

Using LinkedIn

Career Development

Room M120

Monday–Friday: 7:30 a.m.–5:00 p.m.

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LinkedIn Defined

- A professional online social network with over 30 million users in 150 countries
- Users establish online profiles and ‘invite’ one another into each others’ networks
- Invited users can view names of other users’ connections
- Platform is free, though offers premium services for a fee
- Provides function that matches you with professionals who have a similar work history (e.g. same company, college, graduate school, etc.)

Overview of LinkedIn Uses

- Identify potential clients, subject experts, and potential employers who come recommended by people in your network
- Find business/employment opportunities
- Enhance your job search by discovering and making inside connections for jobs
- Post and distribute job listings
- Be introduced to other professionals through the people you know—critical for researching companies and influential people

Build Your Network

- **Connect with people who have a vested interest in you**
 - Former supervisors, co-workers, colleagues at professional service firms (artists, consultants, recruiters, etc.), college or graduate school alumni
 - These folks tend to be the most valuable people in your network as they will go the extra mile to help you and can vouch for your skills and talents
 - Also, they may be in the position to hire you
- **Building your personal network**
 - Pulling from your email contact list is a simple method to send invitations
 - The bigger your network, the better your results in searching out companies, organizations, people, etc.
 - Build connections with people who have a reason to connect with you
- **Use LinkedIn as a tool to stay connected with networks**
 - Send out questions or answer questions
 - Review connections for common links
- **Join a LinkedIn group—find people with whom you have a connection**
 - There are groups for companies, colleges, graduate schools, and entrepreneurs (by state, industry, region)
 - Most people allow others in the group to directly connect with them
 - Most students start by joining their school’s LinkedIn group as well as the larger

- industry groups related to the career they want to pursue
- Find volunteer organizations or professional associations you already belong to

Make People Aware of Who You Are

- **Complete your profile to improve your connectability and increase your visibility**
 - The more complete your profile—especially with keywords, companies, titles, etc. —the more points for connection on a data or search query
 - LinkedIn shows connections based on schools, associations, affiliations, etc. – completing your profile will bring it up higher in searches
 - LinkedIn allows your profile to be indexed in search engines
 - LinkedIn displays how many times your profile has been viewed and sometimes by whom
 - Complete profiles are important because the more information you provide, the more people will find reasons to connect with you
- **Add a link to your profile as part of an email signature, resume and marketing plan**
 - Allows people to view your credentials

How to Build a Professional Student LinkedIn Profile

- **Craft an informative profile headline**
 - Your profile headline gives employers and connections a short, memorable way to learn who you are in a professional context
 - Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking animation position”
 - Check out the profiles of students and recent alums you admire for ideas and inspiration
- **Display an appropriate photo**
 - Remember that LinkedIn is not Facebook. If you choose to post a photo — and we recommend that you do — select a professional high-quality headshot of you alone in front of a plain background
 - Party photos and cute pictures of your puppy do not fit in the professional environment of LinkedIn
 - As an artist, an artistic self-portrait is okay, but keep in mind that does not show the human behind your profile and some may react negatively to that
- **Show off your education**
 - Be sure to include information about all college-level institutions you’ve attended. Include your major as well as highlights of your activities such as scholarships or grants
 - Your LinkedIn profile is an appropriate place to show off your strong GPA and

any honors, awards, and accomplishments

- **Develop a professional summary statement**
 - Your summary statement should resemble sentences from your best-written cover letter – concise and confident about your goals and qualifications
 - Remember to include relevant internships, volunteer work, and campus involvement and/or leadership
 - Present your summary statement in short blocks of text for easy reading. Bullet points are great too
- **Fill your “Skills” section with keywords**
 - Include keywords and phrases that a recruiter or hiring manager might type into a search engine to find a person like you
 - Match relevant keywords found in the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want
- **Update your status weekly**
 - A great way to stay on your connections’ minds and enhance your professional image is to update your status at least once a week
 - Tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call
- **Show your connectedness with LinkedIn Group badges**
 - Joining groups and displaying the group badges on your profile is the perfect way to fill out the professionalism section of your profile and show your desire to connect to people with whom you have something in common
- **Collect diverse recommendations**
 - Nothing builds credibility like third-party endorsements
 - The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held
 - Ask for recommendations from faculty and staff, employers, and professional mentors
- **Claim your unique LinkedIn URL**
 - To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile (for example: www.linkedin.com/in/yourname)
 - This also makes it easier to include your LinkedIn URL in your email signature, which is a great way to demonstrate your professionalism
- **Share your work**
 - Add examples of your writing, portfolio, design work, or other accomplishments
 - Direct people to your website, blog, or Twitter feed with links
 - Attach any relevant media or design work to the job during which it was created

Ongoing Professional Development

- **100% complete = 100% more likely to get noticed**
 - You can't build connections if people don't know you exist or see what you have to offer
 - Your LinkedIn profile is your online business card, your resume, and your letters of recommendation all in one. Resources say users with complete or "All Star" profiles are 40 times more likely to receive opportunities through LinkedIn
- **Use your inbox**
 - Contrary to popular belief, networking doesn't mean reaching out to strangers
 - The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by connecting to friends, relatives, internship colleagues, and professionals you know in the "real world"
- **Get personal**
 - As you build your connections on LinkedIn, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common
 - If you're being referred by a mutual friend, write a brief intro of who you are and why you'd like to connect. You'll impress people with your personal touch
- **Join the "in" crowd**
 - Continue to seek out new online relationships by joining LinkedIn Groups relevant to your interests.
 - As a group member, you can comment on discussions, find exclusive job listings, and meet people who share common interests
- **Lend a (virtual) hand**
 - As you build connections and gain group memberships, think about what you can do to support other people. Comment on a classmate's status update, or forward a job listing that fits the criteria of a friend
- **Do your homework**
 - Before an informational interview, a job interview, or a networking opportunity, use LinkedIn to learn about the background and interests of the people you're scheduled to meet
 - Access company pages to research organizations and their employees, and use Advanced Search to find things you have in common with people you're meeting
- **Now step away from the computer...**
 - Support your online networking with real human contact
 - Set up phone calls, attend live events, and correspond via email with people you interact with on LinkedIn
 - Online methods should supplement, not replace, in-person relationship building

LinkedIn ProFinder

- Clients submit a proposal request for the service they need, such as graphic design, logo design, or photography. You are able to submit a proposal for the project, and each client receives a maximum of five proposals.
- If you use LinkedIn ProFinder, it is imperative that you have a well-developed LinkedIn profile, connections, recommendations from others, a quality proposal, and samples of your work uploaded to or linked on your profile.
- At this time, LinkedIn users with a free membership can submit up to ten proposals to get a sense of how the platform works and whether it is a good avenue for you to find clients. After ten proposals, a LinkedIn Premium Business subscription is necessary for unlimited responses for project requests.