DID YOU KNOW?

OVER 25 MILLION LINKEDIN PROFILES ARE VIEWED EVERY DAY

INTERESTING LinkedIn FACTS

- 11x increase in LinkedIn views by including a photo
- 1 out of 3 professionals on the planet are on LinkedIn
- Company page is the most engaged following
- 200 conversations per minute occurring in LinkedIn groups
- 41% of LinkedIn visits via mobile
- 1 in 20 LinkedIn profiles belong to recruiters

#HireHighlanders  #UCRCareerReady

UCR Career Center
CAREERS.UCR.EDU • (951) 827-3631
There are currently 89,058+ UCR Alumni on LinkedIn.
BEWARE OF JOB FRAUD
Learn the red flags to look out for in your job search.

- They’re asking you to shop for them.
- You have to send them money.
- The job sounds too good to be true.
- The job they offer isn’t the one you applied for.
- They won’t meet you in person.
- You can’t verify their information.
- They’re asking for personal information.
- You’ll be working from home.

Learn more about job fraud and how to protect yourself at careers.ucr.edu or contact a career counselor today.

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LINKEDIN
Mastering LinkedIn
AGENDA

✓ 6 MUST have components to make your profile stand out

✓ Additional Profile Enhancing Tips

✓ How to Leverage your network (Activity)

✓ Utilizing the resources to find your next opportunity
Benefits of a LinkedIn Network

- **40 Million** Students & College Graduates
- **500 Million** Professionals
- **Over 150** Industries
- **3 Million** Jobs Listed
- **122 Million** People Got an Interview from Their Profile

Reference: ADSCODE
Why Create A Profile?

Promote yourself
Centralize your accomplishments
Add another tool to your networking resource kit
Generate leads for opportunities
Join groups
Research company/employee information
Establish and maintain connections
1

Photo and Headline

Photo Tips
- Smile
- Business Casual
- LinkedIn Booth® Career Fairs

• Current status (Major/Degree, Internships)
• Future career goal

Searchable Content

Student Sample • 3rd
Social Media Branding Specialist | Seeking Marketing Internship
Greater Los Angeles Area

SAMPLE STUDENT A second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, developing marketing...
SAMPLE STUDENT

A second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting a company’s branding needs through social media outreach, developing marketing plans, digital marketing, and conducting customer research.

Specialties
• Event planning
• Social networking and marketing
• Account management
• Microsoft Offices (Word, PowerPoint, Excel)
• Adobe CS5.5 Suite (Photoshop, Flash)
Experience

- Current and previous experiences
- Accomplishments
- Attach photos, presentations and videos
Starting with college, list all the educational experiences you've had - including summer programs.

Education

**University of California, Riverside**
Bachelor of Arts (B.A.), Economics
2016 – 2018
Activities and Societies: Chicano Student Programs Orbits Program Hermanos Unidos Latino Union Undergraduate Economics Association at UCR

**Los Angeles Valley College**
Economics
2014 – 2016
Activities and Societies: Extended Opportunity Programs and Services (EOPS)

**Los Angeles Pierce College**
A.A., Social Behavioral Science
2013 – 2016
Add at least 5 key skills. This will allow your connections to endorse you for those skills.
• Can be found at the bottom of connections page

• Ask managers, professors, or classmates who've worked with you closely to write a recommendation.

• This gives extra credibility to your strengths and skills.

Bachelor of Science in Business Administration
University of California, Riverside

Stephanie Reyes
Assistant Director of Employer Relations, Career Center at California State University, Fullerton

"Student is a passionate, motivated, and enthusiastic individual. I have had the pleasure of working with student at the career center and have witnessed student's drive and passion to reach a designated career goal. I am positive that student will reach great heights and will be an asset to any company student chooses to work for."
Profile Enhancing Tips

**Volunteer Experience & Cause**

- **COURSES:** List the classes that show off skills and interests you're most excited about.

- **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.

**Honors & Awards**

- **If you earned a prize in or out of school, don't be shy. Let the world know about it!**

**Courses & Projects**

- **COURSES:** List the classes that show off skills and interests you’re most excited about.

- **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.
The “Home” Page

Share articles, tag companies and people

People who share updates regularly are 41% more likely to be contacted through LinkedIn

See new jobs posted, like & share

Reading the new Enterprise Holdings online marketing campaign and highly recommend it! https://www.enterpriseholdings.com/press-room/
Know The Difference

Status Updates on Your Personal/Social Profiles

Donuts on other social media

- I like donuts
- Watch me eat a donut
- Here’s a cool photo of my donut
- Here’s a donut recipe
- I’m listening to “Donuts”
- Anyone want a donut?
Know The Difference

Status Updates on LinkedIn

1. I hope to operate a donut franchise one day.
2. I’m looking for a job at a donut company.
3. I have three years experience making donuts.
4. My top skills are donut production and sales.
5. Here are 3 recommendations from former donut colleagues.
Find Alumni

University of California, Riverside
Riverside, ca - 89,058 alumni - 107,795 followers

89,058 alumni

Search alumni by title, keyword or company

Start year: 1900  End year: 2019

Where they live

- 82,393 | United States
- 44,207 | Greater Los Angeles Area

Where they work

- 2,750 | University of California, Riverside
- 468 | Kaiser Permanente
Personalize It!

You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note
Send now

You can customize this invitation

Include a personal message (optional):

Hi John,
I am (name) majoring in (major) and will graduate from UCR in 20... I have aspirations to work in... and your profile shows you have experience in this field. I would like to connect to ask a few questions about this field of work. Looking forward to connecting with you.

Send invitation
Get Introduced

Scotty Highlander - 2nd
Your connection to a network of over 100,000 fellow alumni.

Increase chances of getting new connections by being introduced

- By-pass the 300 characters limit.

Be able to elaborate through an inbox message
Leveraging Enhancing Tips

Join Groups

Follow Companies

TIP: You Can Send a Direct Message to Any Professional You Are in a Group With

Follow Hashtags

The more companies you follow, the more leads you get, and it will help to populate your home page with affiliated companies.
Utilizing Resources for Opportunities

- Traditional Job Search vs. LinkedIn Job Search
  - LinkedIn Job Search
  - Informal
    - Multiple opportunities to connect or be connected with recruiters or talent acquisitions

ADVERTISED JOBS

HIDDEN JOB MARKET
A modern, on-the-go platform designed especially for college-based recruiting for jobs, internships, events and resources.

- Students gain access to job/internship postings from 200,000+ employers around the world, including all Fortune 500 companies!
- Employers enjoy a faster, more user-friendly experience to post jobs and view applicants.
Take It Off Line

Did you know that approximately 70% of jobs are filled through networking?

Consider:

- Information Interviews
- Coffee/Lunch
- Mixers
- On-campus panels, career fairs and information sessions

LinkedIn users who update their profiles regularly get more job offers than peers who contact recruiters. @RimDey
Who's in the room networking activity
Questions?
Come Visit Us

Hours:
Mon. - Fri. 8 am to 5 pm except Wed. 9 am to 5 pm

Drop-In Hours:
Mon. - Thurs. 10 am-3pm
Fri. 10 am-12 pm

Come See Us!

#UCRCareerReady

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