



LINKEDIN GUIDE

WHAT IS LINKEDIN?

LinkedIn is a social networking site consisting of PROFESSIONALS ONLY who are looking to connect with each other, look for jobs, and share career information. It is great resource for students and alumni looking for an additional edge in their job search.

HOW DO YOU USE IT?

1. Create your **LINKEDIN PROFILE**. To complete this process, it would be helpful to have an updated and critiqued resume in front of you. Make sure you fill out your profile 100%:
 - **Career history** – Not just your current or most recent position. Include all relevant career information to increase your search-ability.
 - **Picture** – Make sure you include a professional looking photo of just yourself.
 - **Personalized Heading** –Make it professional, yet attention-grabbing. “New Graduate” is too vague. Try being more specific by adding your major or the field you are looking to work in: “Marketing Grad Seeking Employment in Pharmaceuticals.”
 - **Recommendations** – Are an essential part of an effective LinkedIn Profile. Ask others who can attest to your skills and experience to write a brief recommendation to include in your profile.
 - **Personalized URL link** –Can be added to your resume and email signature.
2. You will want to start making **CONNECTIONS** with others. If you can build a decent sized network on LinkedIn, all of its other features will work much better:
 - Start connecting with family, close friends, co-workers and supervisors (past and present), classmates, professors, etc.
 - You can also connect with the contacts from your email address book. You can import this list so that connection requests are automatically sent out to people you already know.
 - Be selective – you don’t want to haphazardly make connections with anyone and everyone – having useless contacts will do you little good when it comes to networking. Think **QUALITY** over quantity.
3. Join **RELEVANT GROUPS** as a way to expand your network even further as well as gather information about industries, locations, and career-related/networking events. Try joining alumni and GMC related groups and special interest groups.
4. Use the **QUESTION AND ANSWERS** section. You can pose a question and participate in discussions with other LinkedIn users as a way of both getting more information for your job search and expanding your network.

OTHER LINKEDIN FEATURES TO USE:

- **Company Search** – One of the best ways to use LinkedIn is by targeting specific company(s) you are interested in working for and seeing if they have a company profile. Here you will find helpful information about the company, job listings, and if you have any connections there.
- **Email** – This feature allows you to correspond with your connections.
- **Job Postings** – Companies post job opportunities on their LinkedIn profiles.
- **Blog and Twitter Links** – Connect you LinkedIn profile to other social media outlets. Only do so if your blog and/or Twitter account are specifically related to your job search, current position or career field.

GENERAL LINKEDIN TIPS:

- **Be proactive** – Join groups, ask questions, participate in discussions, and introduce connections to each other if appropriate. LinkedIn will be of more value to you if you are actively participating in it.
- **Make sure your information is current**
- **Stay active** – Even after landing a job, don't forget to update your profile information and stay in touch with your connections.
- **Share information with others** – Whether is participating in a discussion board, emailing information to a connection that might help with their job search, or introducing others on LinkedIn, remember that helping others keeps you actively engaged with your network.

LINKEDIN RESOURCES:

For additional information on using LinkedIn, check out these other websites and articles:

learn.linkedin.com/job-seekers/

jobsearch.about.com/od/networking/a/linkedin.htm

www.centernetworks.com/linkedin

growmyco.typepad.com/lawfirm/2008/12/top-10-mistakes-people-make-on-linkedin.html

www.careerrocketeer.com/2010/08/top-25-linkedin-groups-all-job-seekers.html

Schedule an individual appointment with a career counselor if you have questions about using LinkedIn and/or your job search:

(215) 646-7300 x230

careerservices@gmail.com