

LinkedIn

*Look at assignment on Blackboard for grading details!

Why LinkedIn?

- Total # of LinkedIn Users (world wide) = **500 million**
- Students & Recent College Grads = **40 million**
- **3 million** active job listings

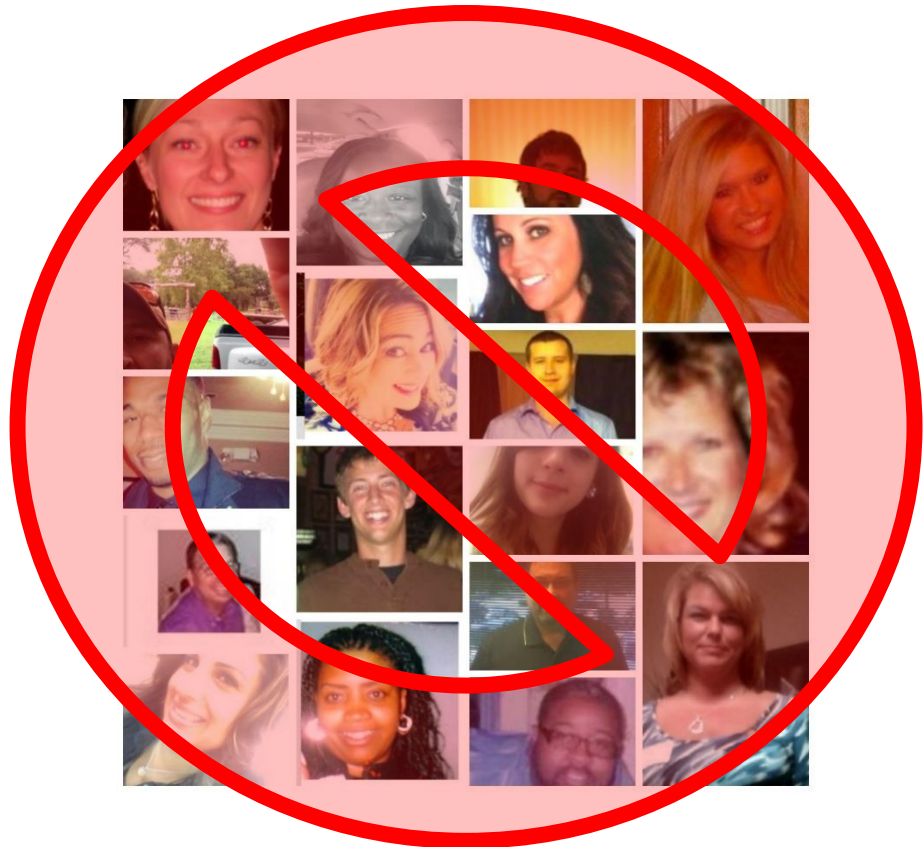


Why LinkedIn?

- See and be seen, professionally; develop a professional brand
- Networking for introverts (and extroverts!)
- Gain more control over online presence/Google results
- Maintain professional ties as people move
- Find and share career opportunities

Profile Photo

- Profiles with a photo are 11x more likely to be viewed
- Choose a clear headshot
 - No selfies!
 - Appropriate dress (does not have to be a suit)
 - Avoid cropped party shots
 - Smile!



****FREE headshots at Career Fair!****

Customize Your URL

The screenshot shows the LinkedIn profile of Kayla Reeves, a Higher Ed Professional | Connector & Collaborator | Educator at the University of Massachusetts Lowell and Clark University. The profile picture is a circular image of a woman with long dark hair wearing a pink jacket. The background image is a banner featuring a yellow and blue 'BOSTON MARATHON' sign. A yellow arrow points to the 'Edit public profile & URL' option in the 'Add profile section' dropdown menu on the right side of the profile. The top navigation bar includes links for Home, My Network (with a red notification badge), Jobs, Messaging (with a red notification badge), Notifications (with a red notification badge), Me, and Work. The search bar is at the top left. The right sidebar contains an advertisement for Comcast Business internet service, offering 150 Mbps for \$99.95 per month with a 2-year agreement.

Interested in your Ed.D.? - Earn yours - 100% online in as little as 3 years for under \$20k at ACE! Ad ...

Add profile section ▼

- Edit public profile & URL ?
- Add profile in another language ?

