

LinkedIn® is a social networking site that has a strong focus on professional networking. It was established in 2002, and as of August 2010 had more than 75 million users in thousands of locations and hundreds of industries. Through this website you can establish “connections” with classmates, colleagues, friends, and any other contacts you may have.

Setting Up Your Professional Profile

Think of your LinkedIn profile as your professional on-line resume. You can even copy and paste directly from your resume. Your profile can include as much contact you would like; however, if you are using this as a job search tool, it is good to provide potential contacts with sufficient information to get to know you. Here are some tips on how to get started:

1. Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand 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 marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

2. Display an appropriate photo

Remember that LinkedIn is not Facebook or MySpace. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. Party photos, cartoon avatars, and cute pictures of your puppy don’t fit in the professional environment of LinkedIn.

3. Show off your education

Be sure to include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy— your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won.

4. Develop a professional summary statement

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Remember to include relevant internships, volunteer work, and extra curriculars. Present your summary statement in short blocks of text for easy reading. Bullet points are great, too.

5. Fill your “Specialties” section with keywords

“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want.

6. Update your status weekly

A great way to stay on other people’s radar screens 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.

Note: See who is doing what within your connections and groups and who just joined. Follow recent news posted by users at your school or organization. Also see what people are talking about in discussions. Ask questions and get answers. Search for jobs!

7. Show your connectedness with LinkedIn Group badges

Joining Groups and displaying the group badges on your profile are the perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university’s LinkedIn group as well as the larger industry groups related to the career they want to pursue.

Note: There are groups for alumni, special interests, various job industries, and professional organizations. Once you join the group you can then connect with all the other members who have your shared interest.

8. 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. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.

Special Feature: You can request that people write a recommendation to appear on your profile. Hiding the recommendation or requesting a revised recommendation are both options as well. It is also nice to return the favor and recommend someone who has recommended you. Any recommendations that you write will appear on your profile as well.

9. 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.

10. Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.

How to Network Professionally Online

1. 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. Don't be shy: users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.

2. You're more experienced than you think

Complete profiles are so important because the more information you provide, the more people will find reasons to connect with you. Think really broadly about all the experience you have, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.

3. Public Profile

As social media is evolving with Google's live search, Bing/Twitter as well as Google's Social Search what was private is not anymore. Go public so people can find you as a *job seeker*.

4. 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 uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the “real world.”

5. 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.

6. Join the “in” crowd

Another way to form new online relationships is to join LinkedIn Groups. Start with your university group—alums love to connect with students—and then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet people who share common interests.

7. Lend a (virtual) hand

As you build connections and group memberships, think about what you can do to support other people. Comment on a classmate's status update, forward a job listing that fits the criteria of a friend, or write a

recommendation for a summer job colleague. You'll find that your generosity is always rewarded (and, of course, it feels really good to help someone!).

8. Participate in discussions

Social media is about connecting and building relationships- talking to people. Taking part in discussions gets you noticed as a viable job candidate as well as keeps the conversation going and the sharing of information, viewpoints and knowledge.

9. Update your status #early and #often

Networking is not just about who you know; it's about who knows you. Stay on other people's radar screens by updating your LinkedIn status at least once a week—you can do this directly on LinkedIn or by linking your Twitter account and marking tweets with #in. Mention events you're attending, projects you've completed, and other professional news.

10. Question (and answer) everything

LinkedIn's Answers feature is a great place to seek advice from a wide variety of people all around the world. You can also show the world what you have to offer by answering people's questions about a topic where you have some expertise. The more active you are in Answers, the more people will view your profile and want to connect with you.

11. Do your homework

Before an informational interview, a job interview, or a networking get-together, 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.

12. Now step away from the computer...

There's a perception that young people are only comfortable communicating online, so be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement, not replace, in-person relationship-building.

LinkedIn Connections

Similarly to how you approach warm and cold contacts in networking, you want to approach people the same way on LinkedIn. Your warm contacts are the people you know that would recognize your name and profile as well. Your cold contacts are people you don't know or maybe someone you have met once that may or may not remember you.

- **1st Degree:** Your first degree connections are people who you know or have previously met. LinkedIn can search your e-mail address books to find out who you already know that is on LinkedIn.
- **2nd Degree:** The connections of your connections are part of your network, allowing you access to an increased number of professionals.
- **Network:** Connections of your connections' connections. People in shared groups.

