LinkedIn
the facebook for professionals

Why should you be on LinkedIn?
• 500+ million members in 200 countries and territories
• More than 40 million students and recent college graduates (LinkedIn’s fastest growing demographic)
• More than 3 million active job postings
• Executives from every Fortune 500 company
• 85% of employers say positive online reputation influence hiring (LinkedIn)

Build a Strong LinkedIn Profile…Aim to be an “All Star”
• Title: Use your title to actively promote that you are job hunting. Make it fit the job you want to obtain.
• Photo: Use a professional headshot; 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. Let your personality shine through your writing.
• Specialties: Use key words for recruiters to find you. Review job descriptions and profiles of others in your preferred industry or field to find frequently used terms, words and phrases.
• Experience: Be thorough and include the accomplishments that don’t fit in a resume. LinkedIn will suggest connections based on your past experience and education.
• Education: Add activities and societies you have participated in during your college years. Be sure to include your major!
• Additional Sections: Websites, relevant courses, certifications, publications, projects, organizations, languages and more! Choose categories strategically to highlight relevant skills and experiences. And, display your work by adding videos, images, and documents to customizable points of your profile.
• Groups: Join those that match your personal 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 connect.
• 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 vanity URL to your email signature, resume, and/or business cards.
• Be Active: Do status updates; Link to articles; Post in discussions; Announce new projects and events; Maintain an updated profile.

One-on-One Advising is available to discuss your LinkedIn profile with a professional career advisor during a 30-minute appointment. Schedule through Handshake @ Illinois.
Drop-in Advising is available at Media Career Services. Stop by to get help on your profile. Check the website for hours.
Our Website has even more information to help with preparing your profile.
Build Your Network

• Connect with family, friends, professors, classmates, bosses...everyone you KNOW.

• 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.

• Write personalized connection requests. Check their contact settings first and indicate why you want to connect with them.

• Join alumni, university, and career center groups including College of Media at Illinois. You can reach out personally to people in your groups to build your network further.

• 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.

• Utilize the “See Alumni” tool (on the ‘University of Illinois at Urbana-Champaign’ school page) to search by location, employer, occupation, major or skills to identify warm contacts to reach out to. Are they doing a job that interests you? Request to connect. Where do they work? Follow those companies.

• Look up people you meet in person and connect with them.

• Maintain your network. Thank them for their help and keep them up to date. The goal is to have 500+ connections, but remember - quality over quantity.

LinkedIn for Your Job Search

• With Search box, use filters to look for people with LinkedIn profiles that match your interests. Determine what kind of position(s) you want to seek out by viewing them.

• Once you have an idea, click the Jobs tab and search by titles, keywords, or company for jobs advertised on LinkedIn. It will also suggest jobs that you may be interested in based on your career interests. Check to see if anyone in your network works or has worked for the company and reach out to them to ask for a referral.

• Search your network to view those that have worked in the position or at the company you are interested in. Reach out to them and ask for help.

• Search for and Follow companies of interest. Check for openings. See how you’re connected to them, if at all. See similar companies to get more prospects. Search for and Follow those companies, too.

• Apply to jobs that you are qualified for and interest you.

• 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://help.linkedin.com and www.linkedin.com. Also view LinkedIn Learning Webinars to help you get started.