

LinkedIn

Create your profile and get connected

Benefits of LinkedIn

- Build a professional, online presence. The professional aspect of LinkedIn means you have to treat it differently from how you post on Facebook, twitter and other social media.
- You can connect in meaningful ways with alumni and other contacts with whom you have something or someone in common.
- Research companies and career paths to gain info that will help you in your work search, prepare for an interview, and to see your “fit” with the organization.
- Work search: companies may post jobs exclusively on LinkedIn and often people in LinkedIn groups might mention job openings that they have posted or are aware of.
- LinkedIn is used worldwide by professionals, large companies, alumni, students and recent grads (fastest growing group).
- You will learn lifelong networking skills by connecting with others.

Using LinkedIn: Creating your Profile

LinkedIn’s website, university.linkedin.com, has detailed tip sheets and videos on topics such as how to build your profile.

Tip Sheet

Building a Great Student Profile
Showcase your experience and professional interests on LinkedIn!

- 1 Write an informative profile headline.**
Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.
- 2 Pick an appropriate photo.**
LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or sloppy pics!
- 3 Show off your education.**
Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.
- 4 Develop a professional Summary.**
Your Summary statement is like the
- 5 Fill "Skills & Expertise" with keywords.**
This section is the place to include

Key Points

- Add a professional-looking photo of only you
- The Summary should be concise, with keywords
- Include degree, courses, awards, certifications
- Showing what groups you belong to indicates that you want to engage in professional communities
- Use the “media” feature to add examples of your writing, design work, or other accomplishments

Tip for Settings

To ensure your connections are not plagued by constant notifications while you are creating or making multiple changes to you profile, make sure to turn your sharing notifications off. Go to your account's settings, then the privacy tab. Once on the privacy page, scroll down until you see the "Share job changes, education changes, and work anniversaries from profile" item. Click on the item and set the option to "No". Now you will be able to make changes to your profile without sending irritating notifications to all your connections.

Using LinkedIn: Developing your Network

- It's not enough to just create a profile and let it sit -- you need to develop your professional network by connecting with the people you already know and building your network from there. One way to make connections is to find alumni who are working in your target field or company, and connect with them. To view Trent alumni on LinkedIn, enter "Trent University" in the LinkedIn search bar. Once on Trent's LinkedIn home page, use the navigation box on the left side of the page that contains tabs about available jobs, ads and Alumni. Click on the "Alumni" option, from where you will then be able to search through the alumni by keywords, locations and other criteria. Search alumni from other universities by using the same process.
- When contacting people, avoid using the default, generic LinkedIn connection request. Instead, briefly introduce yourself and state why you want to connect, e.g., for general career information or advice. This is not the place to directly ask for a job.
- Join groups that are related to your field of work; check out the groups your connections belong to and join the relevant one. Monitor discussions in the groups for a while before you become an active participant – then join in and make informed contributions to discussions.

Using LinkedIn: Job Search

Job search involves viewing job postings as well as researching companies and getting information that will lead to a job.

- Use the search function on LinkedIn's job bank. Try search terms such as "new grad", "junior", and "internship" to increase the chances of finding suitable positions.
- Follow companies; find out more about a company that interests you and become familiar with their products, services, upcoming projects, values, mission statement. This info will help you prepare a targeted application and can be incorporated into answers at their job interview.
- Find people who work in the companies you're interested in and consider asking them for informational interviews.
- For career information, ask questions such as "What skills are important for a recent graduate wanting to get into this field? What trends do you think are important?"

Your Online Reputation

Your online reputation is based on what you post about yourself and others online, e.g., tagged photos, blogs, your social networking sites, and forums. Most employers check out your online presence and use it as a screening tool when considering you for an interview or job offer. Therefore, you need to manage your digital content, as well as be aware of what others are posting about you. Consider having personal accounts separate from professional accounts. Manage your privacy settings and check them often. Google yourself – what comes up? Is it professional? Consider setting up alerts to keep on top of where your name is turning up online.

Having social networking profiles and being involved through them shows employers that you are tech savvy. It also gives them a full picture of who you are and what you have to offer. Just make sure they are getting a professional image.