



Career Services

"Your journey to career success begins here..."

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LinkedIn

Getting Started on LinkedIn

LinkedIn is a great resource for students and alumni looking for an additional edge as they network and job search. It's easy to sign up for an account, but new users often get stuck asking "what next"? Simply having an account isn't enough, so here are a few tips for students on getting started with LinkedIn:

* **Make Connections.** If you can build a decent sized network on LinkedIn, all the other features will work much better! The first thing you should do is import contacts from your address book or webmail account, by clicking on 'imported contacts' along the left side under 'Contacts.'

LinkedIn automatically selects all of the imported contacts, so first you should uncheck the 'select all' box. Now take a look through the list for people marked with the blue 'in' logo to the right of their name (this means they're already on LinkedIn), and select the ones you want to connect with. Good choices are fellow students from class/activities, former co-workers and supervisors, or close family friends. You can also search by graduating class and company, for those peers/colleagues for which you do not have their email address.

* **Join Relevant Groups.** Groups are a great way to expand your network even further. Join alumni/GMC related groups. Next, try seeking out a group related to your chosen industry. Some great examples are Public Relations and Communications Professionals, Sports Industry Network, and Consultants Network. Joining relevant groups will allow you to view and participate in discussions with industry professionals, as well as allow you to get closer to connecting to all of the members that are already a part of that group.

* **Use the Question and Answers Section.** The Answers tool is a great opportunity to get more exposure to potential recruiters and mentors from your field. Ask questions within your area of interest -- "What is one important skill to develop as a current student looking to break into the _____ industry?" and "What are some of the up and coming issues in the _____ field that a young professional should familiarize him/herself with?" are a couple examples. Additionally, recruiters often ask questions within the "Career and Education" section, looking for responses from current job/internship seekers. This is a great opportunity to provide information rather than just asking questions; particularly insightful answers may be chosen by the person posing the question as a 'best answer,' which shows up on your profile for potential recruiters to see!

There are plenty of great ways to take advantage of LinkedIn, so get started now, and [head here](#) for more resources!

(This information was adapted from the University of Michigan's Career Center)

More LinkedIn Information

- ❖ **Company Search** - One of the best ways to use LinkedIn is if you have a very specific company you are interested in. You search on that company, and hopefully find people who are connected to other people you know. Then, you can ask your personal contact to connect you.
- ❖ **Job Postings** - LinkedIn allows employers to post jobs on the site.
- ❖ **Email** - When I was first laid off, I sent a large email to everyone in my LinkedIn network, letting them know of my situation, and asking for any help or people they could put me in touch with them.
- ❖ **Blog Link** - LinkedIn now gives you the ability to link your blog post to your profile. So every time you post a new blog post, it updates on your profile, so anyone looking at my profile will see what you're writing about. It also includes the updated post in the weekly update emails that go out to your connections.
- ❖ **Twitter Link** - Similar to Blog Link, LinkedIn also pulls your conversations from Twitter.
- ❖ **Recommendations** - Get recommendations on profile.
- ❖ **Headline** - LinkedIn gives you a place to add a professional headline. I didn't realize that was really seen by anyone, so I had mine as "Consultant". Warren's advice is to make the more exciting and enticing. Mine now reads "Innovative marketer with a drive for results."
- ❖ **Increase your visibility.** By adding connections, you increase the likelihood that people will see your profile first when they're searching for someone to hire or do business with. In addition to appearing at the top of search results, people would much rather work with people who their friends know and trust.
- ❖ **Improve your connectability.** Most new users put only their current company in their profile. By doing so, they severely limit their ability to connect with people. You should fill out your profile like it's an executive bio, so include past companies, education, affiliations, and activities. You can also include a link to your profile as part of an email signature. The added benefit is that the link enables people to see all your credentials, which would be awkward as an attachment.
- ❖ **Increase the relevancy of your job search.** Use LinkedIn's advanced search to find people with educational and work experience like yours to see where they work.
- ❖ **Gauge the health of a company.** Perform an advanced search for company name and uncheck the "Current Companies Only" box. This will enable you to scrutinize the rate of turnover and whether key people are abandoning ship. Former employees usually give more candid opinions about a company's prospects than someone who's still on board.
- ❖ **Gauge the health of an industry.** If you're thinking of investing or working in a sector, use LinkedIn to find people who worked for competitors—or even better, companies who failed.