



Mastering LinkedIn

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...



**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**



Professionalism



Communication



**Career &
Self-Development**



Technology

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?

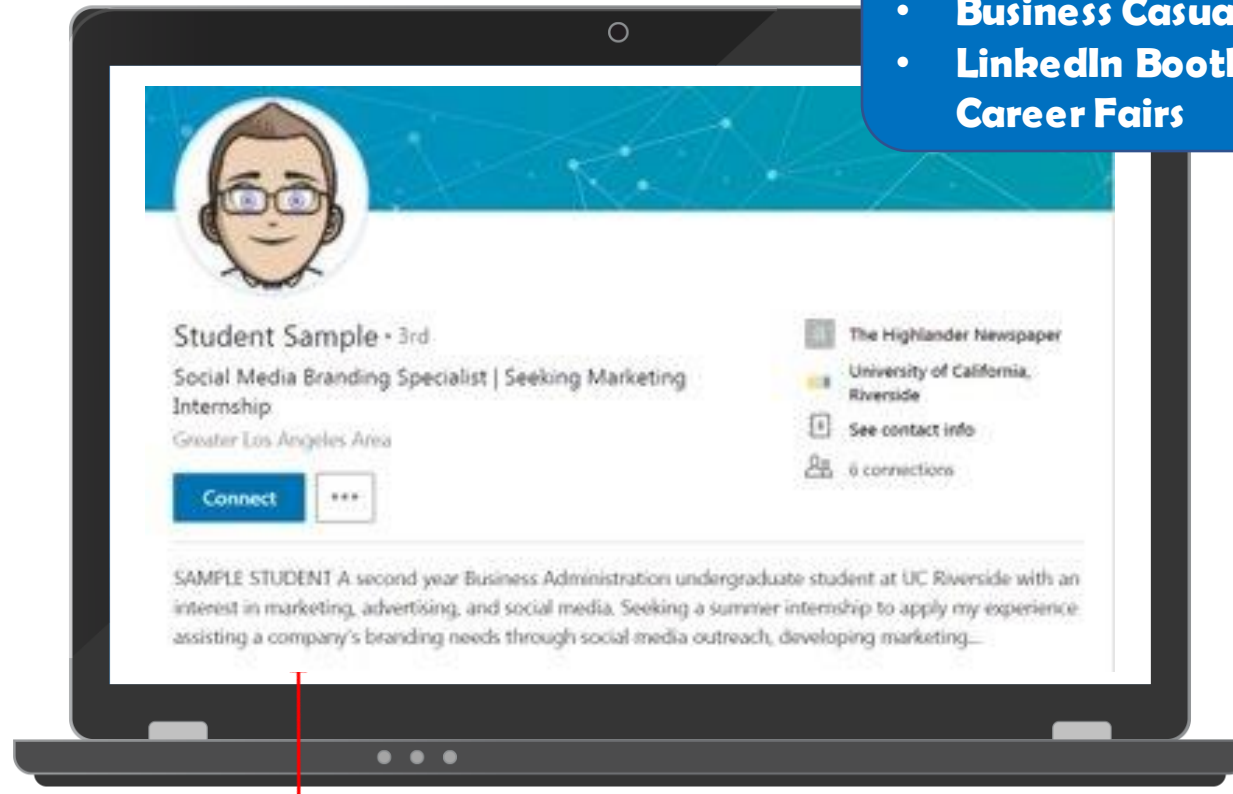
- ☐ Gain exposure to Hiring Managers and Recruiters
- ☐ Centralize your accomplishments
- ☐ Add another tool to your networking resource kit
- ☐ Generate leads for opportunities
- ☐ Join groups
- ☐ Research company/employee information
- ☐ Establish and maintain connections



