



# LINKEDIN

*Tips on representing yourself professionally and connecting in a social media world*

Visit [www.linkedin.com](http://www.linkedin.com) to create your LinkedIn account profile.

## General LinkedIn Tips

- Choose an appropriate (professional and conservative) photo
- Endorse your connections on skills you believe they are advanced in
- *Give a little to get a lot* – Leave recommendations for 1<sup>st</sup> degree network connections that you feel have earned a great one
- Provide a creative and professional profile headline, highlighting your area of study, career ambitions or goals
- Invest a good amount of time up front to create a great, detailed profile
- Spend a small, but productive amount of time, updating and maintaining your LinkedIn network on a consistent basis
- Research someone on LinkedIn before meeting him or her in a job interview or business meeting
- Get free market research by posting a question on ‘LinkedIn Answers’
- Scan through your Network Updates to be aware of what your network is doing
- Use the LinkedIn Status Update function to keep your network apprised of your business

\*\* Be cautious with your updates if you do not want people to be updated on your activity. To change this, go to *Settings, Privacy Controls, and “Turn on/off your activity broadcasts”*

## Strategies to Build your LinkedIn Network

- Fill out your LinkedIn profile suggested information
- Check for former colleagues and classmates by using specific LinkedIn search tools
- Import your Outlook contacts or Webmail contacts
- Check for people who share groups or affiliations
- Go through your business cards for potential contacts or send them an invite to join
- Advertise yourself through LinkedIn Answers
- Use the ‘People You May Know’ feature
- Meet people via LinkedIn Answers, Groups, Jobs, and People Search and invite them to connect

## Why Join LinkedIn? The Benefits Include:

- The ability to enhance your personal brand, while controlling your professional on-line identity
- The ability to be found by recruiters, hiring managers, and others to open the door to new opportunities
- The ability to reconnect with former colleagues and school contacts
- The opportunity to learn, share and make important connections to those with similar professional interests
- Helps in establishing yourself as an expert: Contribute your knowledge by answering questions
- Ask your question and get fast, accurate answers from your network and other experts worldwide
- Stay up-to-date on the latest in your industry and functional area
- Allows you to get connected to people that aren’t in your network
- The opportunity to show you are comfortable with current technology
- The opportunity to show off and expand on your academic and professional accomplishments beyond what you are able to fit on a resume

### **What are the different ways I can use LinkedIn?**

- To identify careers that utilize your interests
- To help others and provide value
- For informational interview contacts
- To identify target companies of interest
- To look at career paths of those in positions you're ultimately interested in
- To learn more about job functions and skills needed for specific occupations
- To learn which job titles you may want to pursue, related to your job search, and what titles require more experience than you may have
- To expand your network through groups and see the connections of others in your network
- To learn about job openings
- To get questions answered related to your career interests, invite people you meet who you would like to include in your network to link in with you

### **How should I set up my profile to maximize my LinkedIn account? Please include:**

- A keyword-rich summary tailored, to positions you're seeking and the skills required
- Recommendations/endorsements from internship supervisors, part-time or full-time jobs, and professors you've worked for
- A custom URL with your name at the end
- Your email and/or telephone, internships, part-time work, extracurricular activities, case competitions, study abroad, clubs you've been a part of, or other related volunteer or leadership activities
- *TIP:* Look at profiles of those who are working in your area of interest and how they set theirs up
- *TIP:* Look at the groups they've joined and whether you qualify to join those groups
- *TIP:* Remember to add your LinkedIn account to your email signature

### **Who do I connect with?**

- Friends, parents, friends of parents
- People from internships or volunteer experiences
- People you've met through part-time work, whether on campus or off campus
- People at organizations you've belonged to
- Undergrad or grad student peers
- Professors who know you
- People you meet through events on campus and networking groups off campus
- Speakers you meet at workshops and conferences

