



# Mastering LinkedIn

[careers.ucr.edu](https://careers.ucr.edu)  
(951) 827-3631

CONNECT. INSPIRE. EMPOWER.

# 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**



# What You'll Learn Today

At the end of this workshop, you will be able to...



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Identify why LinkedIn and online networking is important for YOU



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Understand how to create and/or enhance your LinkedIn Profile



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How to leverage your LinkedIn for opportunities and resources



# 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

## Why Create a Profile?

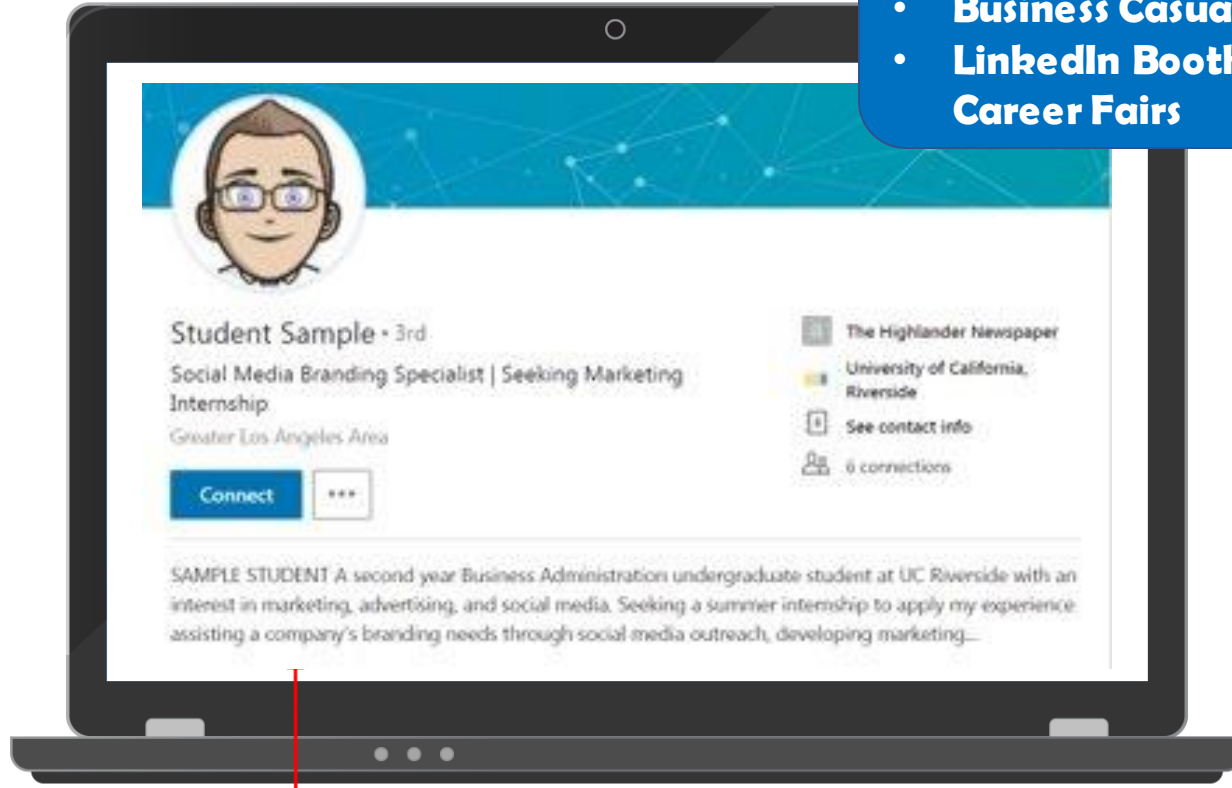
- Gain exposure to Hiring Managers and Recruiters
- Centralize your accomplishments
- Add another tool to your networking resource kit
- Generate leads for opportunities
- Join groups
- Research company/employee information
- Establish and maintain connections



