

MAKE IT EASY



Spend Time Business While You're Still School

*Follow These Weekly Steps to Get
Comfortable with LinkedIn in a Semester*

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC: GETTING STARTED



BUILD YOUR LINKEDIN PROFILE

- SET UP YOUR ACCOUNT
- TAKE A GREAT PHOTO (USE YOUR PHONE IF NEED BE!)
 - IT DOESN'T NEED TO BE PERFECT OR PROFESSIONALLY SHOT. JUST CHOOSE SOMETHING RECENT THAT SHOWS THE REAL YOU.
- START TO FILL IN YOUR PROFILE

HOT TIP!

GET STARTED WITH OPENING YOUR ACCOUNT ON A LAPTOP OR DESKTOP, NOT GREAT ON A MOBILE DEVICE AT THIS POINT. GET THE APP LATER.

KEEP IN MIND THAT PROFESSIONAL NETWORKING ISN'T SOCIAL MEDIA! IT ISN'T INSTANTLY ENTERTAINING OR GRATIFYING. IT IS A MARATHON, NOT A SPRINT. IT'S LIKE A JOB SHADOW EXPERIENCE; SHOW UP AND LEARN!



ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC: CONSIDER THE DIFFERENCE: PROFILE VS. RESUME

YOUR PERSONALITY SHINE THROUGH, THIS ISN'T A ONE PAGE RESUME!

YOUR HEADLINE: MAKE SURE, AT MINIMUM, THIS SAYS "STUDENT" AS THAT IS YOUR GOLDEN TICKET WHILE IN SCHOOL!

YOUR SUMMARY SECTION:

THIS IS YOUR CAREER SNAPSHOT. THINK OF IT AS YOUR PERSONAL "ELEVATOR PITCH." DESCRIBE WHAT YOU DO AND HIGHLIGHT YOUR STRENGTHS. PRO TIPS: STICK TO A FEW SHORT PARAGRAPHS. LOSE THE JARGON ,BUT ADD YOUR WHY. BE YOUR AUTHENTIC SELF.

THE HEADLINE AND THE SUMMARY ALONG WITH THE BANNER AND PROFILE PHOTO ARE SOME OF THE BIGGEST ROADBLOCKS TO GETTING STARTED ON LINKEDIN. LOOK AROUND AT OTHER PROFILES AND BE LIKE NIKE, JUST DO IT! GET SOMETHING ON YOUR PROFILE, YOU CAN ALWAYS UPDATE AND TWEAK LATER!



THERE ARE **BIG** DIFFERENCES BETWEEN YOUR LINKEDIN AND YOUR RESUME.

CONSIDER THAT YOUR LINKEDIN PROFILE: SPEAKS TO ALL POTENTIAL EMPLOYERS, NOT JUST A SINGLE ONE GOES INTO MORE DETAIL WITH SKILLS, PROJECTS, INTERESTS, CERTIFICATIONS, AND MORE ALLOWS OTHER PROFESSIONALS AND EMPLOYERS TO INTERACT, LEARN, AND CONTACT YOU CONTAINS RECOMMENDATIONS AND ENDORSEMENTS

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC PERSONALIZATION!



ACTIVITIES

CHANGE YOUR URL FROM YOUR PROFILE PAGE, THE TOP LEFT IS UPDATE PUBLIC PROFILE AND URL.

- REMOVE THE NUMBERS AND MAKE YOUR NAME YOUR BRAND
ESPECIALLY IMPORTANT IF YOU HAVE A COMMON NAME
- **ADD OR REMOVE SECTIONS FROM THE PROFILE**
 - *VOLUNTEER EXPERIENCE, LANGUAGES, ACTIVITIES, CERTIFICATIONS, ETC*

BECOME A STUDENT OF LINKEDIN!

STARTING TO BUILD YOUR PROFILE WITH YOUR PERSONAL AND PROFESSIONAL EXPERIENCES AND ACCOMPLISHMENTS. **THIS IS SO MUCH EASIER AS YOU REVIEW OTHER PROFILES!**

TO CONSIDER:

AT SOME POINT YOU CAN SHARE YOUR WORK. ACTUAL EXAMPLES OF YOUR WRITING, DESIGN WORK, OR OTHER ACCOMPLISHMENTS ON YOUR PROFILE.

