

# LinkedIn for Students

How to build your network &  
advance your career on LinkedIn







## What we will cover in this workshop

- 1 Introduction - what is LinkedIn?
- 2 Define your professional brand
- 3 Build your LinkedIn profile
- 4 Build your professional network
- 5 Use your network on LinkedIn to connect to opportunity
- 6 Search for jobs, internships, and schools on LinkedIn

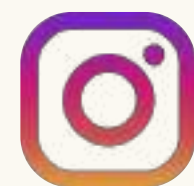
# What you do on other social media



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



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



2.8 million recruiters use LinkedIn to fill open jobs every day



# Defining key terms we'll use today



## 1. Workforce

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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

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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

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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

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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?







# WHO ARE YOU?

## 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.**



# 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







Respect



Responsibility



Caring



Honesty

# 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

## ACTIVITY

# What is my professional brand?

Grab a partner and brainstorm  
three words your friends would  
use to describe you.



# 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

mia mercado


About 389,000 results (0.40 seconds)

**Mia Mercado - Professional Prof**

<https://www.linkedin.com/in/miamercado>

Aug 13, 2019 - My strong interest in driving action has always reflected in my work with organizations helping the underprivileged

Board of



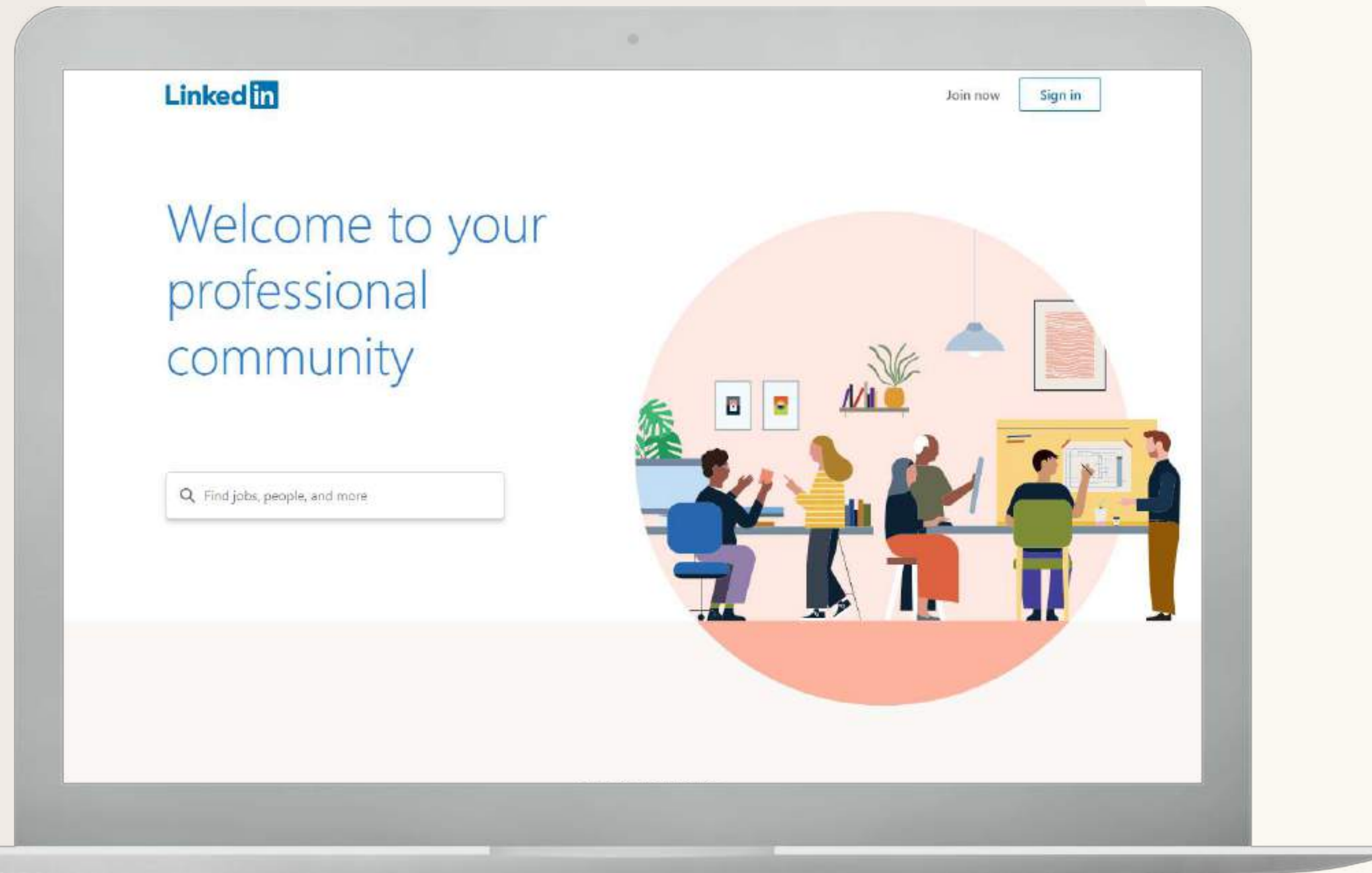
# Build your LinkedIn profile

1. Set up your account
2. Profile vs. resume
3. Take a great photo
4. Edit your profile





Build your LinkedIn profile



# Set up your account

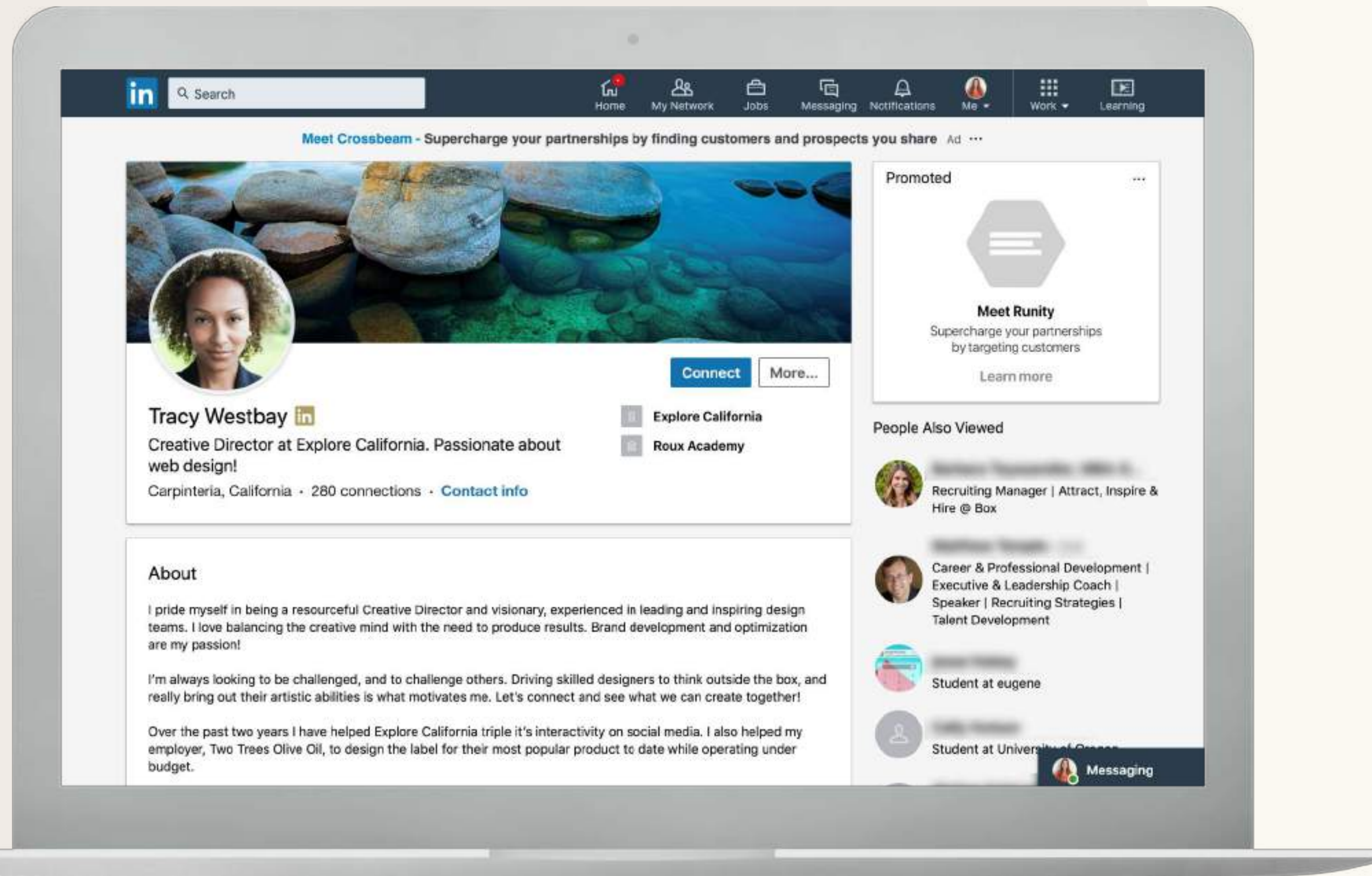
Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.



