

Harnessing the Power of

LinkedIn



**CAREER
EDUCATION
OFFICE**

What is your experience with LinkedIn?

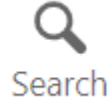
a. I look at LI occasionally, but would describe myself as a lurker

b. I get random emails to connect with people, but never do anything with them

c. I created profile but can't remember my password (i.e. never use it)

d. I log into LI on a regular basis, like and comments on posts and share articles

e. I invite people to connect with me, but don't do anything else



Home



My Network



Jobs



Messaging



99+

Notifications

Why is LinkedIn important?

Let's come up with some ideas:

- 1.
- 2.
- 3.

Anything else?

Message

Connect

Accept

Let's Take A Tour

LinkedIn

Discover

People

Learning

Jobs

Join now

Sign in

Welcome to your
professional community

Search for a job



Find a person you know



Learn a new skill





Search for posts in this group



Get Hired Faster, Try Premium Free



Traci Martin Manager

Joined group: Apr 2011

Pending posts 0

Requests to join 0

Analytics

Manage group

Recent

The Goucher Career Comm...

Knox College Bastian Family...

HigherEdJobs

Student Affairs Partnering ...

Maryland Career Developm...

Groups

The Goucher Career Comm...

Knox College Bastian Family...

HigherEdJobs

Show more

Events



GOUCHER college CAREER EDUCATION OFFICE

The Goucher Career Community

Listed group



Start a post in this group



Photo



Video



Poll

All

Recommended

Highlight this post by pinning it at the top.

Pin this post



Jonathan Newby · 1st

Career Educator | Leadership Development | Student Mentor
21m

Happy Monday, everyone! The Summer Development Series brought to you by the fine people at T. Rowe Price continues this Wednesday, August 3rd from 6:00-7:00pm. ...see more

3,309 members

Including Amy Levak Bloomberg and 269 other connections



Invite connections

Show all →

About this group

In an effort to meet our students where they are and address their needs and interests, we have updated this page to be a space for sharing jobs, internships, and career-related resources. The slight name change reflects this broader effort, and w...

Show all →

Admins



Jonathan Newby

· 1st Owner

Career Educator | Leadership Development | Student Mentor

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How do these images relate to one another?

LinkedIn



How do you feel about networking?

a. Meeting alumni I don't know sounds like fun and something I'd enjoy doing

b. I might be willing to try it, but don't know any alumni to talk to

c. I would like to chat with alumni, but I have no idea what we would talk about

d. I'd rather do homework than go to an event and talk with people I don't know



Do I really have to talk with people?

Career Conversations **ARE:**

- Connecting with people to give and receive information, advise, support and referrals
- Building a community of people with shared interests with which to learn and grow

Career Conversations are **NOT:**

- Asking for an internship
- Acquiring names of people just to get a job
- Using people strictly for your gain
- Putting friends, neighbors, or others on the spot



Career Conversations

(Strategies and Best Practices)

How to prepare for career conversations

- Ask the right questions
- Understand the etiquette
- Research the organization and/or industry

