Harnessing the Power of LinkedIn
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
Why is LinkedIn important?

Let’s come up with some ideas:

1.
2.
3.

Anything else?

Message  Connect  Accept
Let's Take A Tour

Welcome to your professional community

- Search for a job
- Find a person you know
- Learn a new skill
The Goucher Career Community

Start a post in this group

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...

Admins

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Career Educator | Leadership Development | Student Mentor

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.
How do these images relate to one another?
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?
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
Connecting with Alumni

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.
LinkedIn Alumni Search Tool
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
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.

- PowerPoint: Networking and LinkedIn
- 30 Second Personal Pitch
- Business Cards
- Creating a LinkedIn Profile
- Networking Correspondence Samples
- Networking and Informational Interviewing
What’s one new thing you learned from this session?

What’s one thing you would still like to know about LinkedIn?
✓ 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: @goucherccbl