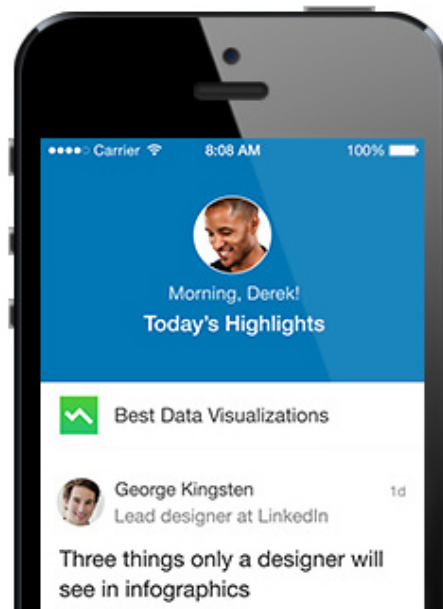


What is LinkedIn?

Why should you be LinkedIn?

- More than 500 million members in 200 countries and territories
- College students and recent grads are the fastest-growing demographic at 40 million accounts
- More than 3 million Company Pages, in over 150 countries
- 85% of employers say online profiles influence hiring decisions
- Your LinkedIn activity impacts your Google ranking
- 40% of users check LinkedIn daily



Build a Strong LinkedIn Profile

- TITLE:** Use your title to describe yourself and indicate if you are actively job hunting. Make it fit the job you want
- PHOTO:** Use a professional photo and if possible, place yourself in a field-appropriate context
- SUMMARY:** Your professional bio. Use the space to tell your story and what you are seeking. Make it short and concise
- EXPERIENCE:** Be thorough and include the accomplishments that don't fit in the resume. LinkedIn will suggest connections based on your past experience and education
- EDUCATION:** List the college you've attended, including community college if appropriate. Additional sections: website(s), portfolio, blog, organizations, Twitter, skills, etc. Choose your categories carefully or highlight relevant skills and experiences.
- ORGANIZATIONS:** Add activities and societies you participated in during your college years
- GROUPS:** Join those that match your brand (look at others' profiles in your industry for ideas). Participate in and post your own discussions to engage with others and build a presence
- RECOMMENDATIONS:** Request strong recommendations from your contacts. Aim for one per experience, preferably from direct supervisors
- URL:** Customize your auto-generated URL (www.Linkedin.com/in/YourName). Promote your profile by adding your URL to your signature line, business card, or resume
- STATUS UPDATES:** Update your status regularly. Link to articles / resources, announce events you are attending and new projects you're working on. This will bring you up in the Google rankings
- RELEVANT SKILLS:** Add any relevant skills you have to your profile as these are used to determine search results

Visit our website at www.career.uci.edu to find more helpful tips on making your LinkedIn stand out. Don't forget to register via Handshake for our "Are You LinkedIn?" workshops!

What is LinkedIn?

www.career.uci.edu

Build Your Network

1. **CONNECT** with family, friends, professors, Division of Career Pathways staff, bosses – everyone you know! Always send a personalized note!
2. **WRITE PERSONALIZED CONNECTION REQUESTS.** Check their contact settings first and indicate why you want to connect with them
3. **UPLOAD YOUR ADDRESS BOOK** from your email accounts but be sure to only connect with people you know or with whom you have some real connection.
4. **JOIN ALUMNI, UNIVERSITY, AND DIVISION OF CAREER PATHWAYS GROUPS.** You can reach out personally to people in your groups to build your network further
5. **SEARCH FOR WARM CONTACTS LIKE ALUMNI AND INDUSTRY MEMBERS.** What groups are they in? Join those groups and participate
6. **LOOK UP PEOPLE YOU MEET** in person and connect with them
7. **REQUEST INTRODUCTIONS** to people you do not know but someone in your network is connected to. Indicate why you want to connect. You will need to write to your connection requesting that they introduce you. *Note: Do not ask for a job.*
8. **MAINTAIN YOUR NETWORK.** Thank them for their help and keep them up to date. Think quality over quantity when it comes to your connections



LinkedIn for Your Job Search

1. **DETERMINE WHAT KIND OF POSITION YOU WANT** by viewing LinkedIn profiles. Use the Advanced Search option for help
2. **ONCE YOU KNOW, CLICK THE JOBS TAB** and enter the term to search for jobs advertised on LinkedIn. It will also suggest jobs that match your skills and interests. Use the Advanced Search option to refine your job search. Check to see if anyone in your network works or has worked for the company and reach out to them for more information.
3. **SEARCH YOUR NETWORK USING THE ADVANCED SEARCH OPTION** for people who have worked in the position you are interested in. Reach out to them and ask for help
4. **SEARCH FOR AND FOLLOW COMPANIES OF INTEREST.** Check for new openings, see trends and charts. See where people worked before and after those companies – to get more prospects. Search for and follow those companies
5. **APPLY THROUGH LINKEDIN.** *Note: Your profile is attached to your application*
6. **DO YOUR HOMEWORK BEFORE AN INTERVIEW.** Researched the company and people interviewing you on LinkedIn. This will give you an edge over those less prepared

For more information, see the [LinkedIn Help Center](#) and visit the [Division of Career Pathways' website at career.uci.edu](#) for the link to our LinkedIn group!