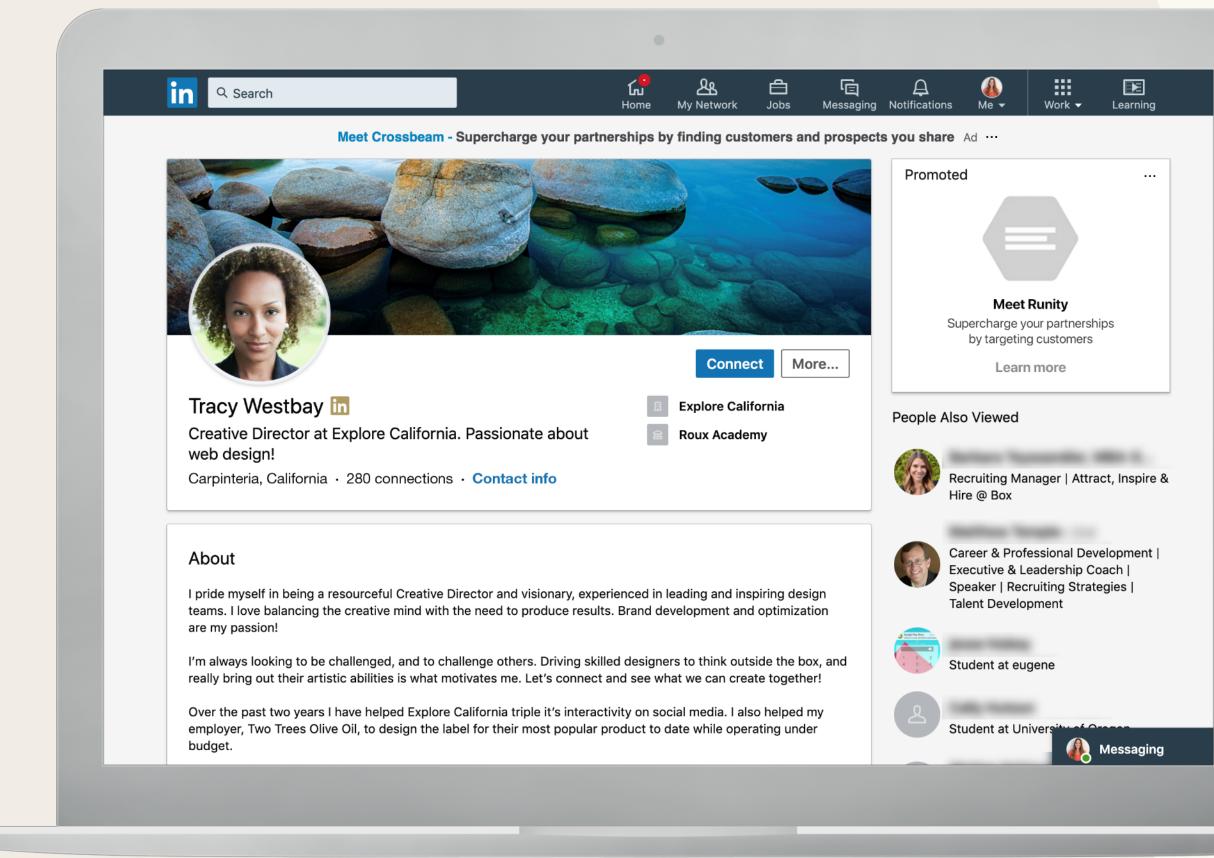


Take a great photo

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
- ✓ Work & internship ✓ Skills experience
- ✓ Volunteer experience

- Education* & certifications
- Program or organization

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



Design Thinking meets Social Impact meets Business Strategy Connected 2 months ago	Message	
Head of Client Strategy & Business Development at Beyond Connected 2 months ago	Message	
Strategic Revenue, Partnership, Marketing & Development Executive Connected 2 months ago	Message	
Curriculum Designer I Essilitator	Message	
Curriculum Designer Facilitator Connected 2 months ago	Message	
Empower[in] the Clebel Werkferrer @ LinkedIn	Massaga	
Empower[in] the Global Workforce @ LinkedIn Connected 2 months ago	Message	
Project Coordinator // Passionate Advocate for Team building and Creativity	Message	

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:

- \checkmark 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?



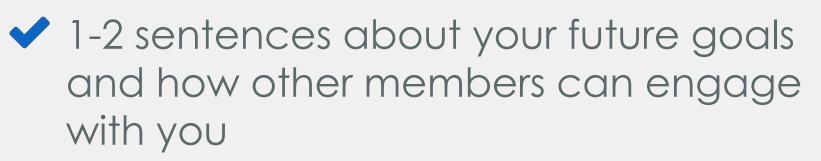
Bridge Builder at Linkedin	M	University of Michigan
San Francisco Bay Area	2	See contact info
Message More	<u>گ</u>	See connections (500+)
l am a dynamic speaker, program manager, soc advocate.	ial impact practitioner, and c	liversity & inclusion
I am a natural bridge-builder: someone who bri to create programs and systems that serve the social impact partnerships. We believe that a si individuals out of poverty. This has been true in retired janitor. For me, a great education and a poverty. My goal is to democratize access to pr others are also able to achieve economic mobil	greater good. At LinkedIn I r trong professional network h n my own career. My mother strong support network crea rofessional networks and eco	nanage our US & Canada as the power to lift is a secretary; my father a ted a pathway out of
When I'm not challenging systems of inequality and being physically active. I'm a forever-learne things to do that challenge me to grow physica	er and explorer and welcome	any recommendations on