GET 150 MBPS INTERNET

\$99.95 per month
w/ 2-year agreement

COMCAST BUSINESS **ACT NOW**
(844) 897-0999

Customize Your URL


- Increase your exposure to new connections by editing your public profile link. Once your profile is complete, you can share this URL on your resume or in your email signature.


Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/reeveskayla 



Kayla Reeves

Higher Ed Professional | Connector & Collaborator | Educator
Lowell, Massachusetts | Higher Education

479
connections

Current	University of Massachusetts Lowell
Previous	Fisher College, Cradles to Crayons, Clark University
Education	Clark University
Websites	Personal Website Blog

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Personalize Your Headline

The headline should capture the attention of your target audience (recruiters!) and include keywords. “Student at UMass Lowell” is ok, but you will get further in a job search if you take the time to customize.



Student Name • 2nd

Computer Science major experienced in C/C++ seeking a co-op/internship involving software development and data analytics

Greater Boston Area

Headline Examples

- *“Computer Science student experienced in Java and C looking for software development experience”*
- *“Mechanical Engineering student seeking 6-month co-op in robotics”*
- *“Electrical Engineering student looking for power-related summer internship”*
- *“Business student seeking a marketing co-op or internship | Skilled in social media, website design, and product development”*

Craft Your Summary

This is what makes your profile more than just a resume
and will set you apart!

- Adopt a conversational tone - 1st person is recommended
- Tell a story (but avoid long paragraphs)
- Proofread for typos!!
- Consider: what you're passionate about, what you're seeking, and why you're a good fit
 - Ideas to get you started:
 - "I am energized by collaborative environments"
 - "I am passionate about social awareness and hope to..."
 - "Seeking opportunities where I can..."

Summary Examples

I have an extreme passion for programming and I've taken full advantage of the many opportunities both Londonderry High School and UMass Lowell has offered to build a substantial foundation as a software developer. In addition to an abundance of technical courses, my internship experiences have given me real-life exposure to the field and sharpened necessary skills such as high-level problem-solving, strategic planning, and project managing. With my knowledge, technical skills, and strong work ethic, I've proven to be a very dependable team member.

Though I still have much to learn, I am a highly motivated individual therefore I'm very eager to learn new skills and I'm quite fast at it.

Please feel free to get in touch with me via email (I @student.uml.edu).

I am a sophomore Mechanical Engineering student at the University of Massachusetts Lowell starting to look for co-op positions in the engineering industry. I am interested in the design of products (which designs meet the need of the product and could the design be improved).

I have taken Material Science, Computer Aided Design, Thermodynamics, Statics, and Engineering Differential Equations, which have challenged me to connect science and engineering disciplinary knowledge with real world problems.

Experience & Education

Take this information right from your resume:

- Experience
 - Include any and all part-time work
 - Keep formatting consistent
 - Use bullet points to help organize or short paragraphs
- Education
 - Write the full name of your degree (i.e. Bachelor of Science in Computer Science)
 - Complete additional sections that relate to Education (i.e. Academic Projects, Honors, Clubs, Activities) to round out your educational experience

Academic Projects Example

9 Projects

Ski Maps

[See project](#)

Collaborated with a team of students to create a semester long full stack website.

- Site designed for skiers and snowboarders to quickly find up-to-date trail conditions
- Used GitHub for sharing code and resources
- Hosted on GitHub for testing front end changes, Amazon for full stack features
- Front end written in HTML5, with Bootstrap for theming / CSS and jQuery for JS
- Back end written in Python, with Beautiful Soup for web scraping

Jan 2016 – May 2016

Teammates



Racket Weather

[See project](#)

Racket Weather was the final project for the Organization of Programming Languages (OPL) class. We took weather data from the OpenWeatherMap API in the form of JSON data and generated several visualizations. It ended up looking similar to a 10 day forecast, with high/low temps, weather image and a chart of 10 day high/low temperatures. Overall the project was a fun way to end the OPL class and we gained experience working with a REST API, JSON data and various Racket libraries.

