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

- **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)
3. Experience

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

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

- Facebook: I like donuts
- Snapchat: Watch me eat a donut
- Instagram: Here's a cool photo of my donut
- Pinterest: Here's a donut recipe
- Spotify: I'm listening to "Donuts"
- WhatsApp: Anyone want a donut?
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.

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
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 the...
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
Get Introduced

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 begin to populate your home page with affiliated companies #nowhiring #opentowork
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

- Traditional Job Search vs. LinkedIn Job Search
- LinkedIn Job Search

LinkedIn's job search feature allows users to filter jobs by date posted, LinkedIn features, company, experience level, and more. The platform provides detailed job descriptions and allows users to create search alerts for future job opportunities.
Job Search Tools

- Traditional Job Search vs. LinkedIn Job Search

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 ... Learn more

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

Increase your chances of landing a job by using your network

Connect with Recruiters
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
Who's in the room?

Networking Activity

• Share Your URL in the chat or with students in the room

• Find an alumni that you want to connect with

• Send 1-3 connections with notes!
Join the UCR Career Network, an online community for networking, mentoring, and job opportunities for alumni and students.

MENTORING
Matching process that connects current students with alumni or alumni with one another.

JOB SEARCH
Job board for those currently seeking employment or for alumni looking to hire other Highlanders.

NETWORKING
Discussion boards to meet and network with others who have similar career questions.

REGISTER AT CAREERNETWORK.UCR.EDU
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