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





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

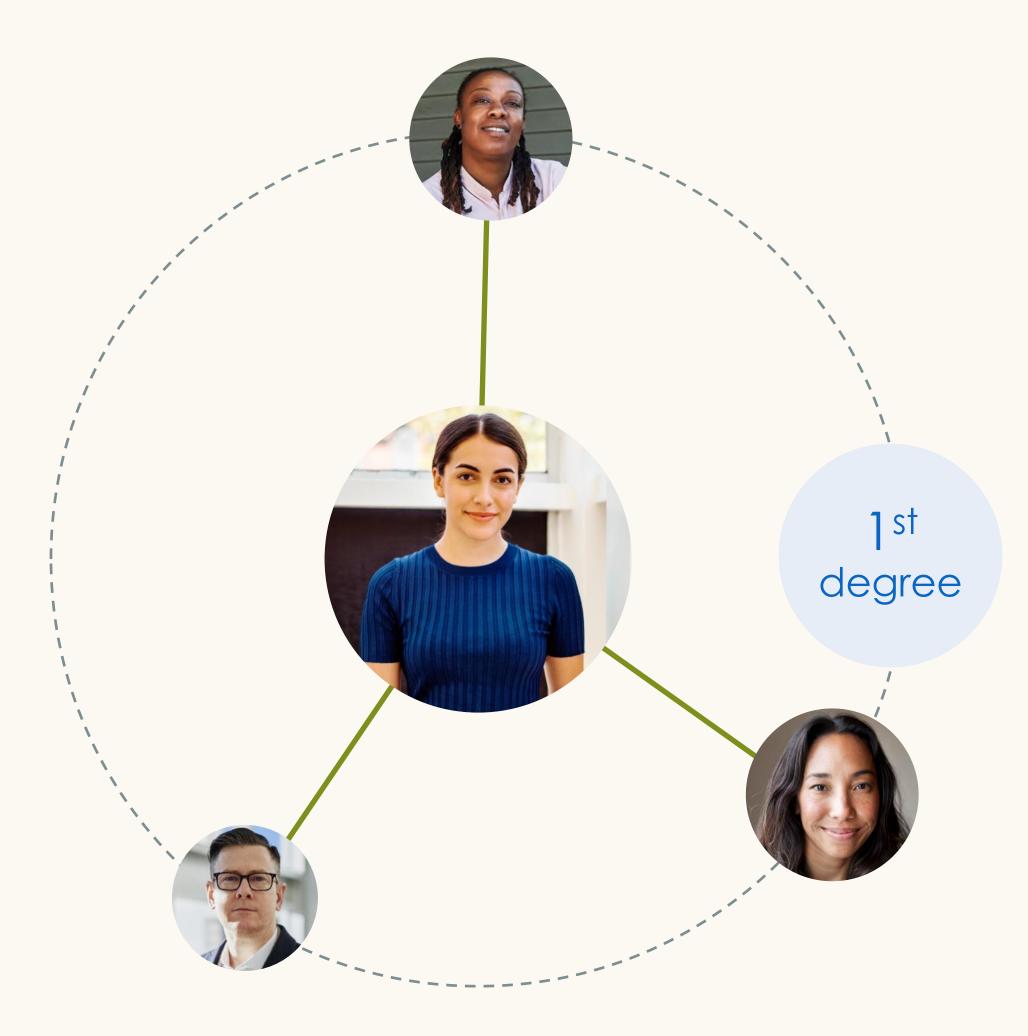
- 1. Build your professional network
- 2. Discover existing connections
- 3. Search for new connections
- 4. Expand your network strategically