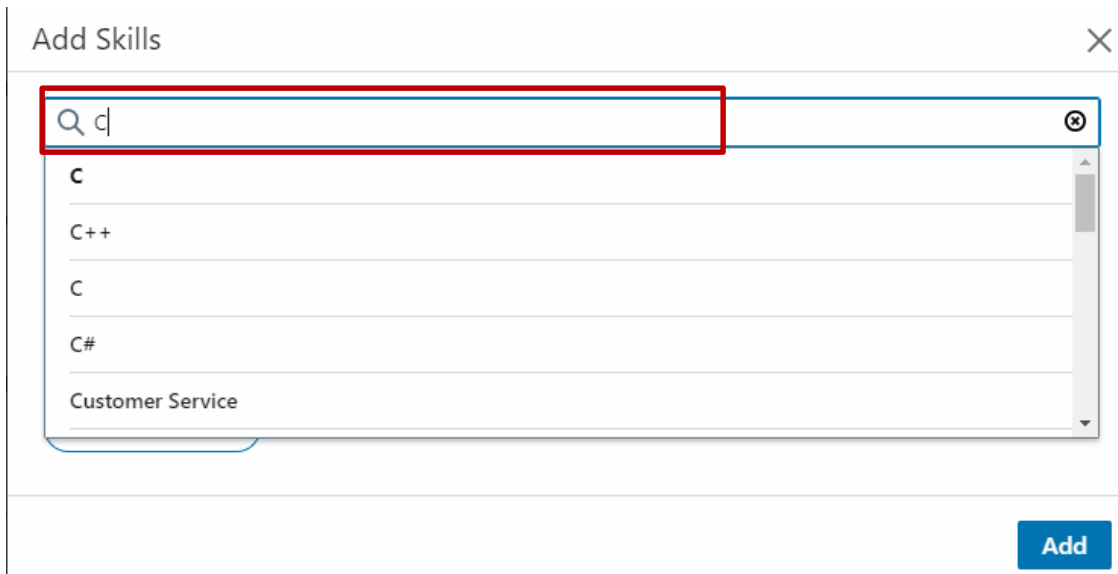
Mar 2016 – May 2016

Teammates



Add Skills

- Why?
 - Keywords
 - Shows recruiters what others see as your strengths
 - Remember: Continue to add to your skills as you grow
- Choose at least 10 skills that best relate to your current search.






The screenshot shows a modal window titled "Add Skills" with a close button (X) in the top right corner. Inside the modal, there is a search bar with a magnifying glass icon and the letter "c" entered. The search bar is highlighted with a red rectangle. Below the search bar, a list of suggestions is displayed, including "C", "C++", "C", "C#", and "Customer Service". The list is scrollable, as indicated by a vertical scrollbar on the right. At the bottom right of the modal, there is a blue button labeled "Add".



Endorsements


- The more endorsements you have for a particular skill, the higher you will appear in search results for that skill
- Endorse a connection by clicking the “+” sign next to the skill
- You can manage or turn off Endorsements at any time

Skills & Endorsements

 Objective-C/C++ · 4
Mike Morley and 3 connections have given endorsements for this skill


 Python · 2
 Endorsed by Jess Lai (mutual connection)

 Linux · 3
 Endorsed by Rebecca Campelli and 2 other mutual connections

[Show more](#) 

Adding Media


- Add links to articles, videos, project deliverables, etc. when possible
- Option to add media to Summary, Experience, Education, and more!

**Research Assistant**
University of Massachusetts Lowell
Sep 2014 – May 2016 • 1 yr 9 mos
Lowell, MA

For the 2015 / 2016 academic years I worked as a research assistant in the Engaging Computing Group at UMass Lowell. I worked on a variety of projects, primarily connecting to and updating a full stack website.

- Developed an API wrapper for a REST API in C++ using cURL and PicoJSON
- Contributed to the development of the JavaScript and Python API wrappers

Media (1)



iSENSE Project

Adding Sections

- Look through the Accomplishments section to see what you can add to showcase your unique skills
 - Certifications
 - Projects
 - Courses
 - Languages (if other than English)

Catherine (Elliott) McLean

Assistant Director of Cooperative Education
Massachusetts Lowell

Greater Boston Area

Add profile section ▼

More...

Background



Skills



Accomplishments



Publications



List your published work and be found 7x more.



Certifications



Members with a certification get 5x more profile views.



Patents



Showcase your innovation and expertise.



