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...

- Identify why LinkedIn and online networking is important for YOU
- Understand how to create and/or enhance your LinkedIn Profile
- 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

- Searchable Content

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

- 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)
3. Experience

- Current and previous experiences
- Accomplishments
- Attach photos, presentations and videos
# 4. Education

Starting with college, list all the educational experiences you've had - including summer programs.

<table>
<thead>
<tr>
<th>Education</th>
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<tbody>
<tr>
<td><strong>University of California, Riverside</strong></td>
<td>Bachelor of Arts (B.A.), Economics</td>
<td>2016 – 2018</td>
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<td></td>
<td>Activities and Societies: Chicano Student Programs Orbits Program Hermanos Unidos</td>
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<td>Latino Union Undergraduate Economics Association at UCR</td>
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<tr>
<td><strong>Los Angeles Valley College</strong></td>
<td>Economics</td>
<td>2014 – 2016</td>
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<td></td>
<td>Activities and Societies: Extended Opportunity Programs and Services (EOPS)</td>
<td></td>
</tr>
<tr>
<td><strong>Los Angeles Pierce College</strong></td>
<td>A.A., Social Behavioral Science</td>
<td>2013 – 2016</td>
</tr>
</tbody>
</table>
Add at least 5 key skills. This will allow your connections to endorse you for those skills.
6. Recommendations

- 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
Profile Enhancing Tips

❖ Volunteer Experiences & Causes
❖ Honors and Awards
❖ Organizations
❖ Classes and Projects
Profile Enhancing Tips

Volunteer Experience & Causes

Volunteer
Habitat for Humanity
July 2011 – August 2011 (2 months)
• Participated as an international volunteer in Costa Rica for four weeks.
• Collaborated with team members to build decent houses for families in need.

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

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

Courses & Projects

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
Sharing 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?
Status Updates on LinkedIn

Know the Difference

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.
Creating Posts

Share your professional experiences!

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

Be a creator!

Brendan Nugent • 2nd Business Development Leader
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 Soontormvat, April McMillan, Paul Sharp and Travis Deming for their valuable contribution to making this possible #BSA #partnerships #engineering #STEM #boyscouts

UC RIVERSIDE Career Center
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
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. Best, Derrin

Cancel  Send invitation
Increase chances of getting new connections by being introduced

By-pass the 300 characters limit.

Be able to elaborate through an inbox message
Leverage 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 being to populate your home page with affiliated companies.
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

ADVERTISED JOBS

HIDDEN JOB MARKET
Job Search Tools

• Traditional Job Search vs. LinkedIn Job Search
• LinkedIn Job Search
Job Search Tools

• Traditional Job Search vs. LinkedIn Job Search
• LinkedIn Job Search

Populate your relevant job searches

Increase your chances of landing a job by using your network
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.

New on LinkedIn Learning
1. Navigating Politics as a Senior Leader
   By: Mike Fuglia
   By: Robin Hunt
3. Marketing Tools: Social Media
   By: Carlos Gi
4. Marketing on LinkedIn: The Sophisticated Marketer's Guide
   By: Alex Rynne
5. Social Media and Marketing
   By: Ashley Kim

Trending on LinkedIn Learning

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*
*Schedules on Handshake*

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