# 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

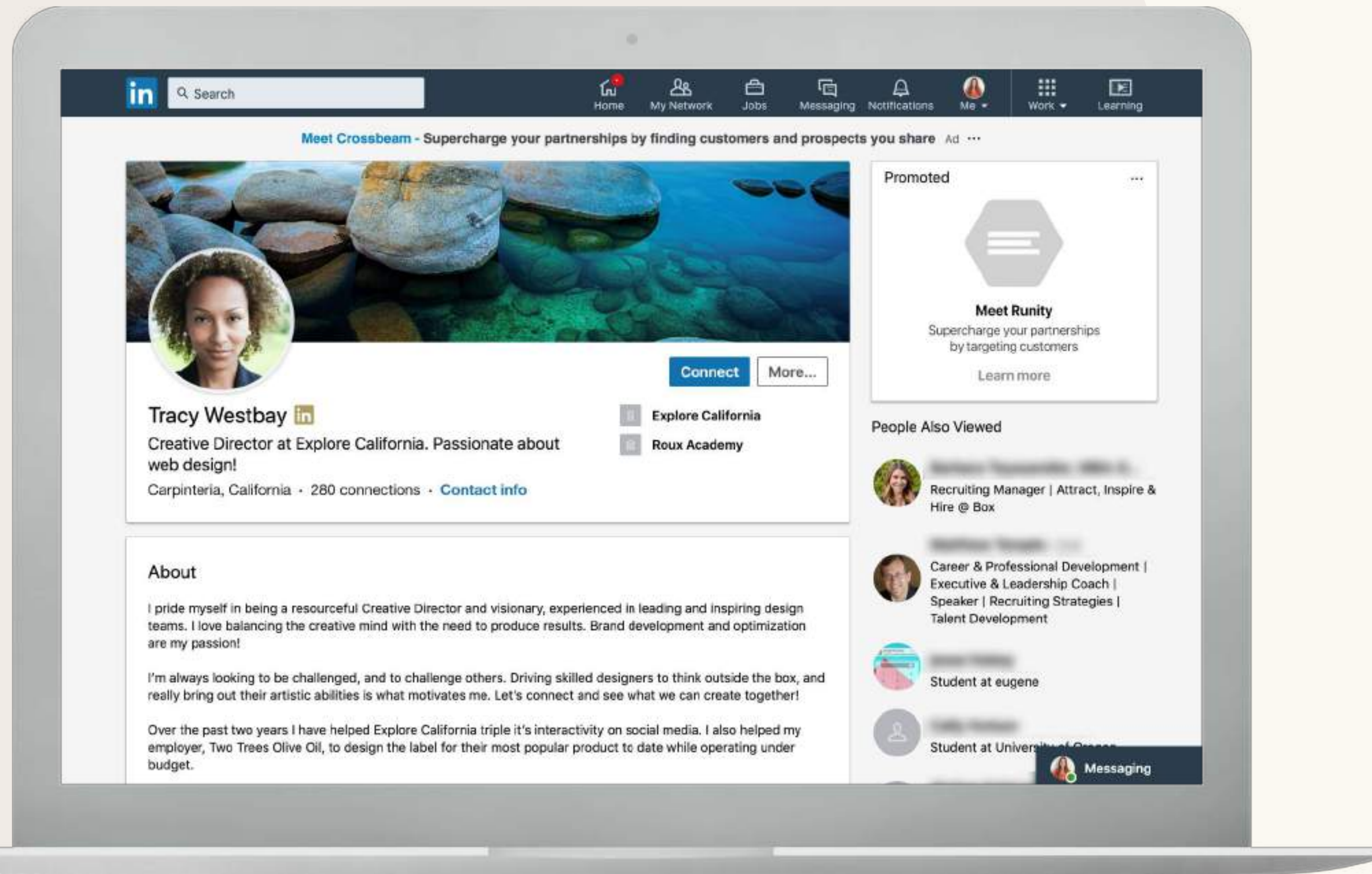
Members with profile photos receive up to **21x** more views and **9x** more connection requests

- ✓ 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:

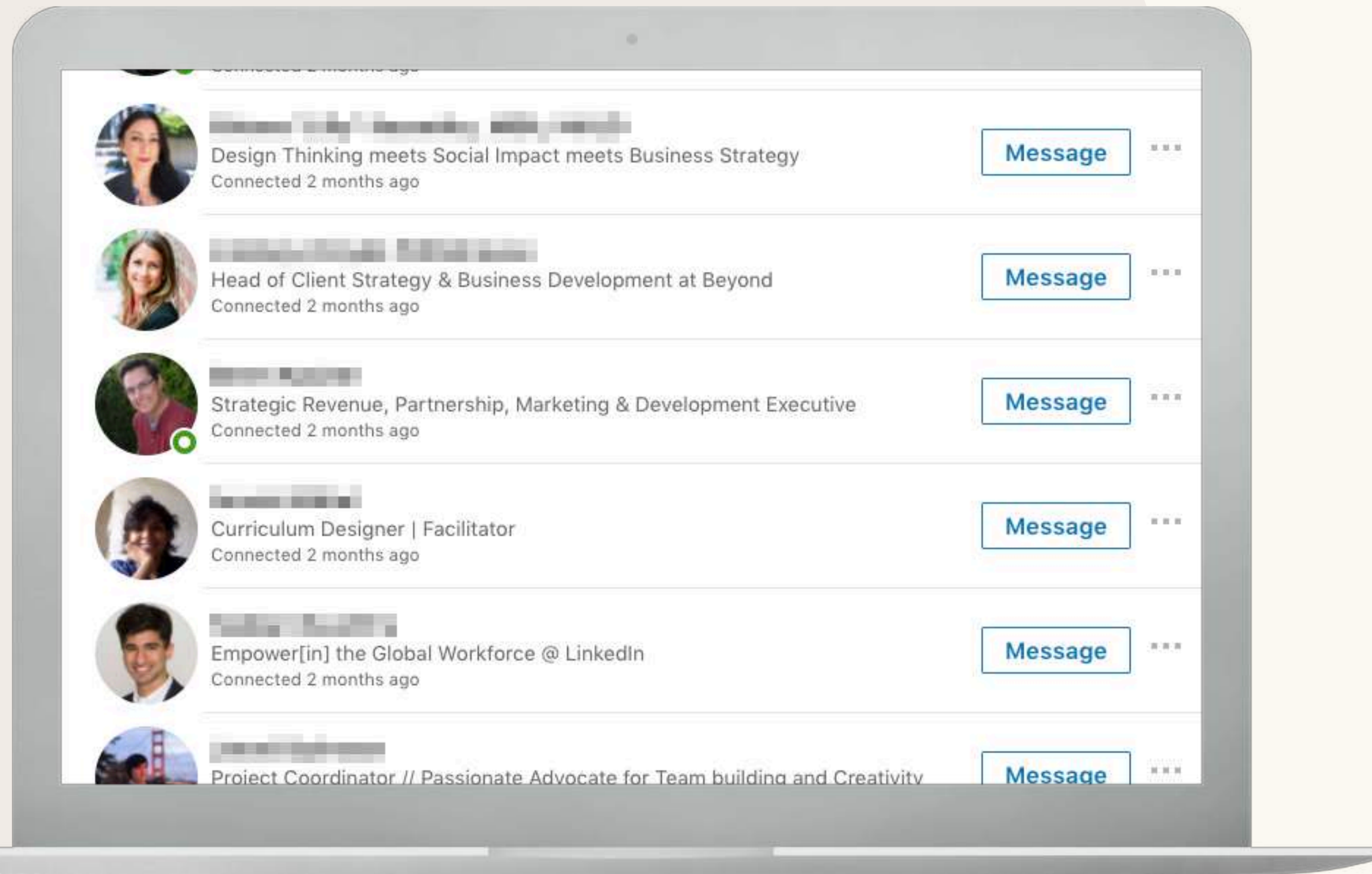
- ✓ Location & industry
- ✓ Education\* & certifications
- ✓ Work & internship experience
- ✓ Skills
- ✓ Volunteer experience
- ✓ Program or organization

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



# 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:

- ✓ 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?

# Edit your profile:

## Summary

Bridge Builder at LinkedIn

San Francisco Bay Area

Message

More...



University of Michigan



See contact info



See connections (500+)

I am a dynamic speaker, program manager, social impact practitioner, and diversity & inclusion advocate.

I am a natural bridge-builder: someone who brings together disparate groups, ideas and communities to create programs and systems that serve the greater good. At LinkedIn I manage our US & Canada social impact partnerships. We believe that a strong professional network has the power to lift individuals out of poverty. This has been true in my own career. My mother is a secretary; my father a retired janitor. For me, a great education and a strong support network created a pathway out of poverty. My goal is to democratize access to professional networks and economic opportunity so others are also able to achieve economic mobility.

When I'm not challenging systems of inequality, I enjoy traveling, eating (& to a lesser extent cooking), and being physically active. I'm a forever-learner and explorer and welcome any recommendations on things to do that challenge me to grow physically, mentally and emotionally.

Show less ^

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
- ✓ 1-2 sentences about your future goals and how other members can engage with you