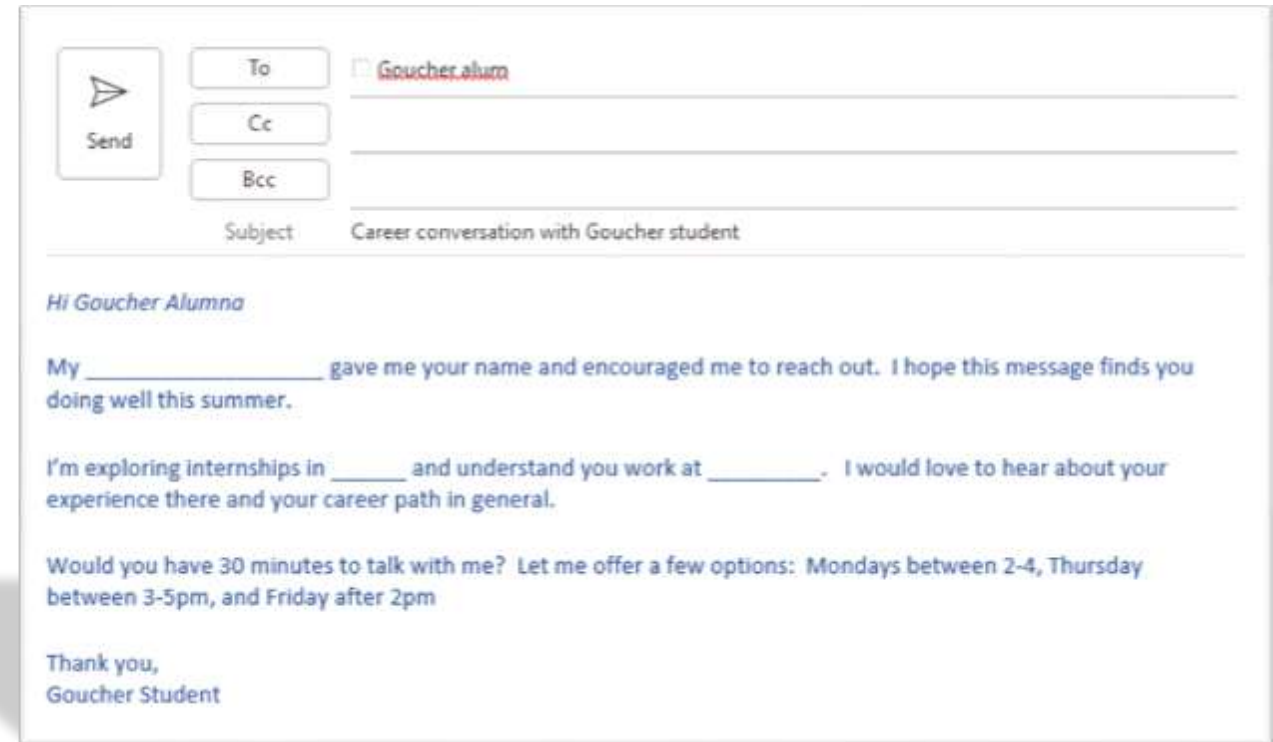
Questions to ask

- How did you begin in the field?
- What are some challenges and rewards about the job/field?
- Can you recommend professional organizations for field?
- What is your typical day like in your role?
- What advice might you have for me as I pursue a career in this field?
- Do you have other people you think I should speak with?

Build Your Community: Ask someone to share their story

Craft a brief, simple message that includes:

- How you know the person?
- What are you interested in?
 - Be clear that you'd like to hear their story
- What you want from them?
 - 30 minutes



The image shows a screenshot of an email draft interface. On the left, there is a 'Send' button with a paper plane icon. To its right are three input fields for 'To', 'Cc', and 'Bcc'. The 'To' field contains 'Goucher.alum'. Below these fields is a 'Subject' field with the text 'Career conversation with Goucher student'. The main body of the email contains the following text:

Hi Goucher Alumna

My _____ gave me your name and encouraged me to reach out. I hope this message finds you doing well this summer.

I'm exploring internships in _____ and understand you work at _____. I would love to hear about your experience there and your career path in general.

Would you have 30 minutes to talk with me? Let me offer a few options: Mondays between 2-4, Thursday between 3-5pm, and Friday after 2pm

Thank you,
Goucher Student

Connecting with Alumni

[Home](#) | [Career Education Office](#) | [Career Management](#) | [Networking](#)

NETWORKING

A key element to any job search is connecting and growing your network. This will help you learn more detailed information about the industries you're interested in and about potential openings that may not be advertised publicly. Not sure where to start? Follow the links below or [schedule an appointment through Handshake](#).

RELATED DOCUMENTS

✕ CONNECTING WITH ALUMNI

[The LinkedIn Alumni Search Tool](#)

This is an excellent resource for online, professional networking with Goucher alumni. It provides a great opportunity to connect with professionals in various fields and levels. Sign up & create a profile to get started.

[The Goucher Career Community](#)

The Goucher Career Community LinkedIn page is for current students, Goucher alumnae/i, family members, faculty, and staff to share opportunities (jobs, internships, events), and career resources.

[Virtual Networking Page](#)

The Career Education Office (CEO) and the Office of Alumnae/i Affairs have reached out to alumni from a broad spectrum of career professions to help you connect with Goucher alumnae/i as you prepare to enter the workforce, search for jobs, and explore different career paths.

