LinkedIn for Newcomers
How to Build Your Network & Advance Your Career on LinkedIn
# What We Will Cover in This Workshop

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Extra Credit
What You Do on Other Social Media

- I like traveling
- Watch me travel
- Here’s a cool photo of my travels
- Here’s where I want to travel
- I’m listening to “Traveling”
- Anyone want to travel with me?
I hope to operate a travel agency one day

I’m looking for a job at a travel agency

I have three years experience leading tours

My top skills are travel coordination and logistics

Here are 3 recommendations from former colleagues in the travel industry
Build your Professional Network and Connect to Jobs

**Millions** of mentors and mentees have signed up to give and get career advice on LinkedIn.

Over **30 million** employers are on LinkedIn with more than **20 million** open job opportunities.

**2.8 million** recruiters use LinkedIn daily to fill open jobs.
Defining Key Terms We’ll Use Today

**Workforce:** The people who are currently working or available for work in a specific region. The vision of LinkedIn is to create economic opportunity for every member of the global workforce.

**Connections:** Contacts on LinkedIn. You can add connections by sending invitations to other people on the platform, or by accepting invitations from other people.

**Network:** A connected community of people. **Networking** is an activity to strengthen relationships with others and can lead to professional opportunities including job offers.

**Referral:** When a job seeker is recommended for a career opportunity by someone in his or her network.
Build Your LinkedIn Profile

DID YOU KNOW? 9 out of 10 employers use LinkedIn during the hiring process

- Set up Your Account
- Profile vs Resume
- Take a Great Photo
- Edit Your Profile
Set Up Your Account

Go to LinkedIn.com and complete the prompts, including:

- Location
- Industry
- Reason for Joining LinkedIn
There are big differences between your LinkedIn profile and your resume.

For example, your LinkedIn profile:

- Speaks to all potential employers, not just a single one
- Goes into more detail with skills, projects, interests, certifications, and more
- Allows other professionals and employers to interact, learn, and contact you
- Contains recommendations and endorsements
Take a Great Photo

Before taking your photo, make sure you:

- Use a background that isn’t distracting
- Dress for the job you want
- Smile and have a friendly expression

To create a good profile picture, double check that your face takes up a majority of the frame.

DID YOU KNOW? Members with profile photos receive up to 21x more views and 9x more connection requests
Select the pencil icon to begin editing and adding to your profile. It’s okay if you don’t have recent work experience – you can add other sections to complete your profile!

Add your:
- Location & Industry
- Education* & Certifications
- Work & Internship Experience
- Skills
- Volunteer Experience
- Program or Organization

*You can choose whether or not you want to display your education in your intro section.
Edit Your Profile:  
**Headline spotlight**

Your headline is an opportunity to show what you *are* – not just what you do. When writing your headline, ask yourself:

- If this is the only thing someone sees, what does it convey about me?
- Does this represent my professional brand and show why I am unique?
- Does it capture what a recruiter would care about?
Edit Your Profile: Summary spotlight

Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here’s an easy formula we recommend:

1. 1-2 sentences about who you are
2. 3-5 sentences about your experience, top skills and key passions
3. 1-2 sentences about your future goals and how other members can engage with you

Make sure to include a summary of at least 40 words to show up in the search results of other members!
Build Your Professional Network

DID YOU KNOW? Over 50% of hires result from a personal connection

- The Power of Networking
- Discover Existing Connections
- Search for New Connections
- Expand Your Network Strategically
The Power of Networking
The Power of Networking
Hi Dan,

I found your profile through our mutual connection, Rob. I am currently exploring career paths in the technology industry and admire your experience. I would love to join your network.
Discover Existing Connections

Click “My Network” in the top navigation to find people you already know, including:

- Friends and Family
- Current and Former Colleagues
- Current and Former Managers
- Translators or case workers you have worked with

Note that our “People you may know” feature improves over time as you build your network.
Search for New Connections

Use the search bar in the top navigation to find new connections by:

- Name
- Company
- Location
- Keyword
Search for New Connections

Use the search bar in the top navigation to find new connections by:

- Name
- Location
- Company
- Keyword
Search for New Connections

After clicking “Connect,” you can send your invitation immediately or personalize your invitation request by selecting “Add a note.”