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

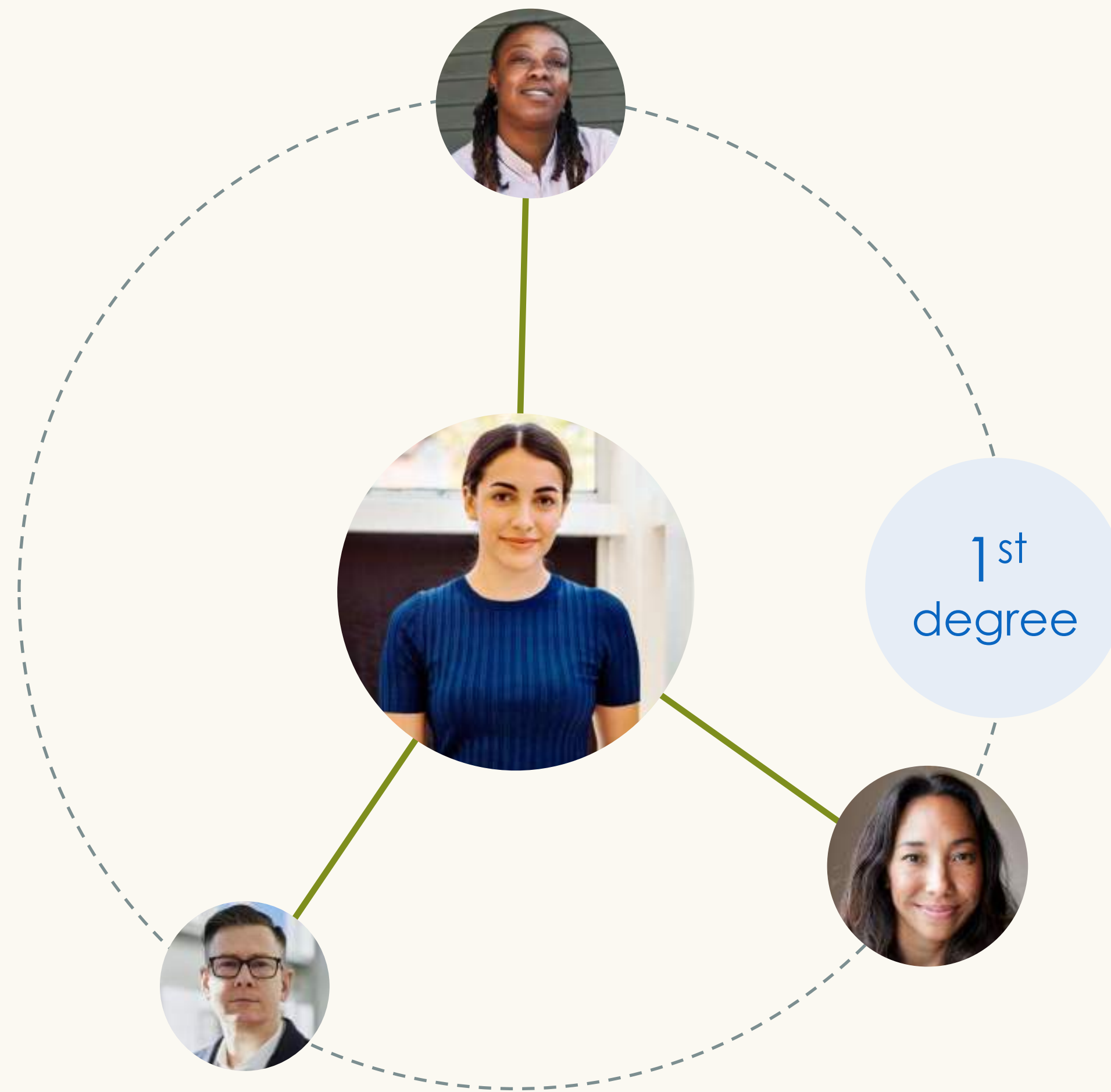




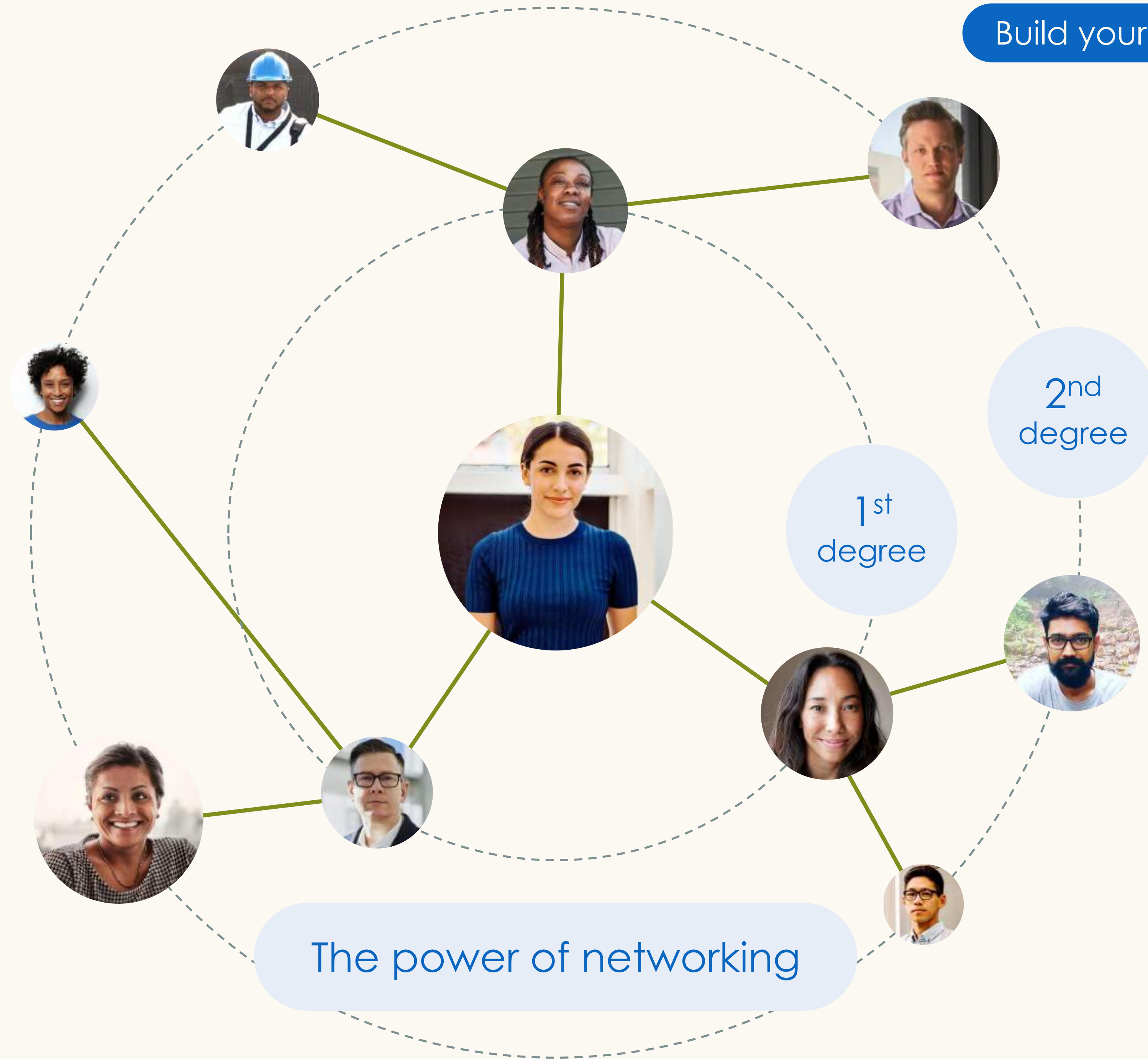
Did you know?

