

# 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)

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

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



Search

Home

My Network

Jobs

Messaging

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



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

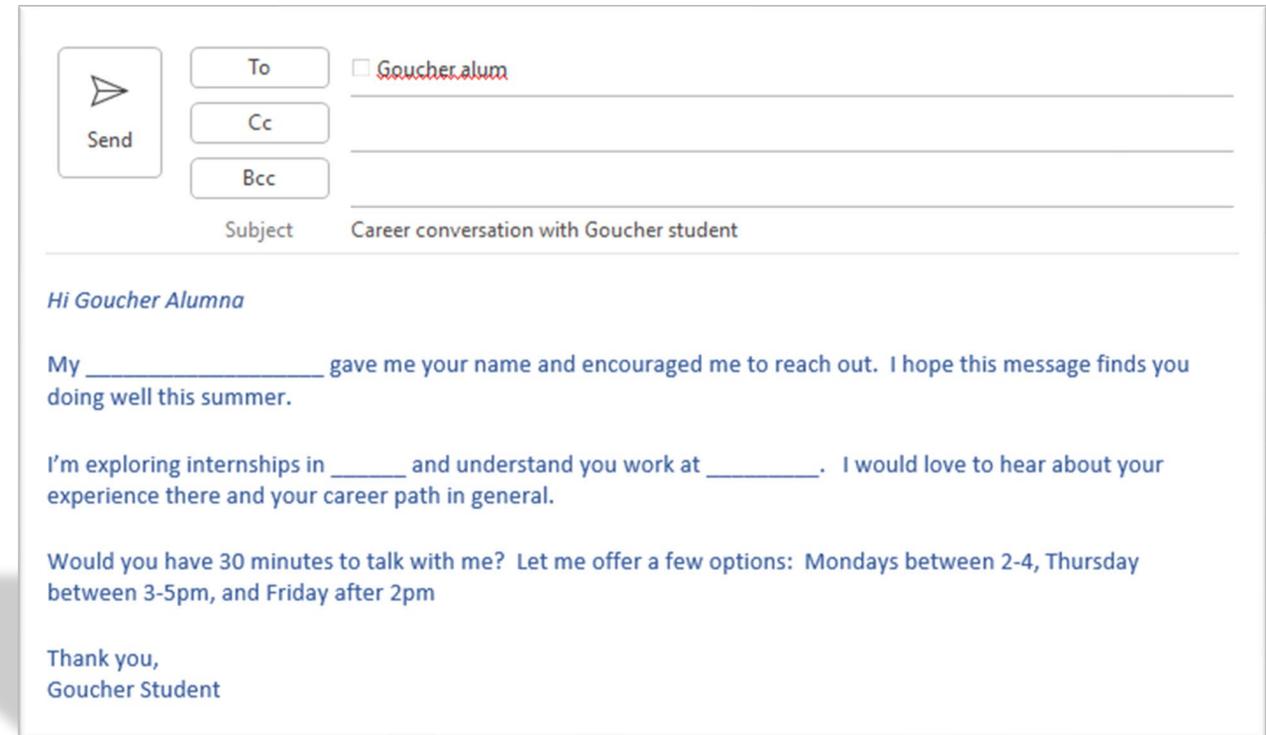
### Questions to ask

- 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 screenshot shows an email composition interface. On the left 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' with a red checkmark icon. Below these fields is a 'Subject' field containing '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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# INTERNSHIP Accelerator

[WWW.GOUCHER.EDU/CEO](http://WWW.GOUCHER.EDU/CEO)  
GOUCHER | college

Goucher's Internship Accelerator ensures every Goucher student has equitable access to internship experiences.

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**FIRST YEAR** First-year students visit employers and organizations in January to learn about available internships/jobs and to gain exposure to various industries.

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**SECOND YEAR** Second-year students participate in **micro-internships**—short-term, paid, virtual, projects that take place during January.

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**THIRD AND FOURTH YEAR** Upper-level students apply for **internship experiences** and earn academic credit.

The focus on internships, combined with our curriculum-based career education, ensures that Goucher students are prepared to launch their careers upon graduation.

