Welcome to LinkedIn

What is LinkedIn?

LinkedIn is a free popular, global business-oriented social networking site.
LinkedIn members can search for and apply to jobs, join groups, research companies, connect with alumni, and network with members of their network.
Companies use LinkedIn for recruiting and providing information to prospective employees.

Why should I use LinkedIn?
- Create and build your professional presence and brand.
- Find and network with existing contacts and alumni.
- Create an online "resume" that has no length limitations.
- Maintain your professional network and keep current on issues in your career field.

FUN FACT!   92% of potential employers check social media.

Let's set up your account!

Go to LinkedIn.com
Use an email that you have easy access to and a password that you will remember.
LinkedIn will start prompting you to fill in information and set up each section.
The temptation is to start exploring and adding connections before you create your profile...DO NOT ADD CONTACTS YET!

Things to remember:
- Be PROFESSIONAL!
- DO NOT upload your email address book until your LinkedIn profile is complete.

Editing your Profile:
- ❏ Click on the "Profile" tab at the top of your screen.
- ❏ Click "Edit Profile" from the drop down menu.
- ❏ The "+" allows you to add to each section.
- ❏ The "✎" allows you to edit each section.
- ❏ Check for typos, grammar, and capitalization! Use a web browser like Chrome with the spell check enabled.

Quick Tip   Write each section in a Microsoft Word document so you can spell and grammar check before uploading it into LinkedIn.

Linked In – Basic Sections

It is best to wait until your profile has at least the basic sections, before you connect or view other people. In LinkedIn, *every profile you click into gets a notification that you viewed them*, unless you are already in private mode. The SC Career Center recommends creating the most comprehensive profile possible before utilizing the networking or searching options. However, at the minimum have the basic sections completed before you explore that platform

Start with the basic sections:
- Professional Photo
- Experience
- Education

These sections allow potential employers to learn more about you! The keywords you use in these sections also allow LinkedIn to curate potential contacts, interests, or jobs for you.

Professional Photo:

This is your first impression to ANYONE viewing at your profile. Try to make it a good one! Below are some tips to consider when choosing a photo for your account:
- Clothing should be business casual
- Hair/makeup should look clean
- Picture should be clear
- Picture should be a recent headshot
- Background in the picture should not be "busy" or inappropriate for the workplace
- Do not have other people in your picture

FUN FACT! You can come into the SC Career Center to have a professional headshot taken for FREE!

You can also select a background image secondary photo, or banner this might be a cause or field you support, or a picture of Springfield College. This is an optional enhancement.

You can add a border to your profile picture, the options are "Open to Work" and "Open to Hiring." If you select "Open to Work" employers may approach you with jobs or internships.

Experience:

Use experiences from the employment, related experience, etc. sections from your resume. This *does not* have to be limited to only your paid employment. Internships and experiences related to you career field belong in this section. You will need to create a new section for each position on your LinkedIn profile.
Use the bullet points from your resume to fill in the job "Description" box.
Make sure you double check formatting!

Have your resume open on your desktop while you're filling out your LinkedIn profile so you can copy and paste information!

There's no length limit for your resume on LinkedIn so add in as many experiences and details as you want!

Education:
List all of the programs and education you have or are working on. You should always list your program here at Springfield College. If you have a certificate from a program outside of Springfield College, a college preparatory program, or high school; you should list that as a separate Education listing too.

Linked In – Sections to Enhance your Profile

Once your basic sections are completed, you can begin adding to the other sections. Some fo the more common sections you may wish in include are:

Summary:
Highlight your professional philosophy and let people get a glimpse of your personality. Below are some tips to consider when writing your summary:
➢ Determine who your audience is and write your summary with them in mind.
➢ List your accomplishments, NOT the tasks you've completed. (Show them why you are the BEST candidate!)
➢ Describe your work ethics and the concepts you value in the workplace.
➢ Use keywords that associate you to the field you would like to be a part of.
➢ Write in the first person (I, me).
➢ The last sentence should explain why you are on LinkedIn.

In the space below, write two accomplishments you might include in your own Summary.

_____

_____

In the space below write three keywords you would associate with your chosen field.

- ❖

- ❖

- ❖

Answer the question as best you can. Why are you on LinkedIn?

_____

Summary Sample #1

I am in my final year of the educator preparation program at Springfield College. I will be graduating with my Bachelor of Science in American Studies and Education after passing all sections of the MA Tests for Educator Licensure. I will be ready to begin teaching elementary school students as soon as June of this year.