Courses



2 courses on your profile



Projects



Add compelling projects to



Accomplishments Example

Accomplishments

8 Courses



A+ Prep/Hardware • C++ Programming • Computer Organization and Assembly Language
• Computing I in C • Computing II - Data Structures in C • Computing III - Object Oriented
Programming in C++ • Discrete Structures I • Introduction to Programming Language using Java

5 Honors & Awards



Dean's List • New Hampshire Scholars (Arts and STEM Emphasis) • The Computer Education
Departmental Award • The Xerox Award for Innovation and Information Technology • The
Pythagoras Award

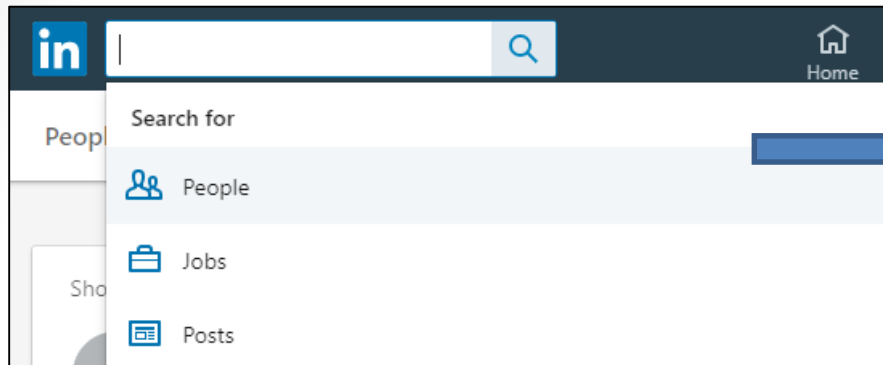
3 Projects



Evil Hangman (C) • Meme-opoly (Java) • Old School Minesweeper (C++)

Get Involved!

How to Connect



1. Place cursor in search bar
2. Select “People”
3. Click “All Filters” to expand your search
4. Recommended to use the second “School” field to find classmates/alum

A screenshot of the LinkedIn 'All people filters' panel. The panel is titled 'All people filters' and contains several sections of filters. The 'School' field in the 'Connections' section is highlighted with a yellow circle. The 'Schools' field in the 'Past companies' section is also highlighted with a yellow circle. The 'Connections' section includes fields for 'First name', 'Last name', and 'Title', and a 'Connections' dropdown menu with options for '1st', '2nd', and '3rd+'. The 'Connections of' section includes a field for 'Add connection of'. The 'Locations' section includes a field for 'Add a location' and a list of locations with checkboxes: 'United States', 'Greater Boston Area', 'Greater New York City Area', 'Washington D.C. Metro Area', and 'San Francisco Bay Area'. The 'Current companies' section includes a field for 'Add a company' and a list of companies with checkboxes: 'Northeastern University', 'Apple', 'Amazon', 'EY', and 'SEPHORA'. The 'Past companies' section includes a field for 'Add a company' and a list of companies with checkboxes: 'IBM', 'Northeastern University', 'Fidelity Investments', 'Harvard University', and 'PwC'. The 'Industries' section includes a field for 'Add an industry' and a list of industries with checkboxes: 'Higher Education', 'Information Technology and Services', 'Retail', 'Marketing and Advertising', and 'Computer Software'. The 'Profile language' section includes a list of languages with checkboxes: 'English', 'Spanish', 'French', 'German', and 'Chinese'. The 'Nonprofit interests' section includes a field for 'Add a nonprofit interest' and a list of interests with checkboxes: 'Skilled Volunteering' and 'University of Massac'.

Connecting with Employers


Send a message by sending a message!

- Include a note with your invitation to connect, especially:
 - When following up with employers/recruiters you met at an event
 - Anyone you have never met in person


- Message should include:
 - Professional greeting
 - Context of meeting/reason for connecting
 - Thank you and have a nice day!

Connecting with Employers

NOTE: When connecting with people via the “People you may know” section, you will not have the option to send a message. You must click into their profile!