# 1. Photo & Headline

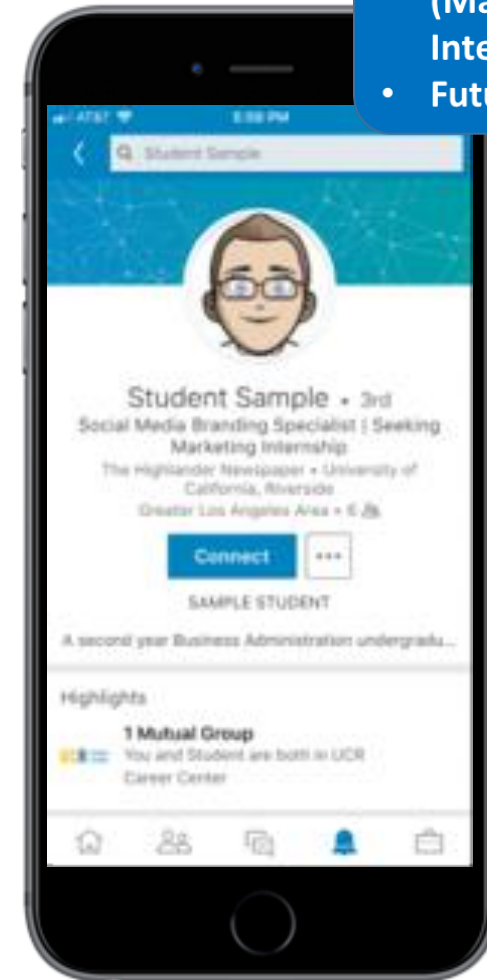
## Photo Tips

- Smile
- Business Casual
- LinkedIn Booth@ Career Fairs



- Searchable Content

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



## 2. Summary

### 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)

**Describe what motivates you,  
what you are skilled at, and  
career aspirations**

# 3. Experience

- Current and previous experiences
- Accomplishments
- Attach photos, presentations and videos

### Add experience

Title \*  
Ex: Manager

Company \*  
Ex: Microsoft

Location  
Ex: London, United Kingdom

From \*  
Month Present  
Year

I currently work here  
 Update my industry  
 Update my headline

Headline \*  
Making Students Career Ready | UCR Internship Coordinator | Career Counselor

Description

Media  
Add or link to external documents, photos, sites, videos, and presentations.

**Share with network**  
Off  If enabled, your network may be notified of this job change and work anniversaries. [Learn what's shared](#)

## Background

### Experience

**Advertising Account Executive**  
The Highlander Newspaper  
Oct 2011 - Present • 6 yrs 11 mos  
UC Riverside

- Manage more than 100 clients and their advertising needs.
- Design advertising campaigns and marketing related plans utilizing AdPro software.
- Create and work with designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

**Y&R Advertising Intern**  
Young & Rubicam  
Jun 2010 - Sep 2011 • 1 yr 4 mos  
Irvine, CA

- Provided customer support for accounts including Hilton, Jenny Craig and Southern California Edison.
- Collaborated with a variety of departments including Account Management, Public Relations and Finance.
- Prepared briefs, PowerPoint presentations, competitive reports and presentation boards.
- Promoted company brand, cross- ...see more



