



# SCHOLARS MENTORSHIP PROGRAM

*PROFESSIONAL TRACK - Mentee*

## Session 3: Networking on LinkedIn

Welcome to Session 3, which will be covered in weeks 5 and 6. This session focuses on helping you build effective networking skills, with a specific emphasis on creating or improving your LinkedIn profile.

### Recap

Review the tasks you completed in the previous session, including resume and cover letter updates, job applications, and feedback received. Reflect on any progress or challenges you encountered and discuss them with your mentor.

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## Activity 1: LinkedIn Profile Creation and Improvement

### Objective

Build or enhance your **LinkedIn profile** to effectively showcase your **skills, experience, and professional aspirations** while attracting potential employers and connections.

### Step 1: Profile Creation

#### 1. Create your LinkedIn account

- Sign up at [linkedin.com](https://www.linkedin.com) if you don't already have an account.

#### 2. Use examples for Guidance

- **Mentor profile** - If your mentor has a LinkedIn profile, use it as a guide.
- **Research profiles** - Look up profiles of professionals in your target industry or roles to draw inspiration for layout and language.

### Step 2: Profile Improvement

Review your profile based on mentor feedback and refine these key elements

#### 1. Profile picture

- Use a high-quality, professional photo with good lighting.



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- Dress appropriately for your industry.
- Make sure your face is clearly visible (avoid busy backgrounds).

**Tip:** Profiles with professional photos get **14 times more views** than those without one.

### 2. Headline

- Write a **compelling headline** that highlights your **current role** or **career goals**.

**Examples:**

- *“Aspiring Marketing Analyst | Data-Driven Storyteller | Skilled in SEO & Google Analytics”*
- *“Software Engineer | Python | Machine Learning Enthusiast”*

**Tip:** Avoid using just your job title. Instead, add **skills** or a **value proposition** that sets you apart.

### 3. Summary (About Section)

Craft a **strong, engaging summary** that highlights:

- **Who you are** – Mention your career goals and passions.
- **What you bring** – Highlight key skills and achievements.
- **What you're looking for** – Describe your aspirations and how you can add value.

**Example**

*"I am a recent graduate in Computer Science with a passion for building scalable software solutions. During my internship at XYZ Corp, I developed an automated testing framework that reduced manual testing time by 30%. I'm now looking for opportunities to contribute my technical expertise to innovative projects in the tech industry."*

**Tip:** Add **keywords** from your industry to improve visibility in **LinkedIn searches**.

### 4. Experience

- Highlight **key accomplishments** instead of simply listing job duties.
- Use **action verbs** and **quantifiable metrics** to demonstrate impact.

**Examples**

- *“Increased sales by 25% in Q3 by launching a targeted marketing campaign.”*
- *“Developed and deployed a data visualization tool, improving reporting efficiency by 40%.”*



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**Tip:** For mentees with **limited work experience**, include **internships, volunteer work, or academic projects**.

### 5. Skills and Endorsements

- Add **relevant skills** that reflect your strengths (both technical and soft skills).
- Examples: *Project Management, Data Analysis, Leadership, Python, Public Speaking*.
- Request **endorsements** from peers, professors, or mentors to validate your skills.

**Tip:** Focus on **industry-specific skills** mentioned in job postings.

### 6. Recommendations

- Request **recommendations** from mentors, supervisors, or colleagues who can vouch for your skills.
- Provide **guidance** when requesting recommendations. Ask them to highlight **specific achievements or skills**.

#### Example Request Template:

*"Hi [Name], I really appreciated the chance to work with you on [specific project]. I'm updating my LinkedIn profile and would be grateful if you could write me a short recommendation focusing on my skills in [specific area]. Thank you so much!"*

### 7. Custom LinkedIn URL

- Edit your profile URL to make it **shorter and more professional** (e.g., *linkedin.com/in/yourname*).
- This is useful for **resumes and email signatures**.