Manager of The MLQ Boston Night Riders; Employee at the Department of Justice
Department of Justice • Clark University
Greater Boston Area • 138 

[Connect](#)[Message](#)[More...](#)

You can customize this invitation 

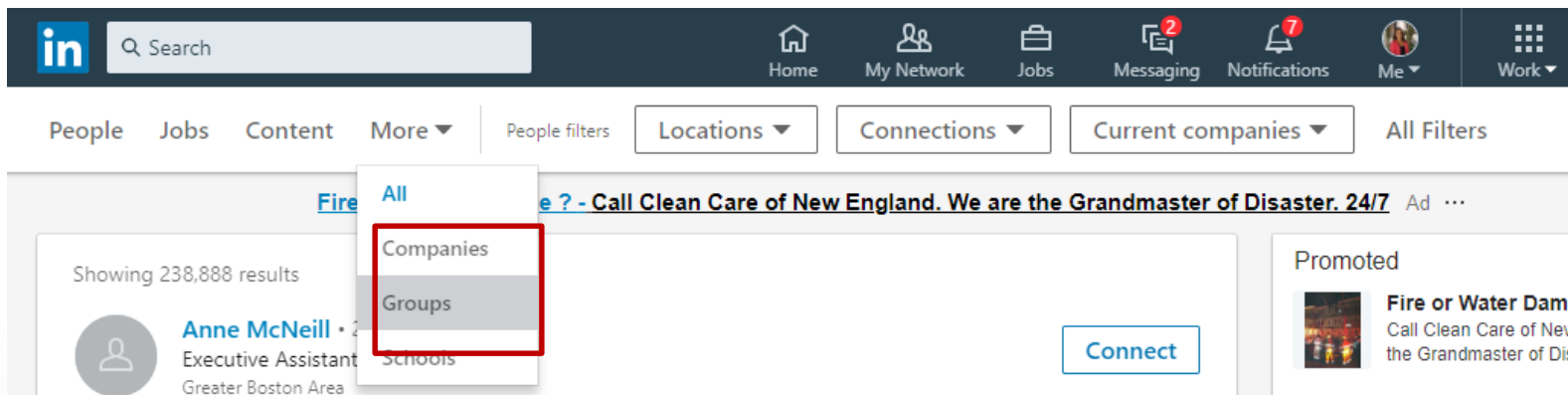
LinkedIn members are more likely to accept invitations that include a personal note.

[Add a note](#)

[Send now](#)

Join Groups and Follow Companies

- Place cursor in search bar, click Enter to be redirected to the main search page
- Select “More” to access additional searches
- “All Filters” option is useful!



Company Page

- Look for updates before an interview, learn more about their product/service, view jobs, see how you're connected, and more!

The screenshot shows the LinkedIn profile of Kronos Incorporated. The header includes the company logo, name, location (Lowell, MA), and follower count (54,543). Navigation buttons for 'Follow' and 'See jobs' are present. A section for '7 connections work here' is also visible. The main content area is divided into three tabs: 'Overview' (showing a software interface), 'Jobs' (listing Catherine McLean as Assistant Director of Cooperative Education), and 'Life' (showing various employee photos and awards). Below the tabs, the 'About us' section describes the company's focus on workforce management. The 'Recent update' section features a photo of a group of people and a caption about welcoming Generation Z. An advertisement for Adobe Stock is displayed at the bottom right.

Kronos Incorporated
Computer Software • Lowell, MA • 54,543 followers

+ Follow See jobs

7 connections work here.
See all 6,733 employees on LinkedIn →

Overview

Jobs

Catherine McLean
Assistant Director of Cooperative Educ...

View jobs at Kronos Incorporated

Life

glassdoor BEST PLACES TO WORK 4.4

About us

About:
We believe great businesses are powered by great people. We offer powerful WFM & HCM tools to manage and engage your entire workforce from pre-hire to retire.

Company Overview:
Kronos is a leading provider of workforce management and human capital management cloud solutions. Kronos industry-centric workforce applications are purpose-built for businesses,

