Networking & LinkedIN
Tip Sheet

Networking is about building genuine professional relationships with people in your field to gain unique insights, advice, access to resources and opportunities by leveraging online networking platforms such as **LinkedIn.**

Networking Takeaways

Be clear on your motives and what you want to learn through networking. These may include (but are not limited to) the latest industry news, in-demand skills for a specific field, knowledge about a position or company, specific projects and/or products, and other insider opportunities.

Find Your Audience

You can find professionals open to networking through online networking platforms such as LinkedIn, or through upcoming events, seminars, and conferences hosted by Engineering Associations or Societies within the field or industry you are interested in.

Perfect Your Elevator Pitch

Elevator pitches are concise and efficient ways to introduce yourself during events or 1:1 informational interviews. Follow the **present - past - future** formula: (1) What are you currently doing?, (2) What have you achieved that is relevant to the other person?, and (3) What are your future goals?

Stay Informed

Keep up with the latest conversations in your industry through podcasts, news articles, or social media platforms. This could increase your confidence when talking to people in your professional network.

Contacts: Start from Warm to Cold

Warm contacts are connections you already know who might help you in your job search. **Cold** contacts are those you might meet at professional or academic events and want to maintain a connection with, e.g. a TMU alumni working at your dream company. For cold contacts, find a common ground to talk about!

Polish Up Your Professional Brand

Linked**in**
Doug Barker

It's important to keep a professional identity online! Review your profile to ensure you are presented as you would like to be seen. You may use active **LinkedIn** profiles from alumni or your peers as reference points. Make sure you complete this step before reaching out for Informational Interviews on LinkedIn!
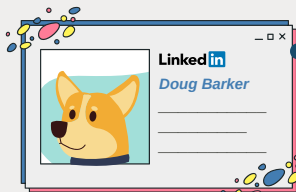
Nurture Your Network

Finished an Informational Interview where you learned a lot? Follow up and send a thank you note! Acknowledge that someone has taken the time and effort to help you out. If you followed their advice with some degree of success, let them know how they have helped you.

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1 Upload a Professional Photo

A professional photo will make a great first impression and boost your profile views by 1400%. As an engineering student, you want to look approachable, yet professional.

1. Reflect how you would look like on a daily basis (hair, glasses, makeup).
2. Wear what you would wear to work.
3. Keep it above the shoulders; your face should cover 60% of the photo.
4. Have someone else photograph you.
5. Use a good-quality image with a non-distracting background.
6. Smile genuinely to look friendly and motivated.

2 Add the Basics: Industry, Location, and Headline

Fill in your industry and location - these are the two main things recruiters filter for. Your 120-character limit LinkedIn **headline** will appear under your name during searches, so use this to your advantage.

Carl Ludwig • 2nd
Computer Engineering Student | Robotics & Automation Enthusiast | Technical Lead at R3
Greater Toronto Area, Canada

3 Perfect Your Summary/About Section

This section is the perfect opportunity to communicate who you are, what you have accomplished, what you are interested in, and what you would like to accomplish in-between 500-2000 characters. Write this in first-person, and make sure to use your own voice and narrative - story-telling is important here.

I am a third-year Mechanical Engineering student at Toronto Metropolitan University hoping to break into the Power and Energy Industry. I enjoy solving problems in creative ways. At TMU, I have learned the importance of applying classical strategies to modern-day issues.

From my experience working as a Mechanical Design Lead at TMU Rams Robotics (R3), I have learned to apply mechanical engineering concepts...

4 List and Describe Your Experiences

Similar to your resume, list all of your work or volunteer experiences. Include your job title, company name, and employment start date. Include a comprehensive description **full of keywords.** Recruiters will often search for keywords, so take advantage of Search Engine Optimization (SEO)! Use this section as an opportunity to expand on your resume - and make sure that there are no discrepancies between both:

Project Manager
Toronto Metropolitcan University • Contract Part-time
Sep 2021 - Present • 6 mos
Toronto, Ontario, Canada

Supervised 3 teams of 12 first-year engineering students in their design competition in Introduction to Engineering course while encouraging innovation...   **...see more.**

5 List Your Education, Licenses, & Certifications

Include all post-secondary institutions that you have attended and all fields of study (major, minor, and diplomas). For each, add activities, awards, honors, society memberships, and/or relevant courses.