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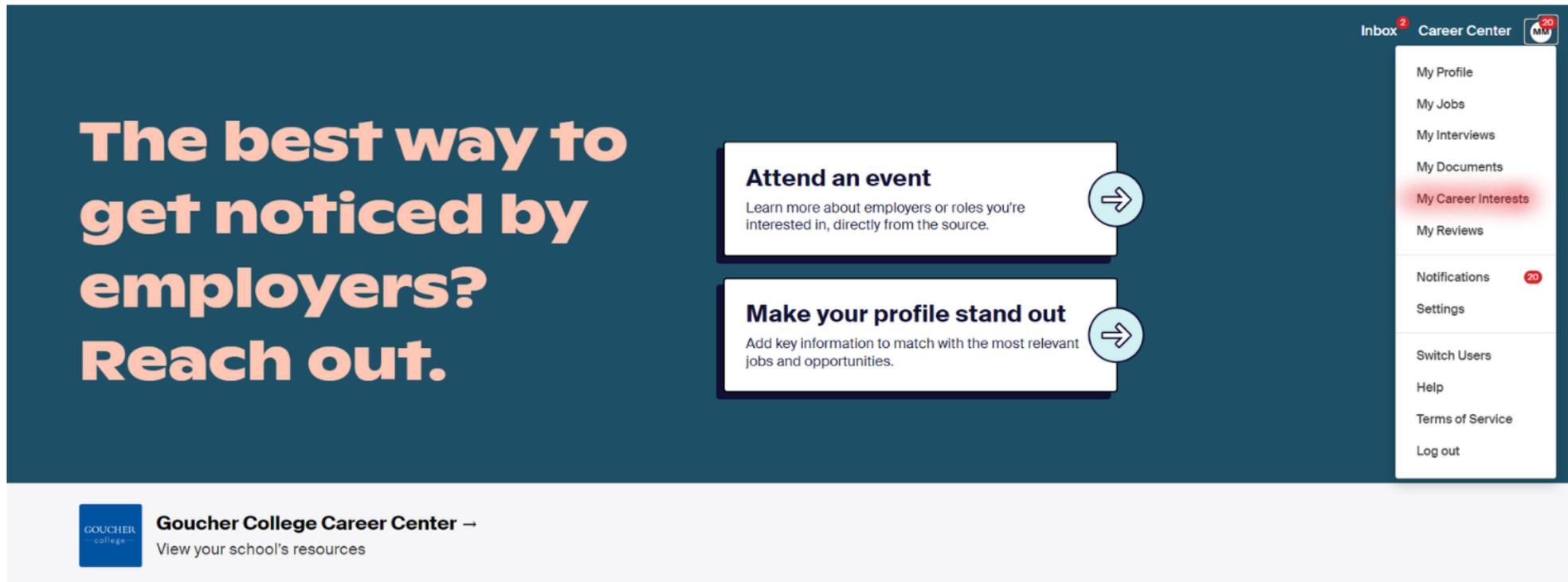
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- ✓ Individual appointments – Handshake
- ✓ Resume & Cover Letter Check – Handshake
- ✓ Job/Internship postings – Handshake
- ✓ CEO website ([www.goucher.edu/ceo](http://www.goucher.edu/ceo))
- ✓ Social Media: @TheGoucherHub



# Make Handshake work for you.

Fill out your Career Interests and get curated job and internship listings sent to your inbox.



**The best way to get noticed by employers? Reach out.**

**Attend an event**  
Learn more about employers or roles you're interested in, directly from the source.

**Make your profile stand out**  
Add key information to match with the most relevant jobs and opportunities.

Inbox <sup>2</sup> Career Center <sup>20</sup> My

- My Profile
- My Jobs
- My Interviews
- My Documents
- My Career Interests
- My Reviews
- Notifications <sup>20</sup>
- Settings
- Switch Users
- Help
- Terms of Service
- Log out