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





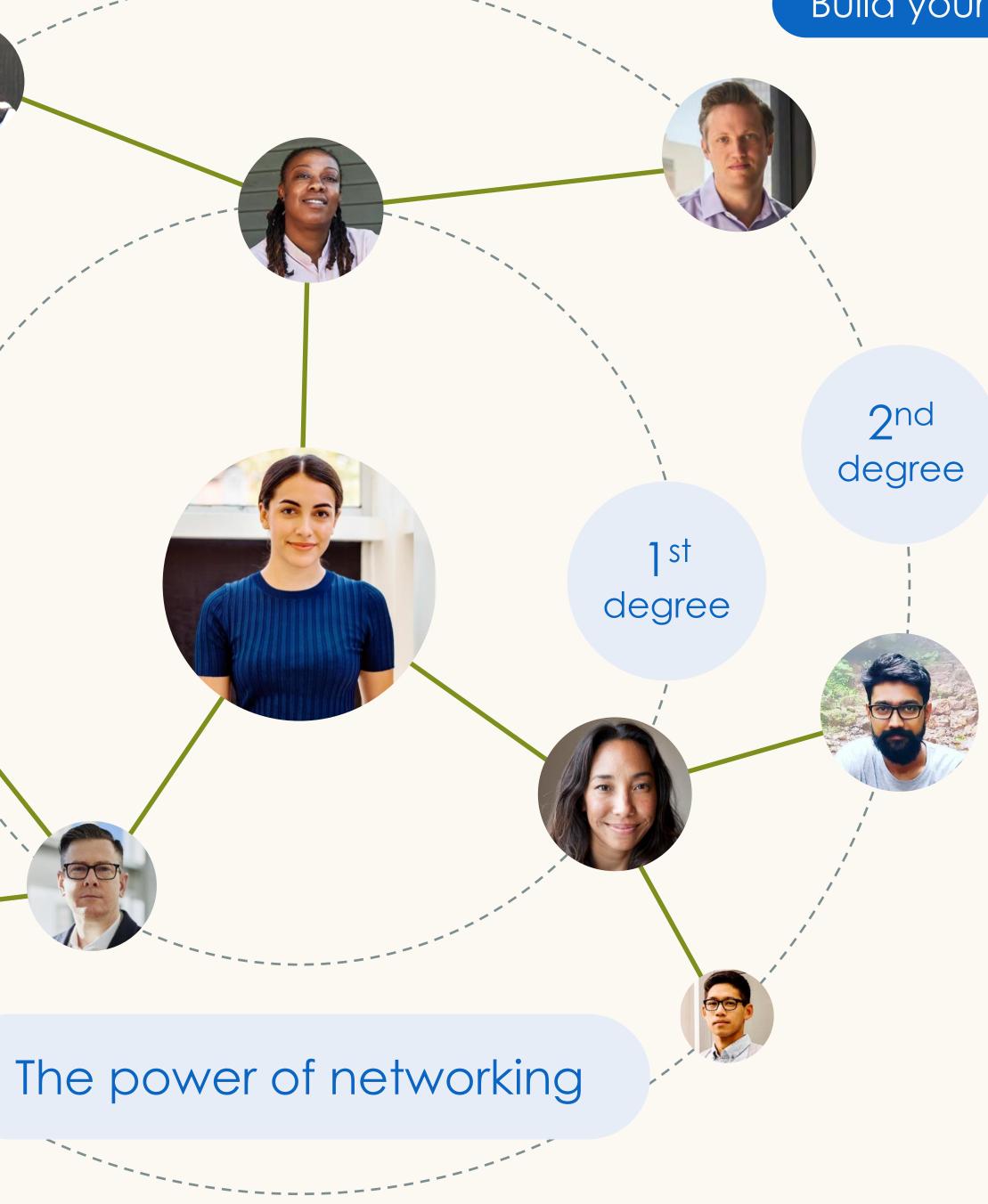
The power of networking

Build your professional network

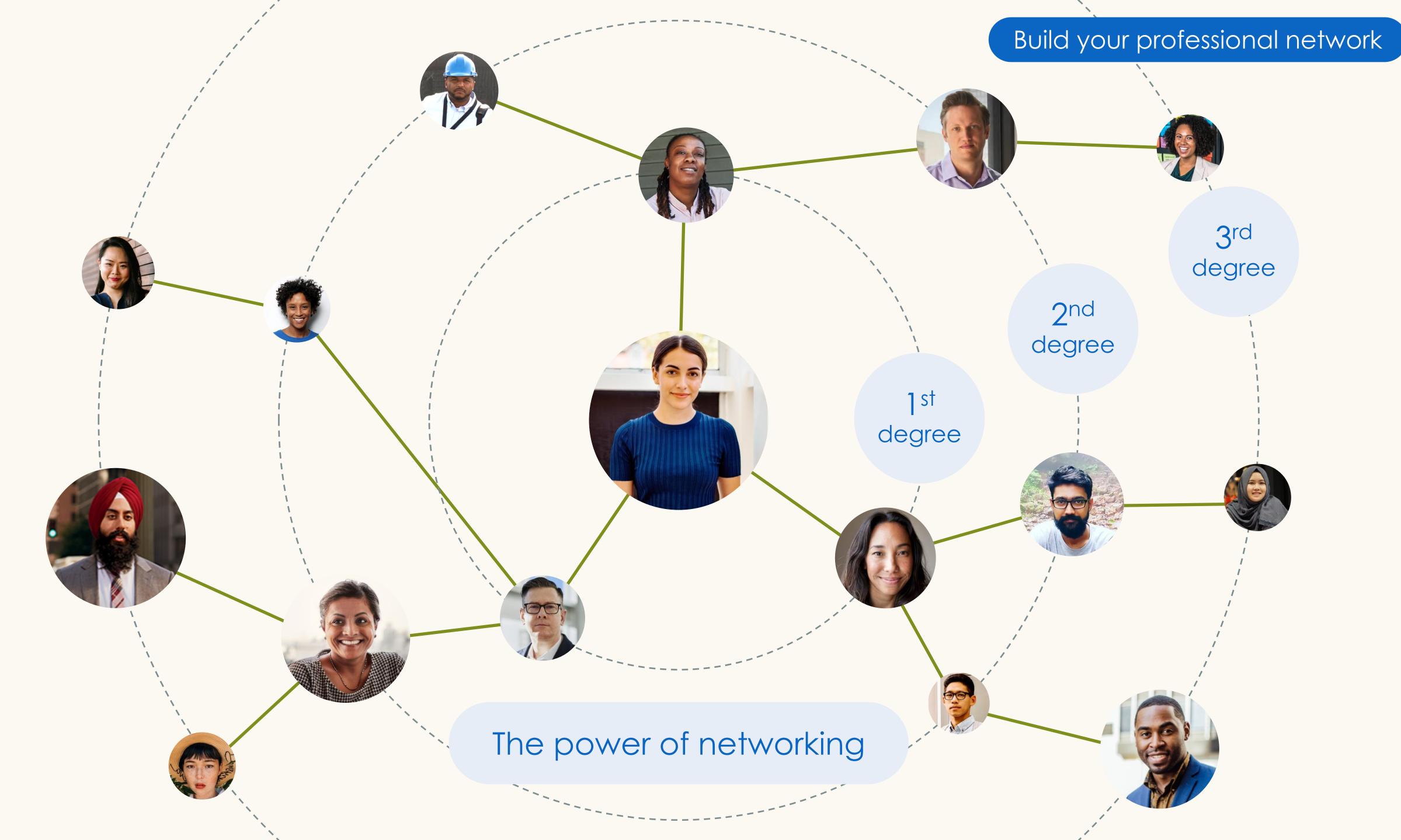


9

Build your professional network











Х You can customize this invitation Include a personal message (optional): Hi Dan, I found your profile through our mutual connection, Rob. I am currently exploring career paths in the technology industry and admire your experience. I would love to join your network. 98 Send invitation Cancel The power of networking