6 Add Key Skills, Endorsements, & Recommendations

Evaluate the list of skills and select ones that align with your strengths and ones that others will endorse. This includes any tools, technologies, or soft skills that you have. When targeting your profile for a certain industry, this section is a great opportunity to highlight your skills!

The most reliable way to get endorsements is to endorse someone else. To see how to ask outright for recommendations/endorsements, see **Page 5**.

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"About" Section Examples

"First Name", "Last Name"
Student at Toronto Metropolitan University

Greater Toronto Area, Canada · Contact info

🔒 Message | ⌛ Pending | More

Toronto Metropolitan University

About

A highly motivated and enthusiastic individual currently working as a Software Developer Intern. Self-motivated to learn and complete tasks ahead of deadlines, enjoys collaborating with others, open-minded, and accepting of challenges.

My professional strengths include programming in various languages such as Java (object-oriented programming), C (general and operating system programming), JavaScript, VHDL, Assembly(ASM) language, HTML, and SQL (database management). I am also skilled in front-end development technologies such as Node.js, React.js, JavaVX, and CSS. I am capable of utilizing a broad variety of professional and enterprise-grade software such as Visual Studio, Quartus, Altera, Oracle, Netbeans, Eclipse, Geany, MultiSim, CodeWarrior, Git Bash, and Github.

My interpersonal strengths include but are not limited to excellent communication skills, a high level of accuracy, attention to detail, and a strong analytical mindset.

"First Name", "Last Name"
Student at Toronto Metropolitan University

Greater Toronto Area, Canada · Contact info

🔒 Message | ⌛ Pending | More

Toronto Metropolitan University

About

I am a Mechanical Engineering student at Toronto Metropolitan University. I am eager to secure hands-on challenging roles in mechanical engineering.

In the second year of my degree I undertook a 2-month internship at an engineering company in Toronto. I was delighted to be presented with the opportunity to utilize the skills gained during my studies to solve problems in the engineering world. During the course of this placement, I played a key role in developing a new part for the company's manufacturing plant. This revolutionary part has since led to a cost reduction of six hundred thousand dollars.

My studies have provided me with broad proficiency in the use of mechanical engineering methods, tools, software packages and techniques. Alongside this, I have developed sound communication skills while delivering presentations to large audiences at university. As such, I am confident that I can make an instant impact in engineering roles.

Specialties: Mechanical engineering, aerospace thermodynamics, electrical energy supply, engineering design, mathematics, fluid mechanics.

Link to more examples

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Who to Connect With
Strategically, there are 3 types of people you may want to connect with:

Advocates
People that you already know on a personal level (e.g., friends, classmates, colleagues, neighbours, and family). They know you well and may act as a soundboard for advice and ideas for you. They could provide useful feedback, endorse your skills, or recommend someone for you to reach out to in the industry.

Strategic Connections
You know these people on a professional level (e.g., professors, TAs, peer mentors, alumni or supervisors). You may or may not have met them in person already, but you have a large common ground, such as Toronto Metropolitan University. They may be willing to connect you with anyone else in the industry.


Subject Matter Experts
You might not know them personally, but they are people in the same industry or hold a job that aligns with your career goals. They may be interview panelists in your last interview. SMEs may provide excellent feedback and insight about the industry, while Recruiters typically share opportunities and job postings on LinkedIn.

Where to Connect
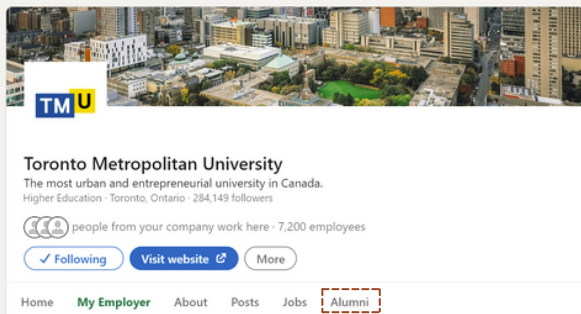Don't know where to find alumni or subject matter experts?