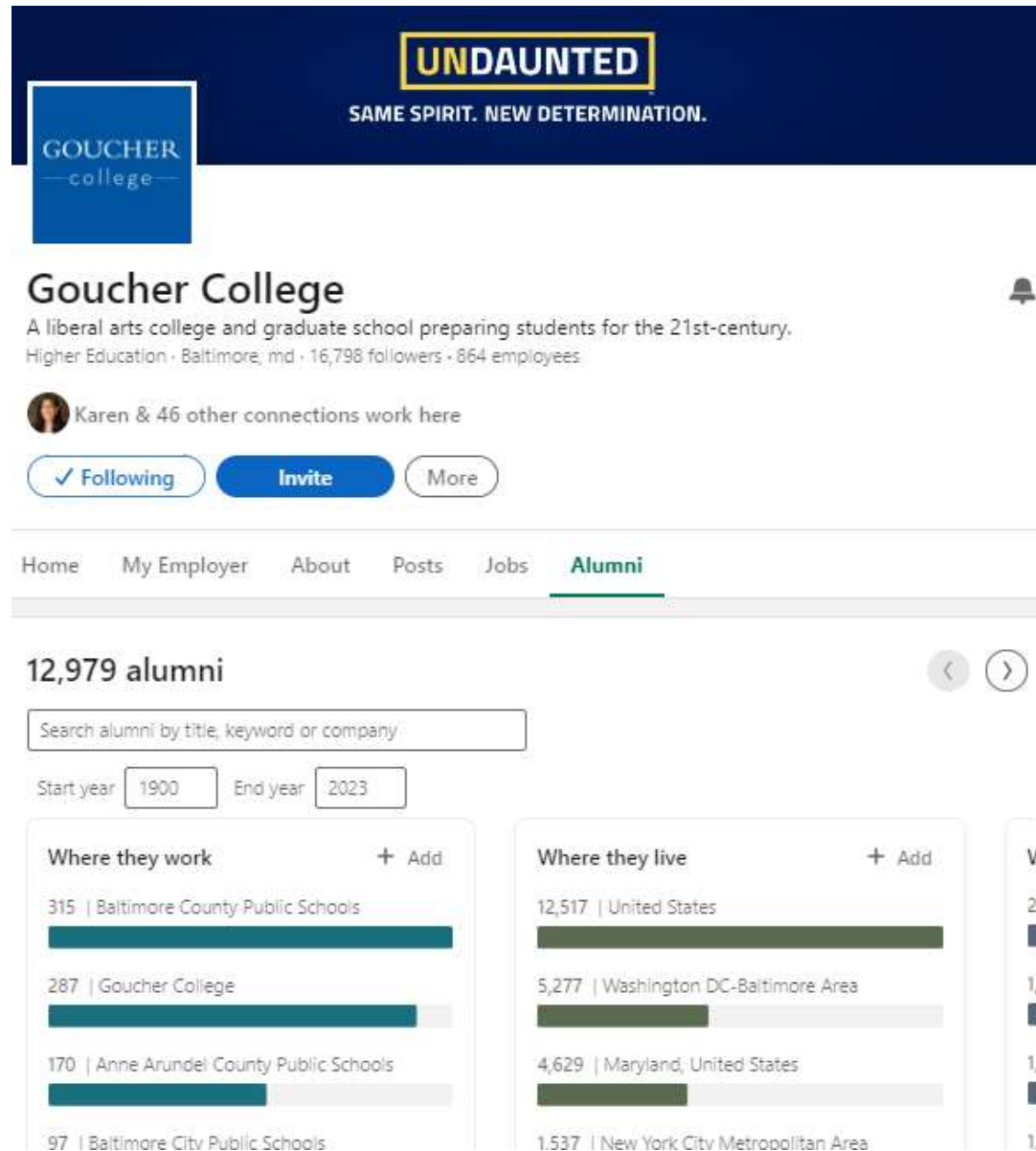
[Career On Demand](#)

In 1-2 minute videos, gather information you need to help navigate the career exploration process. Gain industry knowledge from working professionals who share the Goucher experience.