# 4. Education

**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

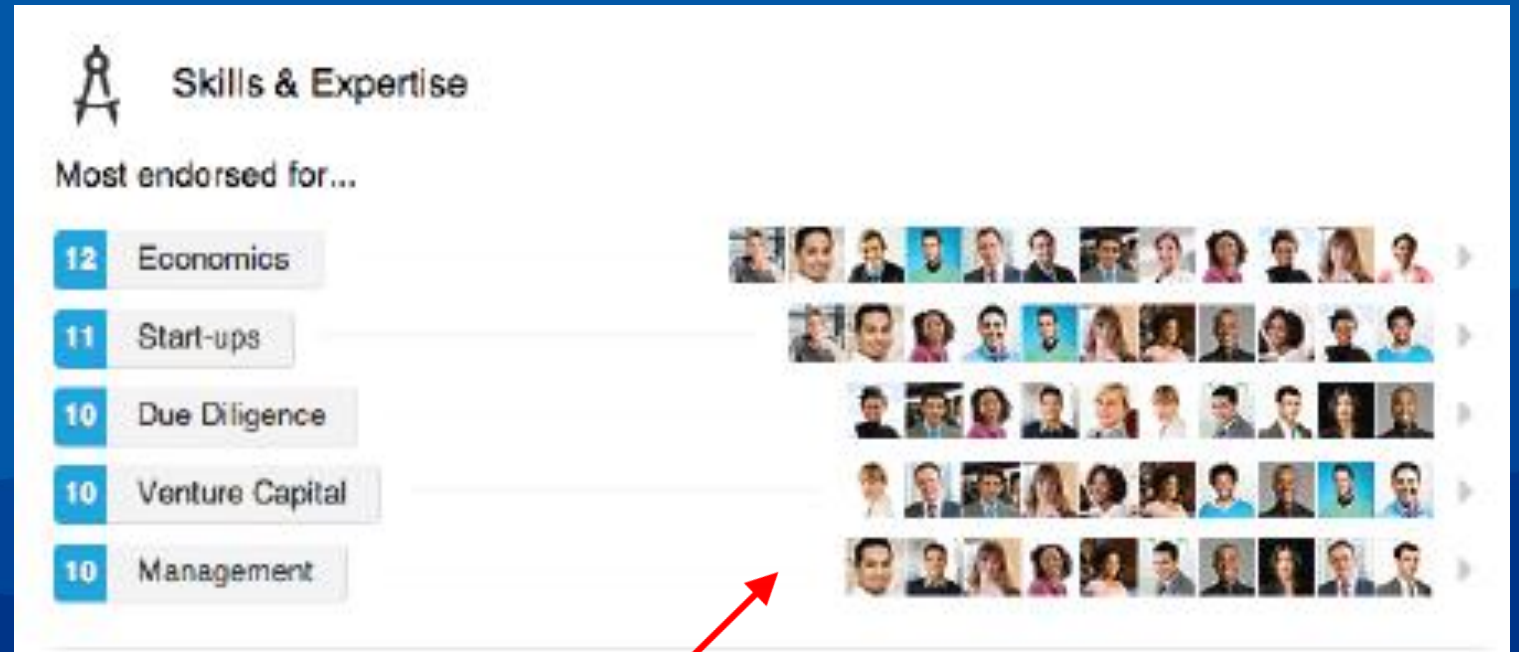
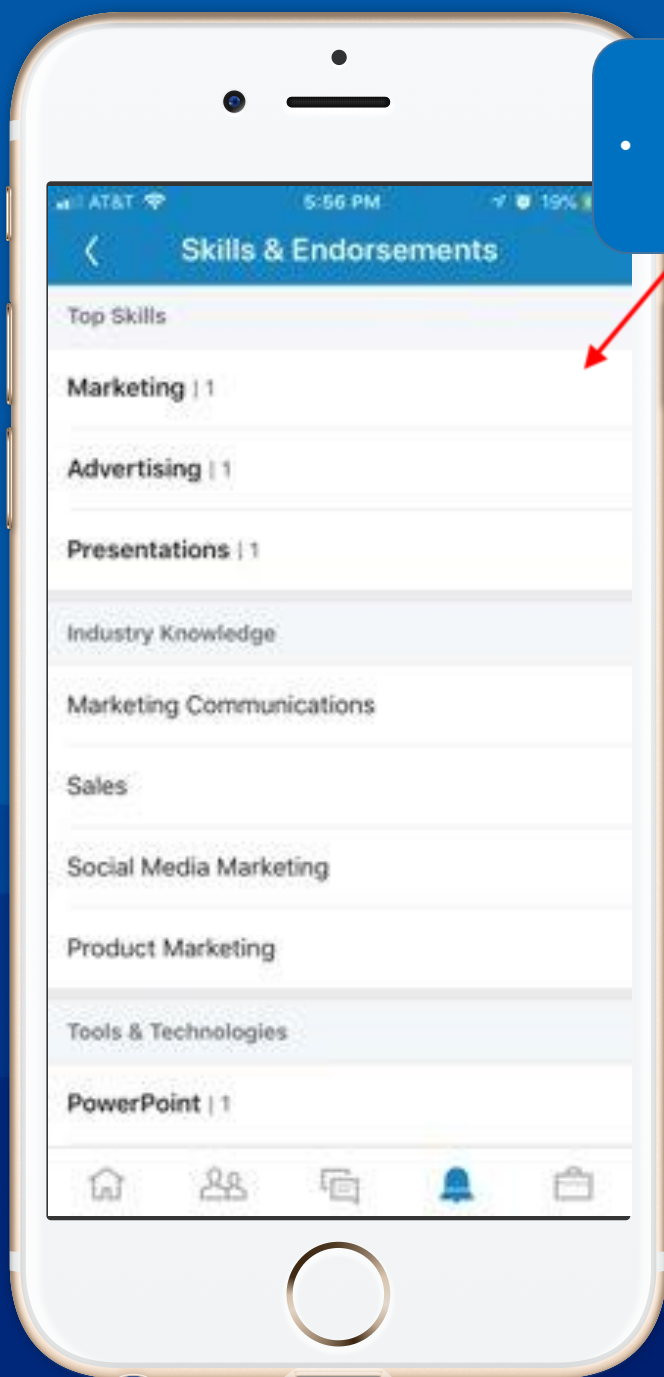
A.A , Social Behavioral Science

2013 – 2016



# 5. Expertise

• Searchable Content



**Add at least 5 key skills. This will allow your connections to endorse you for those skills.**

## 6. Recommendations

Recommendations

Received (5)

Given (6)