Use LinkedIn Groups
On the **search bar**, type in the field, industry, or career that you are interested in joining, and filter for **groups**. Request to join anything you find interesting!
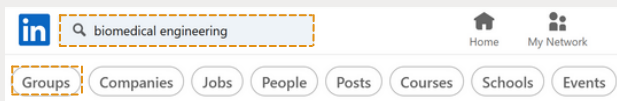

Filter for Alumni on LinkedIn
Go to Toronto Metropolitan University on LinkedIn and select the tab for **Alumni**:

In the **search tab**, enter keywords (such as industry or company) for alumni you would like to search for. Scroll down to the bottom of the page to find suggested connections.

Toronto Metropolitan University | Faculty of Engineering & Architectural Science | FEAS Co-op
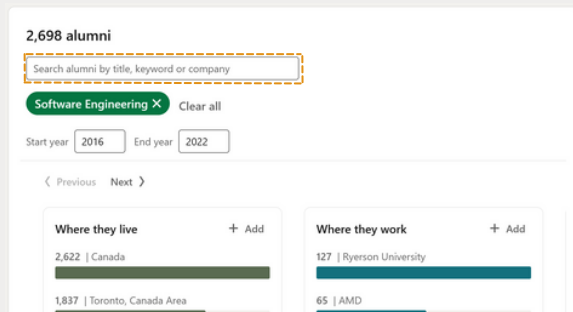
LinkedIn Networking
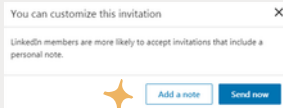## Guide to setting up & starting up

How to Connect

While most professionals are open to connect, it might take some time to hear back. Don't be discouraged, and remember: the key is in the numbers!

Send a Customized Invitation

Want to add a cold contact on LinkedIn? In under 300 characters, personalize your invitation by introducing who you are, why you are interested in connecting with them, and politely asking if you could connect.

> You can customize this invitation ✕
>
> LinkedIn members are more likely to accept invitations that include a personal note.
>
> ✦ [Add a note] [Send now]

Ensure that your note is well-crafted and reflects your voice. This could increase your chances to connect by 500%!

Stay Engaged

Stay engaged on LinkedIn by interacting or leaving comments on interesting posts. Share interesting articles, news, and/or events on your page.

Take Initiative

Have you come across someone working in your dream job or in an industry you would like to break into? Approach them and ask for an Informational Interview.

Informational Interviews ≠ Asking for a Job

One of the biggest misconceptions about Informational Interviews is that it is used to ask someone for a job or referral in their company. In fact, these are best used to gain insider knowledge on what skills to best improve to stand out from other candidates, or to better learn about the company/team to see if you would want to work with them. But who knows - a well kept professional relationship could result in referrals.

Informational Interviews

Informational interviews can help you learn more about a field, industry, or opportunity that you might be interested in from an insider's perspective.

● TIPS ●
- Present yourself professionally.
- Lead the conversation: tell them who you are and why you are interested in connecting with them.
- Ask for permission if you would like to take notes or record during the meeting.
- Be mindful of the time, keep it between 20 to 30 minutes.

Discussion Topics

Career Pathing and Development
- What are typical job roles available in this profession and typical career paths?
- What experiences (paid or unpaid) would you encourage for anybody pursuing a career in this field?
- What skills are most critical in this field/your organization? How can I upskill?
- What did you do to make yourself more marketable?
- What specific functional or technical knowledge is critical to this work?
- Did you have imposter syndrome? How did you overcome it?

Job Roles Overview
- What personal characteristics or skills do you feel have contributed the most to success in your role?
- What are the top priority projects, services, or core activities?
- How would you describe the pace and cycle of work in this area?

Job Search Strategies
- What led you to work for this industry or company?
- What are your top tips for landing an interview and making a great impression during an interview?
- Can I walk you through my resume and/or cover letter to get your feedback?
- Can we go over my responses that I have already crafted for some common interview questions?
- How should I prepare for technical interview questions?
- What is your advice if I am not hearing back from companies?
- How do you stay motivated when job searching?
- Were you part of any extracurricular activities? Were they relevant to the role you have applied to? How do you leverage them?

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Guide to setting up & starting up

Cold Connection Self-Introductions

About 1 in 5 people will respond to cold-connection introductions. Keep it concise, professional, and friendly. See the following example:

Hello Anne-Marie,

I am an Aerospace Engineering student at Toronto Metropolitan University. After reading your profile, I noticed that you have also completed the Co-op Program at TMU FEAS. I was excited to find alumni holding a position at Bombardier as a Design Engineer!