WHAT BETTER WAY TO SHOW EMPLOYERS EXACTLY WHAT YOU CAN PRODUCE FOR THEM THAN SHOWING WHAT YOU HAVE ALREADY DONE!?



This resource was provided by:

**Golden
Ticket
Professor**

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC: SUMMARY (YES, WE ARE TALKING ABOUT THIS AGAIN!)

YOUR SUMMARY IS THE BEST PLACE FOR YOU TO COMMUNICATE YOUR PROFESSIONAL BRAND AND PUT YOUR OWN SPIN ON YOUR EXPERIENCE OR WHY YOU CHOSE YOUR COLLEGE OR MAJOR.

HERE'S AN EASY FORMULA TO HELP YOU GET STARTED:

1-2 SENTENCES ABOUT WHO YOU ARE (NOT WHAT YOU DO)

3-5 SENTENCES ABOUT YOUR EXPERIENCE, SKILLS & PASSIONS

1-2 SENTENCES ABOUT YOUR FUTURE GOALS

CONSIDER THESE "WHY"S:

- **WHY YOUR PARTICULAR MAJOR?**
- **WHY YOUR COLLEGE?**
- **WHY ARE YOUR SKILLS WHAT THEY ARE?**
- **WHY DO YOU ENJOY ____?**
- **WHY YOUR PASSIONS?**



AS YOU START TO
CONNECT WITH PEOPLE:

**THAT WILL CAUSE THEM
TO CLICK ON YOUR
PROFILE (WE HOPE!)**

**THEN THEY WILL READ
YOUR SUMMARY.**

**KEEP WORKING ON THIS
SECTION. IT IS A WORK
IN PROGRESS, ALLOW
YOURSELF GRACE!**



ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC: THE EXPERIENCE SECTION




DON'T EXPLAIN THE JOB, EXPLAIN YOU IN THE JOB!

AS YOU BEGIN TO FILL IN EXPERIENCES YOU'VE HAD, REMEMBER THEY DON'T NEED TO BE PAID TO MATTER.

DON'T 'SELL THE JOB' BY LISTING WHAT YOU DID. LIST OUTCOMES, GIVE CONTEXT, AND HIGHLIGHT TRANSFERRABLE SKILLS. IF YOU WERE A CASHIER, JUST A BULLET POINT ON HOW OFTEN YOUR DRAWER BALANCED, HOW MANY CUSTOMERS YOU HELPED ON AVERAGE PER SHIFT, AND THAT'S IT.

THE EXPERIENCE SECTION MATTERS BECAUSE YOU CANNOT JUST HAVE A LIST OF SKILLS. YOU NEED TO PROVE WHERE YOU LEARNED THE SKILL. THIS IS YOUR PROOF AND YOUR ORIGIN OF DEVELOPING SKILLS, DON'T MISS YOUR CHANCE TO DIFFERENTIATE!



YOU CAN GOOGLE TRANSFERRABLE SKILLS BY JOB TITLE OR YOU CAN SEARCH ON LINKEDIN TO FIND PEOPLE WHO DID THE JOB AND HOW THEY DESCRIBE IT.

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC SKILLS FOR ENDORSEMENT

THIS SECTION WILL CHANGE AS YOU GAIN EXPERIENCE AND START TO DETERMINE WHAT YOU WANT YOUR CAREER TO BE.

YOU CAN TAKE SKILL ASSESSMENTS VIA LINKEDIN IN THIS SECTION IF YOU WANT TO HAVE SKILLS TO HELP WITH INTERNSHIPS. WHAT YOU ADD HERE IS ABLE TO BE EDITED (IF YOU DON'T ADD SKILLS LINKEDIN WILL BASED ON YOUR EXPERIENCE). CONSTANTLY UPDATE THESE AS YOU EVOLVE SO YOU GET ENDORSEMENTS ON THE TOP SKILLS FOR THE CAREER YOU WANT.

UPDATE THIS SECTION OF YOUR PROFILE WITH AT LEAST 3 OF YOUR MOST VALUED SKILLS

YOU CAN LEARN THE ESSENTIAL SKILLS OF MANY CAREERS BY LOOKING AT JOB DESCRIPTIONS. START TO ADD THESE TO YOUR SKILLS SECTION AND MAKE SURE YOU ENDORSE OTHERS WHEN YOU VISIT THEIR PROFILE!