Ask to be recommended

- 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

Recommendations

Received (1) ▾

### Bachelor of Science in Business Administration University of California, Riverside



**Stephanie Reyes**

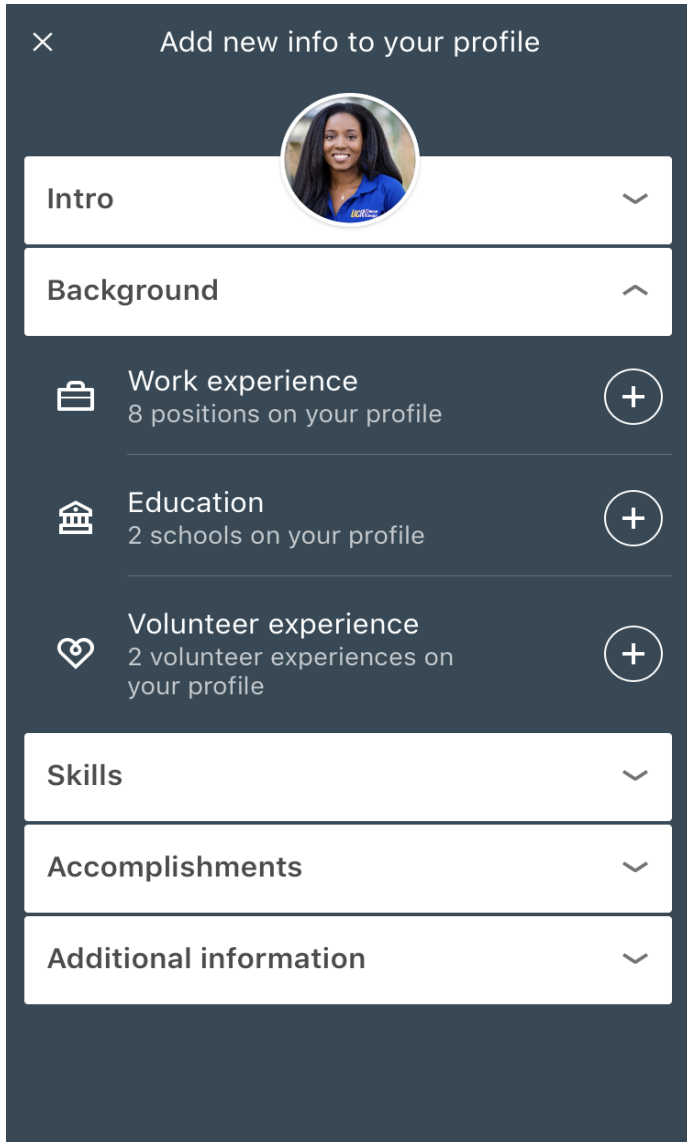
Assistant Director of Employer Relations, Career Center at California State University, Fullerton

“ 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.

April 27, 2012, Stephanie advised Student at University of California, Riverside



# Profile Enhancing Tips



- ❖ **Volunteer Experiences & Causes**
- ❖ **Honors and Awards**
- ❖ **Organizations**
- ❖ **Classes and Projects**

# Profile Enhancing Tips

## Volunteer Experience & Causes



### Volunteer Experience & Causes

#### Volunteer

Habitat for Humanity

July 2011 – August 2011 (2 months)

- Participated as international volunteer in Costa Rica for four weeks.
- Collaborated with team members to build decent houses for families in need.

Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

## Honors & Awards

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

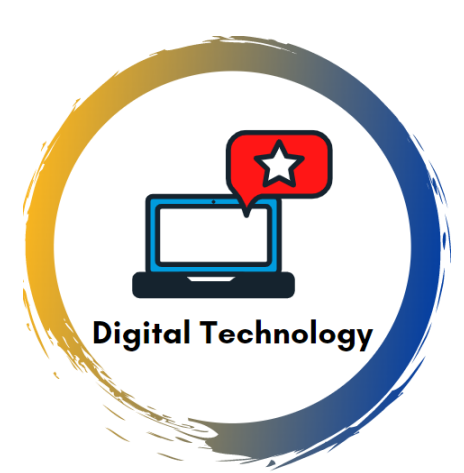


### Honors & Awards

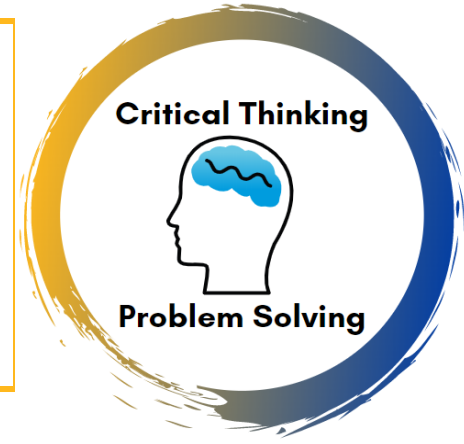
#### The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.



# NACE CAREER READINESS COMPETENCIES



*Obtaining requisite competencies that broadly prepare college graduates for a successful transition into the workplace.*



# Profile Enhancing Tips

## Organizations



**Delta Upsilon Fraternity**  
Vice President  
Starting September 2011

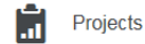
- Established a mentor program in which members partner to provide tutoring and offer personal support.
- Developed online server to upload and share notes and readings from all classes taken by members.

**TOMS Club**  
Member  
Starting December 2011

- Fundraised and created awareness to support projects and companies that help those less fortunate.
- Volunteered time, money and resources to help manage events and programs.

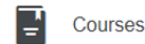
- On or off campus clubs/organizations
- What did you do with each organization?
- Did you take on a leadership role?

## Courses & Projects



**Global Challenge Business Simulation Pro**  
December 2008 – December 2008

- Forecasted markets, implemented new technology initial production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stock price.