50%+ of hires  
result from  
a personal  
connection



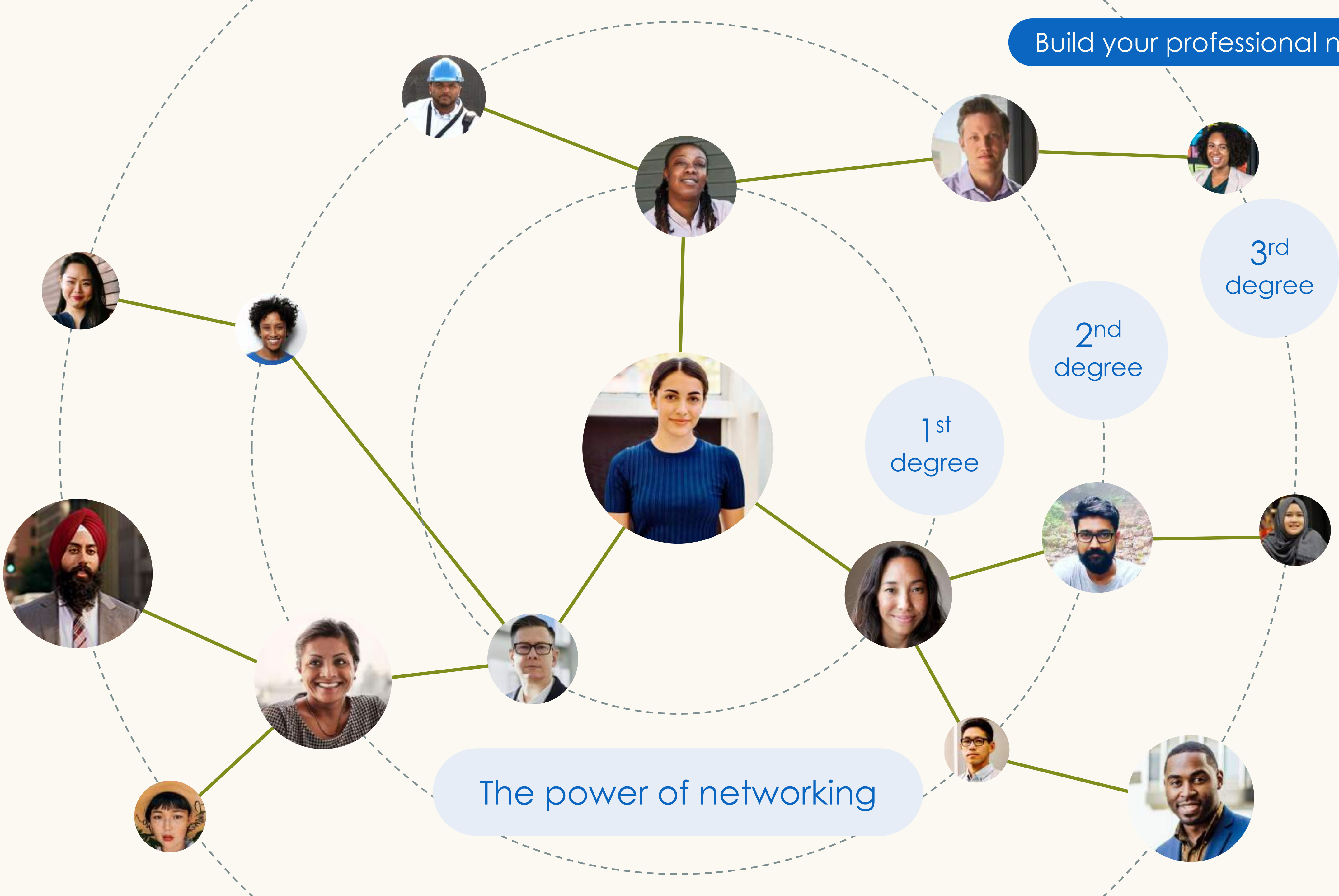


The power of networking





Build your professional network



The power of networking



2<sup>nd</sup>  
degree

The power of networking

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

Cancel

Send invitation

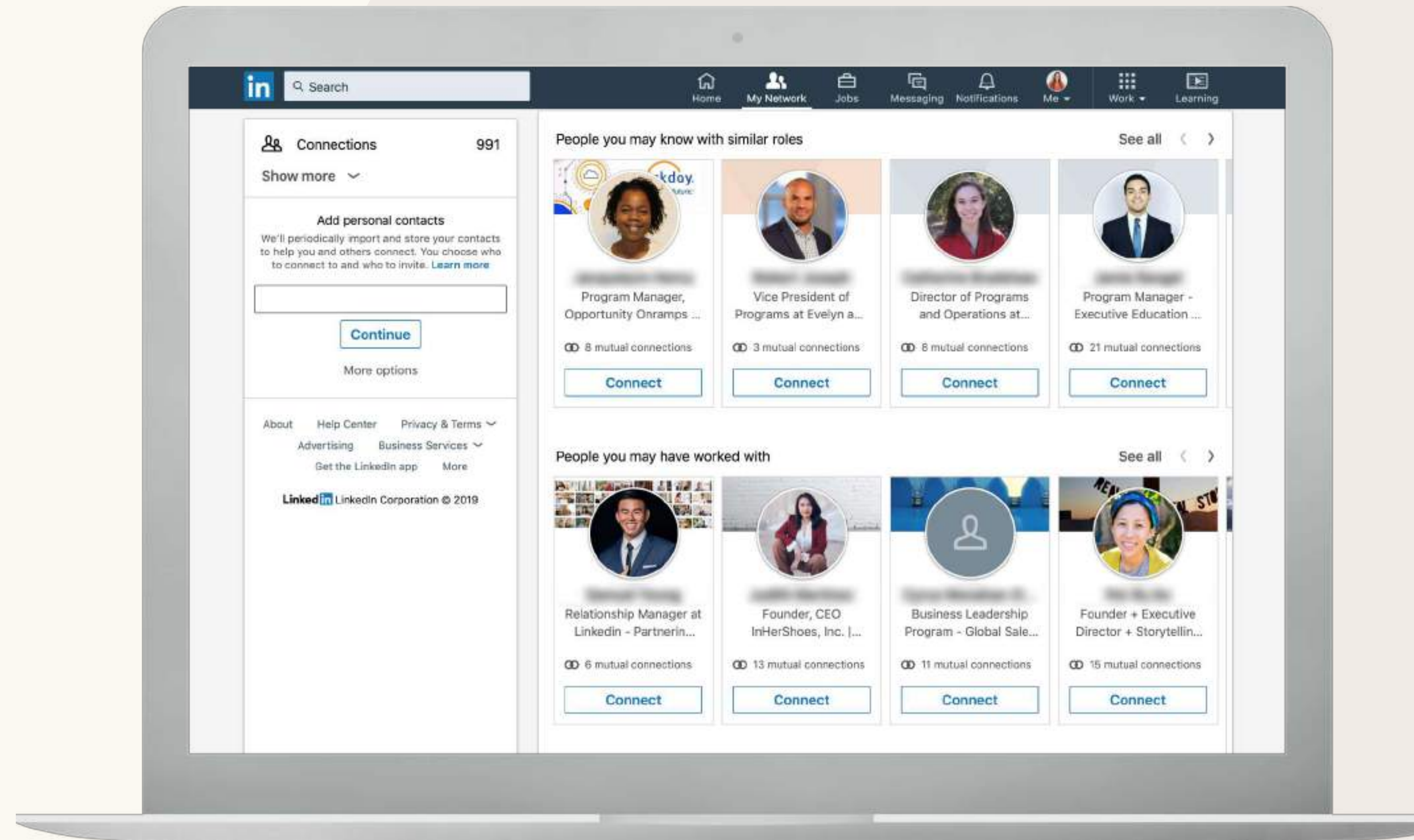


# Discover existing connections

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

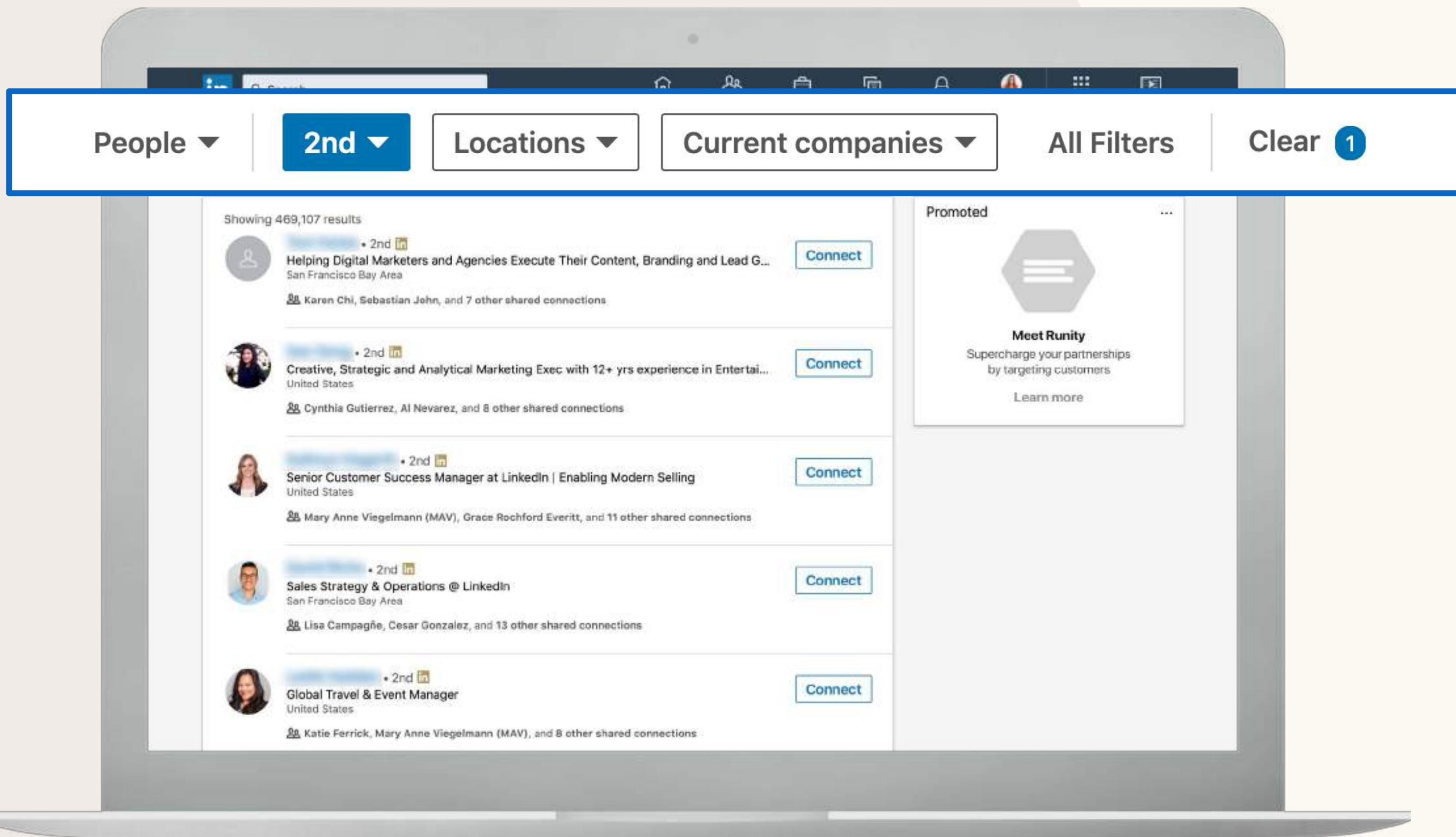
Our “People you may know” feature improves over time as you build your network.



# Search for new connections

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

- ✓ Name
- ✓ Company
- ✓ Location
- ✓ Keyword



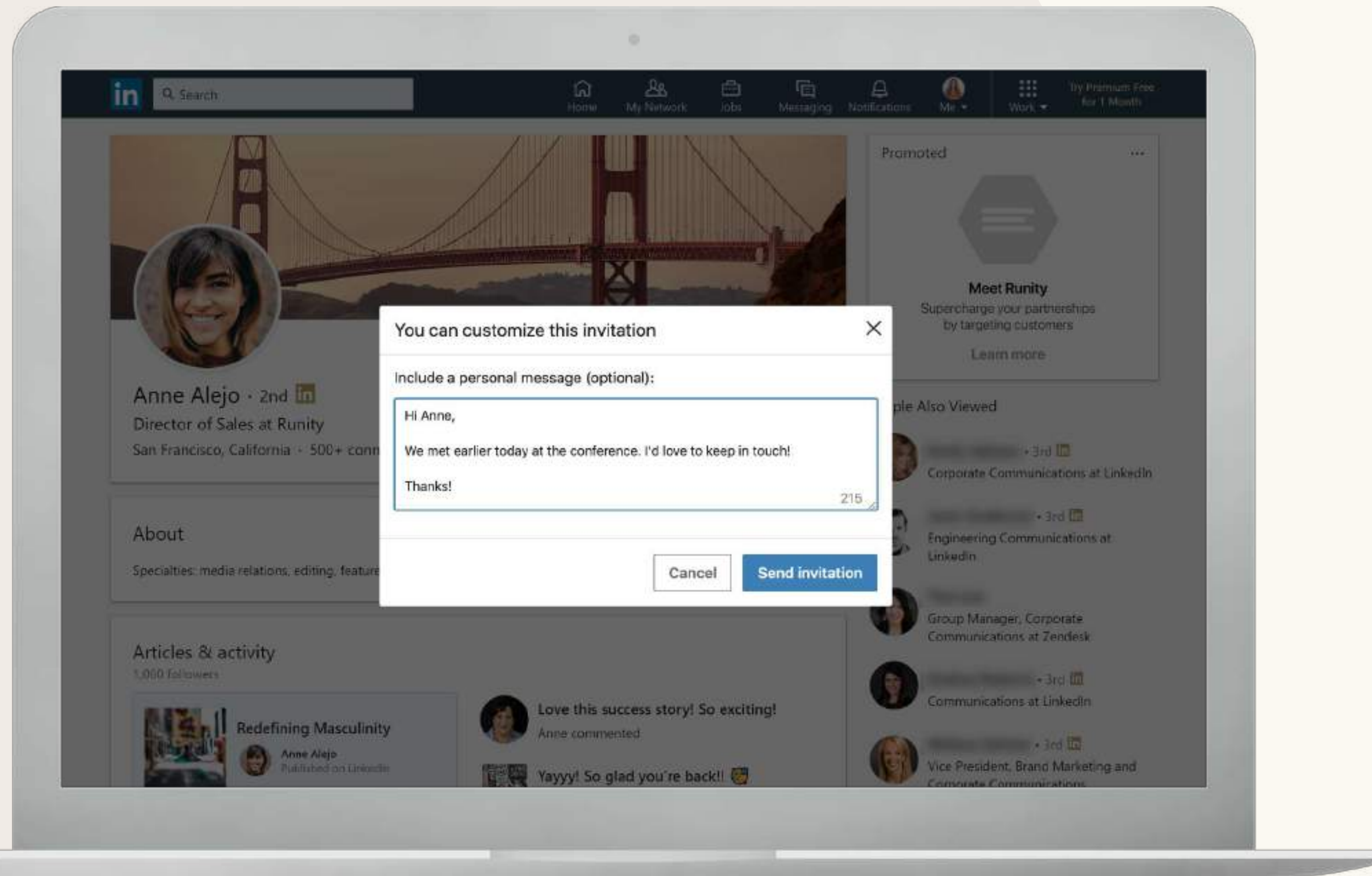


# Search for new connections

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



## Message connections


Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile 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

