What is LinkedIn?

It’s the Facebook for Professionals

Why should you be LinkedIn?
- More than 225 million members in 200 countries and territories
- Approximately 30% of college students
- More than 3 million Company Pages, over 150 industries
- Executives from every Fortune 500 company
- 85% of employers say online profiles influence hiring decisions
- Your LinkedIn activity impacts your Google ranking

Build a strong LinkedIn profile (Aim for 100% completeness)

- **Title:** Use your title to actively promote that you are job hunting. Make it fit the job you want.
- **Photo:** Use a professional photo and if possible place yourself in a field appropriate context.
- **Summary:** Your professional bio. Use the space to tell your story and what you are seeking. Make it short and concise and include white space.
- **Specialties:** Use key words for recruiters to find you. Use others’ profiles in your industry and job descriptions for ideas.
- **Experience:** Be thorough and include the accomplishments that don’t fit in the resume. LinkedIn will suggest connections based on your past experience and education.
- **Education:** Add activities and societies you participated in during your college years.
- **Additional sections:** Websites, portfolio, blog, organizations, Twitter, skills, etc. Choose your categories carefully to highlight relevant skills and experiences.
- **Groups:** Join those that match your brand (look at others’ profiles in your industry for ideas). Participate in and post your own discussions to engage with others and build a presence.
- **Contact settings:** The more categories you check, the more open you are to connecting.
- **Recommendations:** Request strong recommendations from your contacts. Aim for one per experience, preferably from direct supervisors.
- **URL:** Customize your auto-generated URL (www.linkedin.com/in/YourName). Promote your profile by adding your URL to your email signature line, business cards, or resume.
- **Status Updates:** Do them regularly. Links to articles/resources, announce events you’re attending, new projects. This will bring you up in the Google rankings.

For more information and help on LinkedIn, watch our free webshop on our website at www.career.ucl.edu and click on “Online Resources”. Or RSVP on ZotLink for a free workshop.

(949) 824-6881
www.career.ucl.edu
Build your network

1. Connect with family, friends, professors, career center staff, bosses - everyone you know.
2. Upload your address book from your email accounts but be sure to only connect with people you know or with whom you have some real connection.
3. Write personalized connection requests. Check their contact settings first and indicate why you want to connect with them.
4. Join alumni, university, and career center groups. You can reach out personally to people in your groups to build your network further.
5. Search for warm contacts like alumni and industry members. What groups are they in? Join those groups and participate.
6. Look up people you meet in person and connect with them.
7. Request introductions to people you don’t know but someone in your network is connected to. Indicate why you want to connect. You’ll need to write to your connection requesting that they introduce you. Note: Do not ask for a job.
8. Maintain your network. Thank them for their help and keep them up to date. Think quality over quantity when it comes to your connections.

LinkedIn for your job search

1. Determine what kind of position you want by viewing LinkedIn profiles and using the Career Explorer Tool. Use the Advanced Search option for help.
2. Once you know, click the Jobs tab and enter the term to search for jobs advertised on LinkedIn. It will also suggest jobs that match your skills and interests. Use Advanced Search option to refine your job search. Check to see if anyone in your network works or has worked for the company and reach out to them for more information.
3. Search your network using the Advanced Search option for people who have worked in the position you are interested in. Reach out to them and ask for help.
4. Search for and Follow Companies of interest. Check for new openings, see trends and charts. Look at new hire profiles to see what they’re looking for in a new employee. See where people worked before and after those companies—to get more prospects. Search for and follow those companies.
5. Apply through LinkedIn. Note: Your profile is attached to your application.
6. Do your homework before an interview. Research the company and people interviewing you on LinkedIn. This will give you an edge over those less prepared.

*For more, see http://learn.linkedin.com, www.linkedin.com, and view our LinkedIn webshop on the Career Center’s website.

www.career.uci.edu