**University of California, Riverside**

- Financial Evaluation
- Marketing Management
- Strategic Analysis

**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

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

# 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 connections' updates

The screenshot shows the LinkedIn Home page. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge), and Me. Below the navigation bar, there is a search bar and a banner for FixDex. The main content area is divided into three columns. The left column shows the user's profile card for Jess Williams, Senior Manager at Denali Bank, with 73 views of their profile and 35 views of their posts. The middle column shows a post by Helen Bradley, Managing Director at Philosophy Science LLC, with 8 likes and 5 comments. Below her post is a post by Susan Luker about coal power plants. The right column shows a news feed with articles like 'The Dow is About to Hit 20,000' and 'What Today's Job Numbers Mean for You'. At the bottom, there is a carousel of featured content, including a post from FixDex about an Enterprise Holdings marketing campaign and a profile card for Ryan Holmes, CEO at Amethyst.

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



# Sharing Updates on Your Personal/Social Profiles



# Status Updates on LinkedIn



**Know the Difference**

# Creating Posts

## Share your professional experiences!

- Use **#hashtags**
- Tag people using the "**@symbol**"
- Add *value* in your posts
  - Include information people can't research



**Brendan Nugent** • 2nd Business Development Leader  
3d • Edited

I'm proud to share that our partnership between **Boy Scouts of America** and **iFLY Indoor Skydiving** is kicking off in the new year! Through the STEM NOVA Award series, the program provides Boy Scouts an opportunity to increase their interest in STEM through real-life involvement at our facilities around the US. Thanks to **Christina Soontornvat**, **April McMillan**, **Paul Sharp** and **Travis Deming** for their valuable contribution to making this possible **#BSA #partnerships #engineering #STEM #boyscouts**

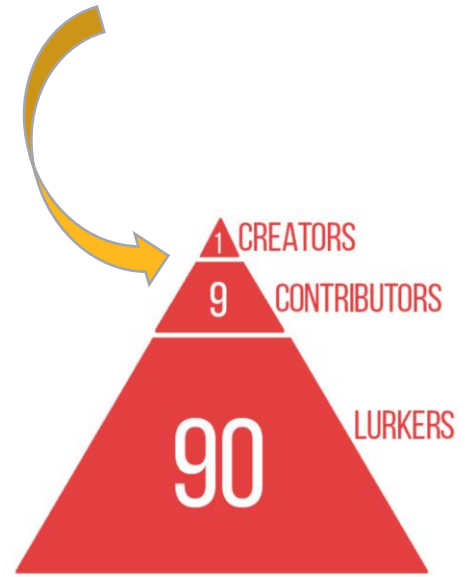


**BRENDAN NUGENT**  
NATIONAL DIRECTOR OF BUSINESS DEVELOPMENT


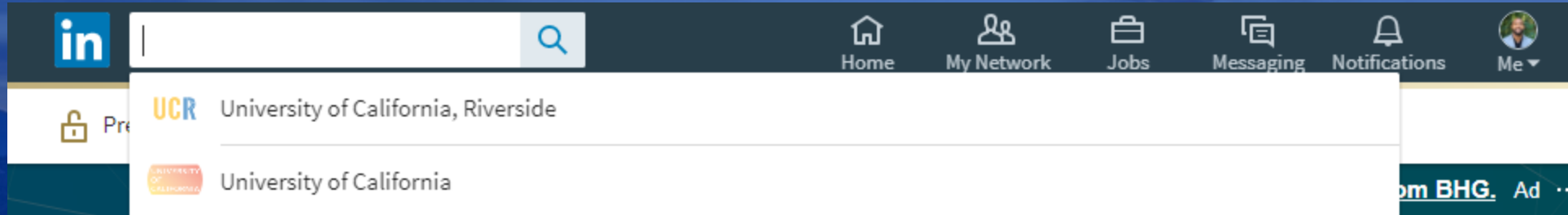
46 Likes · 3 Comments · 1,326 Views

Like Comment Share

Be a creator!



# Find Alumni



University of California, Riverside  
Riverside, ca · 84,740+ alumni · 101,790 followers

A University of Distinction and Diversity The University of California, Riverside is one of 10 universities within th...

[See alumni](#)   Following ▼

# Find Alumni

The screenshot shows the LinkedIn profile for the University of California, Riverside. The header includes the UCR logo, the name 'University of California, Riverside', and the location 'Riverside, ca'. It also displays '89,058+ alumni' and '107,795 followers'. A 'Visit website' button is present. On the right, it says 'Following' and 'Chanel & 74 other connections work here', with a link to 'See all 6,758 employees on LinkedIn'. The main content area features a search bar for alumni by title, keyword, or company, with filters for 'Start year' (1900) and 'End year' (2019). Below the search bar are two sections: 'Where they live' and 'Where they work', each with a '+ Add' button and a bar chart showing the distribution of alumni by location or employer.