**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

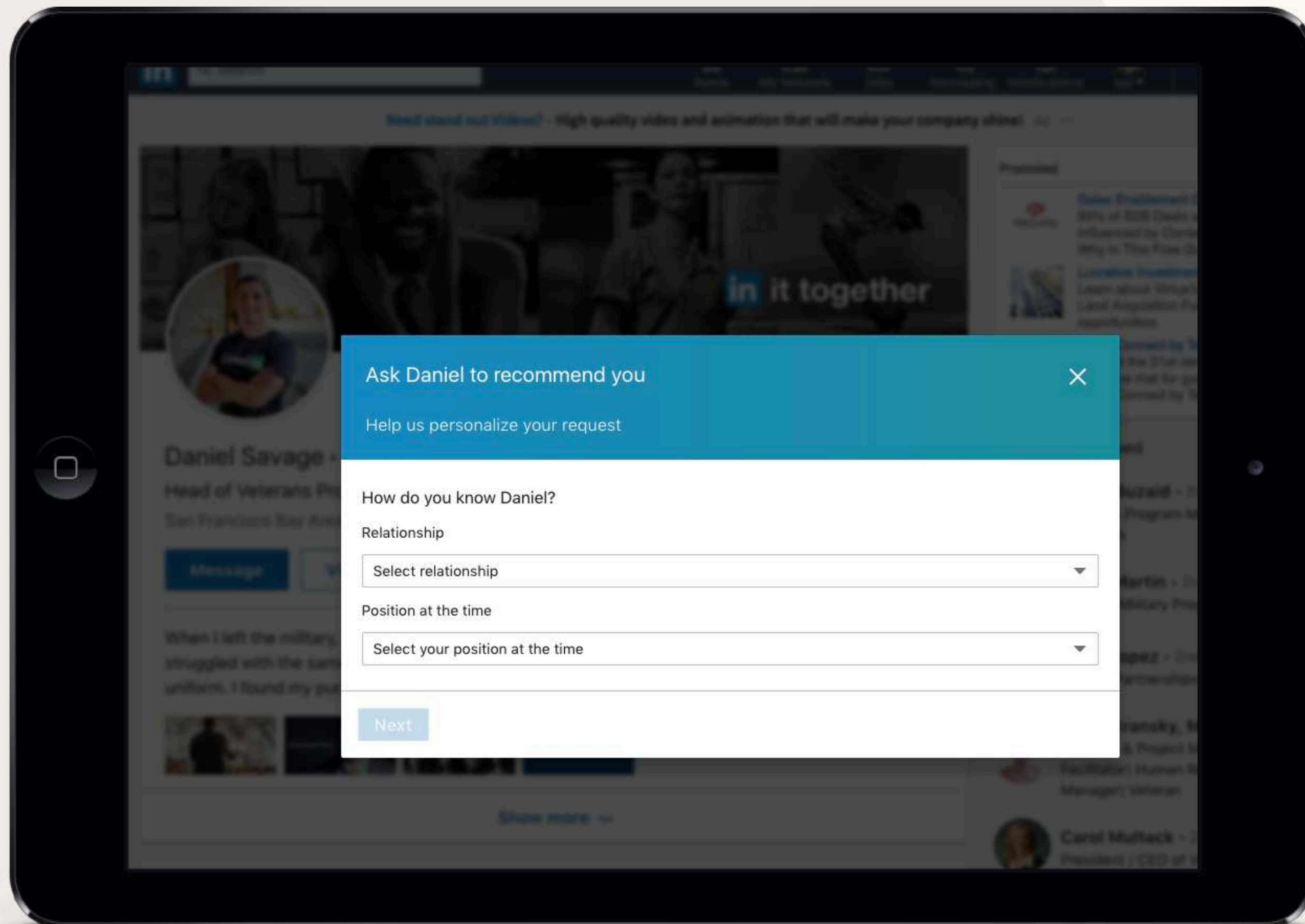
Recommendations on LinkedIn are like references from people in your network.

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





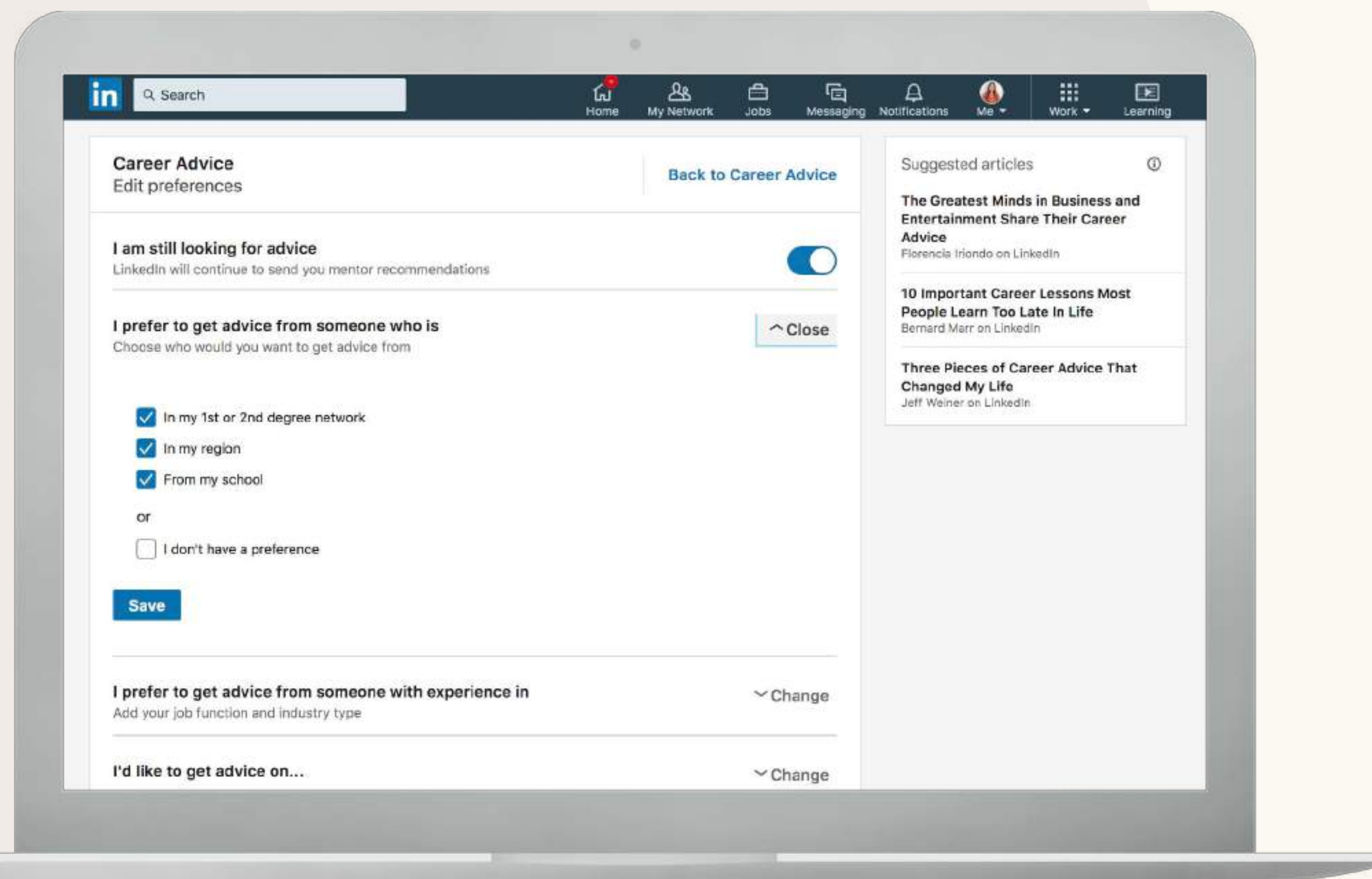
## Find a mentor for career advice

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 that people in your network will care about and post



**Join** groups and exchange insights with school or program alumni



**Give** testimonials and recommendations to others





# Search for jobs, internships, and schools on LinkedIn

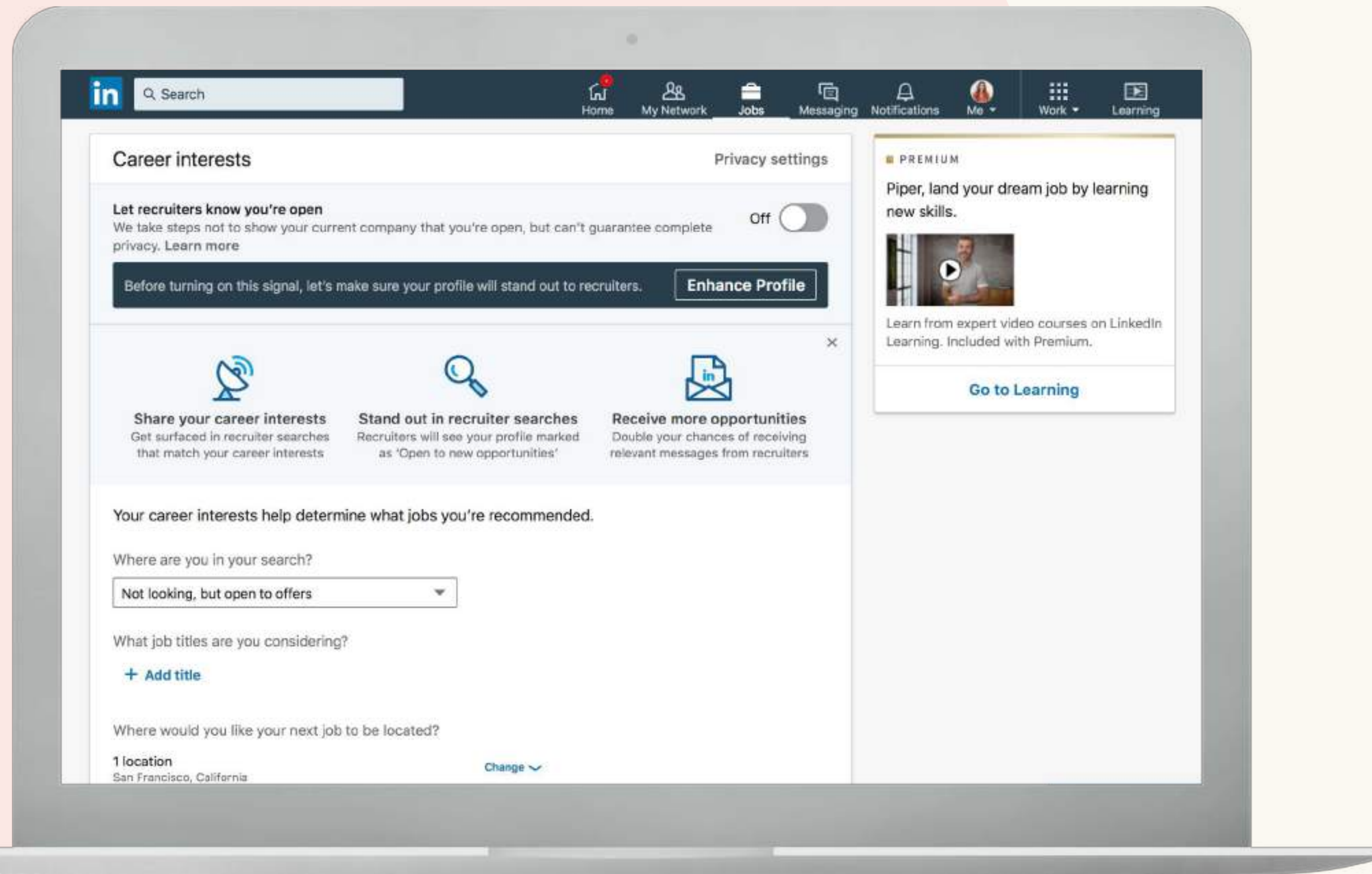
1. Set career interests
2. Search for career opportunities
3. Create search alerts
4. Review “Jobs You May Be Interested In”
5. Follow companies
6. Explore schools and alumni
7. Join groups
8. Privacy settings

Did you know?