1. Photo & Headline

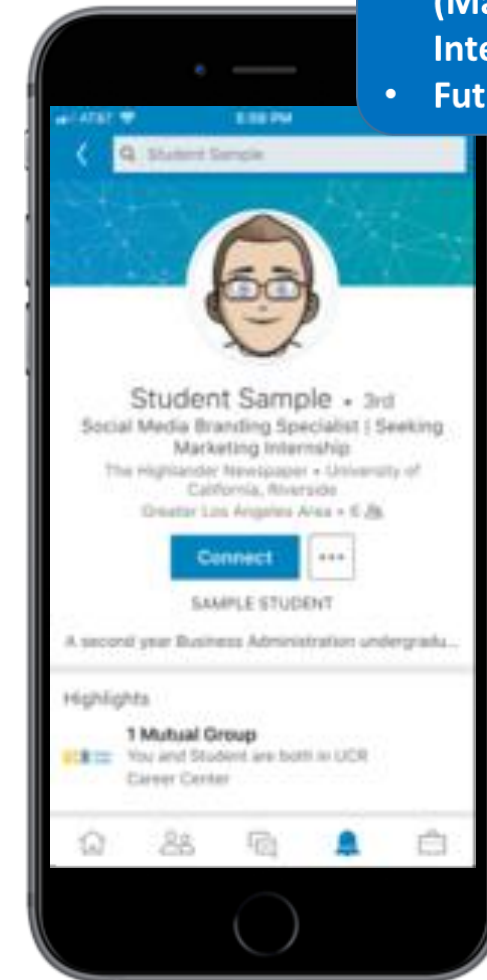
Photo Tips

- 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**

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.

Upload

Link

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.