Teaching is an opportunity to invest in the future. Students are agents of change, and in order for them to succeed and lead this society, teachers need to teach social responsibility and community, and empower students to take charge of their learning, not only in school but throughout their lives. My favorite moments in teaching are when students master concepts which may be tough for them and realize their true potential.

In addition to my dedication to the field of teaching, I also possess a demonstrated ability in creating a favorable classroom environment that is appropriate for the maturity and interests of the students. I am well-versed in preparing and implementing lesson plans to meet the varied learning styles, abilities, and requirements of students in diverse environments. Differentiation of projects and classroom activities is an important aspect of my curriculum design as students learn in a multitude of manners.

I am on LinkedIn to network with other professionals in the education fields and explore potential teaching opportunities.

Summary Sample # 2

I am a Personal Trainer seeking to help my clients reach their fitness goals while challenging them to improve their overall wellness. My expertise includes strength and conditioning,

individual and group training, teaching group exercise classes, and creating individualized nutrition plans. I love to work with clients to help them transform their bodies through the most targeting, cutting edge techniques focusing on cardiovascular exercise, strength training, and stretching.

My bachelor's degree in Applied Exercise Science, which has an international reputation and strong science base, has prepared me to prescribe exercise for a wide range of populations with a focus on developing and maintaining wellness and preventing health problems. I have training privileges at most of the fitness centers, gyms, and community facilities in greater Norwich and I am on LinkedIn seeking new clients. If you are looking for a fitness partner who is dedicated to helping you develop and meet your wellness goals, I can help.

Organizations:
List any clubs, student organizations, professional development groups, and teams in which you participated or held leadership positions in. Continue to add additional groups and professional development organizations as you move through your career.

Skills and Endorsements:
List your strengths and your most desirable transferable skills. Your LinkedIn contacts can endorse you for these skills later on. LinkedIn might suggest some skills, try to think about which skills would be the best fit for your desired career field.

Fill in the lists as best you can! This will help you to determine the difference between your skills and abilities. Once you have completed the list, you can add the skills you've listed here on your LinkedIn profile.

Skills	Abilities
(Things you have learned)	(Things you naturally have)
1.	1.
2.	2.
3.	3.

You also have the option of taking a skills quiz and if you pass it will show up on your profile as having a LinkedIn Skills Assessment Badge. These are usually for technology skills (especially for Microsoft products, since Microsoft owns LinkedIn). You need to be fairly adept to pass these assessments. You can only take them twice, and you must wait three months before your second attempt. Do some preparation.

Interests:
This is another space where potential employers will get to know you so make sure your listed interests are professional and work appropriate.

Personal Details:
Birthday and marital status are not necessary as it is illegal for employers to ask these questions. However, you can add it in if you want! Birthday wishes are a common way to stay in touch.

Advice for Contacting:
Let people know how to reach you. LinkedIn will only allow you to message your contacts. Including an email here will allow potential contacts to reach you outside of LinkedIn.

Honors and Awards:
List any honors, awards, or scholarships that you have received and their significance. LinkedIn will show this as a stand-alone category and also display it under the appropriate Experience section.
Example: The John P. Smith Award 2020, Awarded annually to the student with the highest GPA in the Math major.

Projects:
List any large class or co-curricular projects you completed. Highlight class projects or work, articles about you or written by you, and websites in this section. LinkedIn will display the project under the appropriate Experience section.

FUN FACT! Linking other team members on group projects, who are also on LinkedIn, highlights your teamwork experience.

Languages:
If you speak more than one language fluently or possess the technical knowledge of any computer languages, this is where you would highlight that.

Publications:
If you have published any articles or research or have been featured in the "Alden Street Review", "The SC Student", or your hometown newspaper- include it here.

Test Scores:
If you are using this profile to help apply for graduate school, you can include GRE, GMAT, LSAT, or MCAT scores. You do not need to put course grades or SAT scores.

Courses:
Highlight a few upper-level classes or workshops you have attended. This can give potential employers a feel for the diversity and rigor of classes you took at Springfield College.

Write down three course titles you've taken, which are MOST relevant to the field you wish to enter.

1.

2.

3.

Certifications:

Include any certifications you possess, even if they are not directly related to your career field; you never know what might make a difference.

Volunteering:

Include any volunteering, service learning, community involvement, or causes you support.

SC students can list Humanics Activities, Alternate Spring Break Trips, class projects for non- profit organizations, and/or fundraising your teams or clubs did for charities. List any social justice, service learning or volunteer involvement, even if it was only a one-time event.

List two events at which you have volunteered or causes you support below.

❖

❖

Groups:

You can ask to join professional development and alumni groups. You will get updates, be able to participate in discussions, and send messages to other group members even if you are not LinkedIn contacts. Updates about the group and possible employment/internship opportunities will pop up on your newsfeed!