So who should you try and connect with? Appropriate friends, classmates, coworkers, professors, supervisor, or professionals in your field. Whoever you think would be helpful!

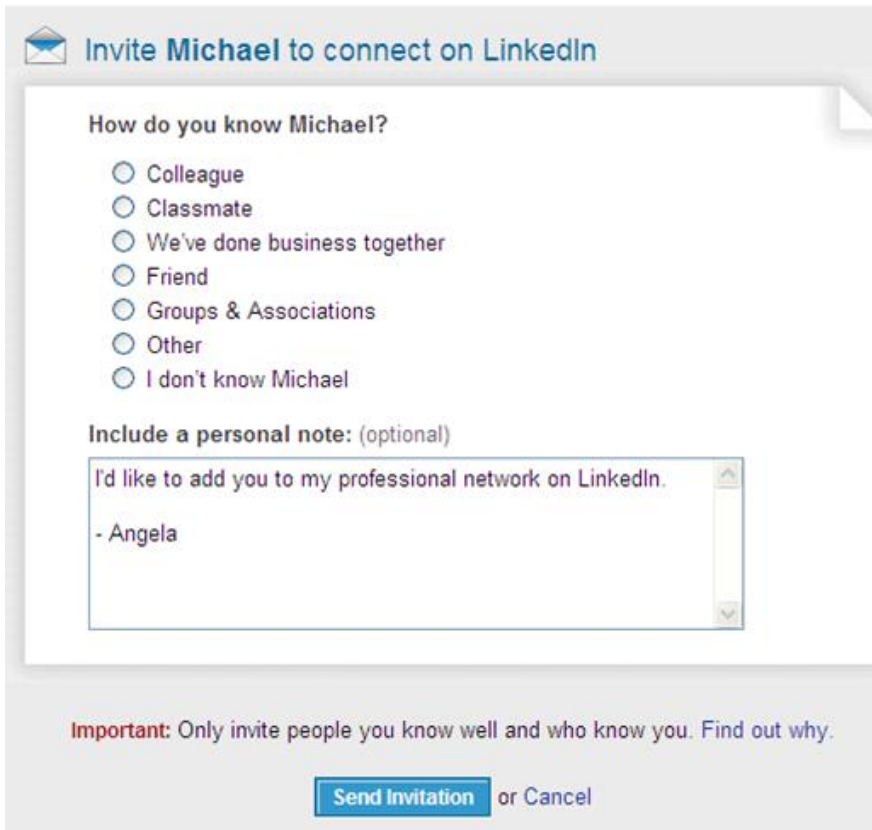
Searching

LinkedIn makes it easy to find your 2nd degree connections through the "People You May Know" section on the homepage. The Network Updates section of your LinkedIn homepage provides great information on who is connecting to whom and therefore who you may want to connect with. Similarly to Facebook, you can also set your "status" here and share projects you are working on or goals you are trying to achieve.

You can search for people in several different ways including by name, industry, location, etc. When your search results come up, you will see who are 2nd and 3rd degree connections as well as who is part of a group you are in.

Inviting Connections

LinkedIn requests that you check a box to distinguish how you know someone.



Invite Michael to connect on LinkedIn

How do you know Michael?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups & Associations
- Other
- I don't know Michael

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.
- Angela

Important: Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or [Cancel](#)

If you are in a group with someone, even if you are not connected to them, a box will be checked for you. Otherwise select an appropriate option. If you select the “I don’t know…” option, LinkedIn will not allow the connection to be made. In this case, you can try to send a message to the person or request an introduction.

It can also be beneficial to connect with people who share membership in a group with you. For example, it may be valuable to connect with someone in the MUAA group. Another possibility is to look for people in the city where you want to work, for example “Fuel Milwaukee” or “Linked N Chicago.”

Getting Introduced

If you check the “I don’t know…” box then LinkedIn will not allow you to make the connection. Another option is to “Request an Introduction” if you share a 1st Degree connection. If you are using a free profile, you are limited to five introductions.

Inbox

Introductions ? How do Introductions work?

Request an Introduction

To: Michael Akers
From: Angela Rieves
 Include my contact information
Category: Choose...
Subject:

Your message to Michael:

Michael is interested in:
 job inquiries, expertise requests, business deals, reference requests, getting back in touch

Include a brief note for Bethany Olson:

Note: You have no introductions en route. You can send 5 out at a time with your personal account.