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

3. Experience

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

4. Education

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

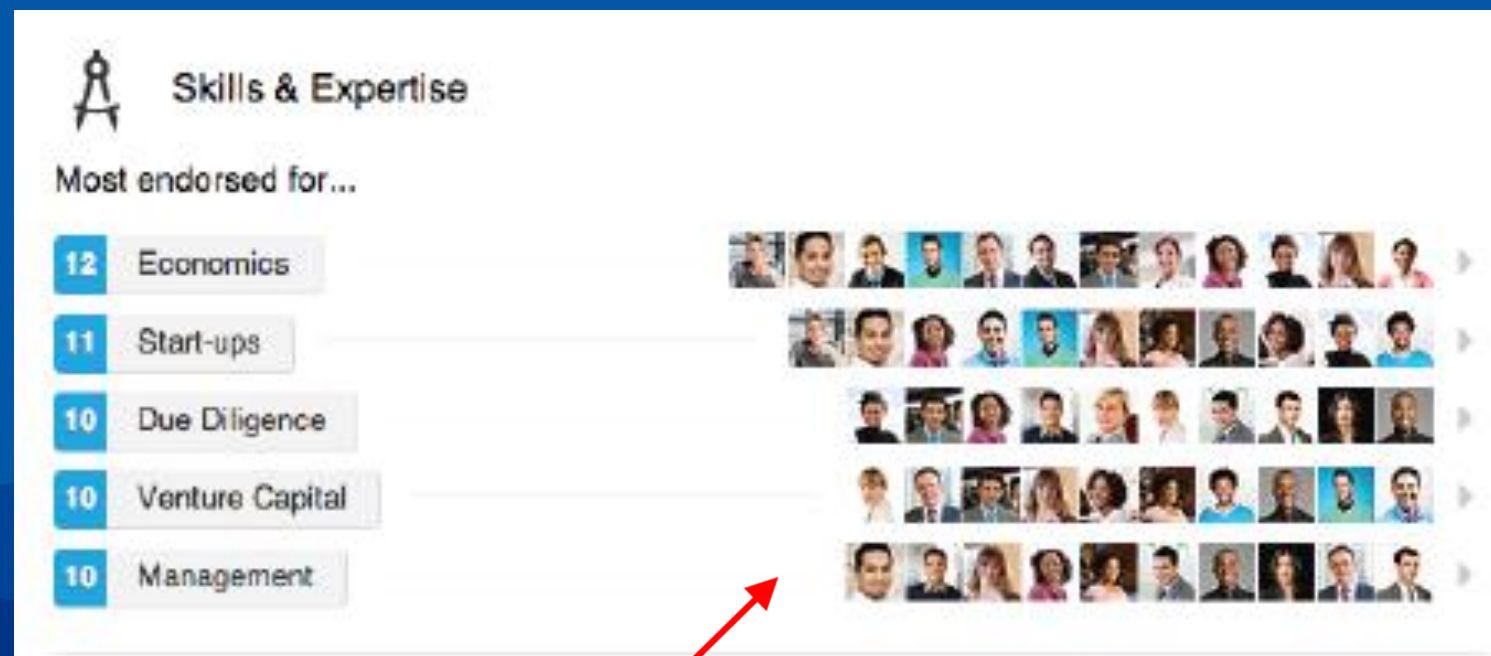
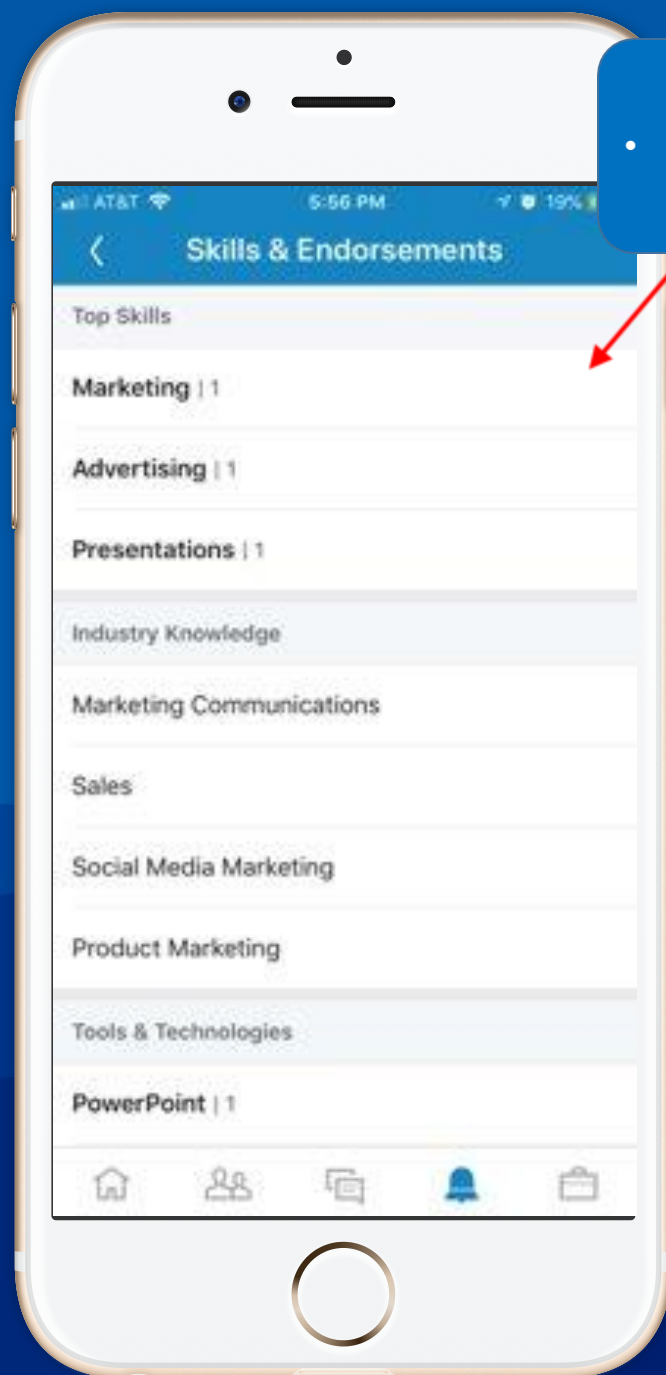
A.A , Social Behavioral Science

2013 – 2016

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

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


× Add new info to your profile




Intro

Background

 Work experience
8 positions on your profile

 Education
2 schools on your profile

 Volunteer experience
2 volunteer experiences on your profile

Skills

Accomplishments

Additional information

- ❖ 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

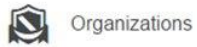
The Achievement Award Program

UC Berkeley

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

Profile Enhancing Tips

Organizations



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



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.

