

## USING LINKEDIN

LinkedIn (www.LinkedIn.com) is the world's largest professional network with over 300 million 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.
- **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 Advanced People Search lets you explore the broader network by name, title, company, location, and other keywords that will help you find the knowledge seeking.
- **Explore opportunities**  
With a powerful search engine, company research tools, and a jobs 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.

### WHAT SHOULD BE ON MY LINKEDIN PROFILE?

Your LinkedIn profile is discoverable through search engines and on LinkedIn. You are in complete control over what others see on your profile. This allows you to control what skills and talents you showcase, so the right people and opportunities find you. The more you complete your profile, the more professional and prepared you will appear to recruiters and future employers.

- 1- Create an informative headline- Your profile headline gives people a short, memorable way to understand who you are in a professional context. Many people use the default of your current title and organization. A unique, skill-based headline is a great way to stand out. Check out the profiles of students and recent alums you admire for ideas and inspiration.
- 2- Display an appropriate photo- LinkedIn is *not* Facebook. Be certain to choose a professional, high-quality headshot of you alone. This is your first impression for potential employers and professional connections.
- 3- Show off your education- Include information about all institutions you've attended. Include your major and minor (if you have one) as well as highlights of your activities. LinkedIn is an appropriate place to display honors or awards you've received.
- 4- Develop a professional summary statement- Your summary statement is one of the first things readers will see, so it should be concise and show confidence about your goals and qualifications. It should highlight skills and accomplishments, but can also share personal traits. Present your summary statement in short blocks of text for easy reading. Bullet points are great, too..
- 5- Fill your "skills" section with keywords- "Skills" is the place to include key words and phrases that others may type into a search engine to find a person like you. Look at other professionals' profiles to gain some ideas about keywords that might fit you.
- 6- Collect diverse recommendations- Recommendations help illustrate your achievements, project credibility, and show why people enjoy working with you. Solicit recommendations from professors, internship supervisors, employers, and mentors.
- 7- Personalize your URL- To help professionals find you online, set your LinkedIn profile to "public" and claim a unique URL for your profile (for example: www.linkedin.com/in/yourname). This also makes it easier to include your LinkedIn URL in your email signature, on your business card, or in other professional correspondences.
- 8- Update your status weekly- If you are currently job searching, your status updates will help to keep you on the radar of those in your network. By displaying things such as current projects, professional travel plans, and relevant articles you invite your network to help you with advice and recommendations.
- 9- Add Media to your profile, such as a document, video or presentation. Including a visual representation of your work can enhance your profile and can help you stand out.

### ONLINE NETWORKING- MAKING CONNECTIONS ON LINKEDIN

Adapted from <http://careerservices.linkedin.com/Build-A-Professional-Profile.pdf>

Once you've created your profile on LinkedIn, you're ready to start connecting with friends, family, alumni, potential employers, and more. Look for those that you already know who may be on LinkedIn. As you build your connections, you'll have the opportunity to become connected with even more individuals. LinkedIn will provide you with a list of people whom you may know based on the connections you already have and your profile. Be certain to only connect with people you know as you get started.

If you'd like to be connected to individuals whom you do not personally know, use your connections to make an introduction. You can ask your first degree connections to introduce you through the LinkedIn message system. When sending messages to those who you do not personally know, write a professional note stating why you're interested in being connected with them. It is important to not use generic LinkedIn message. Write a personalized note which will make a stronger first impression.

## **JOIN GROUPS**

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

- Look for Goucher affiliated groups such as the **Goucher Professional Network** and Goucher Alumni. Joining groups allows you to network with those you may not know personally, but share a common connection.
- Reach out to those in your industry to help you with advice on finding jobs, industry news, and connecting you with individuals in your geographic area. Search Groups or look at other people's profiles to find other groups that relate to your specific industry.
- Read and follow group discussions and reach out to individuals with whom you would like to connect.
- Join subgroups which may help you connect with a more specialized group of professionals.

Once you are a member of a group, you are able to directly contact members of the group. The member list screen offers a "send message" option, which is different from an invitation to connect. Make sure that you write a professional and personalized message to each person you contact. Since this may be a person whom you do not know, it is important to let them know why you're interested in connecting with them.

## **GOUCHER PROFESSIONAL NETWORK (GPN)**

The Goucher Professional Network connects members of the global Goucher community on LinkedIn. GPN hosts Goucher alumni, students, professors, faculty, staff, and parents.

By joining GPN you can:

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

Enhance your use of GPN by posting questions to other members using the discussion board.

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

You'll see this option under the Education tab. While alumni have to join the Goucher Professional Network, this section offers an way to search everyone that has 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 using the student search page: [www.linkedin.com/studentjobs](http://www.linkedin.com/studentjobs).
- The groups that you join may also have job boards. These postings will be 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. Also, check out <https://university.linkedin.com/linkedin-for-students> for some helpful instructional videos on using LinkedIn.

**For other tips & questions contact the CEO at 410-337-6191 or  
visit the CEO website at [www.goucher.edu/CEO](http://www.goucher.edu/CEO)**

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