Build your professional network

2nd

degree



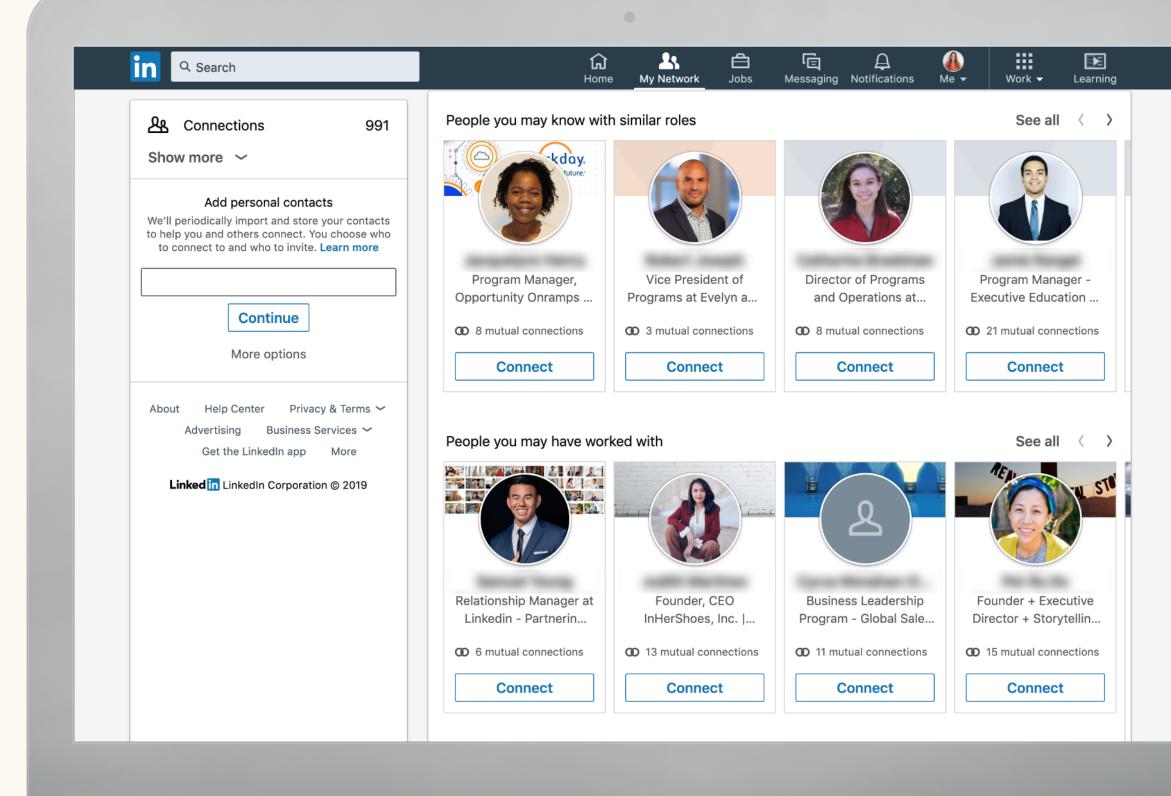
Discover existing connections

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

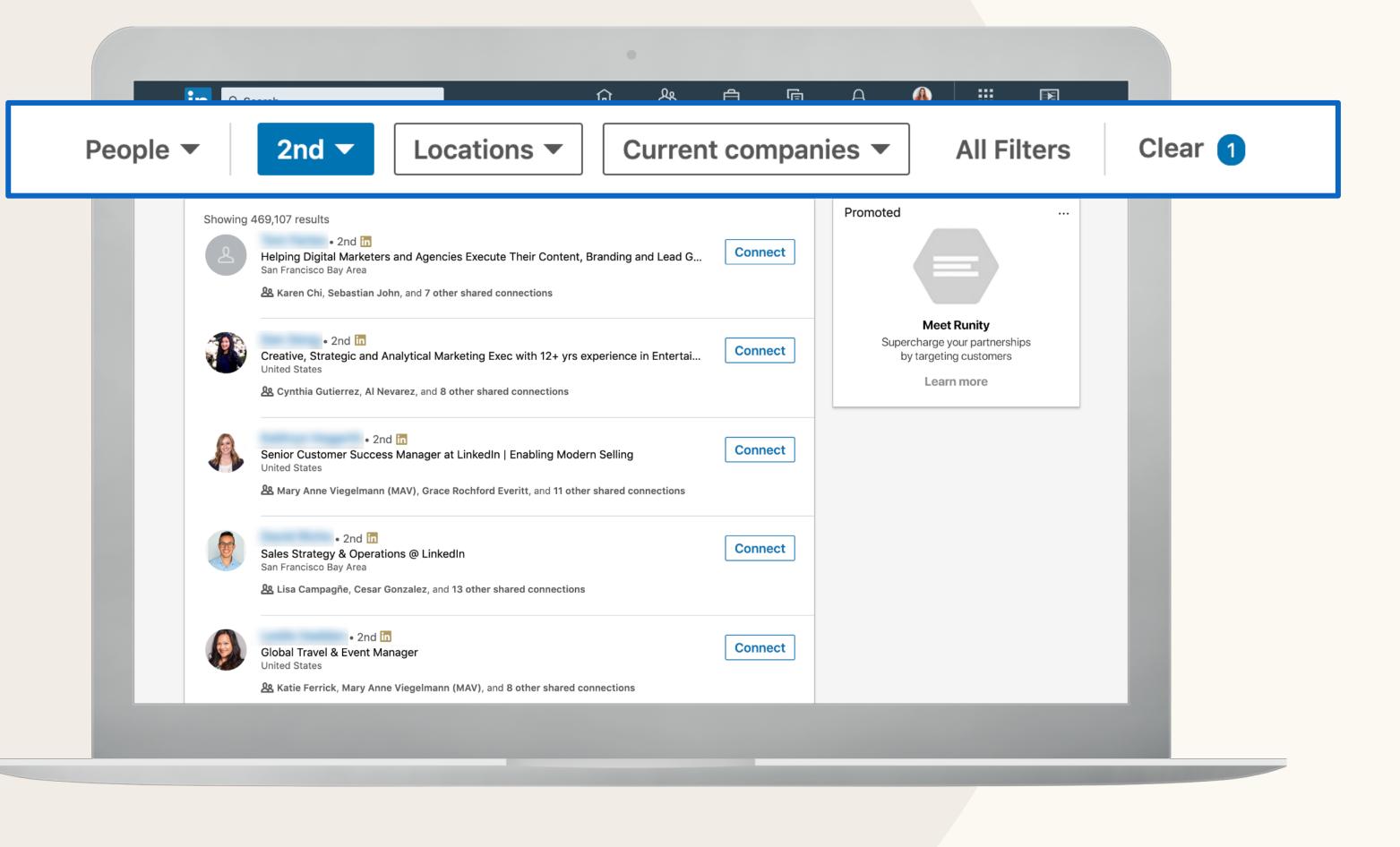
Our "People you may know" feature improves over time as you build your network.

