



# LinkedIn



Here's how LinkedIn can help you find and attract the best opportunities.

LinkedIn users spend an average of 12 minutes per day on the site. Devoting this amount of time per day to something as important as professional networking is a must in today's job market, where 8 out of 10 jobs are secured through networking.

## How can LinkedIn assist with your networking efforts?

- **Engage with professionals:** LinkedIn is the world's largest online networking site, with over 756 million members in all industries.
- **Connect with alumni:** There are over 24,000 PLU alumni on LinkedIn! You can search for alumni within a particular major, geographic location or industry.
- **Research companies and careers:** Nearly every company and organization has a LinkedIn page. Here you can explore current events, employees (and how you're connected to them) and jobs and internships they are recruiting for.
- **Explore majors:** Still undecided? Explore the Find Alumni tool to determine which PLU graduates with the same major as you are up to (search "Pacific Lutheran University," then click the "Alumni" button).
- **Professional associations:** Many professional associations have a LinkedIn group that you can join. In groups, you can engage with other members through a forum format. What a great way to start and continue conversations!
- **Job/Internship searches:** LinkedIn has its own job and internship search engine. You can set up an "agent" that sends you daily or weekly job postings catered toward your interests.
- **Social media is a marketable skill:** Employers seek candidates who leverage their social media skills in the workplace. Demonstrating that you can use LinkedIn well can give you a competitive edge in the job and internship market.

## Creating Your Profile

*Think of your profile as a detailed personal resume. The profile is important because employers want to know if you have the skills, experience and goals they are looking for. While it is not necessary to complete each section of the profile, be sure to add content to the following:*

### Profile Picture

LinkedIn is not Facebook! Select a headshot that is professional and positive and features only you; avoid party photos. Potential connections are more likely to trust and connect with someone who uses a current photo.

**NOTE! - Always send a personal connection request when connecting with professionals; avoid using the generic one provided by LinkedIn. When you set up an account, LinkedIn will ask if you'd like to add connections by submitting your email addresses. Fair warning: LinkedIn will send a generic connection request to your address book.**



## Alumni & Student Connections

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**Want to receive feedback on your LinkedIn profile, and/or learn ways to leverage networking strategies? Make an appointment with a career advisor.**

## LinkedIn Continued

### Unique Professional Headline

LinkedIn will generate a generic headline for users. Typically, it will say something like "Bookstore Manager at Garfield Book Company." What does this tell a prospective employer about your career goals? Think of the professional headlines as a "hook" to entice employers to read the rest of your profile. Something like "Rising Actuary, Studying Mathematics and Computer Science" can alert connections to your future goals.

### Summary

This is your virtual elevator pitch. If given only 60 seconds with a prospective employer, what do you want them to know about you? Ensure this section contains keywords that are used within your current or desired industry (remember, LinkedIn is like a search engine; you want your profile to pop up to prospective employers when they are sourcing candidates). Unsure of which keywords your industry is using? Peek around at the profiles of professionals that you admire.

### Experience

Highlight positions you've had (part-time employment, volunteer and internships) and the skills you've gained from them. Get creative with how you format the text under each experience. You can think of formatting this section like a traditional resume with skill-based bullet points, or you can creatively format the text to fit your needs. You can upload media displaying examples of your work, too. While it's important to remain professional and clear in your writing, don't feel boxed in to using the traditional resume format.

### Education

Include information about where you've studied, including your major, any minors and clubs or activities. Showcase your study away experience. Be sure to show off your GPA (if it's above a 3.0) and any honors or distinctions you've received.

## Finding Connections

### Quick Tips for Enhancing Your Profile

- **Create a unique LinkedIn URL.**
- **Collect recommendations from professors, internship supervisors, co-workers and mentors.**
- **Join groups and engage in them weekly.**
- **Share your work on your profile by uploading a flyer you created for an event, a resume, or your Capstone presentation.**

The Find Alumni tool on LinkedIn is arguably one of the most useful tools on the site (again, search "Pacific Lutheran University, then click the "Alumni" button). It can search for PLU alumni based on where they live, where they work, what they do, what they're skilled at and what they studied. When you think about building your network, alumni are some of the best folks to start with because of your mutual connection to PLU.

### Making Connections

Always send a personalized message when you are requesting to connect with someone through LinkedIn. Give them a reason to accept your request. Do you have a mutual interest or career aspiration? If so, tell them.

### Sample Connection Request:

Lute,  
I noticed that you studied anthropology at PLU and are currently working as an email marketing coordinator. I, too, majored in anthropology and am interested in working in marketing. I'd love to connect and hear about your entry into the job market!  
Thanks,  
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