

USING LINKEDIN

[LinkedIn](#) is the world's largest professional network with over 1 billion members and is growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

LinkedIn offers you the opportunity to:

- **Establish your professional profile**
LinkedIn profiles rise to the top of search results, letting you control the first impression people get when searching for you. See the [LinkedIn Profile Tips](#) handout for information about creating your profile.
- **Stay in touch with colleagues and friends**
You'll stay in closer contact using LinkedIn as a tool to communicate and collaborate in a professional manner.
- **Find experts and ideas**
The People Search, using filters, lets you explore the broader network by name, title, company, location, and other keywords that will help you find the knowledge you're seeking.
- **Explore opportunities**
With a powerful search engine, company research tools, and a job board that shows who you know at listed companies, LinkedIn is the place to turn for new opportunities.
- **Join Groups**
Search for groups relevant to your area of interest to connect with professionals worldwide and stay up to date in your field.

ONLINE NETWORKING - MAKING CONNECTIONS ON LINKEDIN

Once you've created your profile on LinkedIn, you're ready to start connecting with friends, family, alumni, former/current employers, classmates, professors and more. As you build your connections, you'll have the opportunity to become connected with even more individuals. LinkedIn will offer a list of people whom you may know based on the connections you already have on your profile. Be certain to only connect with people you know as you get started.

When sending messages to those who you do not personally know, write a brief note stating why you're interested in being connected with them. A personalized note makes a stronger first impression than the generic LinkedIn message.

JOIN GROUPS

Joining groups is a great way to further expand your network.

- Look for Goucher affiliated groups such as the **Goucher Career Community**. Joining groups allows you to network with those you may not know personally but share a common connection.
- Search for Groups or look at other people's profiles to find groups that relate to your specific industry. Industry group members can offer advice on finding jobs, industry news, and connecting you with individuals in your geographic area.
- Read and follow group discussions and reach out to individuals with whom you would like to connect.

Once you are a member of a group, you can directly contact members of the group. The member list offers a "Message" option, which is different from an invitation to connect. Make sure that you write a professional, personalized message to each person you contact. As this is a person you do not know, it is important to explain why you're interested in connecting with them.

THE GOUCHER CAREER COMMUNITY

The Goucher Career Community page connects members of the global Goucher community on LinkedIn. This group hosts Goucher alumni, students, professors, faculty, staff, and family members who are members of one or more of Goucher's Career Communities ([The Goucher Career Community](#)).

By joining the Goucher Career Community on LinkedIn, you can:

- Find Goucher contacts
- Send messages to other group members
- Start a group discussion
- Advertise or search for jobs

USE THE "FIND ALUMNI" SEARCH TO FIND MORE GOUCHER ALUMNI

You can find the [Alumni Search Tool](#) on Goucher College's LinkedIn page. While alumni must join the Goucher Career Community group, this tool search everyone with Goucher in the education section of their profile. This offers an overview about where alumni live, where they work, what they're skilled at and what they studied.

JOB SEARCH

Through your connections on LinkedIn, you can ask for help while conducting your job search.

- Networking is a great way to learn about particular companies and industries as well as locate available positions. See the CEO's handout "[Networking and Informational Interviewing](#)" for tips on how to appropriately approach your connections for help.
- Let people know that you're currently job searching by updating your status or headline.
- Search for positions on LinkedIn filtering on Experience Level to find entry level positions or internships.
- LinkedIn has a series on using LinkedIn in your job search: <https://students.linkedin.com/>
- Group members may also post about job openings, which are more specific to the industry or population of the group.

NEED MORE HELP?

The CEO can help you develop your profile and formulate correspondences to professionals or for posting on LinkedIn.

**For other tips & questions contact the CEO at 410-337-6191 or
visit the CEO website at www.goucher.edu/CEO**

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