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

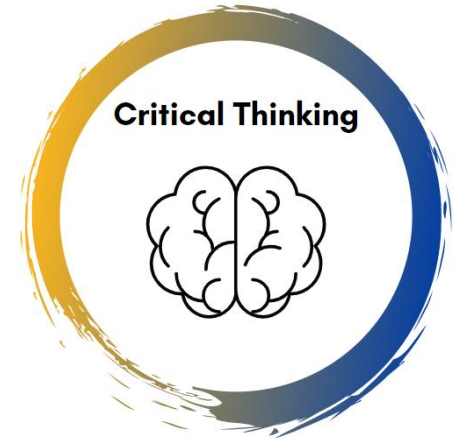
University of California, Riverside

- Financial Evaluation
- Marketing Management
- Strategic Analysis

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



NACE CAREER READINESS COMPETENCIES



*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

The screenshot displays the LinkedIn Home page. At the top, a navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing 2), and a profile icon. Below the navigation bar, a banner for FixDex is visible. The main content area is divided into three columns. The left column features a profile card for Jess Williams, Senior Manager at Denali Bank, with a red circle highlighting the '73 Who's viewed your profile' and '35 Views of your posts' statistics. The middle column shows a post by Helen Bradley, Managing Director at Philosophy Science LLC, with 8 Likes and 5 Comments. Below this is a post by Susan Luker about coal power plants. The right column displays a 'What you need to know now' section with news items like 'The Dow is About to Hit 20,000' and 'What Today's Job Numbers Mean for You'. At the bottom, there is a section for 'Reading the new Enterprise Holdings online marketing campaign and highly recommend it!' with a link to the press room. The bottom right corner shows a list of connections, including Ryan Holmes and Arianna Huffington.