**UCR** University of California, Riverside  
Riverside, ca · 89,058+ alumni · 107,795 followers

Visit website

Following

Chanel & 74 other connections work here  
See all 6,758 employees on LinkedIn

Home  
About  
Jobs  
Life  
**Alumni**  
Ads

89,058 alumni

Start year 1900 End year 2019

Search alumni by title, keyword or company

< Previous Next >

**Where they live** + Add

82,393 | United States

44,207 | Greater Los Angeles Area

**Where they work** + Add

2,750 | University of California, Riverside

468 | Kaiser Permanente

# Personalize It!



JCA  
UMM

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

 12 connections in common

Connect

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. Best, Derrin

5

Cancel

Send invitation



Scotty Highlander · 2nd

Your connection to a network of  
over 100,000 fellow alumni.



12 connections in common

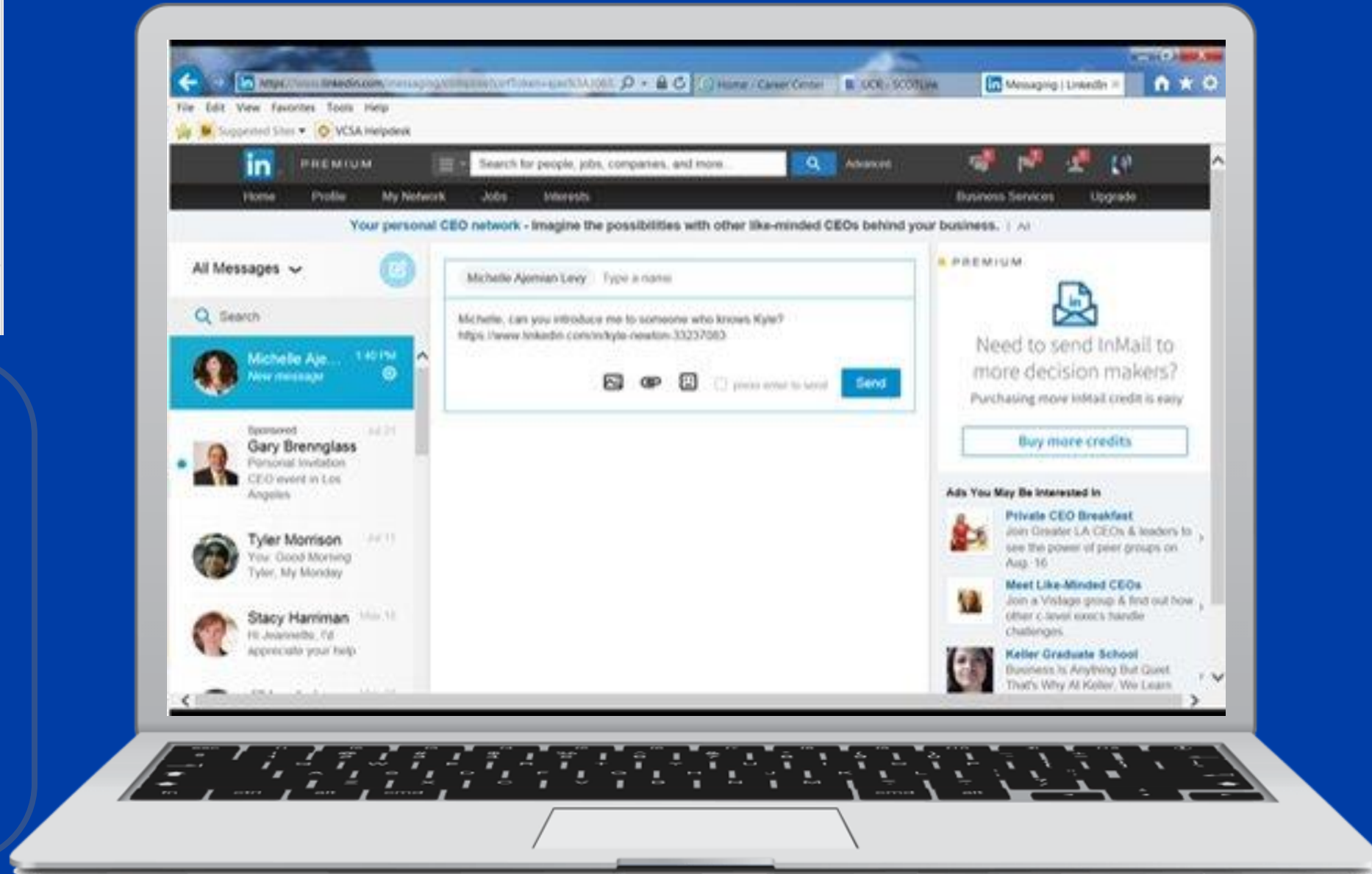
Connect

Increase chances of  
getting new connections  
by being introduced

By-pass the 300  
characters limit.