We recommend that you always add a personalized message to make it clear to the other person why you are reaching out!
Expand Your Network Strategically

Who Should I Reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What Should I Say?

- Who you are
- How you came across their profile
- How they can help you
Use Your Network on LinkedIn to Connect to Opportunity

DID YOU KNOW? LinkedIn members are 10X more likely to get hired when referred

- Message Connections
- Ask for Informational Interviews
- Request Referrals
- Request Recommendations
- Find a Mentor with Career Advice
- Add Value and Engage
Message Connections

Send messages to your connections directly from:

- The LinkedIn messaging page
- Your connections page
- Their profile page

Lauren’s Story:
Your network can help you get the job

If you don’t know the person you’re messaging in real life, clearly explain why you are reaching out.
The purpose of an informational interview is for you to:

- Gain advice on your career path
- Learn about an industry you are interested in
- Learn about a specific company you’d like to work for
- Establish a professional bond

After an informational interview, professionals may also consider you for future job openings they learn of!
Request Referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- Why you are interested in the specific role
- Your appreciation for your connection’s consideration

DID YOU KNOW? More than 60% of the workforce has referred someone to work at their company.
Recommendations on LinkedIn are like references from people in your network.

On a connection’s profile, click More… and then Request a Recommendation.

You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

- Current or former managers
- Current or former colleagues, even those that were not directly on your team but who you worked closely with
- People who have mentored or advised you professionally, including case workers or nonprofit training program staff
Find a Mentor with Career Advice

From your profile page, select the Career Advice hub located in Your Dashboard.

Set your preferences by sharing who you would like to receive advice from and LinkedIn will suggest members who have relevant experience.

At this time, only members with less than 10 years of professional experience are eligible as mentees in the Career Advice tool.
Add Value and Engage with Your Network

**Give** testimonials and recommendations to others

**Join** groups and exchange insights with school or program alumni

**Like and share** things that people in your network will care about and post

**Invest** time in your connections and request informational interviews
Search and Apply for Jobs on LinkedIn

**DID YOU KNOW?** More than **25 million** job seekers visit LinkedIn jobs every week

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Set Career Interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions.

Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.

Download the LinkedIn Job Search Mobile App to see new job notifications quickly.
Search for Jobs

Use LinkedIn’s search filters to find jobs by:

- Keyword
- Job title
- Company
- Location
- Function
- Industry
- Experience level
- Date posted
Create Search Alerts

Create search alerts to be notified when jobs you are interested in are posted by turning on “Job Alerts.”

Use filters in the search bar to create alerts by:

- Keyword
- Job title
- Company
- Location
- Function
- Industry
- Experience level
- Date posted
Review Jobs You May Be Interested In

For the best job recommendations, make sure your profile is filled out with accurate:

- Work experience
- Skills
- Location information
Follow Companies

Explore employers you are interested in working for by following their company page.

Check out the “Life” section to learn more about the company’s culture, values, and professional development opportunities.

Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step!
Apply Actively

Use the “Easy Apply” or “Apply on company website” button to quickly apply for a job you want.

Stay on top of your job search by using the LinkedIn Job Search Mobile App to find and apply for new jobs from anywhere at any time.

Applicants who apply to jobs within the first three days of posting are 13% more likely to get the job.
Extra Credit

- Explore Schools
- Explore Alumni
- Join Groups
- Privacy Settings

Additional features and guidance to help you advance your career
Explore Schools

Find and view the latest news from schools you have attended or are interested in attending by filtering for “Schools” using the search bar.
Explore Alumni

Explore the career paths taken by school or program alumni.

By clicking “Alumni,” you can view:

- Where alumni live
- Where alumni work
- What alumni do
- What alumni studied

Consider reaching out to anyone whose career interests you for an informational interview!
Join Groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- Professionals in your industry
- Alumni of your school or training program
Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your preferences.

For example, you can:
- Change the language you use on LinkedIn
- Change your password
- Control your notification preferences