



SCHOLARS MENTORSHIP PROGRAM

PROFESSIONAL TRACK

Session 3: Networking on LinkedIn

Welcome to session 3 which is to be covered in week 5 & 6. This session focuses on helping your mentee build effective networking skills, with a specific emphasis on creating or improving their LinkedIn profiles.

Recap

Review progress from the previous session and discuss any tasks your mentee has completed.

Activity 1: LinkedIn profile creation and improvement

Profile creation

Ensure mentees create their LinkedIn profiles if they don't have one.

Share your own LinkedIn profile, highlighting key areas for them to focus on such as profile picture, headline, summary, and experience sections.

Profile improvement

Review and suggest improvements to your mentee's LinkedIn profile.

Tips

1. Use a professional photo.
2. Write a compelling headline and summary.
3. Highlight key experiences and accomplishments.
4. Add relevant skills and endorsements.
5. Request recommendations from colleagues or professors.

Activity 2: Networking strategies

1. Building connections

- Teach mentees how to send personalized connection requests.
- Explain the importance of connecting with industry professionals, alumni, and peers.

Importance of building connections

1. **Networking Opportunities** - Connecting with industry professionals, alumni, and peers expands your network, increasing opportunities for mentorship, collaboration, and job



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referrals. A broad network can also provide valuable insights and advice, helping you navigate your career path more effectively.

2. **Visibility and reach** - A larger network increases your visibility on LinkedIn, making it more likely that recruiters and potential employers will come across your profile. Also, connections can endorse your skills and recommend you, adding credibility to your profile.
3. **Access to information** - Being connected to industry professionals keeps you informed about the latest trends, job openings, and news in your field. You can also learn from the experiences and insights of others, helping you stay ahead in your career.

2. Engaging on LinkedIn

- Encourage mentees to engage with content by liking, commenting, and sharing posts.
- Show how to join relevant groups and participate in discussions.

Importance of engaging on LinkedIn

1. **Building your personal brand** - Regularly engaging with content helps you establish yourself as a knowledgeable and active member of your industry. It also showcases your interests and expertise, making you more attractive to potential employers.
2. **Networking and relationships** - Engaging with posts allows you to interact with industry leaders and professionals, fostering relationships that can lead to career opportunities. Meaningful interactions can lead to deeper connections and potential mentorship.
3. **Staying informed** - Engaging with content helps you stay updated on industry trends, news, and best practices. It provides an opportunity to learn from the experiences and insights of others.

Why Encourage?

1. Liking, Commenting, and Sharing posts

- Liking and commenting on posts increases the visibility of your profile. It shows your network and potential employers that you are active and engaged in your field.
- Thoughtful comments can initiate conversations with industry leaders and peers, fostering valuable connections. These interactions can lead to mentorship opportunities and job referrals.
- Engaging with posts allows you to stay updated on industry trends, news, and best practices. It provides a platform to learn from the experiences and insights of others.

2. Joining relevant groups and participating in discussions



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- Joining groups related to their industry or interests allows mentees to connect with like-minded professionals. It's a way to network with individuals who share similar career goals and challenges.
- Groups often share valuable resources, such as industry news, job postings, and professional development opportunities. Being part of these groups ensures mentees are informed about important updates.
- Participating in group discussions provides a platform for mentees to learn from others and share their own insights. It fosters a sense of community and collaboration.

3. Content creation

- Motivate mentees to share their own content, such as articles, project updates, or industry insights.
- Discuss the benefits of showcasing their expertise and building a personal brand.

Importance of content creation

1. **Showcasing expertise** - Creating and sharing content allows mentees to demonstrate their knowledge and skills, positioning themselves as thought leaders in their field. It also highlights their unique perspectives and contributions, making them stand out to potential employers.
2. **Building a personal brand** - Regular content creation helps build a consistent and recognizable personal brand. It shows commitment to their professional development and engagement with industry topics.
3. **Engaging and growing your network** - Sharing valuable content attracts engagement from your network, leading to more connections and opportunities. It also fosters conversations and interactions that can deepen professional relationships.

Types of content to share

1. Articles

Depth and authority - Articles allow mentees to delve deep into a topic, demonstrating their expertise and thought leadership. It's an excellent way to showcase their knowledge and analytical skills.

Engagement - Well-written articles can attract significant attention, encouraging comments and discussions that can lead to valuable connections and increased visibility.