25M+

job seekers visit  
LinkedIn jobs  
every week





## Set Career interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions.



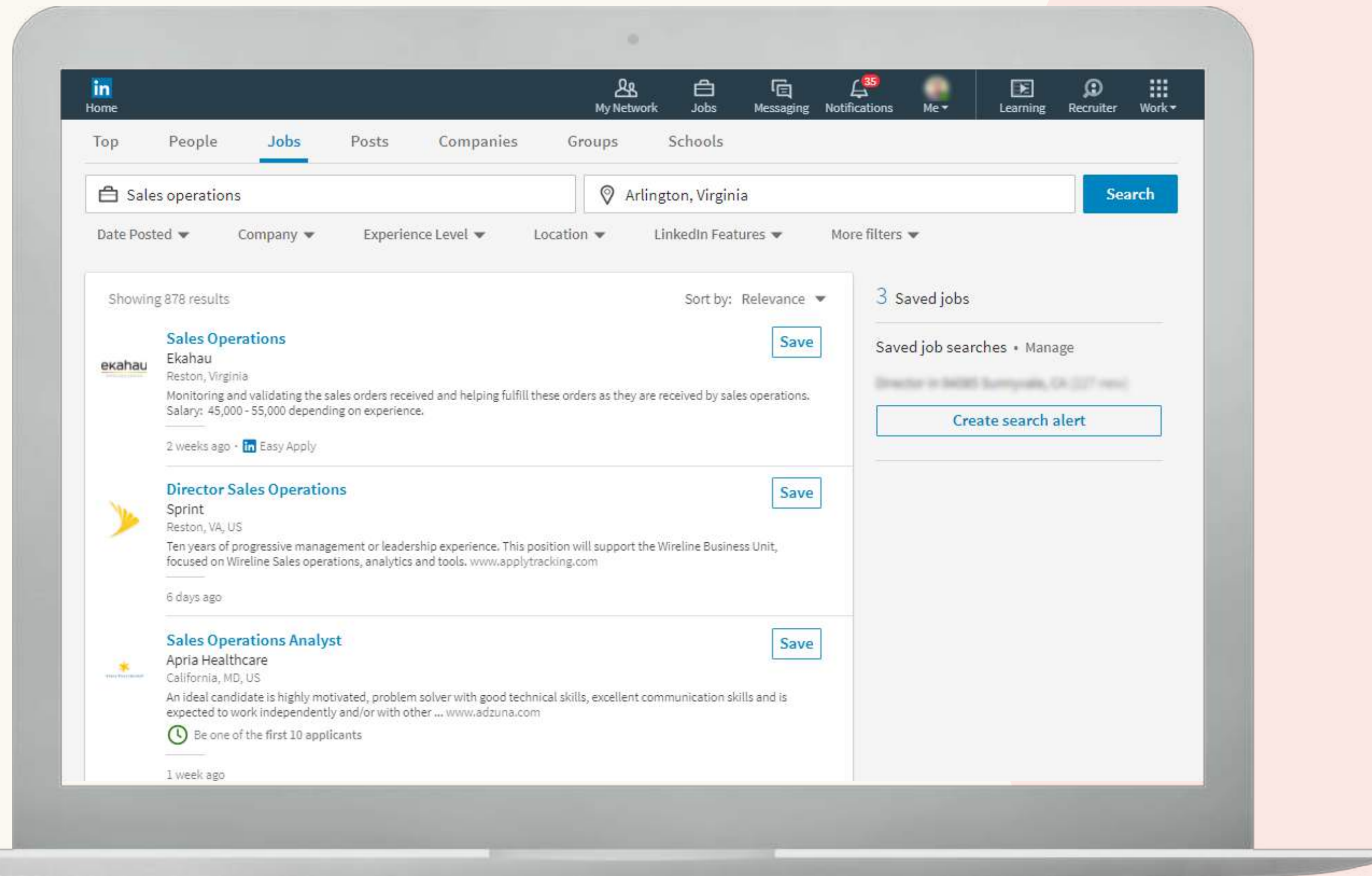
*Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.*

Search for jobs, internships, and schools

# Search for career opportunities

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

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



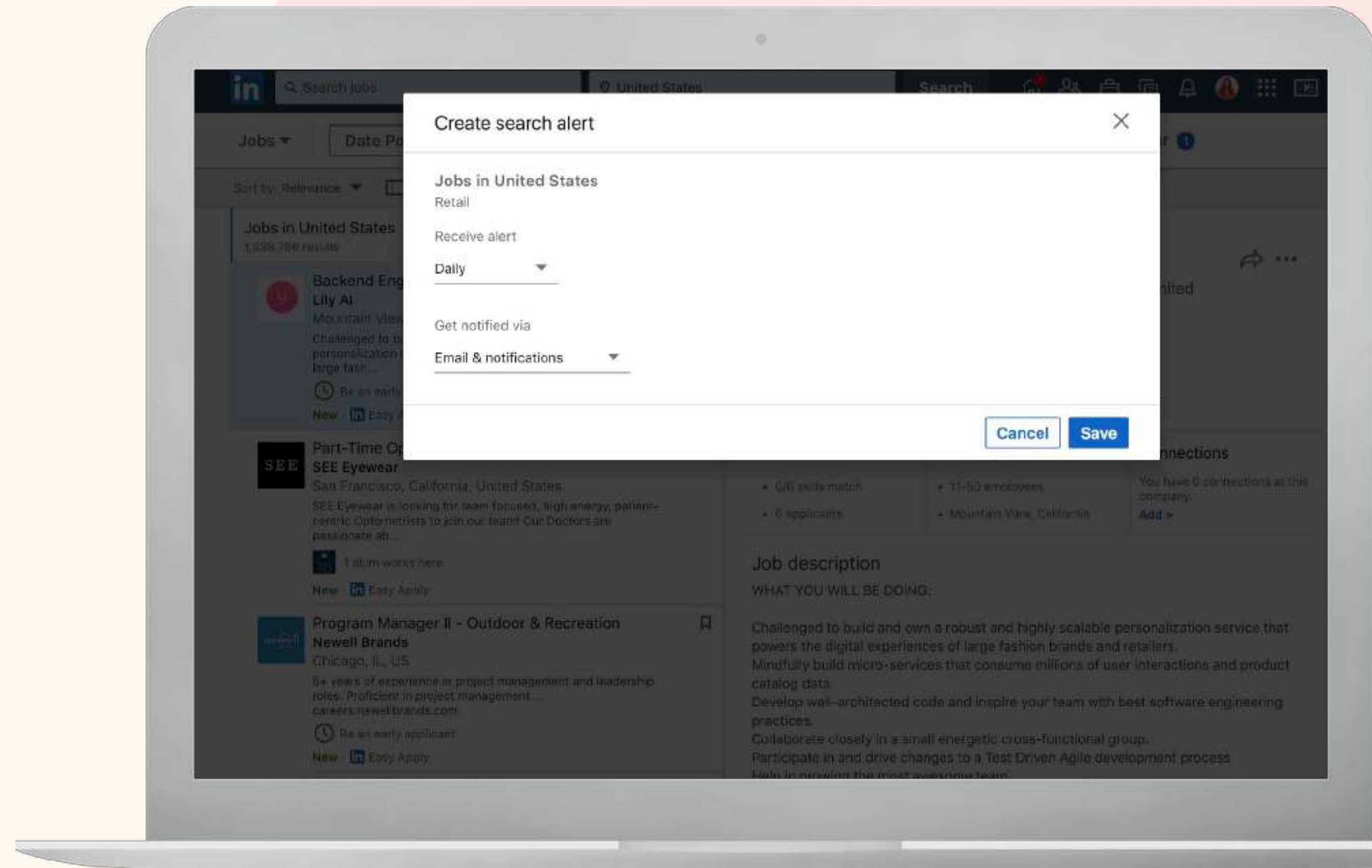


## Create search alerts

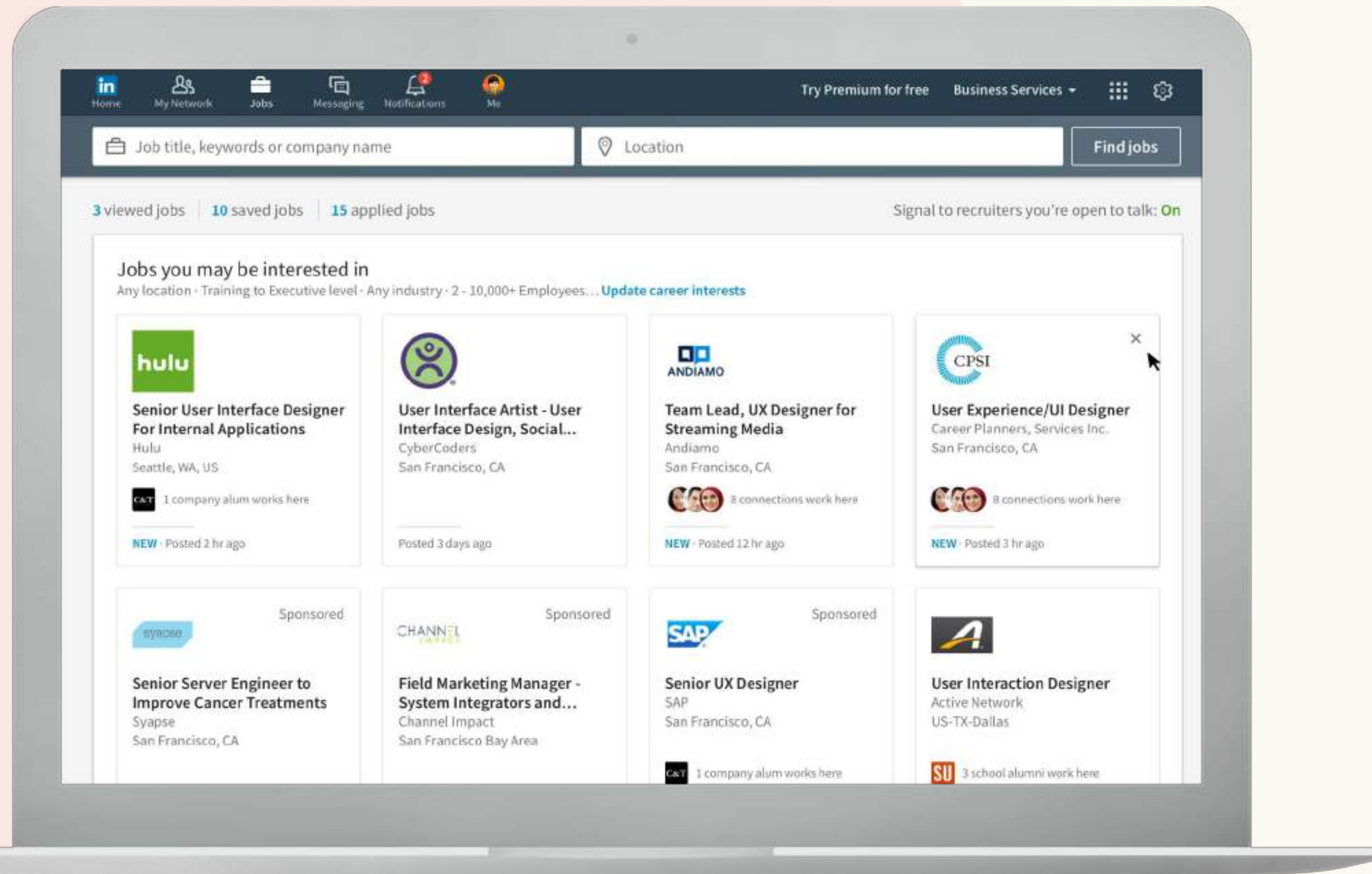
Create search alerts to be notified when jobs you are interested in are posted by turning on “Job Alerts.”