Recent update

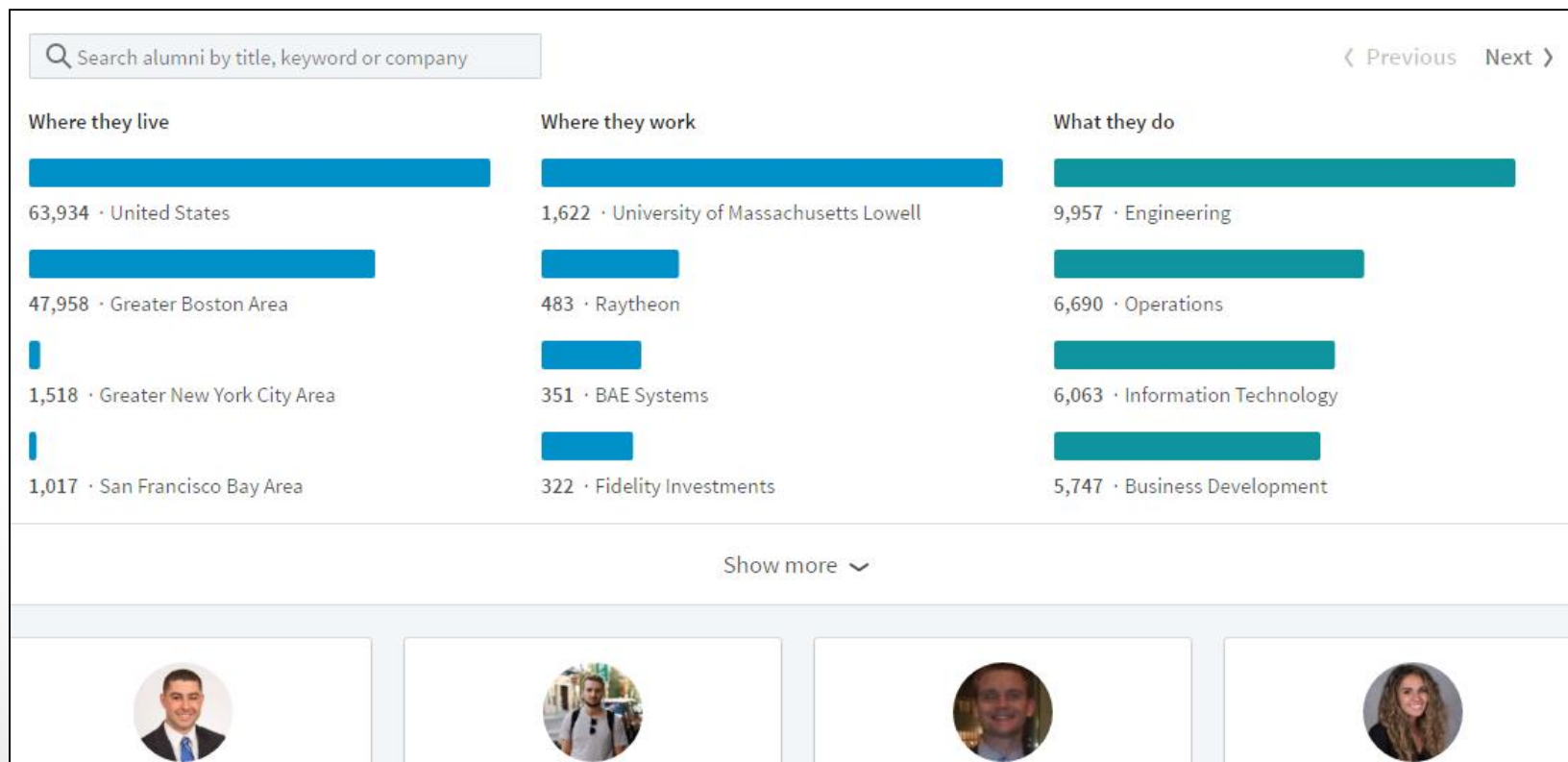
See all

Welcome, Generation Z - here's your ben...