Build your professional network





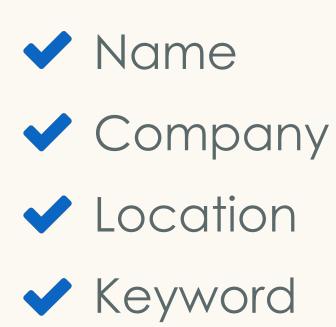




Build your professional network

Search for new connections

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





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	You can customize this invitation	by targeting customers Learn more
Anne Alejo · 2nd in	Include a personal message (optional):	ple Also Viewed
Director of Sales at Runity San Francisco, California · 500+ con	Hi Anne, We met earlier today at the conference. I'd love to keep in touch! Thanks!	• 3rd in Corporate Communication
About		• 3rd Engineering Communicati
Specialties: media relations, editing, feature	Cancel Send inv	ritation Group Manager, Corporat
Articles & activity		Communications at Zende
Redefining Masculinity	Love this success story! So exciting!	Communications at Linker
Anne Alejo Published on LinkedIn	A white continented	• 3rd 🖬 Vice President, Brand Mar

Build your professional network

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

Use your network

Message connections

Send messages to your connections directly from:



✓ Your connections 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

 $\bullet \bullet \bullet$



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

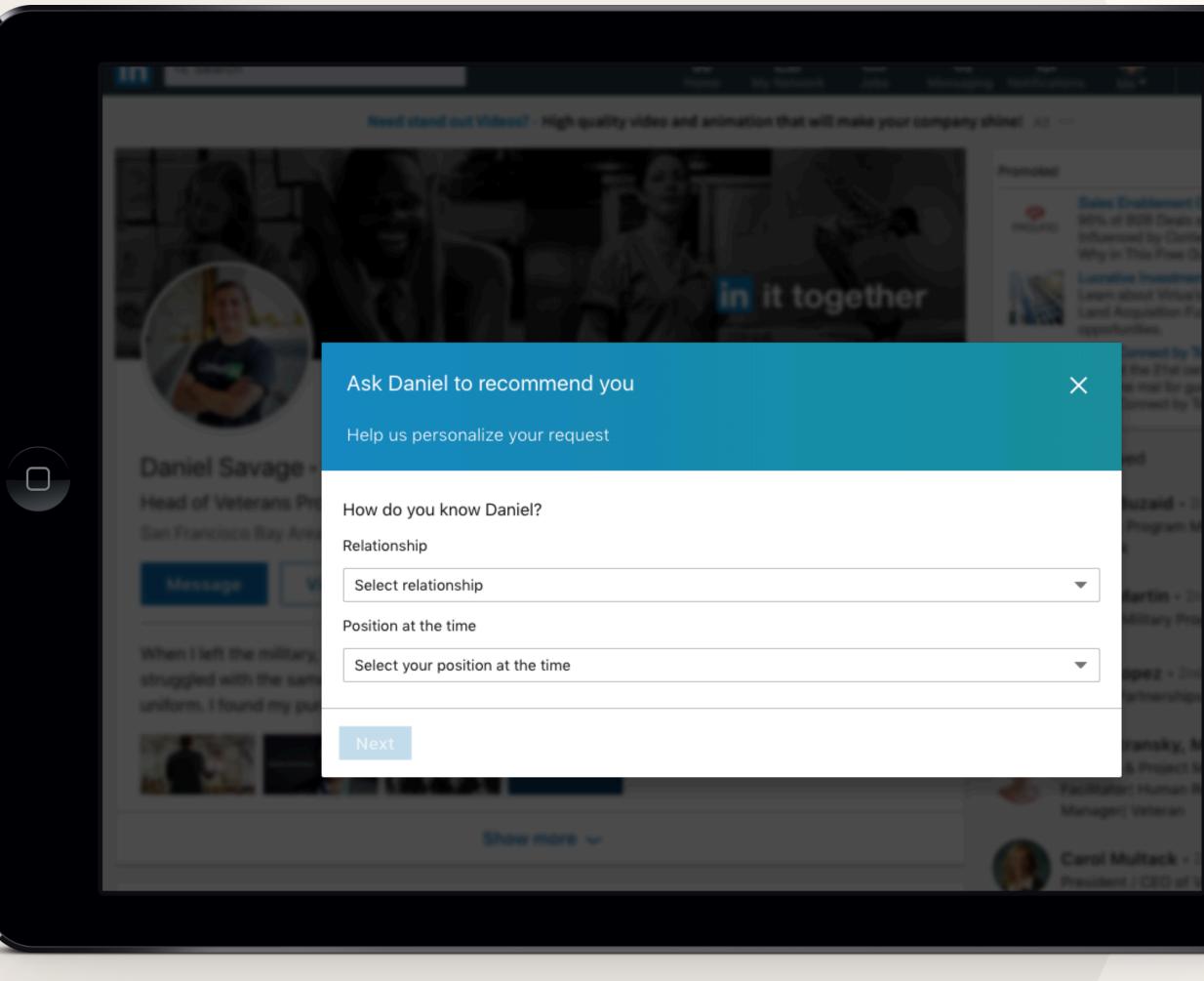
Ask for a job referral by reaching out to your connections at companies you intend to apply to.