Use filters in the search bar to create alerts by:

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



Search for jobs, internships, and schools

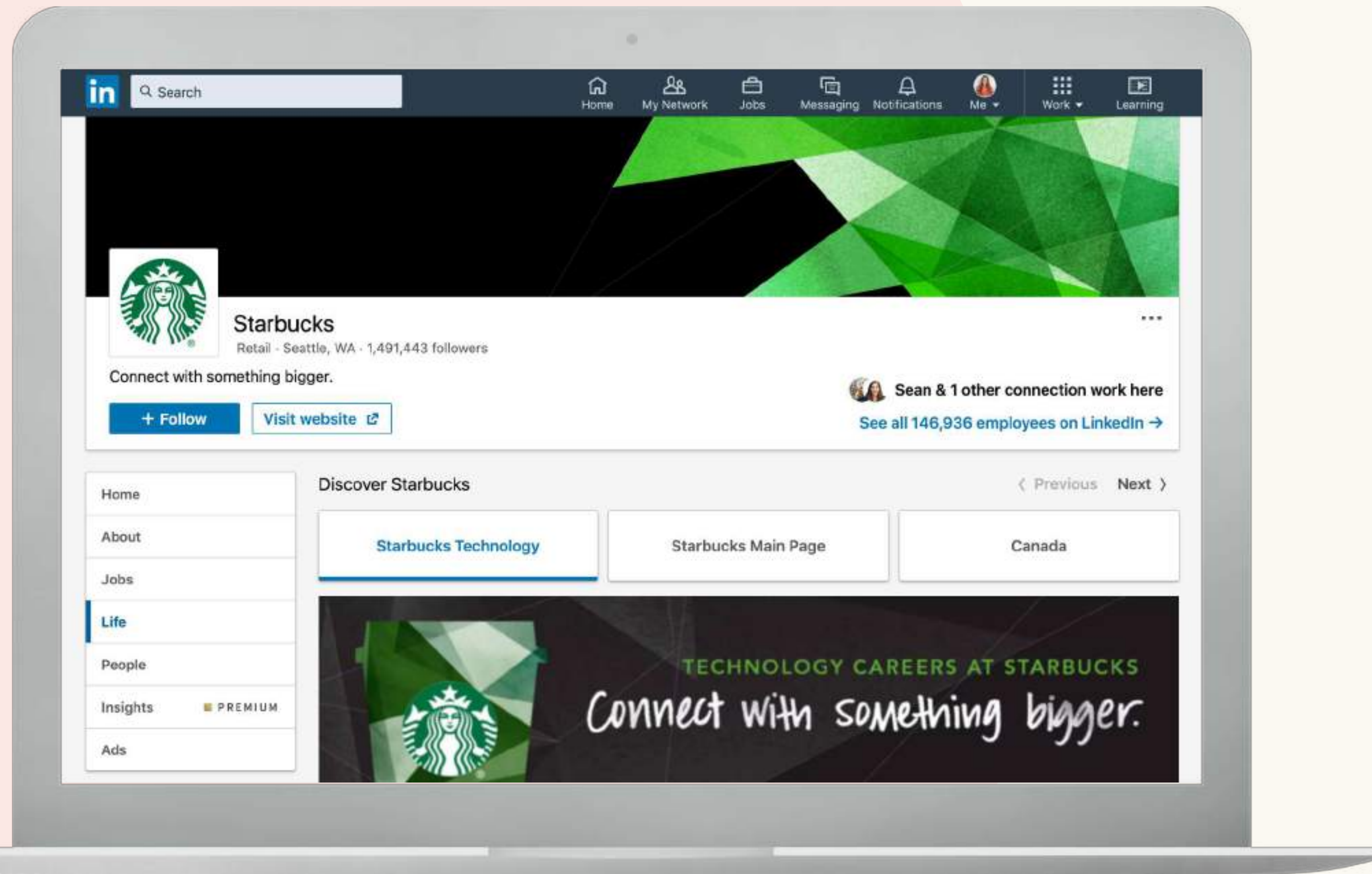


## Review jobs you may be interested in

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

- ✓ Work experience
- ✓ Skills
- ✓ Location information





## Follow companies

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

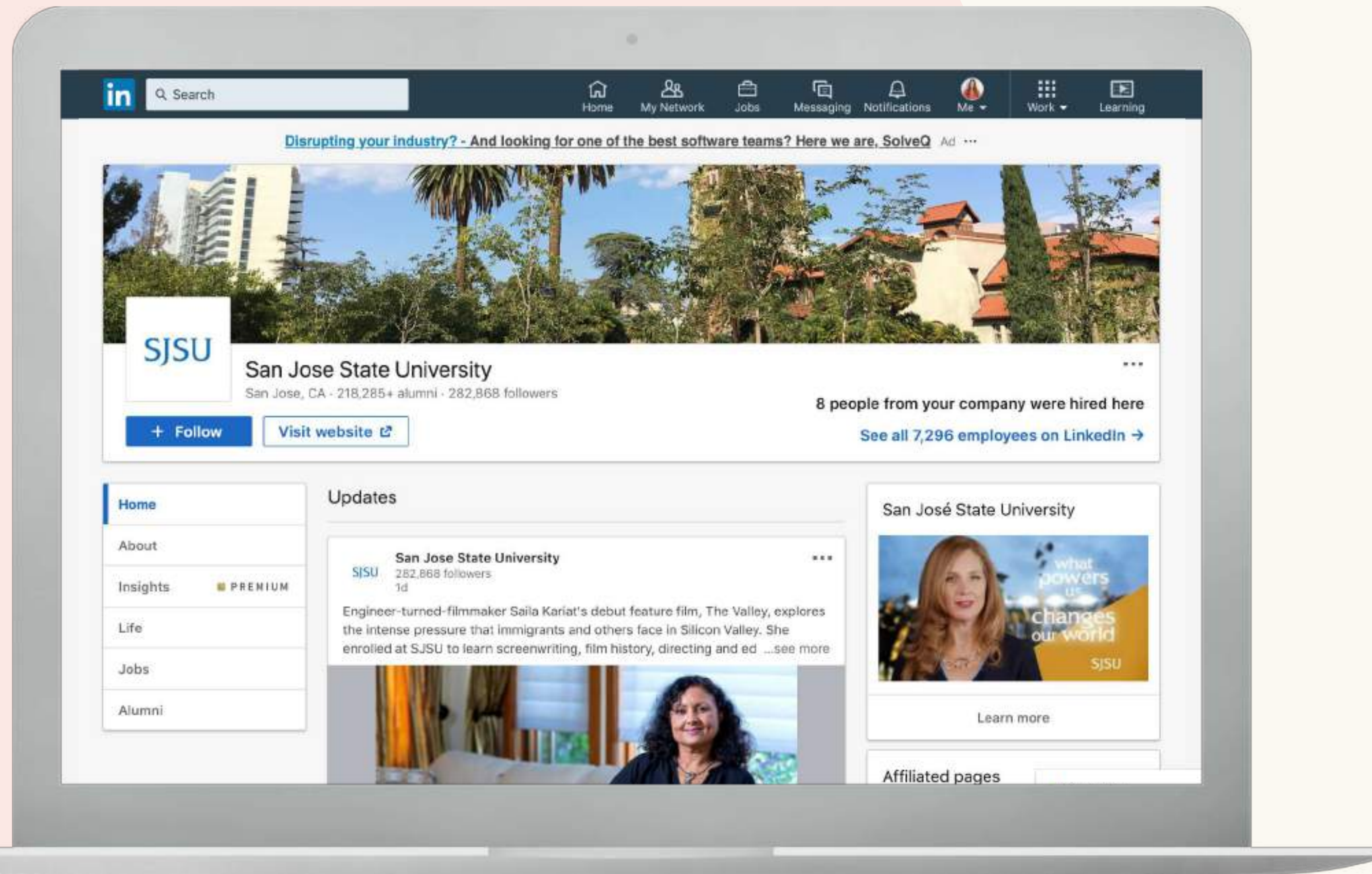
Check out the “Life” section to learn more about the company’s culture, values, and professional development opportunities.



