



# Using LinkedIn: For You and Your Students

Ed Brodka, UB Career Services

259 Capen Hall

[www.ub-careers.buffalo.edu](http://www.ub-careers.buffalo.edu)



# Raise Your Hand if you...

- Do not have a LinkedIn Profile
- Have a LinkedIn Profile but can't even remember your password.
- Have used LinkedIn in the past week but want to know more.
- Think you want to be more active on LinkedIn but don't have the time to keep up with your Facebook account and regular emails.



# Goals for today..

- Why you should be “active” on LinkedIn
- How to set up/improve your LinkedIn Profile
- How to use LinkedIn as a tool to achieve your goals.
- How to use LinkedIn as an “advising tool”.
- Where to go to learn more.
- Answer questions/concerns.

# Let's use LinkedIn to help you now...

- Start to fill in Questions 1-4 on the LinkedIn Worksheet
- Write down 2-3 tasks, projects or challenges you have as part of your job.
- What information do you wish you had more of to better do your job?
- What, if any, professional advancement goals do you have?
- What questions or concerns do you have about using LinkedIn?



# Your Online Presence: LinkedIn

## What is LinkedIn?

- A place to build your professional identity on the web, facilitate connections with professionals and peers, get free advice and conduct networking for a job search and much more.
- Google You....LinkedIn should be first listing

## Why LinkedIn?

- “Relationships Matter” Over 135 million members.
- “Information Matters” Not just about connections.
- Basic account is free.



# Getting Started

- Start at <http://learn.linkedin.com/profiles/overview/>
- Look at many linked in accounts of people in fields that interest you to see examples of good accounts.  
<http://www.linkedin.com/in/edbrodka>
- Book - How to Find a Job on LinkedIn...by Shepp et al.
- Professional Photo
- Experience (add positions and bullet points from your resume)



# More Profile Sections:

- Skills and Expertise (can add up to 40)
- Professional/Community Organizations
- Education including Activities (Can include high school)
- Interests (if “interesting”)
- LinkedIn Groups and Associations (Search the Group Directory by career field, specific career-related interests/skills, cultural background, geographic location, general interest)



# Additional Information

- Activities and associations you belong to
- Honors and Awards
- Personal Information (Use your discretion)
- Contact Preferences
- Make your profile 100% complete, will need 3 recommendations





# How LinkedIn Works

*Discover*

*Develop*

*Achieve*

# Connecting on LinkedIn

- Search for colleagues, coworkers, classmates, friends, relatives, contacts from community groups, etc.
  - You should know them personally!
  - Edit the default message - don't be generic!  
Remind the person how you know them.
- Can “Get Introduced” to 2<sup>nd</sup> level and 3<sup>rd</sup> level contacts

# Finding New Contacts

- Use the “people” search function to find professionals involved in your line of work
- Sample keywords to search
  - By industry: “higher education”, “career services”, etc.
  - By job function: “academic advisor”.
  - By company name
- Refine by school, location, etc.
- Search by Company name, location, etc.



# Exploring Careers

- Learn about jobs that you know nothing about by searching for people by job title with keywords that interest you, i.e. sustainability, fashion, sports, etc.
- Look at the profiles of people who have job titles that interest you and see how they got to where they are now.
- See what groups they belong to, join them.
- Find a connection to them and approach them for an information interview.



# Finding a Job

- Click on “Jobs” Tab
- Advanced Search by Industry, Location, Level, keyword.
- Research a Company, click on “Insights” to look for New people, see where they used to work and see if that job is still open
- Look for people who have just left the organization, their position may be vacant
- Having a quality LinkedIn profile will help the job opportunities come to you.

# The “More” Tab

- Skills ...type in a skill and see who has that in their profile. See where those people work. Groups related to that skill, other related skills, jobs and companies related to that skill.

# Things to Remember

- Just creating an account is not enough - you need to **ACTIVELY** network!
- Your LinkedIn account is only as good as it is up to date.
- LinkedIn is not Facebook. Approach everything you do on this site with professionalism.

# LinkedIn as an Advising Tool

How do you think LinkedIn could help students that you see in advising appointments?

- What can I do with a certain major?
- What type of advanced degree do I need to attain a certain career?
- How can I get into a certain career?  
“Rap Music”
- What types of companies can I work in?



## What if a student invites me to “connect on LinkedIn?”

- Think of it like a student asking for a recommendation letter
- Tell them that you only connect with people you know well.
- Use it as a learning opportunity. Suggest ways to improve their profile, etc.
- In the end, it’s your decision.

# Let's Wrap Up

- Questions/Concerns
- Learn more by watching a free webinar at: <http://learn.linkedin.com/training/>;
- Book: How to Find a Job on LinkedIn, Facebook, Twitter, etc, by Shepp et al.