Skills & endorsements

Add a new skill 

[Take skill quiz](#)

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

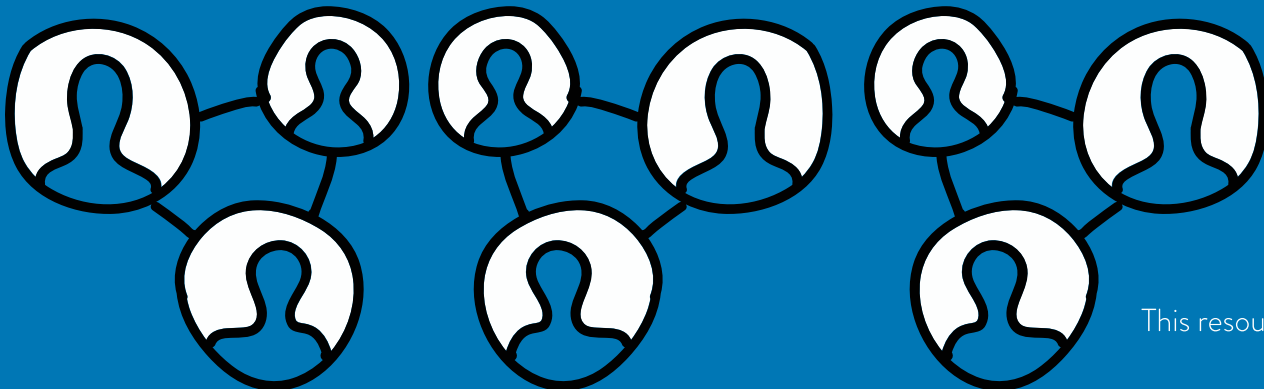
TOPIC LET'S START TO BUILD YOUR NETWORK!

ONCE YOU HAVE A PROFILE YOU ARE PROUD OF, START TO
CONNECT WITH PEOPLE YOU KNOW!

ALWAYS SEND A NOTE WITH YOUR CONNECTION REQUESTS (YOU HAVE TO BE ON THE PERSON'S PROFILE IF YOU TRY TO CONNECT FROM THE APP) REMIND THEM WHO YOU ARE OR MENTION THAT YOU'RE FOCUSING ON BUILDING YOUR PROFILE AND ASK THEM TO CONNECT. THIS IS IMPORTANT FOR DIFFERENTIATION AS WELL AS STARTING A MESSAGE BETWEEN YOU AND THE CONTACT.

- FAMILY AND FRIENDS
- CLUB AND ORG MEMBERS
- CLASSMATES
- TEACHERS/PROFESSORS
- NEIGHBORS
- CO-WORKERS
- FRIENDS OF FAMILY
- NEIGHBORS
- ALWAYS LOOK TO SEE WHO OTHERS ARE CONNECTED TO!!

BE AUTHENTIC AND INTENTIONAL! HAVING 12 CONNECTIONS WHO KNOW YOU AND WILL SPEAK ABOUT YOU IS BETTER THAN 1200 THAT DON'T KNOW WHO YOU ARE! ONLY CONNECT IF YOU ARE TRULY CONNECTED!



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TOPIC: FOLLOW VS CONNECT

WHO SHOULD YOU FOLLOW ON LINKEDIN?

- PEOPLE YOU HAVE SOMETHING IN COMMON WITH
- PEOPLE WHO HAVE A JOB OR WORK AT A COMPANY THAT INTERESTS YOU
- PEOPLE WHO MAY BE ABLE TO CONNECT YOU TO SOMEONE WHO CAN HELP YOU ACHIEVE YOUR GOALS
- PEOPLE WHO ATTENDED YOUR SAME SCHOOL AND HAD YOUR SAME MAJOR
- PEOPLE YOU KNOW OF BUT DON'T KNOW WELL

EXAMPLE

Manage my network

	Connections	45
	Contacts	81
	People I Follow	126
	Groups	39
	Events	7
	Pages	175
	Newsletters	19
	Hashtags	32