Be able to elaborate  
through an inbox  
message

Get Introduced



# Leverage Enhancing Tips

## Join Groups

## Follow Companies

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

The more companies you follow the more leads you get, and it will being to populate your home page with affiliated companies

## Follow Hashtags

Search

Top People Jobs Posts Companies **Groups** Schools

Showing 1,657,922 results

**Sports Industry Network**  
Members: 299,643

Your communities

Hashtags you follow

- #whatinspiresme
- #strategy
- #socialentrepreneurship
- #professionalwomen
- #philanthropy
- #personalbranding
- #networking
- #motivation
- #innovation

Search

Top People Jobs Posts **Companies** Groups Schools

Showing 17,219,977 results

**IBM**  
Information Technology and Services  
10,001+ employees

Follow

**IBM**  
Information Technology and Services • Armonk, New York, NY • 3,528,076 followers  
Ranked on the 2017 LinkedIn Top Companies list

Follow See jobs

5 people from your company were hired here.  
See all 499,357 employees on LinkedIn →



# Utilizing Resources for Opportunities

How does online networking play a role in your job search?

Crowdsourcing – how did THEY get there?







Recruiters, professionals, and alumni in area of interests



# Job Search Tools

Jobs ▾ | Date Posted ▾ | LinkedIn Features ▾ | Company ▾ | Experience Level ▾ | All filters

Showing 11,202 results | Sort by: Relevance ▾ |  Classic View ▾

-  **Intern**  
Lookout Entertainment  
Hermosa Beach, California  
Lookout Entertainment is a production company seeking a hardworking, motivated intern looking to learn about how a production company operates. Main responsibilities include day...  
3 weeks ago ·  Easy Apply
-  **Intern**  
West  
San Francisco, CA, US  
Most of all, we're looking for individuals who maintain a friendly and positive demeanor with excellent organizational skills that keep you, and therefore the team around you, ...  
2 weeks ago ·  Easy Apply
-  **Intern**  
MP Advertising, Inc.  
San Jose, CA, US  
Participating in product/service/brand knowledge training provided to on-site promotions and sales teams on behalf of management. Ensuring the highest level of customer service ...  
2 weeks ago ·  Easy Apply

Saved job searches · Manage

intern in California

Create search alert

PREMIUM



See jobs where you are a top applicant

Know how you rank among applicants and increase your chances

Reactivate for Free

Messaging



# Job Search Tools


Populate your relevant job searches





We didn't find any relevant jobs.

Riverside, California · Any industry · 1 to 200 employees ... [Update career interests](#)


## Companies in your network

 **The Walt Disney Company**  
Entertainment


From classic animated features and exhilarating theme park attractions to cutting edge sports coverage, and the hottest ...

  2 connections work here


[Learn more](#)

 **Safeway**  
Retail


Safeway is proud to serve neighborhoods across the country with the freshest groceries at a great value. We offer innova...

 3 company alumni work here

[Learn more](#)

 **Primerica**  
Financial Services

Primerica's roots date back to 1977 when the company embarked on a revolutionary crusade to transform the life insurance...

 1 connection works here

[Learn more](#)

Increase your chances of landing a job by using your network

## Career interests

Privacy

### Let recruiters know you're open

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Off



**Share your career interests**  
Get surfaced in recruiter searches that match your career interests



**Stand out in recruiter searches**  
Recruiters will see your profile marked as 'Open to new opportunities'



**Receive more opportunities**  
Double your chances of receiving relevant messages from recruiters

[Connect with Recruiters](#)

What job titles are you considering?

[+ Add title](#)

What locations would you work in?

**Riverside, California** [+ Add location](#)

What types of jobs are you open to?

- Full-time
- Part-time
- Internship
- Remote
- Freelance
- Contract

Show company preferences 



# handshake™

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 Offline

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

Consider:

- Informational Interviews via Zoom, phone, in-person
- Coffee/Lunch (can be virtual!)
- Mixers
- On-campus panels, career fairs, information sessions



# Keep learning in moments that matter.

Courses for every step of your career. Instructors with real-world experience.

[Start my free month](#)

Need to train your team? [Learn More.](#)



You have no content in progress



You have no saved content

SKILLS YOU FOLLOW

[Add Skills](#)

## New on LinkedIn Learning

[Previous](#) [Next](#)