Sharing Updates on Your Personal/Social Profiles



Status Updates on LinkedIn



Know the Difference

Contents

Introduction

○ Welcome
1m 23s

1. Publishing

○ Why publish on LinkedIn?
3m 24s

○ Publishing on LinkedIn
3m 6s

○ Chapter Quiz
2 questions

2. What Should I Write?

○ What types of posts should I write?
23s

○ Write what you know
1m 22s

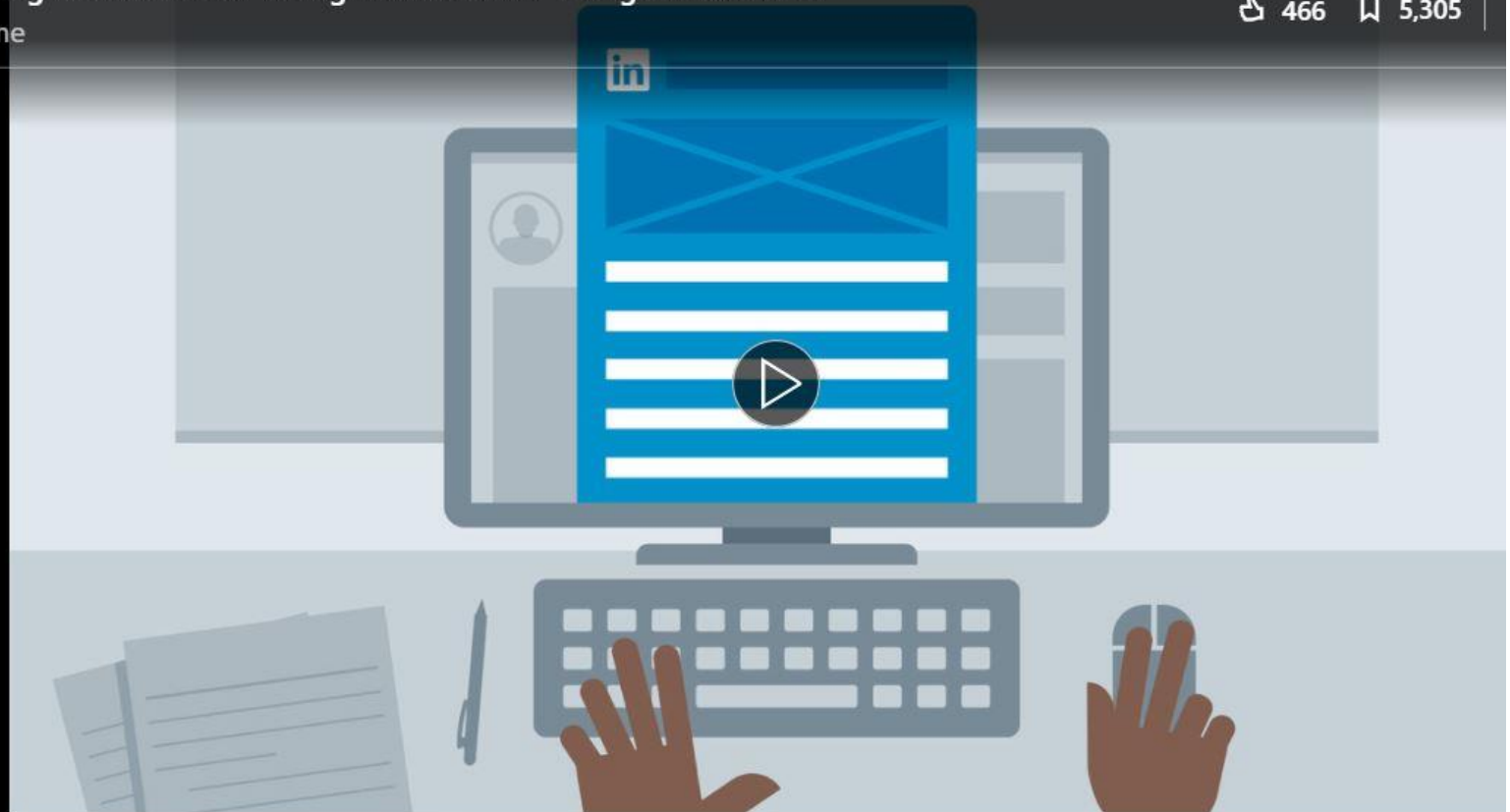
○ Share firsthand accounts
1m 43s

○ Write about trends or observations
1m 15s

Publishing on LinkedIn for College Students and Young Professionals

Welcome

466 5,305



Overview

Notebook

Transcript

INSTRUCTOR



Maya Pope-Chappell

Founding Education and Millennials Editor at LinkedIn

[View on LinkedIn](#) [Follow on LinkedIn](#)

RELATED TO THIS COURSE

[Certificates](#) · [Show all](#)

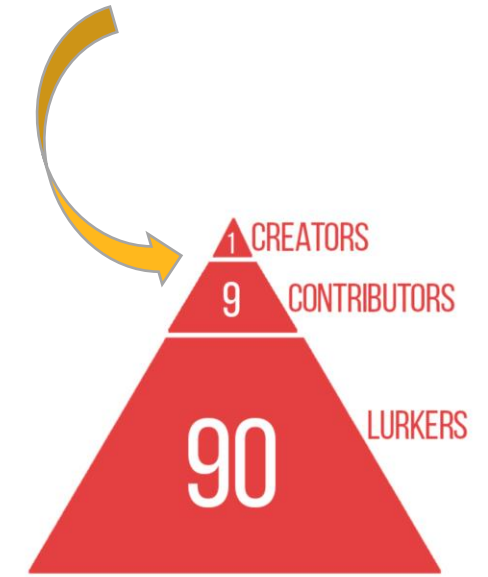
Creating Posts

Share your professional experiences!