## ADVANCED LINKEDIN OPTIONS:

### What are the different sections of LinkedIn and what are some searches that I should consider doing?

- *People* – ‘People Search’ in the search box lets you quickly find the person you are looking for by his/her title, company, school, name, or other characteristics. You can also quickly find one of your connections by typing their name and clicking on the suggestions that will be automatically generated.
- *Groups* - Join up to 50 groups for free in your industry, preferred job title, schools and area. The ‘Groups Directory’ allows you to easily find the right group. Click on the ‘Category’ dropdown to sort by different group types (Alumni, Corporate, Non-Profit, Corporate, etc.) Once you have found a group you are interested in joining, click on the ‘Join Group’ link to membership. Membership may be subject to review by a group manager. Remember to send a message to the group owner listed on the group information page to introduce yourself.
- *Companies* – ‘Company Profiles’ is a great tool that can be used to find and research companies. Profiles include an overview of the company, who you know at the company, and unique data from the LinkedIn network. Learn which companies are the most viewed, fastest growing, or most connected to your network.

### Job Search - Networking is one of the most effective job search tools.

- You can greatly increase your chances of finding job leads or obtaining an interview by conducting networking conversations, also called ‘Informational Interviews’.
- By engaging people in an informational interview, you can gain insight to a company of interest, helping you to write a cover letter, learn salary ranges for your field, learn more about where positions are posted, and to make decisions on your level of interest in the company.
- Use the ‘Companies’ option in the search menu to locate people in your network who work at companies (including corporate, nonprofit, education and government) that you are targeting in your job search.
- Search jobs that are posted directly to LinkedIn by employers; often these jobs are posted only to LinkedIn and include contact information for the company. For each job listing, a link connects you to people in your network who might work at the company or the individual posting the position.
- Find executive search and staffing professionals, as many have profiles on LinkedIn. Ask for an introduction to recruiters in your field through your connections. Find recruiters by using “Advanced Search” in the People search option. \*\*\***Tip:** Put The Clemson University in the school field to learn which recruiters are CU alumni.
- Join LinkedIn Groups. Many positions are posted for free to groups on LinkedIn.

### What is the etiquette related to using LinkedIn?

- Only invite people to join your network whom you have met.
- Don’t use the default LinkedIn invite: “I’d like to add you to my professional network on LinkedIn”. Use your own wording and remind the individual where you have met.
- Call or email a connection to ask about introducing you to their contact versus using the LinkedIn intro, unless they request you utilize that method.
- *Remember:* Don’t ask for a job; only ask for advice

### LinkedIn Job Searching Tips

- Make sure your profile is up-to-date, accurate, and matches whatever you provide to a hiring manager or recruiter.
- Stay on top of your Network Updates so you know if someone in your network has been promoted or switched jobs to a company where you would like to work.
- Use ‘Advanced People Search’ to find 2nd or 3rd degree network connections that work at a target company. Request an introduction to that person and ask for advice or an informational interview.
- Advertise your skills and knowledge by answering questions posted in LinkedIn Answers.
- Connect with everyone you have worked with; these people know your professional abilities and could potentially recommend you on LinkedIn.
- Make sure your profile highlights measurable accomplishments that you did at your jobs. For example, instead of saying that you “*managed the sales force,*” state that you “*managed a 37% growth in revenue in the last four quarters.*”

- Use ‘LinkedIn Company Pages’ to see which of your connections work at a particular company or has recently been promoted at that company, and to see specific information about the company for your cover letter and interview.
- Don’t forget to use LinkedIn’s job board. There are millions of postings available when you search the web on LinkedIn’s job board.
- If you find and apply for a job using LinkedIn’s job board, see if the job poster is someone in your extended network. If so, ask for a referral or introduction to that person so you can connect with him or her and make a great impression!

**Additional Links:**

[www.linkedin.com/studentjobs](http://www.linkedin.com/studentjobs) – internships and entry-level jobs

[www.linkedin.com/alumni](http://www.linkedin.com/alumni) – research a school’s alumni base by field/geographic region/skill set

[www.university.linkedin.com](http://www.university.linkedin.com) – tutorials and videos on how to use LinkedIn, specifically geared to students

**For more information on how to use LinkedIn visit <http://learn.linkedin.com/> or ask a Career Counselor.**