Join the **Springfield College Career Networking Group**, and the **Recent College Grads Group!** You can search for any groups related to your desired profession and/or geographic location by using keywords.

Following:

You can follow employers, companies, and people who might post information, jobs, or updates that you are interested in receiving. These will also appear in your newsfeed. Your

contacts can see who you are following and it may give them an idea of your professional interests.

What are that companies that you would want to work for or are prominent in your field?

1.

2.

3.

Recommendations:

Request LinkedIn recommendations from people who can speak about your work. You can ask faculty who know you well, internship supervisors, co-workers, bosses, or clients from your jobs. A LinkedIn recommendation is a reference in advance.

LinkedIn makes asking for a recommendation as easy as clicking a button! Be sure to send a thank you note to anyone who writes one for you!

Upload a File or Add a Link:

You can upload files, pictures, and videos to your profile to highlight your work and develop a media rich profile. You can also add a link to a website: this could be a website to which you have contributed content, an article about your work, a web link to your portfolio (if you have one), or a website with content you manage.

Profile Box

After you have added information to all appropriate sections, scroll back up to the beginning of your profile and look at the top box. This is the snapshot information people will see when you request to join a group, send an invitation to connect, or when you click on their profile.

Headline:

The "Headline" will default to your most recent experience and title. You can click on the "✎ " and type a new headline. Select something that represents your career goals.
Examples: Marketing Major Specializing in Social Media, Brand Development, Local and Mobile Media.
Aspiring Elementary Educator Looking to Make a Difference in the Lives of Inner- City Youth.
Try writing your own Headline on the lined below!

_____

_____

Personal Pronouns:
You can choose to share your preferred personal pronouns. By sharing your own pronouns, people have the option to share theirs without your needing to ask them directly. By using a person's pronouns, you demonstrate that you affirm and respect their identity. You can either select your pronouns from a drop-down menu or create your own custom pronouns.

Location and Industry:
Change the location to reflect where you want to be working and change the industry to the industry closest to your career goals from the dropdown menu.

Finalizing your Profile

Congratulations! You have officially created your LinkedIn profile and are ready to start using it as a networking tool. Before you start connecting and interacting with other professionals, be sure to review your profile and check for typos, capitalization, or spelling errors. Also make sure your formatting is consistent throughout each section! Your LinkedIn profile, like your resume, will evolve and change as your career progresses so make sure you update it with new information!

Using LinkedIn

Below are some tips to consider on professionally communicating with other members:
- ➢ Use business formatting in ALL messages, emails, etc.
- ➢ Double check spelling, grammar, and capitalization.
- ➢ Use to positive and professional tone.
- ➢ Do not use speak-to-text technology, slang terms, or emojis.

LinkedIn Navigation

Search Bar: Search for people, jobs, companies, groups, etc.

Home: Takes you to your Homepage which is a newsfeed of activity about the people, companies, and groups in your network. You can post professional updates and share professional articles here.

My Network: Shows your connections, pending invitations, groups, hashtags, and events.

Jobs: Allows you to search for jobs that are posted on LinkedIn. It will also show you jobs that are connected to contacts within your network. You can create a job alert to be notified when jobs are posted that meet your keywords. This is another place to find the skills quiz. There is salary and interview preparation information. There is also a Resume Builder, (The SC Career

Center does not recommend this. Make an appointment, we will help you craft a better resume.)

Messaging – You can send a limited number of messages to your contacts. Employers, and others may message you here. It can forward messages to your email. It is also at the bottom of your profile like a chat box.

Notifications – This is where you can see your contact's activity and postings.

Me – You can edit your profile and account settings. Unlike all other social media, you want to leave your profile settings as open as possible. You are not going to use LinkedIn for anything other than professional communication so you want to make easy to access you.

The other thing located under "ME" is the Log Out feature. LinkedIn will keep you logged in on any device unless you actually log out*. **Do not leave your profile accessible on open devices.***

Work – The section where recruiters and sales professionals use LinkedIn to find leads and contacts. You probably will not need anything in this section and you should not need to upgrade to the paid version.

Tips about Adding Contacts
> ➢ Do not select the option to connect with you entire address book.
> ➢ Personalize connection requests.
> ➢ Start building your connections with people you know.
> ➢ Do not add contacts while using the mobile app as it will not let you personalize the invitation to connect.
> ➢ If you're adding someone you know but haven't spoken to in a while, remind them how you know each other.
> ➢ Connections are about quality, not quantity.