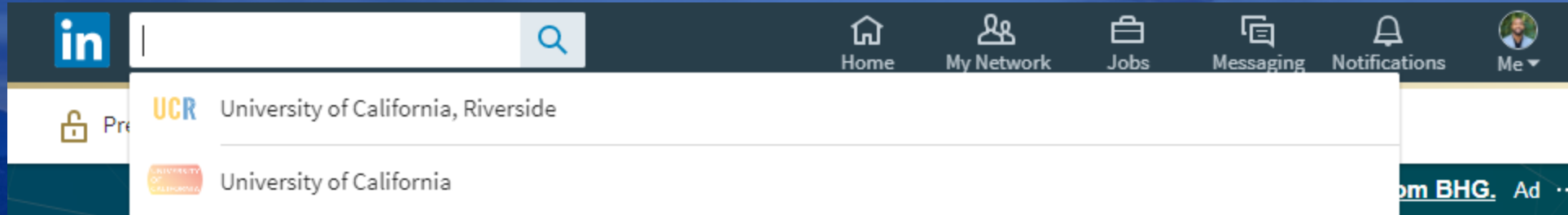
- Use [#hashtags](#)
- Tag people using the "[@symbol](#)"
- Add *value* in your posts
 - Include information people can't research




Be a creator!



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




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 End year

[< Previous](#) [Next >](#)

Where they live + Add

82,393 | United States

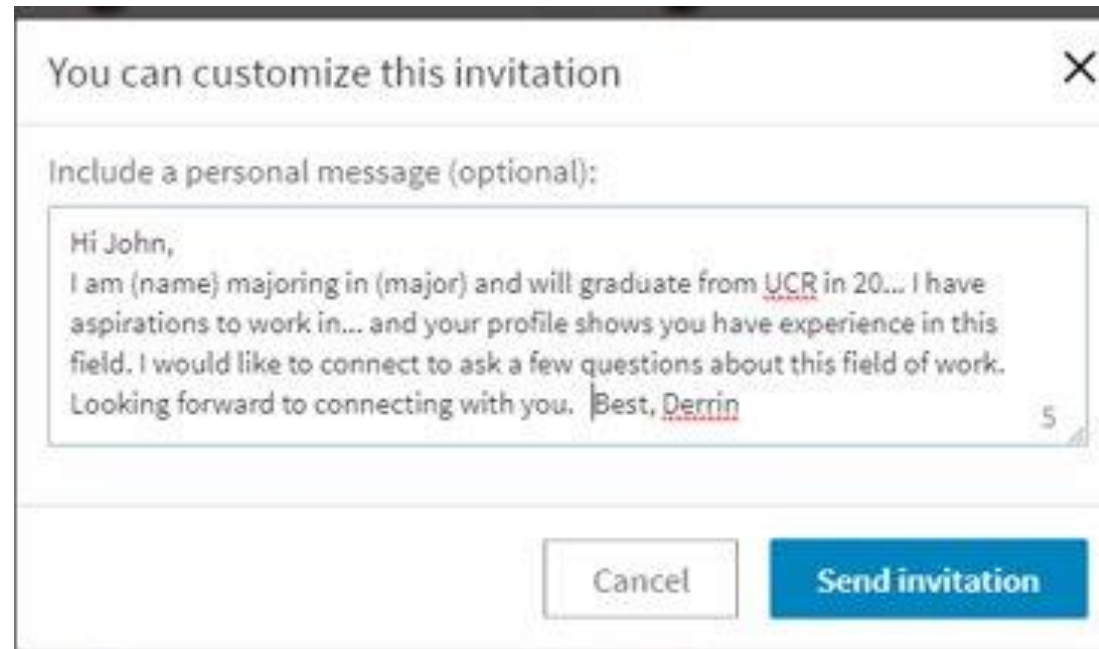
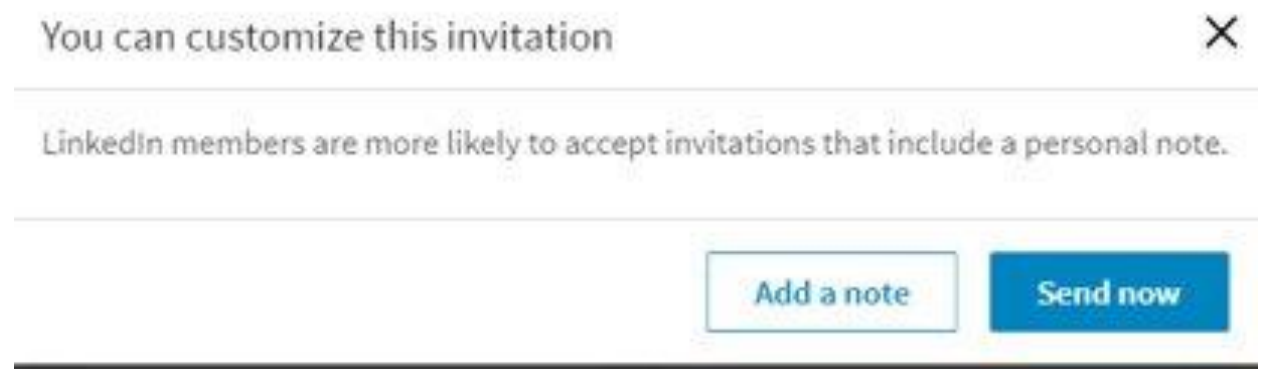
44,207 | Greater Los Angeles Area