I'm beginning my search for internships and Bombardier is one of the top companies on my list. Before applying to specific positions, I always like to ask first-hand about the work environment at the department. Would you be willing to spare 20 minutes to talk to me about your career progression and your experience working at Bombardier? I would be happy to meet you at a time and date suitable to your schedule.

Warm Regards,
Jonathan Barnes

Warm Connection Follow-Ups After Events

Want to reach out to someone you have met at an event such as a seminar or a conference? Seize the opportunity to get a little more personal. Reference something you both have in common in the e-mail. See the following example:

Dear Florence,

It was great chatting with you at the International Conference on Mechanical, Aeronautical and Manufacturing Engineering (ICMAME) event! It was pleasantly surprising coming across another Aerospace Engineer based in Toronto all the way up in Ottawa. I found the panel incredibly enlightening and engaging, and I'd love to hear what you thought about it as well!

I noticed that you have a very rich background with experiences in different industries. I would love to learn more about how you found the transition between R&D to Process Engineering, and to get your advice on how to get my foot in the door. Would you have 10-15 minutes to meet with me?

I'd be happy to meet you at a time, date, and place convenient to you.

Kind regards,
Mia Kalam

P.S. Found this article last night and thought you'd find it interesting!

Personal Connections for Asking Recommendations

Need references or recommendations from peers, co-workers, or former bosses? The following format can be used to request endorsement or recommendations for your skills on LinkedIn, or to similarly request someone to be your references when applying for jobs:

Hi Verna,

I hope you have been doing well and that everything is going great at Toyota! Since I started other internships, I can honestly say that working with you at Toyota has been one of the most rewarding parts of my university experience thus far. Thank you very much for being a great mentor and by making my very first internship full of growth opportunities.

I am currently in the process of applying and interviewing for several Validation Engineering internships in the Automotive industry. I am writing to ask if you would be willing to write a short recommendation (3-5 sentences) on my LinkedIn based on our work together on CCRs and SOPs? I know a recommendation from you could really elevate my profile.

No pressure of course! I understand if you are too busy, but please let me know. I really appreciate your support throughout, and thank you so much for your time!

Warm regards,
Marcus Holt

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Guide to setting up & starting up

"Experience" Section Best Practices

- Adding work experience to the profile leads to 8 times more profile views, 5 times more connection requests, and 10 times more messages.
- Use this section to highlight your roles and specific responsibilities, providing a list of accomplishments to further describe your impact and the outcomes in those roles.
- Add relevant keywords and make your experience section search friendly.
- Utilize the 5 impactful descriptors.

The most impactful descriptors include all five of the following:
Action Verbs · Soft Skills · Hard Skills/Tools · Impact Words
Quantified Accomplishments

- Example: Improved leadership skills when managing a team of four (4) to design a walking robot; delegated responsibilities achieved all scheduled due dates on MS Excel Gantt Chart.

Different Parts of the Experience Section

① Title
This is your official title or position at work.
For example, Software Engineer, Co-op Student etc.
This is a mandatory field.

② Employment Type
Though it is an optional field, adding an employment type is highly recommended as it represents your professional experience more accurately. Some common types are contract, self-employed, part-time, full-time, internship, apprenticeship, and freelance.

③ Company Name
A mandatory field. This is the name of the organization you worked with or are currently working for.

④ Location
This is where you will provide the location of your work.

⑤ Description
This is an overview of your work very similar to your resume. You can use this section to describe your role and responsibilities, achievements, and skills.

Experience Section Examples

Electrical Engineer

IESO Research Fellow
Centre for Urban Energy · Full-time
Oct 2018 - Present · 4 yrs 8 mos
Toronto, Canada Area

☐ Develop, formulate, and implement the mathematical formulation and software solutions based on transactive energy systems based on using optimization platforms such as MATLAB, AMPL, GAMS, etc.
☐ Work on industry-funded and academic research projects as assigned.
☐ Write industrial reports and academic papers for peer-reviewed journals, scientific conferences, and/or archival value.
☐ Present the project results and outcomes to our industry partners.
☐ Collaborate in funding applications with the Academic Director.
☐ Co-taught graduate courses.
☐ Assist in supervising undergraduate and graduate students.
☐ Organize and/or attend public events such as conferences, workshops, roundtables, etc.