Regular Use
LinkedIn is not your regular social networking tool. Although you are primarily connected with people you know, it should only be used for professional communications. You may want to congratulate people as they share career events, or like or share relevant articles. You may also wish to join groups and conversation from your career industry. This is not the place for things from your personal life, or conversations on non- work-related topics. You will probably do a lot more reading and following than actual posting as a young professional.

Networking with SC Alumni

The goals of networking are to establish rapport and ask for general information and advice once a relationship is established.

Don't be afraid to network with SC Alumni (even alumni you do not know)! Below is a sample message you could send to a SC alum:

Dear Mr. Smith,
I'm a fellow Springfield College alumnus and came across your profile. I graduated in 2019, also from the Computer Graphics Program, and have been working in web development for the past few years. I'm currently job searching and hoping to make the transition to a larger organization. I really admire your career and was wondering if you might be willing to offer some advice or perhaps speak by phone? I would really appreciate your time and would be happy to do anything I can to help you.
Sincerely,
Jane Pride

Things to notice about the sample message:
- Immediately mentions the alumni connection.
- Uses professional language and format.
- Shows that you've done your research on the other person.

Do not send a resume unless the person you are contacting has asked for one or has agreed to look yours over first!

Communication - Privacy

If you are using your profile for career networking, you want to make it as easy as possible for people to find you and contact you. LinkedIn has a selection of privacy options and you may not have access to viewing everyone's profile.

Contacting Strangers

If you wish to communicate with someone who you have not had prior contact with, it is better to try the "+Send Message" option rather than the "+Connect" option. This will give them the chance to answer your question without adding you as a connection. If you can't access this option, try adding them as a connection. Below is a sample message you could send to someone you wish to connect with:

Dear Mr. Smith,
I came across your profile on the SC Computer Graphics Alumni Group. As a Computer
Graphics major at Springfield College, I am very interested in learning more about Bull's-eye
Creative and exploring internship options. I am spending this summer in Seattle and I would like
to add you as a contact to learn more about your organization and the greater Seattle area.
Sincerely,
John Humanics

If you are trying to contact someone outside of your immediate connections, you may have the
option to send them a direct message. The free version has a limited number of messages you
can send. If that is not an option, you may need to ask for an invitation from a mutual
connection. Below is a sample message you could send to someone you know, asking to be
introduced to another possible connection?

Dear Mr. Jones,
We met at the Springfield College Career Coffeehouse last year. To refresh your memory, I
was about to graduate with a degree in Business Management and looking to start my career.
You were kind enough to give me advice on companies that might appreciate my background.
Since we last spoke, I've graduated and started applying for positions. One of the organizations
you mentioned was the YMCA and I would love to learn more about career tracks within the
YMCA. I noticed that you have a first-degree connection to Jane Smith, an executive director at
a local branch.
Would you be willing to introduce me to Ms. Smith? If you feel uncomfortable making an
introduction, it is absolutely no problem. Alternatively, I would appreciate any advice you have
on how best to approach Ms. Smith.
Any help you could provide before the end of the month would be greatly appreciated. Thank
you and I hope to hear from you soon!
Sincerely,
Sally Springfield

Invitations to Connect
Not only will you want to connect with other people- other people will want to connect with you!
Generally, you should connect with people you already know; however, there are exceptions to
this rule. Below is a list of examples of people who you may not know, but would consider
accepting an Invitation to Connect:
  ➢ SC Alumni (or alumni from other institutions you've attended)
  ➢ Potential employers
  ➢ Recruiters

How to Respond to an Invitation to Connect:

"+ Accept": Add this person as one of your contacts. You can also delete them afterward.

"+ Ignore": This will send the person to your archived folder without adding them as a contact.

- The person will not be informed that you have ignored them so they may try to add you again.
- You can also select "I do not know this person" they will not get a notification and that will also block them from attempting to add you again.

"+Report as Spam": This will notify LinkedIn that this is an inappropriate message.

Start Networking!

Now that you're profile is set up, start connecting and networking with other professionals in your field! Below are some tips to help make your LinkedIn presence known and effective:

- ➢ Share articles relating to your field.
- ➢ Participate in discussions within groups of your field.
- ➢ Pace yourself with posting and connecting with others.
  - ○ Remember- this is a long term tool so don't feel rushed to fill up your connections or newsfeed.
- ➢ Quality over quantity of EVERYTHING.
- ➢ Send congratulations when people have work anniversaries, accept new positions, earn promotions, or retire.
- ➢ Build relationships before asking for help and offer help if you can!
- ➢ Refer to the SC Career Center Networking Guide for more detailed advice on Networking!