Professional image - Publishing articles helps build a professional image, as it shows commitment to their field and a willingness to contribute to the broader industry dialogue.



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2. Project updates

Showcasing skills - Sharing updates about ongoing or completed projects highlights practical skills and achievements. It provides tangible evidence of what mentees can accomplish.

Storytelling - Project updates allow mentees to tell a story about their work, making their experiences more relatable and engaging to their audience.

Feedback and support - These updates can attract constructive feedback and support from peers and industry professionals, further enhancing the mentee's work.

3. Industry insights

Staying current - Sharing industry insights keeps mentees engaged with current trends and developments. It shows they are well-informed and proactive in their professional growth.

Thought leadership - By sharing unique insights or perspectives, mentees can position themselves as thought leaders in their field, which can attract attention from recruiters and potential employers.

Discussion generation - Industry insights often spark discussions and debates, providing opportunities for mentees to engage with others and expand their professional network.

4. Professional achievements

Highlighting successes - Sharing achievements such as awards, certifications, or successful project completions showcases mentees' accomplishments and adds credibility to their profile.

Motivating connections - Highlighting achievements can inspire and motivate their connections, fostering a positive and supportive professional network.

Building confidence - Publicly celebrating their successes can boost mentees' confidence and encourage them to set and achieve higher goals.

Benefits of different types of content Formats

1. Written posts



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Detailed expression - Written posts allow for detailed expression of thoughts, experiences, and insights. They are ideal for sharing comprehensive ideas and fostering thoughtful discussions.

SEO friendly - Written content is easily searchable and can attract organic traffic to the mentee's profile.

Accessible - Written posts are easily accessible and can be quickly read and shared by a wide audience.

2. Videos

Engagement - Videos are highly engaging and can capture attention more effectively than text. They allow for a more personal connection as viewers can see and hear the mentee.

Versatility - Videos can be used for various purposes, such as explaining complex concepts, showcasing projects, or sharing personal experiences.

Increased reach - Videos often have higher reach and engagement rates on social media platforms, including LinkedIn.

3. Infographics

Visual appeal - Infographics are visually appealing and can simplify complex information, making it easier to understand and remember.

Shareability - Infographics are highly shareable, which can increase the visibility of the mentee's content and attract more views and interactions.

Information density - They allow mentees to present a large amount of information concisely and attractively, making them an effective way to share data and statistics.

Tasks for Mentees to Complete Before Next Meeting

1. Optimize LinkedIn profile

- Revise and update their LinkedIn profile based on the feedback and tips provided during the session.
- Ensure their profile picture, headline, summary, and work experience sections are complete and professional.

2. Build connections

- Send personalized connection requests to at least 10 industry professionals, alumni, or peers.



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- Aim to have 500+ connections by the end of the mentorship
- 3. **Engage on LinkedIn**
 - Like, comment, and share at least 5 posts relevant to their industry.
 - Join at least 2 LinkedIn groups related to their field and participate in discussions by commenting or sharing insights.
- 4. **Create and share content**
 - Write and post one article or update about a recent project, an industry insight, or a professional achievement.
 - Share an interesting article or resource relevant to their field and add their thoughts or comments.
- 5. **Seek recommendations** - Request recommendations from at least two current or former colleagues, supervisors, or professors to enhance their profile's credibility.
- 6. **Explore job opportunities**
 - Use LinkedIn's job search feature to find and apply to at least 5 job openings or internships that match their career goals. This is in addition to the jobs that the mentee have applied for in the previous session
 - Set up job alerts for roles they are interested in to stay updated on new opportunities.

Preparation for Session 4

Focus Area: Interview Preparation

Prepare to discuss interview preparation in the next session. Your goal is to help your mentees to be sufficiently prepared for their interviews.

Preparation

- Mentee to familiarize themselves with common interview formats (e.g., behavioral, technical, panel, phone, video).

Feedback Form

Please fill out the feedback forms at the end of your meeting. Share the mentee feedback form with your mentee to fill out as well. Your input helps us improve the program, and we appreciate your assistance.

Mentor feedback form - <https://airtable.com/app9D3AZKrWuulryo/shrEc8sDgcxbci9Wt>

Mentee feedback form - <https://airtable.com/app9D3AZKrWuulryo/shrH0VAQT8he1C3kx>