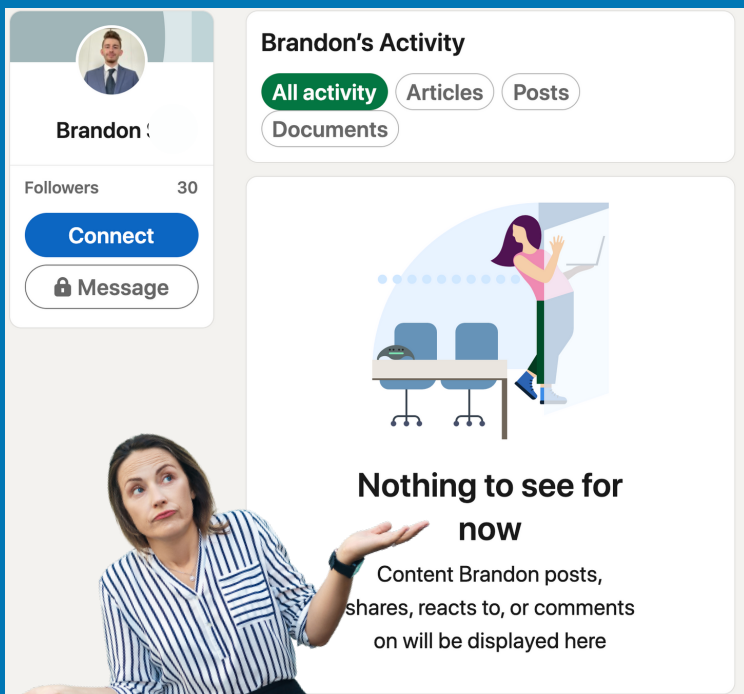
YOU CAN FOLLOW PEOPLE WITHOUT HAVING TO CONNECT WITH THEM VIA A CONNECTION REQUEST. THIS IS HELPFUL FOR PEOPLE YOU DON'T KNOW BUT THAT ARE DOING A JOB OR CREATING INTERESTING CONTENT. THEY SEE THAT YOU'RE FOLLOWING THEM

START TO FOLLOW AND CONNECT BECAUSE THAT INCREASES THE NUMBER OF THINGS YOU'LL SEE IN YOUR NEWSFEED AND MAKES VISITING LINKEDIN MORE ENGAGING

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC UNDERSTAND ACTIVITY ON LINKEDIN IS FULLY PUBLIC AND WHY THAT IS IMPORTANT FROM A STRATEGIC STANDPOINT

JUST BECAUSE SOMEONE HAS LINKEDIN DOESN'T MEAN THEY ARE ACTIVE. AS YOU VISIT A PERSON'S PROFILE, CLICK ON THE ACTIVITY SECTION NEAR THE TOP, IT WILL TAKE YOU TO A LIST OF ALL OF THEIR ACTIVITY FROM WHAT THEY HAVE LIKED, COMMENTED ON, POSTED, PUBLISHED OR DOCUMENTS THEY HAVE UPLOADED. IF THERE IS VERY LITTLE THERE, THIS PERSON ISN'T VERY ACTIVE ON THE PLATFORM AND LIKELY WON'T RECEIVE/ANSWER CONNECTION REQUESTS OR MESSAGES FREQUENTLY IF AT ALL. SEEK OUT ACTIVE USERS YOUR FEED AND YOUR NETWORKING WILL BE BETTER BECAUSE OF IT!!



YOU CAN ALSO BUILD YOUR OWN ACTIVITY FROM A STRATEGIC STANDPOINT BY DIVERSIFYING HOW YOU ENGAGE. DON'T JUST LIKE EVERYTHING, MAKE A COMMENT OR ASK A QUESTION NOW AND THEN.

LOOK AT YOUR OWN LINKEDIN ACTIVITY FEED FROM TIME TO TIME TO MAKE SURE THAT YOU'RE CREATING A PRESENCE ON THE PLATFORM THAT YOU WOULD WANT AN HR OR HIRING MANAGER TO SEE

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC: SEARCH

FOR BUSINESS PROFESSIONALS THE SEARCH BAR ON LINKEDIN IS AS POWERFUL AS GOOGLE. YOU CAN SEARCH FOR CONTENT IN POSTS, HASHTAGS, PEOPLE, COMPANIES, GROUPS, TOPICS, NEWS, JOBS, SCHOOLS OR TRAININGS, AND MORE. YOU CAN EVEN SET THE TIME OF JUST THE PAST 24 HOURS/WEEK, SET THE CONNECTIONS TO 2ND OR 3RD, PLUS OTHER WAYS TO FIND INFORMATION AND PEOPLE TO HELP YOU.