Where they work + Add

2,750 | University of California, Riverside

468 | Kaiser Permanente

Personalize It!





Scotty Highlander · 2nd

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



12 connections in common

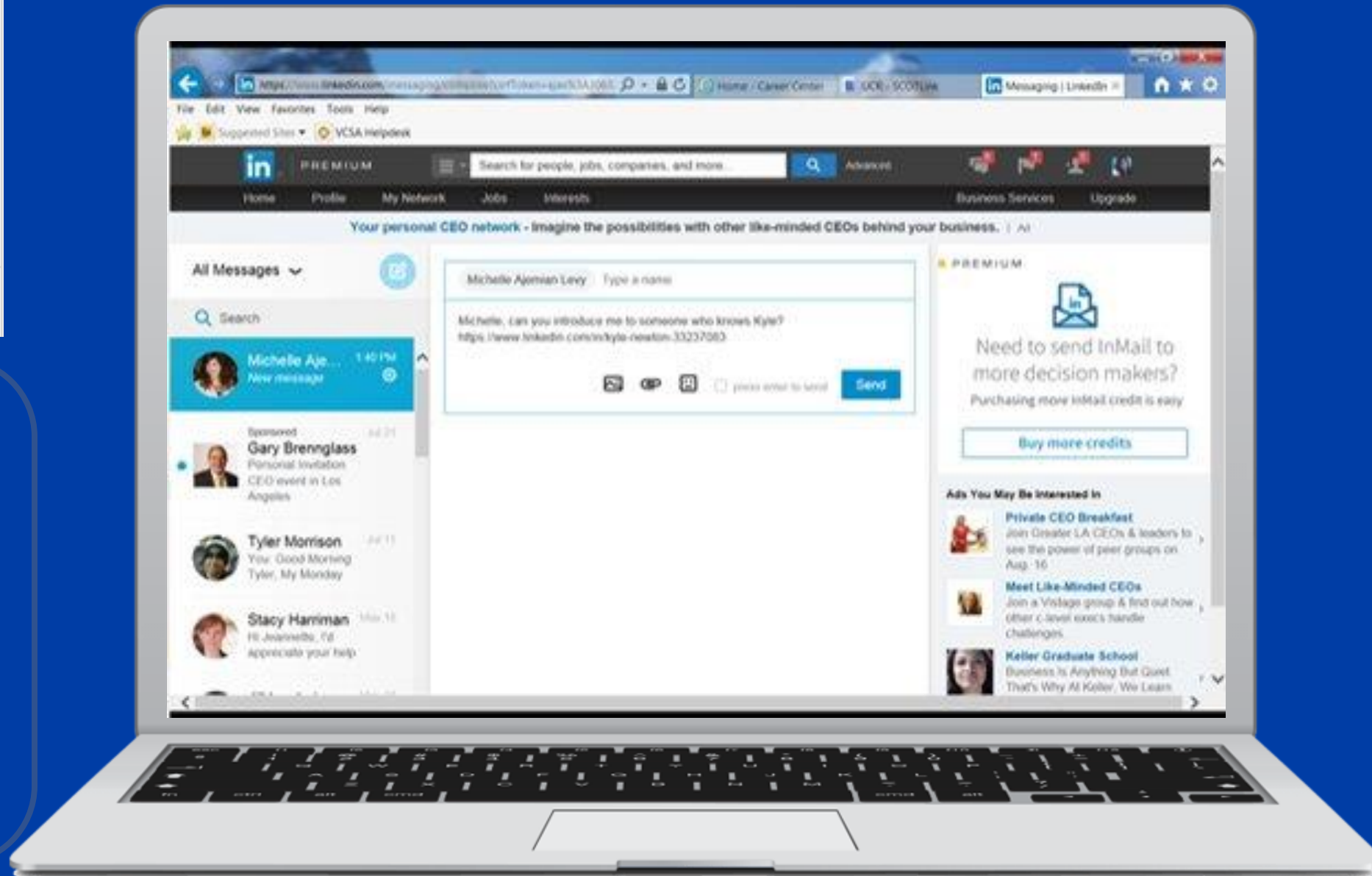
Connect

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

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

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

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 →

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

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  

Populate your
relevant job
searches


Job Search Tools




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

What job titles are you considering?

[+ Add title](#)

[Connect with Recruiters](#)

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



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:

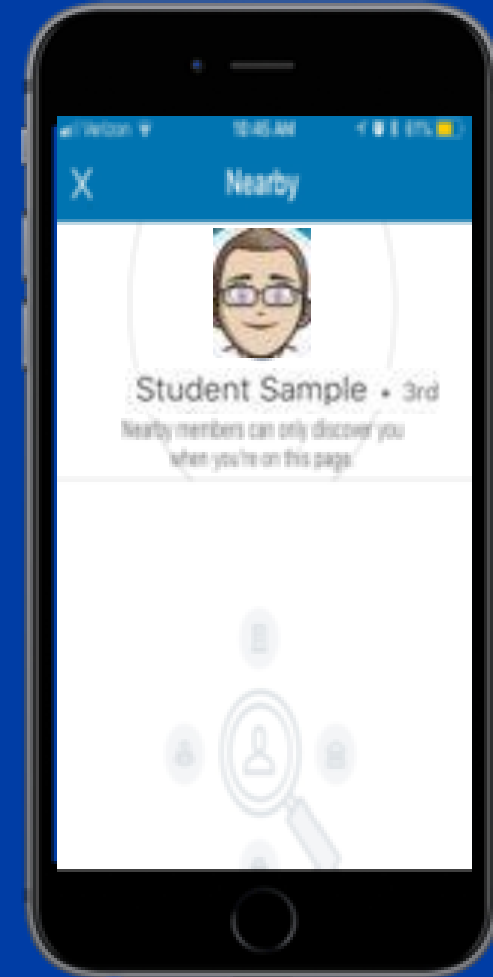
- Informational Interviews via Zoom, phone, in-person
- Coffee/Lunch (can be virtual!)
- Mixers
- On-campus panels, career fairs, information sessions



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](https://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



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#HireHighlanders • #UCRCareerReady