**GOUCHER** college  
Goucher College Career Center →  
View your school's resources

**Job Types** (*internship, part-time, on-campus, etc.*)

**Locations** (*cities*)

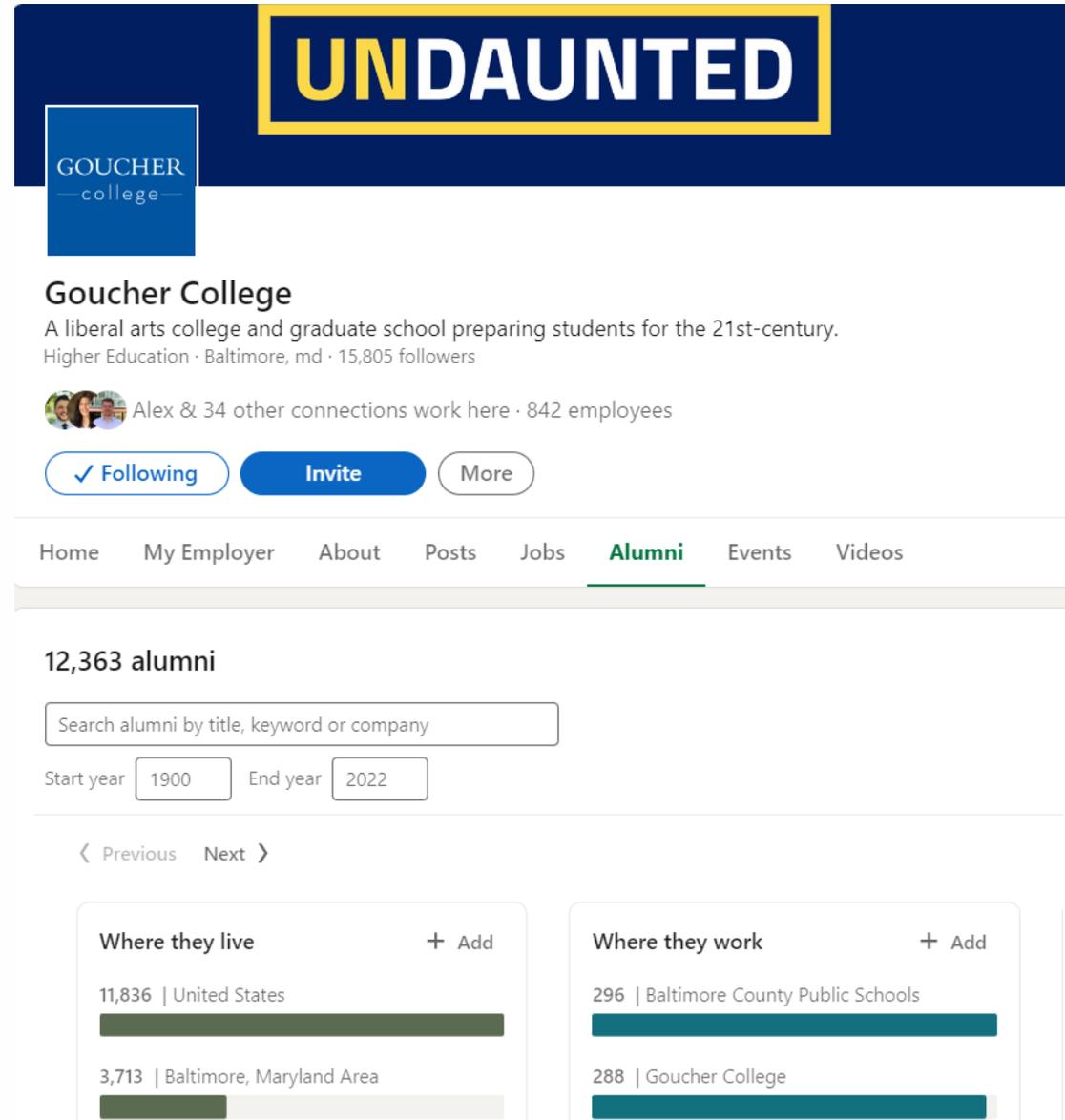
**Industries** (*design, education, etc.*)

*Did you know: 80% of students who share their career interests on their profile receive a message from a recruiter on Handshake.*

# **Key Take-a-ways**

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

# LinkedIn Alumni Search Tool



The screenshot shows the LinkedIn profile for Goucher College, specifically the Alumni search section. At the top, there is a dark blue banner with the word "UNDAUNTED" in white and yellow. Below this is the Goucher College logo and name. The profile description states: "A liberal arts college and graduate school preparing students for the 21st-century. Higher Education · Baltimore, md · 15,805 followers". It also shows "Alex & 34 other connections work here · 842 employees". Navigation buttons include "Following", "Invite", and "More". The main navigation bar has tabs for Home, My Employer, About, Posts, Jobs, Alumni (selected), Events, and Videos. The Alumni section shows "12,363 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" (2022). At the bottom, there are two summary cards: "Where they live" and "Where they work".

**UNDAUNTED**

**GOUCHER**  
college

**Goucher College**  
A liberal arts college and graduate school preparing students for the 21st-century.  
Higher Education · Baltimore, md · 15,805 followers

Alex & 34 other connections work here · 842 employees

✓ Following Invite More

Home My Employer About Posts Jobs **Alumni** Events Videos

**12,363 alumni**

Search alumni by title, keyword or company

Start year 1900 End year 2022

< Previous Next >

**Where they live** + Add

11,836 | United States

3,713 | Baltimore, Maryland Area

**Where they work** + Add

296 | Baltimore County Public Schools

288 | Goucher College