Navigating Politics as a Senior Leader

By: Mike Figliuolo



Access 2019: Building Dashboards for Excel

By: Robin Hunt



Marketing Tools: Social Media

By: Carlos Gil



Marketing on LinkedIn: The Sophisticated Marketer's Guide

By: Alex Rynne



Social Media and Marketing

By: Ashley Kim

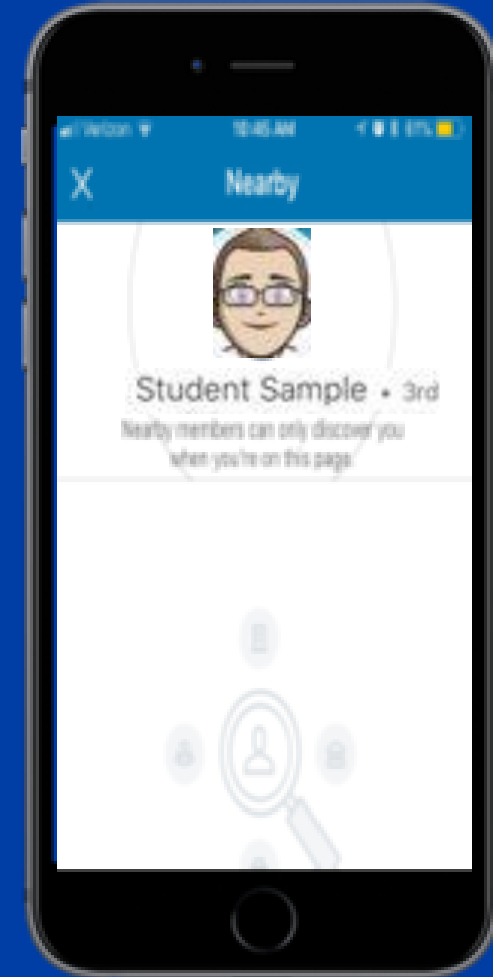
## Trending on LinkedIn Learning

[Previous](#) [Next](#)



Who's in the room?  
Networking Activity

Go on LinkedIn, add your connections, and expand your network





**Questions?**



**Location:** We are located in the Career Center Plaza. Our entrance is the University Lecture Hall and the Surge Building, behind the UCR Campus Store.

**Hours:**

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

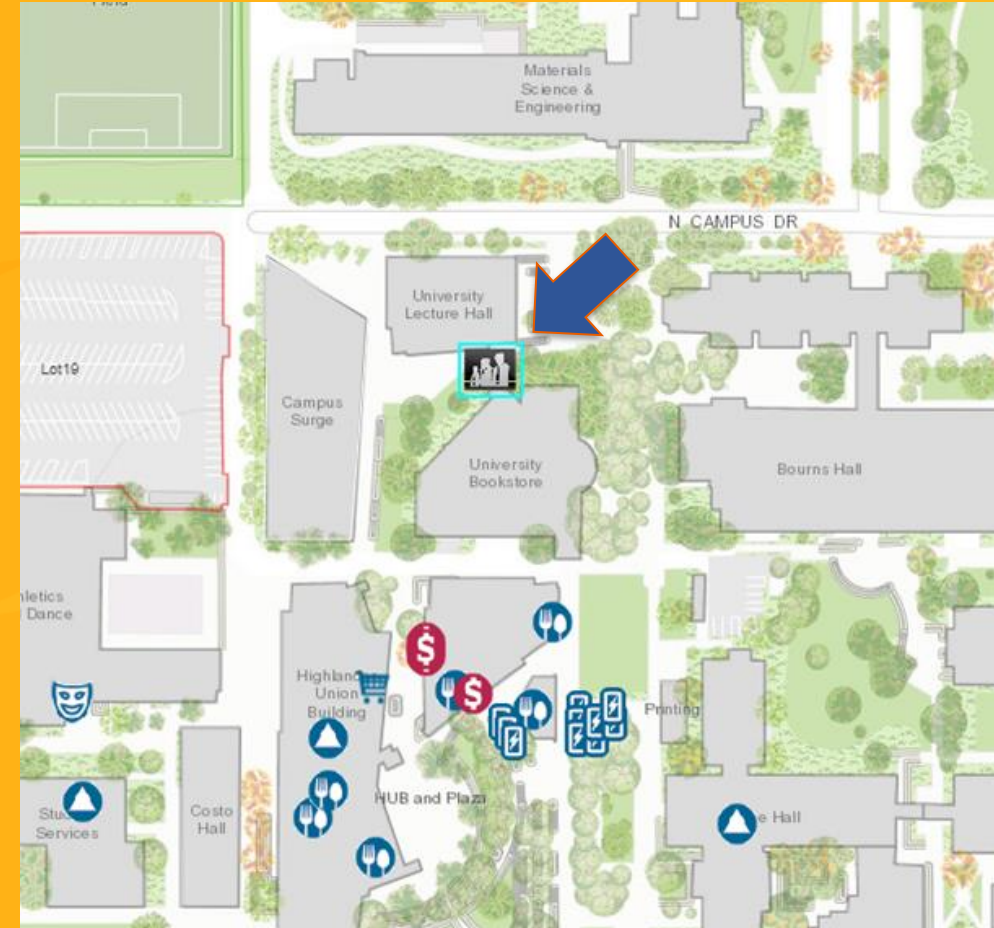
*Individual counseling appointments available  
Schedule on Handshake*

**Drop-In Hours:**

Mon. - Thurs. 10 am-3pm  
Fri. 10 am-12 pm



## Career Center



careers.ucr.edu • (951) 827-3631



#HireHighlanders • #UCRCareerReady