



Using LinkedIn®

LinkedIn is the world's largest site for **professional networking**. Create your profile at www.linkedin.com. LinkedIn can be used to enhance your networking efforts during the job search. Here is a short tutorial that gives you an overview of how it can be used – <http://learn.linkedin.com/students/>

CREATE YOUR PROFILE CHECKLIST

- Profile picture:** Use a professional-looking photo that is free from filters, awkward poses, or poor lighting. The picture should be of you from the shoulders up with a smiling, inviting facial expression.
- Background photo:** The background photo is expressive of who you are as a professional as well as your intended industry. Try creating your own on Canva! (www.canva.com)
- Customize your URL:** Create a unique URL for your profile (www.linkedin.com/in/yourname). You can find this feature on the right hand upper side of your profile page.
- Summary:** Describe who you are, what motivates you, what you are skilled at and what's next. This is a professional summary of your focused, special skills—**an opportunity to use your elevator pitch**.
- Experience:** List the RELEVANT jobs you held, even if they were part time, along with your PAR statements listed from your resume. Even include photos, videos or presentations you have completed.
- Organizations:** Describe any clubs or organizations you are a member of and what you did within each organization. Make sure to pair your organization with your experience.
- Education:** Make sure you link to the official university account and add any details that will help demonstrate your accomplishments while in school (GPA, Classes, Awards, etc.).
- Projects:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it. This is a great way to demonstrate relevant experience if you do not have professional work experience.
- Volunteer Experience:** List your various service learning or extracurricular activities in which you are a part of. Employers often see volunteer experience as just as valuable as paid work.
- Skills and Endorsements:** Add at least 10 key skills that you feel you possess as well as any industry specific words. After you add these skills, start endorsing your connections for their skills so they will endorse you back.
- Certifications:** Add any certification you may have, especially if it is related to the field you are going into.
- Groups:** Follow groups or organizations you are affiliated with to keep up-to-date with industry news.
- Recommendations:** Ask managers or professors who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.



BUILD CONNECTIONS

The purpose of LinkedIn is to connect and network with people you know, businesses you trust, and individuals who could help you in your future career. Users can invite anyone to become a connection. However, we recommend you start off with 1st connections until you reach around 50, then branch off to adding 2nd and 3rd connections.

- **Sending Requests:**
 - Don't send the general "I'd like to connect with you on LinkedIn" message! This is a canned invitation and doesn't really make an impact. Instead, follow this simple formula:
 - A. **Personalize the message**
 - B. **Identify how you know this person**
 - C. **Tell them why you want to connect**

CONNECT WITH ALUMNI

On your profile page, scroll down to your education section and then click on your university name. Select “See Alumni” and adjust the dates and use keywords to find alumni who have similar interests as you. This will allow you to see the types of jobs and employers that recent and experienced alumni have obtained and assist you in networking to learn about their successful job searching strategies.

LEVERAGE YOUR CONNECTIONS IN THE JOB SEARCH

You can use LinkedIn to stay in touch with your connections so they can let you know if they hear of any jobs, as well as have your closer connections serve as referrals for opportunities you are pursuing. Meet fictional John Smith; recent FGCU grad looking for an entry-level job in human resources.

Example:

John sees that one of his former FGCU classmate and LinkedIn connections, Sally Jones, is an HR Generalist at a resort in Orlando. The goal for John is to touch base with Sally and let her know his situation.

*Hi Sally,
I hope all is well in Orlando. Congratulations on your position at ___ resort. I am still actively looking for HR opportunities in SW Florida, but am expanding my search to other Florida cities, including Orlando. If you happen to hear about any HR opportunities, feel free to let me know. I will call you next time I am in the area and hopefully we can meet for lunch. I would really be interested in learning how you were able to break into the field. Thanks for your help!*

CONDUCTING A JOB SEARCH

LinkedIn is one of the best tools for job searching, especially for students looking to relocate. Simply type in your keywords and search location, then use the filters to sort by post-date, experience level, job type, and industry. Some job postings will connect you with the employer’s website, while others will simply allow you to submit your LinkedIn profile as your application. *It’s as easy as 1-2-3!*

LET EMPLOYERS KNOW YOU ARE AVAILABLE

This *Career Interest* feature is helpful for candidates actively searching for a job, internship, or new opportunity. Follow the steps below to let recruiters know that you are actively searching for positions and open to being contacted.

1. On your profile page, scroll to your dashboard and click on “Career Interests.”
2. Turn the button from “off” (default) to “on.”
3. Write a brief note that only recruiters can see to introduce yourself, highlight your accomplishments, and let them know what specific type of opportunities you are seeking.
4. Fill out the remaining questions, being sure to include numerous alternatives for ideal job titles and industries.



STAY ACTIVE!

- **Keep your profile updated.** This will help to keep you “top of mind” for opportunities that may come up in your field. Make sure your contact information is easily visible within your profile, including a professional email address and phone number.
- **Update your status.** Mentioning job fairs or industry events you have attended helps to show that you are actively seeking to those both inside and outside your network. Also, adding a relevant article with an insightful comment helps to establish you as an expert in your field. Try to update your status at least once a week.
- **Comment on discussion threads in your groups.** Recruiters are looking for activity on your LinkedIn account. Likewise, industry recruiters may be searching specific groups in your field for potential candidates.