Skills: ETAP · Electrical Safety · Decision-Making · Modeling · Project Management · Business Strategy · Professional Employer Organization (PEO) · Project Planning · Presentations · Coaching & Mentoring · ...see more

Civil Engineer

Experience

Junior Project Coordinator/Field Engineer
Aecon Group Inc. · Co-op
May 2021 - May 2022 · 1 yr 1 mo

- Darlington Nuclear Generating Station OPG Refurbishment Project (Feeders)

- Given the opportunity of being in-charge from the Project Management Team for the work to be done overnights
- SPOC (Single Point of Contact) for offsite workers (overnights)
- Reviewed and Executed CITP's (Construction Instruction and Testing Plan)
- Responsible for verifying the work done in-Field, and signing off on completed work as a Field Engineer
- Performed site walk-downs with the General Foreman + Quality Control, and collaborated with various work groups to verify work status and plan for the execution of field work
- Monitored/Tracked progress of activities on the critical path to ensure they were completed on time
- Identified potential risks to help improve decision-making
- Worked with Contingencies and assisted with providing a Path Forward using problem solving skills
- Helped raise Non-Conformance Reports (NCRs), create Work Orders, and gathered necessary documents from various work groups to facilitate work progress

LinkedIn Networking
Guide to setting up & starting up

"Skills Section"

You can add and remove skills from the Skills section on your profile. Maintaining a relevant list of skills on your profile will help others understand your strengths and match you with the right opportunities. You can add up to 50 skills to your profile. Some people may endorse your skills.

To Add Skills

1. Click the Me icon at the top of your LinkedIn homepage, then View Profile.
2. Click Add profile section button in your introduction section.
3. Click Core and select Add skills from the dropdown.
4. In the Add skill pop-up window, you can:
   a. Type the name of a skill and select it from the dropdown list that appears or select a skill from Suggested based on your profile
   b. Once selected, it is automatically added to your list of skills. Select the checkboxes that show where you put this skill to use.
5. Click Save.
6. You may add more skills using the + sign in the top right corner. You may also tie a skill with a specific organization.
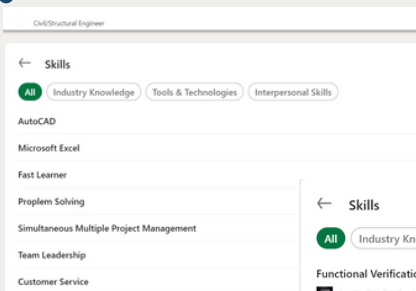
To Edit or Delete Skills

1. Scroll to the Skills section and click the Edit icon.
2. In the Skills page, click the Edit icon to the right of the skill that you want to delete.
3. Click Delete skill on the lower left , and then confirm Delete.
4. You may click on the 3 dots on the top left corner to reorder the skills

Demonstrate skills ··· +
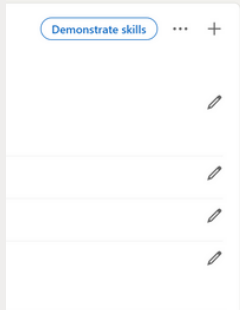
"Skill Section" Examples

Java, Microsoft Excel, AutoCAD, Coding, C++,Data Analysis, Project Management, Robotics, Debugging, Structural Analysis, Team Work, Problem Solving, Data Modelling, Automation, Critical Thinking, Design, Troubleshooting, Equipment Diagnosis, Leadership, Time-management, Innovation, Communication, Compliance, SolidWorks, Assembly, Scripting, Machining, 3D Printing, Detailed-Oriented, Microsoft Office, Microsoft Word, Written and Verbal Communication, Organizational Skills, Analytical Skills, Technical Skills, Calibration, Documentation, R, SQL etc.

Civil Engineer

Civil/Structural Engineer

← Skills

All | Industry Knowledge | Tools & Technologies | Interpersonal Skills

AutoCAD
Microsoft Excel
Fast Learner
Proplem Solving
Simultaneous Multiple Project Management
Team Leadership
Customer Service

Computer Engineer

← Skills

All | Industry Knowledge | Tools & Technologies | Interpersonal Skills

Functional Verification
Apple SW QA Engineer at AMD

Software Validation
Apple SW QA Engineer at AMD

Debugging
Apple SW QA Engineer at AMD

OS X
Apple SW QA Engineer at AMD