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LinkedIn Alumni Search Tool



The screenshot shows the LinkedIn profile for Goucher College. At the top, there is a dark blue banner with the word "UNDAUNTED" in a yellow box and the tagline "SAME SPIRIT. NEW DETERMINATION." below it. To the left of the banner is the Goucher College logo. Below the banner, the profile name "Goucher College" is displayed, followed by a description: "A liberal arts college and graduate school preparing students for the 21st-century. Higher Education · Baltimore, md · 16,798 followers · 864 employees." There are buttons for "Following", "Invite", and "More". A navigation bar below the profile includes "Home", "My Employer", "About", "Posts", "Jobs", and "Alumni" (which is highlighted). Under the "Alumni" tab, it shows "12,979 alumni" and a search bar with the placeholder "Search alumni by title, keyword or company". Below the search bar are filters for "Start year" (1900) and "End year" (2023). Two bar charts are displayed: "Where they work" and "Where they live".

UNDAUNTED
SAME SPIRIT. NEW DETERMINATION.

GOUCHER
college

Goucher College

A liberal arts college and graduate school preparing students for the 21st-century.
Higher Education · Baltimore, md · 16,798 followers · 864 employees

Karen & 46 other connections work here

✓ Following Invite More

Home My Employer About Posts Jobs **Alumni**

12,979 alumni

Search alumni by title, keyword or company

Start year 1900 End year 2023

Where they work	Count
Baltimore County Public Schools	315
Goucher College	287
Anne Arundel County Public Schools	170
Baltimore City Public Schools	97

Where they live	Count
United States	12,517
Washington DC-Baltimore Area	5,277
Maryland, United States	4,629
New York City Metropolitan Area	1,537

A quick word about ChatGPT

ChatGPT can be a tool to help you get started, as your "on-demand thinking partner" (Jocelyn Chong, Cal Poly Pomona). All results must have your thorough review and editing.



Prompts for LinkedIn and Career Conversations

- Craft a creative headline based on my resume (**cut/paste experiences only**)
- Write a summary that includes specific keywords for my (**type career field of interest**)
- Draft a request to connect LinkedIn message to send to a Goucher alum I do not know
- Create a 5-line email to send to someone asking for an informational interview

General Limitations

- May use industry lingo that does not align with your experience or could be different than what you are pursuing
- May estimate or make things up, so review all content and edit to ensure statements accurately reflect your skills and talents
- It's not you (a human), so make sure the tone and language matches your style and represents who you are

Key Take-a-ways

- Tell your story
- Find alumni to connect with
- Search for job and internship
- Find people with shared interests



CAREER EDUCATION OFFICE

 [Career Education Office](#) | [Resources by Topic](#)

RESOURCES BY TOPIC

If you'd like help or want to discuss these topics further with a CEO staff member feel free to [schedule an appointment in Handshake](#).

SHOW ALL

SELF-ASSESSMENT

RESUME

CURRICULUM VITAE (CV)

JOB SEARCH

COVER LETTER

NETWORKING

INTERVIEWING

INTERNSHIPS

GRADUATE SCHOOL

- PowerPoint: Networking and LinkedIn
- 30 Second Personal Pitch
- Business Cards
- Creating a LinkedIn Profile
- Networking Correspondence Samples
- Networking and Informational Interviewing

[Internship Accelerator](#)

[Resources by Topic](#)

[Handshake](#)

[Make an Appointment in Handshake](#)

[Our Staff](#)

[Resources for:](#)

[Alumnae/i](#)

[Employers](#)

[Faculty & staff](#)

[Talk to Us](#)

Considering Goucher? Tell us your interests, and we'll share information relevant to you.

**What's one new thing you
learned from this session?**



**What's one thing you would still like
to know about LinkedIn?**

CAREER EDUCATION OFFICE

- ✓ Individual appointments – Handshake
- ✓ Resume & Cover Letter Check – Handshake
- ✓ Job/Internship postings – Handshake
- ✓ CEO website (www.goucher.edu/ceo)
- ✓ Online Resource Library (<https://www.goucher.edu/career-education-office/resources-by-topic>)
- ✓ Social Media: @gouchercbl



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