Sending Messages

When you come across someone that you would like to contact, move your mouse cursor over their name section and see if “Send message” is an option. Some LinkedIn users have an upgraded service in which they can only receive “InMail”. You may not be able to send a message to these users but you could try to use the “Get Introduced” feature instead.

You can send messages to individuals to get information on companies, jobs, specific career fields, and to set up informational interviews or job shadowing opportunities. If you approach someone to make a connection, you want to make sure that your message sounds professional and provides an adequate introduction. For example:

“I saw that we are connected through Jane Doe, with whom I work at the Marquette University Writing Center. I am graduating from Marquette University in May with a Bachelor of Arts degree in Communications. I am interested in pursuing a career in public relations and was hoping to create a connection with you in order to connect with others in the field.”

“Dear Mr. Jones, I saw your profile on LinkedIn and am interested in learning more about your position as an Environmental Engineer. I am currently a freshmen Engineering major at Marquette University in Milwaukee. I will be home for the summer and was hoping to connect with you and possibly arranging a day to shadow you at work in order to learn more about Environmental Engineering.”

Following Up with Connections

After you have talked to some people, maintain contact with them. If a job opens up at their company, you can contact them with any questions you may have regarding the position or the company. You could also request that they forward your resume on to a hiring manager. Always thank your contacts for their time even if your interactions are brief. It is also a good idea to keep in touch with contacts over a longer period of time. Even after you get a position, networking is key to keeping up to date on current issues and your networks could lead to your next job opportunity.

How to conduct Essential Employer Research on LinkedIn

1. Be open to new opportunities

While you may have some idea of the company you want to work for, there are lots of opportunities at organizations you've never even heard of. Keep an open mind as you conduct your research and remember that the wider you expand your search, the more likely you are to find a great job.

2. Just start searching

LinkedIn's Advanced Search is a powerful tool for job seekers like you. Simply type in any keyword – "marketing," "accounting," "theater," "baseball," "Seattle," "Indiana," anything – and you'll see the LinkedIn profiles of people whose careers include that keyword. This is a great way to explore potential career paths and to learn about companies or job titles that might be a perfect fit for you. Save your searches to keep a record of careers and people that interest you.

3. Put yourself in good Company (Pages)

As you find employers you might want to work for, check out the LinkedIn Company Pages. Each page provides a wealth of information about an organization's operations, employees, locations, available jobs and more. Plus, when you visit any of the 150,000 Company Pages on LinkedIn, you'll see how you are personally connected to people at that organization. Then you can reach out for advice to request informational interviews and referrals to open positions. Not connected to anyone at your target company? Join a university alumni, industry or interest group.

4. Know before you go

It's the night before a big career fair, informational interview, or job interview and you're feeling really nervous. Calm those jitters by using LinkedIn to research the person or people you'll be meeting. You can discover facts about someone's education, work experience, interests, group memberships and connections you might have in common. This will make you feel more prepared and confident and provide you with some good conversation starters.

5. Follow the buzz

Want to keep up to the nanosecond with a particular company's news and image? Add the LinkedIn Company Buzz application and you'll be able to view a constant feed of everything people are saying about that organization on Twitter. This is an absolute must the night before a big job interview!

Tips for Using LinkedIn for your Job Search

- Create networking connections that may lead to job advice
- Search for jobs
- Gain information on companies
- Ask questions and get answers
- Stay up to date on current issues in your field/what people are talking about

Useful Groups to Join

- MUAA Marquette Alumni Professionals
- MUCSC
- Fuel Milwaukee
- Linked N Chicago (LiNC)
- LinkedMinnesota

Use internet social networks to make connections with people

We're tweeting!

- Follow the Career Services Center on **Twitter** (twitter.com/MU_CSC) to stay up to date on the latest job search articles, highlights and Career Services Center happenings.

We're blogging!

- Be sure to visit the Career Services Center's new blog, **Career Chatter** (marquettecsc.blogspot.com), regularly to get all the latest information and advice from our office. It's the Career Services Center... UNPLUGGED

We're on Facebook!

- Become a fan of the MU Career Services Center on **Facebook** (www.facebook.com/mucsc). It can't hurt...right?

We're LinkedIn!

- Network with professionals in our MUCSC Group on **LinkedIn**. If you don't already have an account - here is one good excuse to get one! To find us just search in groups for MUCSC and join.