## Step 3: Building Your Network

- Connect with classmates, mentors, professors, and coworkers.
- Send **personalized connection requests** rather than default messages.
- Example:  
*"Hi [Name], I enjoyed collaborating with you on [project name] at [company/school]. I'd like to stay connected and learn more about your work in [specific field]."*

**Tip:** Aim to reach **500+ connections** to make your profile look active.



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### Step 4: Leveraging LinkedIn for networking

- Follow industry leaders - Stay updated on trends and job postings.
  - Engage with Content - Like, comment, or share relevant posts to increase visibility.
  - Join groups - Participate in discussions to showcase knowledge and expand connections.
  - Use LinkedIn Learning - Take online courses to build new skills and earn certifications.
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## Activity 2: Networking Strategies

### 1. Building Connections

- Send personalized connection requests to professionals in your industry, alumni, or peers.
- Connect with recruiters and mentors to expand your network.

#### Why Build Connections?

- **Networking opportunities** - Expands your reach for mentorship, collaborations, and job referrals.
- **Visibility** - Increases your chances of being noticed by recruiters.
- **Access to information** - Keeps you informed about trends, news, and opportunities.

### 2. Engaging on LinkedIn

- **Like, Comment, and Share** - Engage with posts related to your field.
- **Join Groups** - Participate in discussions within relevant LinkedIn groups.

#### Benefits of Engagement

- Builds your personal brand.
- Helps you stay informed about industry trends.
- Creates meaningful connections and learning opportunities.

### 3. Content Creation

Share original content to showcase your expertise and build credibility. Focus on:

- **Articles** - Demonstrate thought leadership.
- **Project updates** - Highlight achievements and practical skills.



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- **Industry insights** - Share news or trends to position yourself as an informed professional.
- **Achievements** - Post about certifications, awards, or major accomplishments.

### Content Formats to Consider

- **Written posts** - Detailed and SEO-friendly for sharing ideas.
  - **Videos** - Personal and engaging for storytelling.
  - **Infographics** - Visually appealing for complex information.
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## Tasks to complete before next meeting

### 1. Optimize LinkedIn profile

- Update profile picture, headline, summary, and experience sections.
- Incorporate feedback received during the session.

### 2. Build connections

- Send personalized connection requests to at least **10 professionals** in your field.
- Aim to reach **500+ connections** to maximize visibility.

### 3. Engage on LinkedIn

- Like, comment, and share at least **5 posts** relevant to your field.
- Join at least **2 LinkedIn groups** and participate in discussions.

### 4. Create and share content

- Write and post **1 article** or update about a project, industry insight, or achievement.
- Share an article with added insights to encourage engagement.

### 5. Seek recommendations

- Request at least **2 recommendations** from supervisors, professors, or peers.

### 6. Explore job opportunities

- Apply to at least **5 job openings** or internships.
- Set up job alerts for roles aligned with your career goals.



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## **Additional Resources**

### **LinkedIn Profile examples and tips**

1. LinkedIn Guide for Beginners – [Visit LinkedIn Help](#)
2. Resume Worded LinkedIn Optimizer – <https://resumeworded.com/linkedin-review/>
3. Novoresume LinkedIn Profile Tips – [Novoresume LinkedIn Tips](#)
4. Canva LinkedIn Banner Templates – [Canva Banners](#)
5. HubSpot LinkedIn Guide – [HubSpot LinkedIn](#)

## **Preparation for Session 4**

### **Focus Area: Interview Preparation**

Prepare to discuss interview strategies, focusing on:

- Familiarizing yourself with common interview formats (behavioral, technical, panel, phone, video).
- Research behavioral and technical questions specific to your industry.
- Learn common interview questions and STAR technique for structured answers.
- Practicing interview techniques, including responses to common questions.

## **Feedback Form**

Complete the feedback form at the end of this session. Your input helps us improve the program.

- [Mentee Feedback Form](#)
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Good luck, and make the most of your LinkedIn profile and networking activities!