Make it with Adobe Stock.
Get 10 free images >

Find Alumni

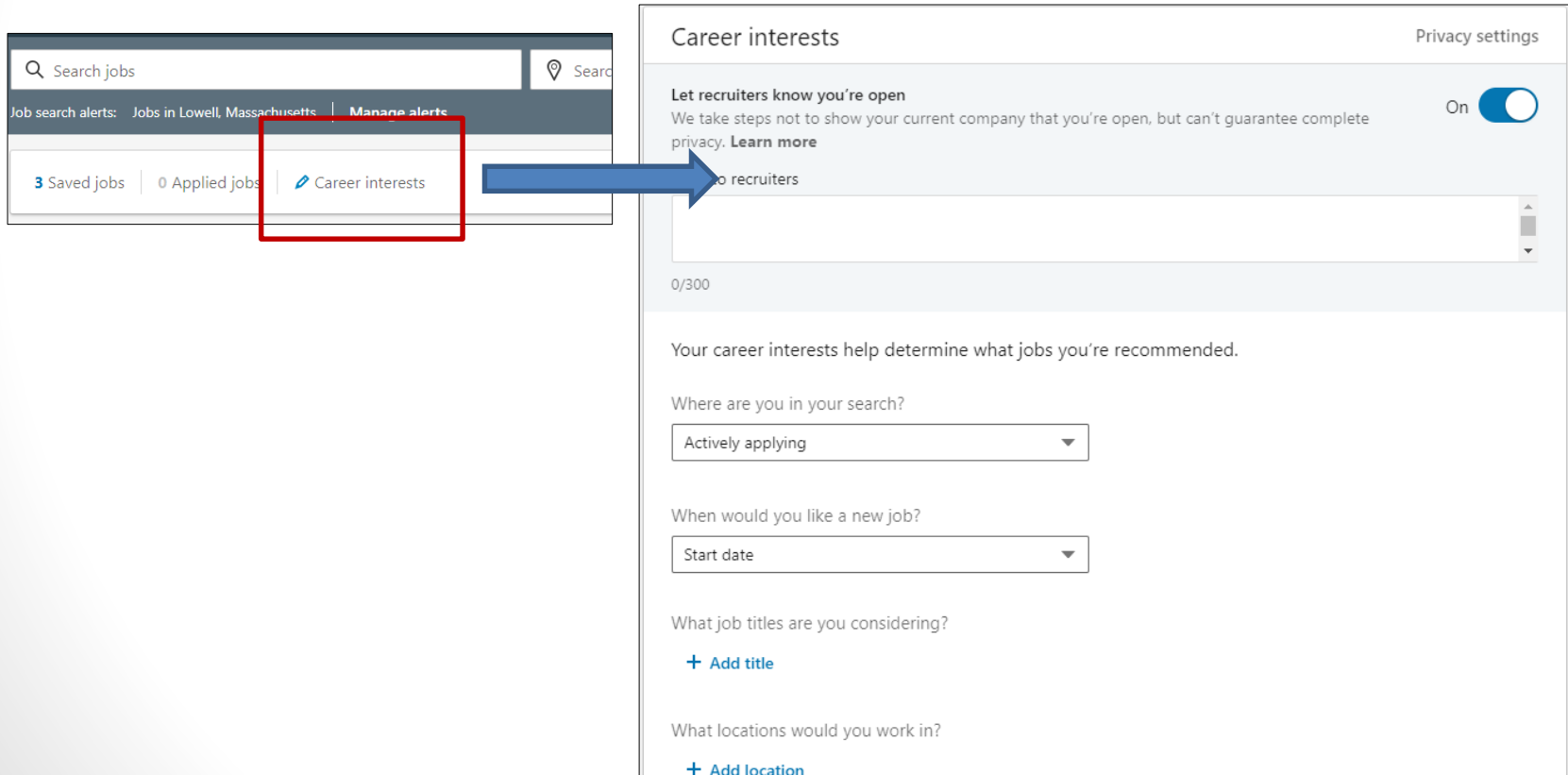
- Go to University of Massachusetts Lowell's LinkedIn page
- Click "See alumni" button at the top
- Great for networking and you can look at other schools too!



Job Searching

Enter Career Interests

1. Click Jobs icon at top of page
2. Click “Career interests”
3. Turn on “Let recruiters know you’re open” and enter information such as desired location, industry, etc.



The image shows a screenshot of a job search interface. On the left, a navigation bar contains a search bar, a location filter, and a list of links: "3 Saved jobs", "0 Applied jobs", and "Career interests". The "Career interests" link is highlighted with a red rectangular box. A blue arrow points from this box to the "Career interests" form on the right.

Career interests Privacy settings

Let recruiters know you're open
We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#) On ☒

0/300

Your career interests help determine what jobs you're recommended.

Where are you in your search?