ENGAGING WITH CONTENT THAT IS OF INTEREST TO YOU HELPS TEACH LINKEDIN'S ALGORITHM WHAT YOU WANT TO SEE

- FOLLOW HASHTAGS
- JOIN GROUPS
- FOLLOW COMPANIES

THE MORE YOU ENGAGE WITH THE MORE INFORMATION YOU WILL SEE AND THE MORE YOU CAN LEARN ABOUT YOUR FIELD

TO CONSIDER:

EXPLORE ALUMNI EXPLORE THE CAREER PATHS TAKEN BY SCHOOL OR PROGRAM ALUMNI. SEARCH YOUR COLLEGE THEN BYCLICKING "ALUMNI," YOU CAN VIEW: WHERE ALUMNI LIVE WHERE ALUMNI WORK WHAT ALUMNI DO WHAT ALUMNI STUDIED

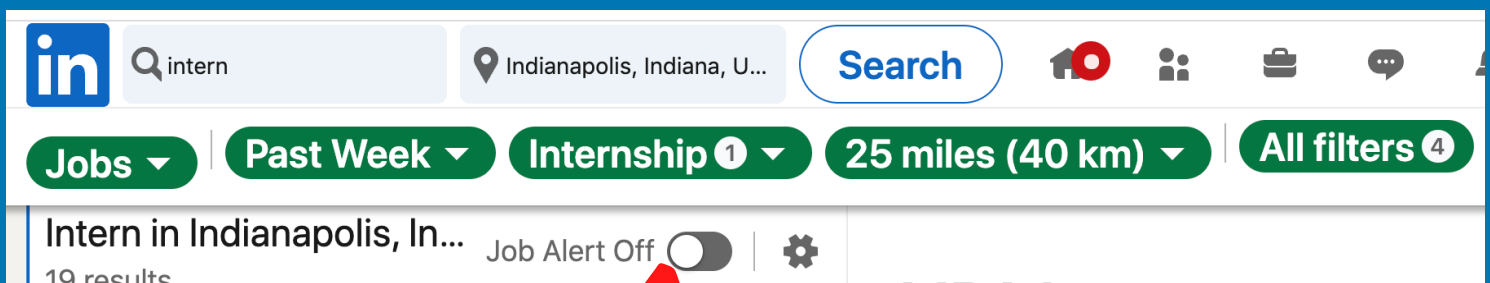
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TOPIC ALWAYS LOOK AT JOB POSTINGS AND DESCRIPTIONS

THE MORE JOB POSTINGS YOU READ THE MORE YOU CAN LEARN ABOUT WHAT SKILLS AND QUALIFICATIONS YOU WOULD NEED FOR THE CAREERS YOU'RE INTERESTED IN. THE MORE YOU GET TO KNOW COMPANIES THAT HIRE FOR THESE AND YOU CAN ALSO SET ALERTS FOR INTERNSHIPS!

CREATE SEARCH ALERTS TO BE NOTIFIED WHEN JOBS YOU ARE INTERESTED IN ARE POSTED BY TURNING ON "JOB ALERTS."



SET EMAIL OR NOTIFICATION ALERTS OR SEARCH UNDER THE JOBS TAB BY:

- KEYWORD
- JOB TITLE
- COMPANY
- LOCATION
- FUNCTION
- EXPERIENCE LEVEL
- DATE POSTED



AS YOU FIND INTERNSHIPS OR ROLES YOU WOULD WANT TO APPLY FOR YOU SHOULD VISIT THE COMPANY SITE AND VERIFY THE ROLE IS STILL OPEN AND APPLY THERE DIRECTLY

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ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC: LEVERAGE YOUR COLLEGE AND MAJOR ON LINKEDIN!