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



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I prefer to get advice from someone who is Choose who would you want to get advice from			~	Close	People L Bernard M Three Pic	earn Too L arr on Linked eces of Ca	ate In Life.
 In my 1st or 2nd degree network In my region From my school 					Changed Jeff Weine	a My Life er on Linkedli	n
or I don't have a preference							
Save							
I prefer to get advice from someone with experience in Add your job function and industry type			~ Cł	nange			
I'd like to get advice on				nange			

Use your network

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.

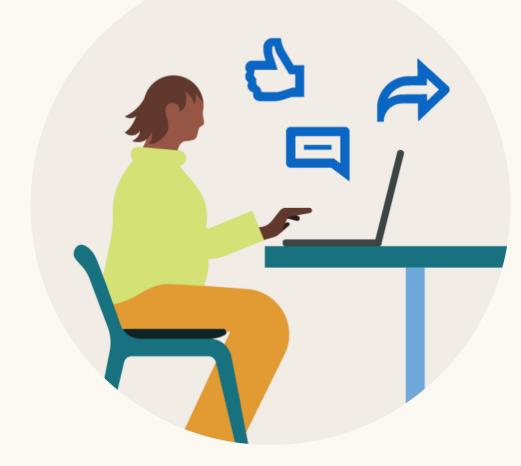


At this time, only members with less than 10 years of professional experience are eligible as mentees in the Career Advice tool.



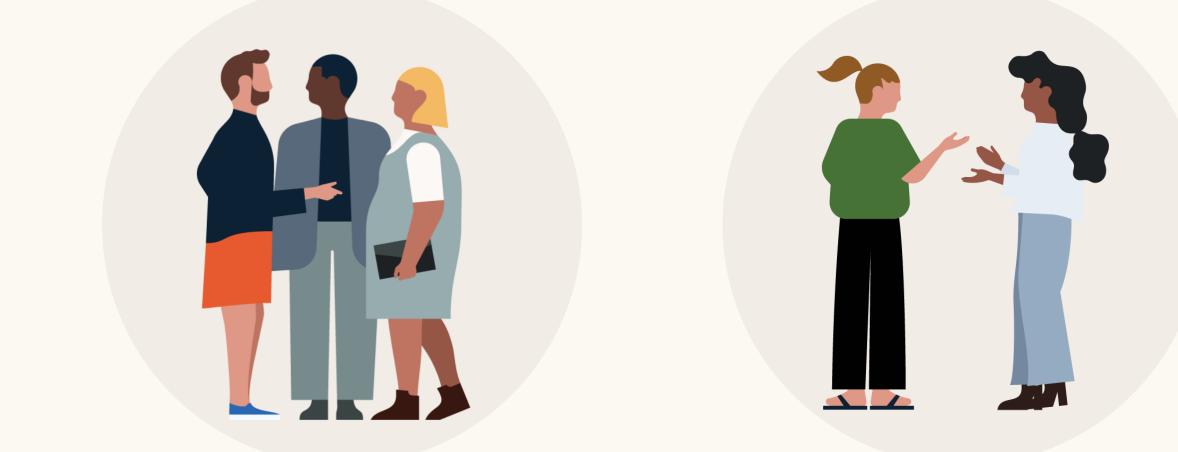
Add value and engage with your network





Invest time in your Connections and request informational interviews

Like and share things the people in your network will care about and pos Use your network



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5†		

Join groups and exchange insights with school or program alumni

Give testimonials and recommendations to others







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



every week

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Before turning on this signal, let's	make sure your profile will stand out to re	cruiters. Enha	ance Profile				
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Share your career interests Get surfaced in recruiter searches	Stand out in recruiter searches Recruiters will see your profile marked	Receive more o Double your chanc					
that match your career interests	as 'Open to new opportunities'	relevant messages	from recruiter	S			
Your career interests help deterr	nine what jobs you're recommended						
Where are you in your search?	•						
Not looking, but open to offers	•						
What job titles are you considering	J?						
+ Add title							
Where would you like your next jol	o to be located?						
1 location							



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.



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Search for career opportunities

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

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



Create search alerts

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

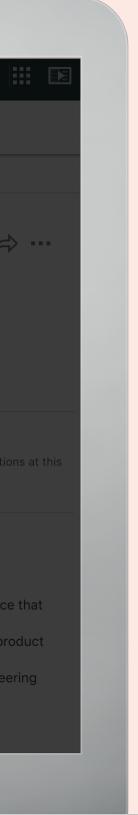
Use filters in the search bar to create alerts by:

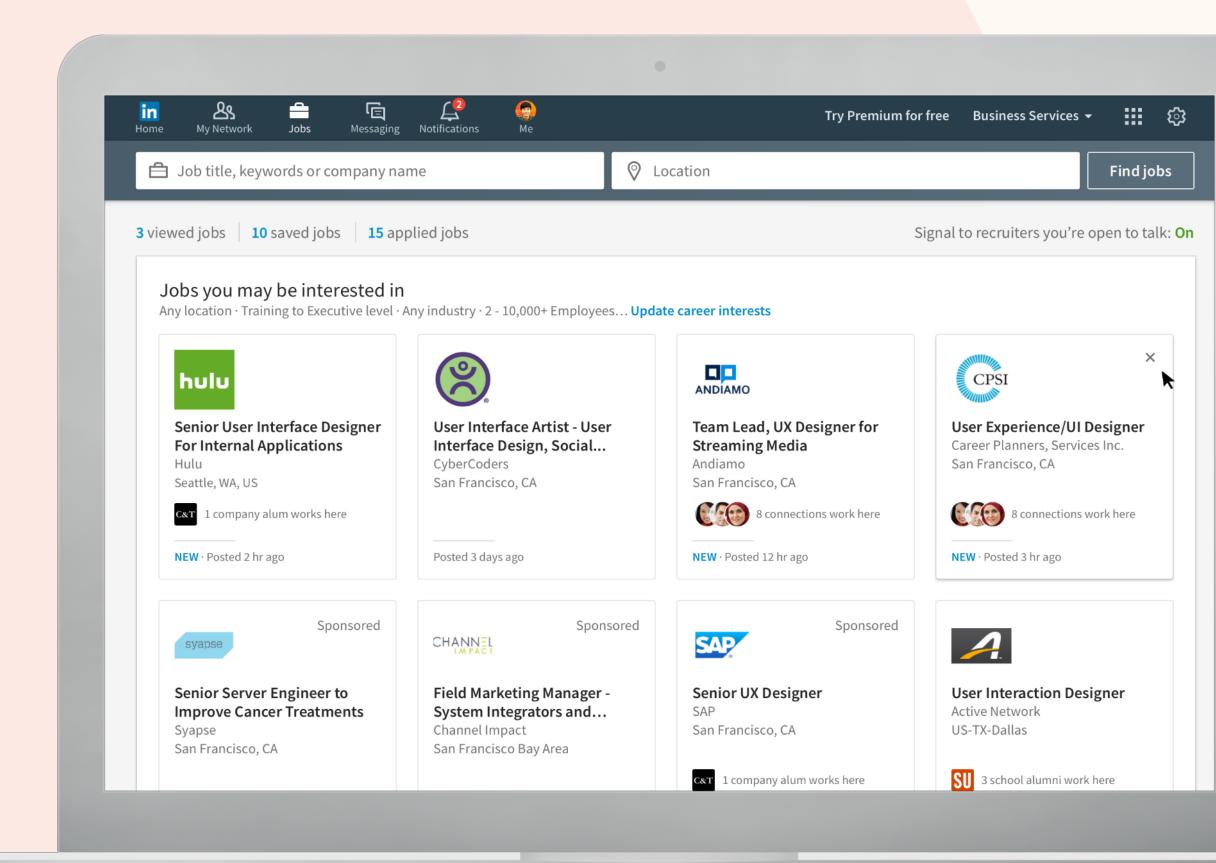


Search for jobs, internships, and schools

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	New · in Easy App				small energetic cross-functiona changes to a Test Driven Agile o	







Review jobs you may be interested in

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



✓ Skills

Location information



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Starb	ucks Seattle, WA · 1,491,443 followers		
Connect with something b			Sean & 1 other connection
+ Follow Visi	t website ⊿		e all 146,936 employees on
Home	Discover Starbucks		V Previo
About	Starbucks Technology	Starbucks Main Page	Canada
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People			
People Insights		Connect with som	rething bia





Follow companies

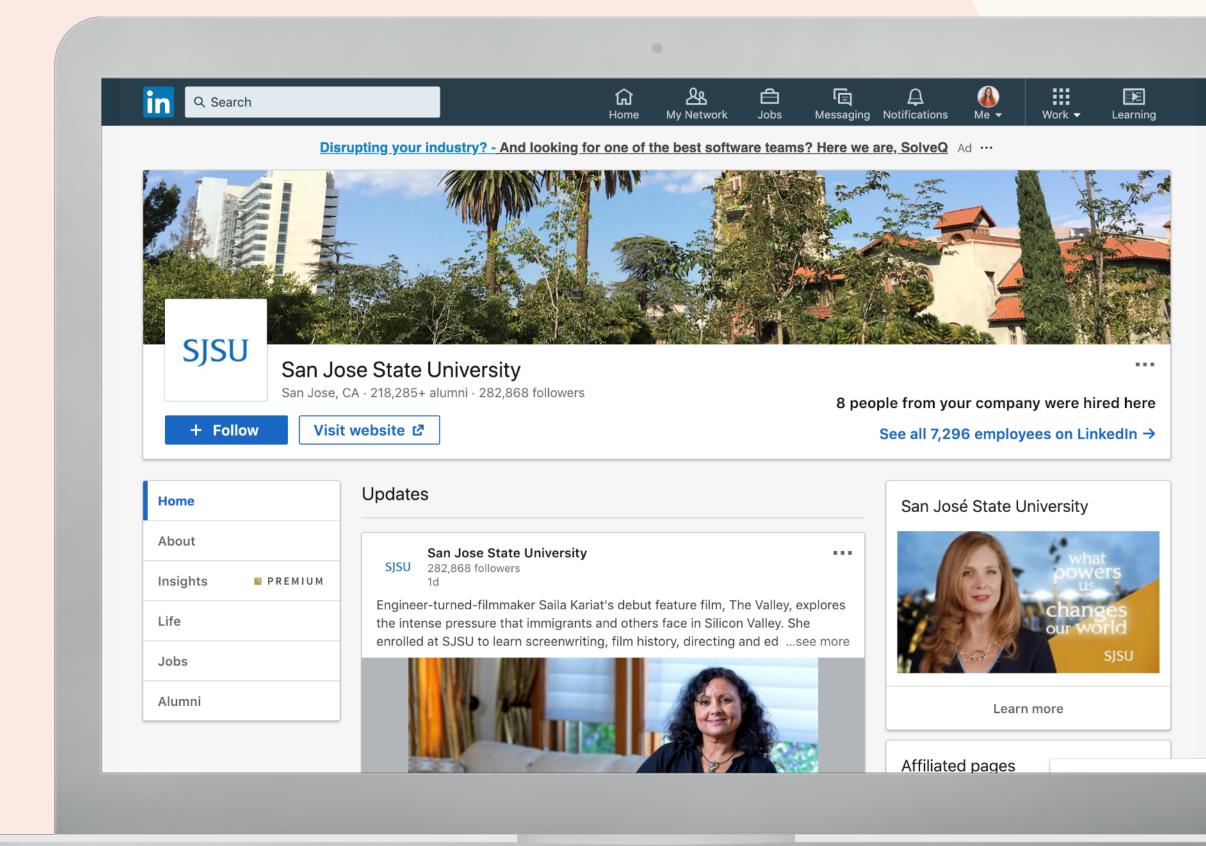
Explore employers you are interested in working for by following their company page.