*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.*



Search for jobs, internships, and schools



# 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.



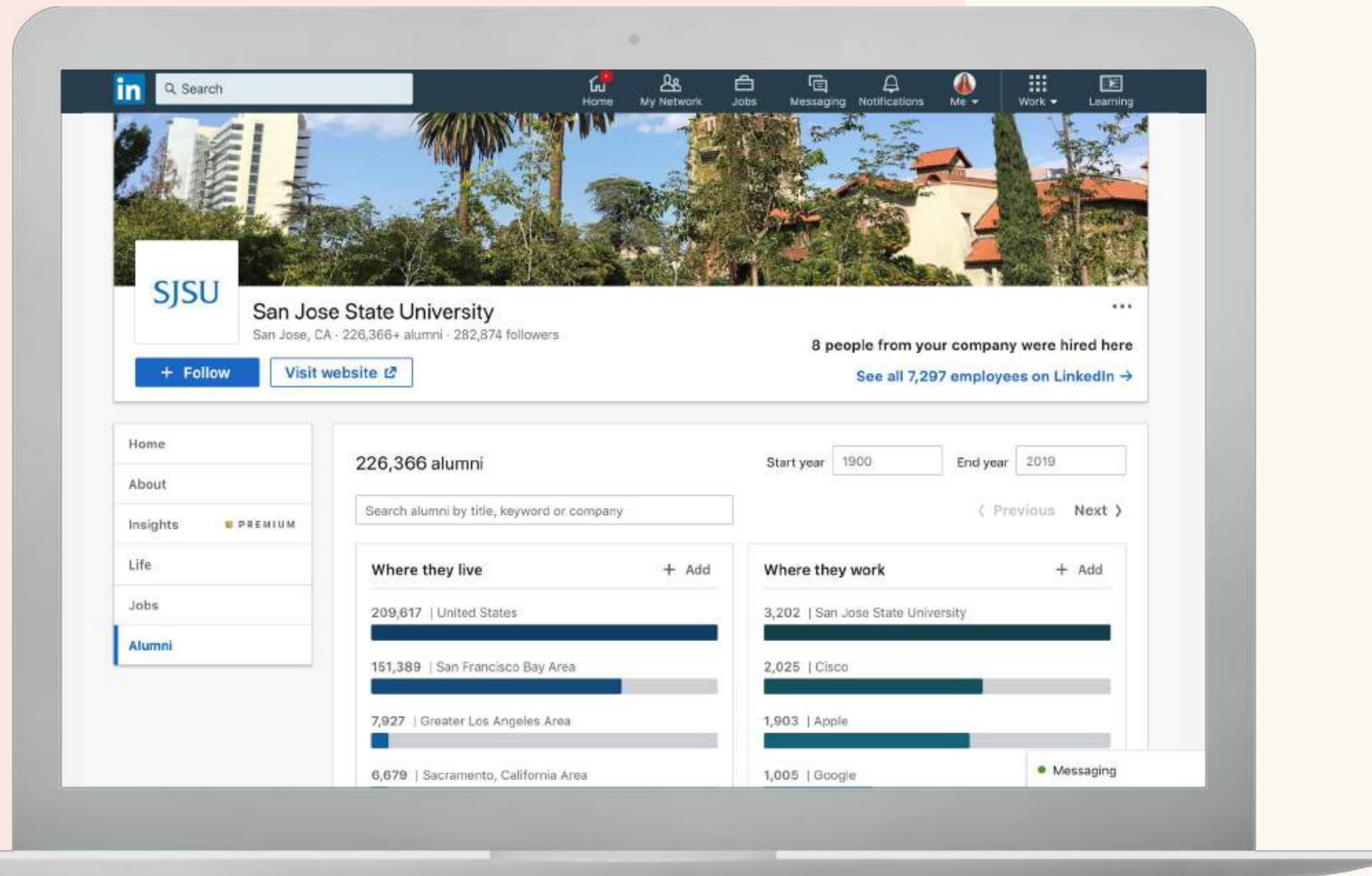
# Explore alumni

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.*

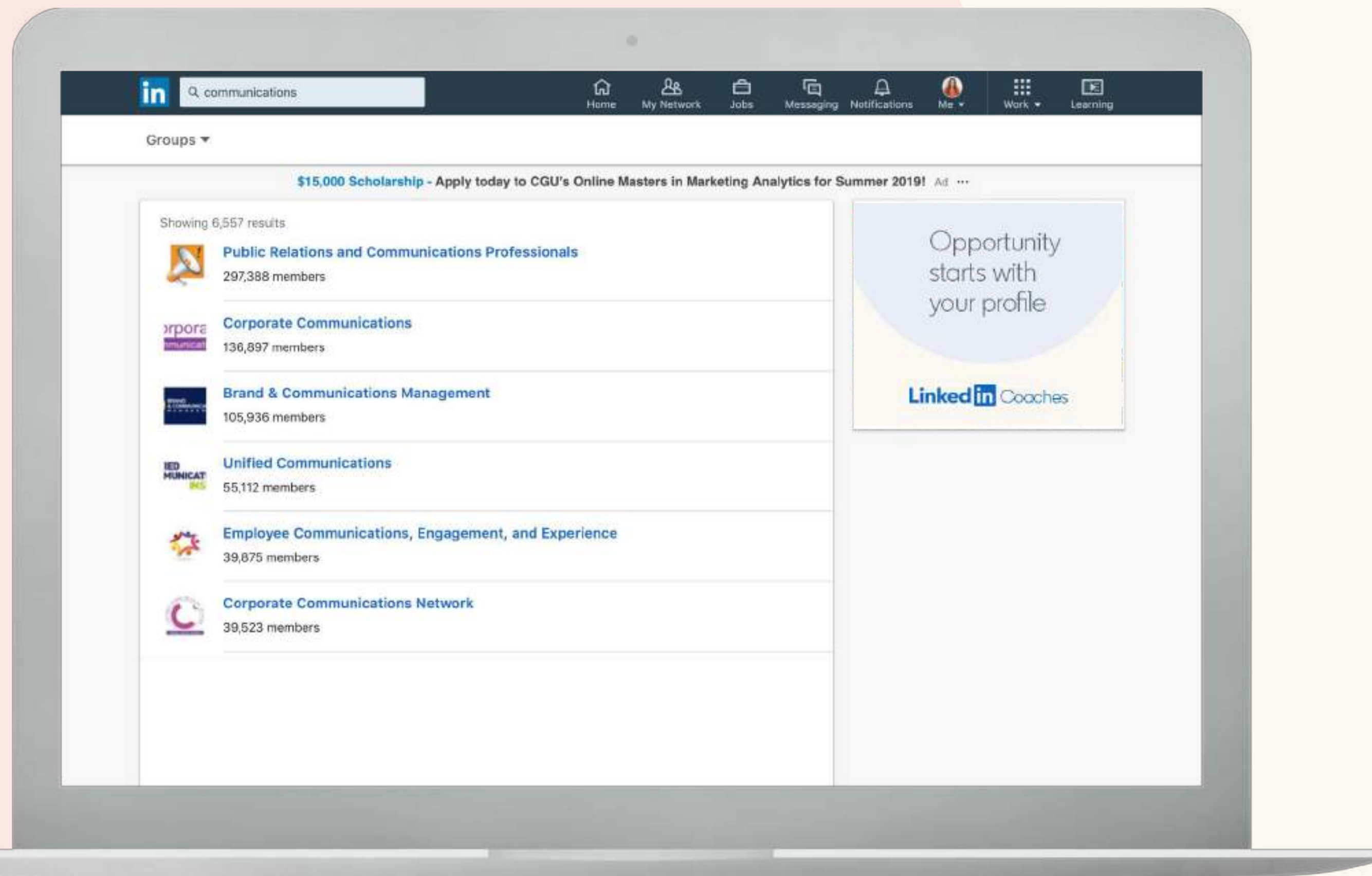


# Join groups

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





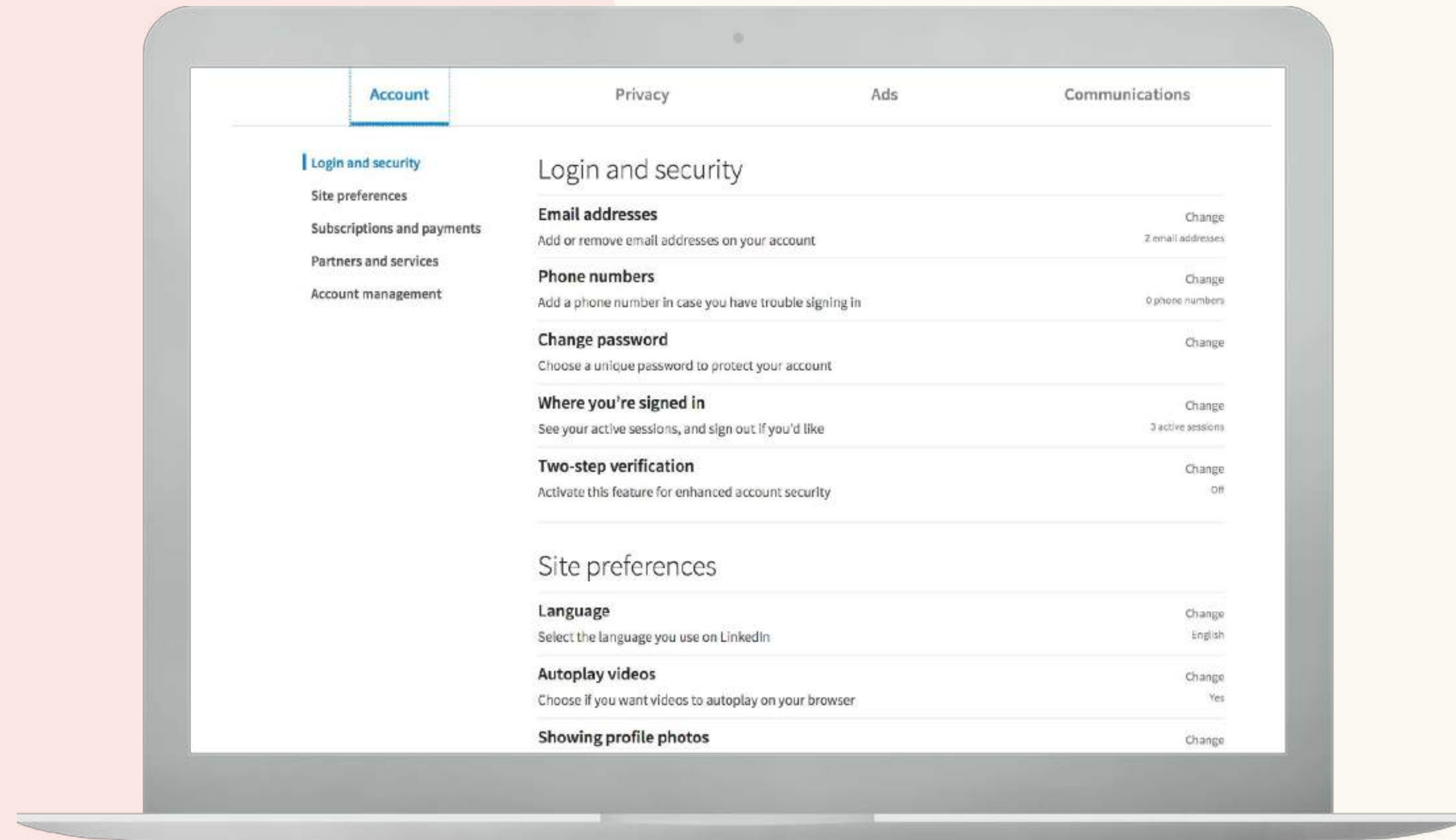
# Privacy settings

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



**LinkedIn** Coaches