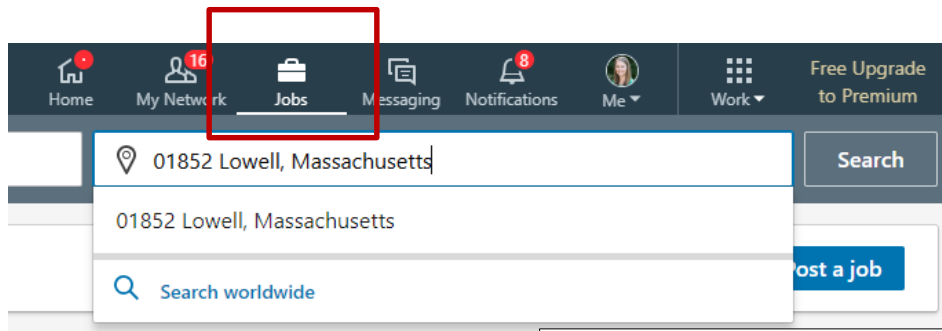
When would you like a new job?

What job titles are you considering?
[+ Add title](#)

What locations would you work in?
[+ Add location](#)

Search

1. Click Jobs icon at top of page
2. Enter zip code or keyword then click “Search” to see additional filters
3. Click “All Filters” to expand your search



All jobs filters Clear Cancel Apply

Date Posted <ul style="list-style-type: none"><input type="radio"/> Past 24 hours (5816)<input type="radio"/> Past Week (23768)<input type="radio"/> Past Month (72394)<input checked="" type="radio"/> Any Time (129214)	LinkedIn Features <ul style="list-style-type: none"><input type="checkbox"/> In Your Network (15491)<input type="checkbox"/> Easy Apply (4468)<input type="checkbox"/> Under 10 Applicants (117897)	Job Type <ul style="list-style-type: none"><input type="checkbox"/> Full-time (105201)<input type="checkbox"/> Part-time (12060)<input type="checkbox"/> Other (5073)<input type="checkbox"/> Contract (2169)<input type="checkbox"/> Volunteer (1724)<input type="checkbox"/> Temporary (1560)<input type="checkbox"/> Internship (747)	Location <p>Distance within 25 mi (40km) ▼</p> <input type="text" value="Add a filter"/> <ul style="list-style-type: none"><input type="checkbox"/> Cambridge, MA (9037)<input type="checkbox"/> Boston, MA (5122)<input type="checkbox"/> Waltham, MA (4992)<input type="checkbox"/> Nashua, NH (3670)<input type="checkbox"/> Woburn, MA (2210)
Company <input type="text" value="Add a filter"/> <ul style="list-style-type: none"><input type="checkbox"/> Fidelity Investments (126)<input type="checkbox"/> FLIR Systems (27)<input type="checkbox"/> Broad Institute of MIT and Harvard (122)<input type="checkbox"/> Planet Pharma (236)<input type="checkbox"/> VelvetJobs (303)	Industry <input type="text" value="Add a filter"/> <ul style="list-style-type: none"><input type="checkbox"/> Computer Software (20503)<input type="checkbox"/> Biotechnology (6033)<input type="checkbox"/> Pharmaceuticals (5163)<input type="checkbox"/> Transportation/Trucking/Railroad (19082)<input type="checkbox"/> Information Technology and Services (22647)	Job Function <input type="text" value="Add a filter"/> <ul style="list-style-type: none"><input type="checkbox"/> Information Technology (29209)<input type="checkbox"/> Other (17960)<input type="checkbox"/> Customer Service (8274)<input type="checkbox"/> Marketing (4434)<input type="checkbox"/> Analyst (4037)	Experience Level <ul style="list-style-type: none"><input type="checkbox"/> Internship (1247)<input type="checkbox"/> Entry level (59852)<input type="checkbox"/> Associate (33449)<input type="checkbox"/> Mid-Senior level (13749)<input type="checkbox"/> Director (3574)<input type="checkbox"/> Executive (1590)

Create a Saved Job Search

1. Once you've entered search criteria, click Create search alert.
2. Choose how often you'd like to be notified of new job listings.

Saved job searches

Save this search to get notified as new jobs become available.

Create search alert

Create search alert

Jobs in Lowell, Massachusetts

Computer Software, Internship

Receive alert

Daily

Get notified via

☒ Email

☒ Mobile and desktop notification ⓘ

Cancel

Save