FIND ALUMNI WHO HAVE IDENTIFIED WITH YOUR UNIVERSITY OF CHOICE BY VISITING THE SCHOOL PAGE AND CLICKING ALUMNI. YOU CAN THEN USE THE SEARCH BAR TO SEARCH FOR YOUR MAJOR. FROM HERE VIEW JOBS, CITIES, COMPANIES AND MORE TO LEARN WHAT PEOPLE WHO HAVE MAJORED FROM YOUR UNI/MAJOR HAVE GONE ON TO DO! THIS IS A VALUABLE RESOURCE AS YOU THINK ABOUT MAJORS AND OF COURSE TO CONNECT WITH ALUMNI

BY CLICKING "ALUMNI," YOU CAN VIEW:

- WHERE ALUMNI LIVE
- WHERE ALUMNI WORK
- WHAT ALUMNI DO
- WHAT ALUMNI STUDIED
- IF ALUMNI EARNED A MASTERS/CERTIFICATIONS AFTER UNDERGRAD

82,973 alumni

Search alumni by title, keyword or con

marketing x Clear all

Start year 1900 End year 2020

< Previous Next >

Where they live + Add

74,861 | United States

34,950 | Greater Los Angel...

8,733 | San Francisco Bay ...

5,774 | Orange County, Cali...

3,803 | Greater New York C...

2,546 | Greater San Diego ...

1,775 | Greater Seattle Area

1,355 | Washington D.C. Me...

Where they work + Add

1,296 | University of Southe...

504 | Amazon

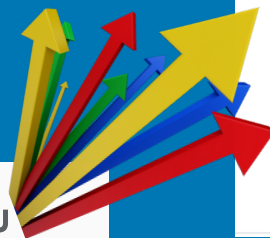
450 | Google

316 | Apple

301 | Facebook

235 | Microsoft

219 | The Walt Disney Com...



KEEP A WORD DOC OR NOTE OF YOUR INTRODUCTION TO ALUMNI OF YOUR PROGRAM. TELL THEM YOUR MAJOR, YEAR OF GRAD, AND ASK THEM QUESTIONS. THEN COPY/PASTE INTO CONNECTION REQUESTS, EMAILS OR LINKEDIN MESSAGES!

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TOPIC SOCIAL PROOF FROM OTHERS IN PUBLIC

AS IMPORTANT AS INTRODUCTIONS, THE SUPPORT OF OTHER PEOPLE IN PUBLIC IN REGARDS TO YOUR SKILLS OR CHARACTER MATTERS. SO ASK FOR RECOMMENDATIONS AND BE VERY CLEAR ABOUT WHAT YOU ARE WANTING A PERSON TO COMMUNICATE IN YOUR RECOMMENDATION. AGAIN, THIS WILL BE SOMETHING YOU DETERMINE OVER TIME AS YOU GET CLOSER TO THE CHOSEN CAREER PATH. YOU MUST ASK FOR THE RECOMMENDATION ON LINKEDIN AND YOU WILL BE ABLE TO READ IT BEFORE IT IS POSTED.

THINK OF PEOPLE WHO CAN WRITE A REC FOR YOU. EMAIL OR CALL THEM TO ASK BEFORE SENDING THE REQUEST. A GOAL WOULD BE TO HAVE A RECOMMENDATION EACH SEMESTER!

TO CONSIDER:
IT IS BETTER TO GIVE THAN TO RECEIVE. GIVING A REC IS ALSO PUBLIC AND STAYS ON YOUR PROFILE. YOUR WORDS WILL SHOW THE VALUE YOU FIND IN OTHERS AND WILL SHOW ANYONE READING YOUR PROFILE WHAT KIND OF TEAMMATE YOU ARE, SO GIVE RECS REGULARLY!

Recommendations

Ask for a
recommendation

Recommend
Christopher

Received (2)

Given (4)

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC PUBLISH AN ARTICLE ON LINKEDIN

- WRITE WHAT YOU KNOW: DRAW FROM YOUR LIFE EXPERIENCES, WHETHER IT'S IN THE CLASSROOM, TRAVEL, AN ACTIVITY OR YOUR INTERNSHIP
- MAKE THE MOST OF ASSIGNMENTS: PUBLISH YOUR ESSAYS, RESEARCH OR OTHER ASSIGNMENTS ON LINKEDIN
- SHARE FIRSTHAND ACCOUNTS: WHAT OBSTACLES HAVE YOU OVERCOME? WHAT CHALLENGES HAVE YOU FACED? WHAT INSPIRES YOU TO DO WHAT YOU DO? SHARE YOUR EXPERIENCES AND ANY LESSONS LEARNED
- MAKE OBSERVATIONS: NOTICED ANY TRENDS? SEEING SOMETHING NEW OR INTERESTING? HAD A CONVERSATION THAT GOT YOU THINKING? WEIGH IN ON WHAT YOU SEE IN THE WORLD AROUND YOU
- TO YOUR OWN AREA OF STUDY OR INTEREST