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.



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SJSU				
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Home				
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About	Search alumni by title, keyword or company			A Previous A
Insights PREMIUM				
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Life	Where they live	+ Add Whe	ere they work	7
Life Jobs	209,617 United States		12 San Jose State Un	
Jobs		3,20		
Jobs	209,617 United States 151,389 San Francisco Bay Area	3,20	2 San Jose State Un 5 Cisco	
Jobs	209,617 United States	3,20	2 San Jose State Un	

Explore alumni

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

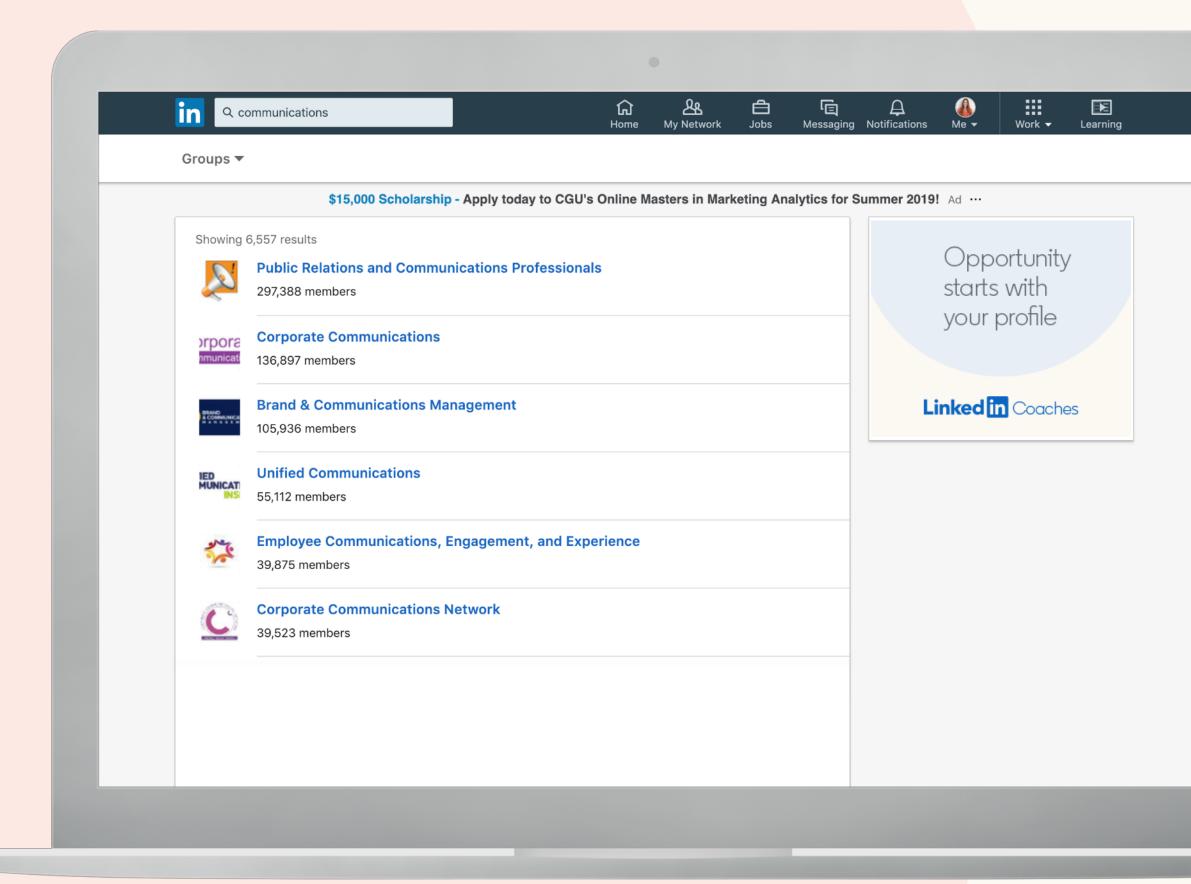
✓ Where alumni live

- ✓ 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

Search for jobs, internships, and schools

Account	Privacy	Ads	Communications
Login and security	Login and security		
Site preferences	Email addresses		Change
Subscriptions and payments	Add or remove email addresses on your ac	count	2 email addresses
Partners and services	Phone numbers		Change
Account management	Add a phone number in case you have trou	ble signing in	0 phone numbers
	Change password		Change
	Choose a unique password to protect your	account	
	Where you're signed in		Change
	See your active sessions, and sign out if yo	u'd like	3 active sessions
	Two-step verification		Change
	Activate this feature for enhanced account	security	Of
	Site preferences		
	Language		Change
	Select the language you use on LinkedIn		English
	Autoplay videos		Change
	Choose if you want videos to autoplay on y	our browser	Yes
	Showing profile photos		Change





Linked in Coaches