THE KEY HERE IS JUST WRITE! CREATE! REPURPOSE EVEN, BUT HAVE ACTIVITY FOR YOUR FUTURE EMPLOYERS TO FIND!

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about a conference



This resource was provided by:



Alyssa Ramirez posted this



NFL Career Conference 2019: Three Takeaways

Alyssa Ramirez on LinkedIn

March 11, 2019

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC WRAP UP TIPS!

BE AUTHENTIC. COMMUNICATE ON LINKEDIN THE SAME WAY YOU WOULD IN PROFESSIONAL INTERACTIONS OUTSIDE OF LINKEDIN. NO NEED TO BE OVERLY FORMAL OR CHANGE YOUR STYLE - BE REAL, BE YOU, BUT BE PROFESSIONAL.

CUSTOMIZE YOUR CONNECTION REQUESTS. INSTEAD OF USING THE GENERIC "I'D LIKE TO ADD YOU TO MY PROFESSIONAL NETWORK ON LINKEDIN" MESSAGE, TAILOR EACH REQUEST. REMIND HIM/HER WHERE YOU MET OR EXPLAIN WHY YOU WANT TO CONNECT. THEY'LL BE MORE LIKELY TO RESPOND.

BE CAREFUL WITH INTRODUCTIONS. IF YOU'RE ASKED FOR AN INTRODUCTION TO SOMEONE IN YOUR NETWORK, REMEMBER THAT YOUR REPUTATION IS ON THE LINE. UNLESS YOU'RE CONFIDENT IN RECOMMENDING SOMEONE OR YOU KNOW THE CONNECTION WELL, IT'S OKAY TO POLITELY REFUSE.

GIVE MORE THAN YOU TAKE. BALANCE YOUR NEEDS ON LINKEDIN WITH THOSE OF YOUR CONNECTIONS. IN ADDITION TO UPDATING YOUR OWN STATUS AND ASKING FOR HELP OR CONNECTIONS, TRY COMMENTING ON OTHER PEOPLE'S UPDATES AND HELPING WITH THEIR REQUESTS.

STEP AWAY FROM THE COMPUTER! SUPPORT YOUR ONLINE NETWORKING WITH A REAL HUMAN TOUCH. SET UP CALLS, ATTEND LIVE EVENTS, AND SEND SNAIL MAIL NOTES TO PEOPLE YOU INTERACT WITH ON LINKEDIN.

ESTABLISH YOURSELF PROFESSIONAL NETWORKING

TOPIC ESTABLISH A ROUTINE AND STAY ACTIVE ON THE PLATFORM

TO INCREASE VISIBILITY IN YOUR NETWORK, CREATE OR FOLLOW A SCHEDULE THAT MIGHT LOOK LIKE THIS:

MONDAY:

- ACTION: RECOMMENDATIONS OR ENDORSE 1 PERSON
- PURPOSE: PROVIDE A SERVICE TO MY NETWORK

TUESDAY:

- ACTION: SHARING A QUOTE FROM A BOOK & COMMENT/SHARE A POST/ARTICLE FROM MY NETWORK.
- PURPOSE: RECOGNIZE THE CONTRIBUTIONS OF MY NETWORK

WEDNESDAY:

- ACTION: COMMENT ON A BOOK OR RECENT ARTICLE.
- PURPOSE: PRACTICE MY CRITICAL SKILLS

THURSDAY:

- ACTION: SHARE A PICTURE FROM MY CAMPUS OR JOB. PURPOSE: RECONNECT TO LOCAL NETWORK/COMMUNITY

FRIDAY:

- ACTION: WRITE A POST OF A KEY LEARNING OR SHORT REFLECTION OF THE WEEK.
- PURPOSE: PRACTICE MY CRITICAL SKILLS AND RECONNECT TO MY NETWORK.