

HOW TO USE LINKEDIN TO NETWORK

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 jobs: Nearly every company and organization has a LinkedIn page. Here, you can explore current events, employees (and see how you're connected to them), and jobs and internships they're recruiting for.

Explore careers based on major: Use LinkedIn to find alumni to explore the variety of positions held by PLU graduates across a range of majors (on the "Pacific Lutheran University" page click the "Alumni" button and filter by "What they Studied").

Professional associations: Many professional associations have a LinkedIn group that you can join. Some professional associations offer continuing education/professional development opportunities and networking events.

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.

CONNECTING ON LINKEDIN

Finding Connections

The Find Alumni tool on LinkedIn is arguably one of the most useful tools on the site (search "Pacific Lutheran University, then click the "Alumni" button). You can use the tool to 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:

*Hi Lute,
I'm a current PLU student majoring in business and I'm looking to pursue a career in marketing. I noticed you're currently working as a marketing coordinator, and I was wondering if you'd be willing to connect to share what your transition into the job market was like after graduation?*

PLEASE NOTE!

When you set up an account, LinkedIn will ask if you'd like to add connections by submitting your email addresses.

LinkedIn will send a generic connection request to every person in your contacts.



CREATING YOUR PROFILE

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

Profile Picture

LinkedIn is not Instagram! Include a current headshot of yourself with professional attire and a plain background. Potential connections are more likely to trust and connect with someone who uses a current photo.

Summary

This is your virtual elevator pitch that should briefly explain the most important things for an employer to know about you. This can include:

- What are you passionate about?
- What unique experience do you have that contribute to your overall value?
- Keywords that are used in your current or desired industry (remember, LinkedIn is like a search engine; you want your profile to pop up to prospective employers when they're recruiting candidates).
- Unsure of which keywords your industry is using? Check out profiles of professionals that you admire for inspiration.

Unique Professional Headline

Think of the professional headlines as a "hook" to entice employers to read the rest of your profile.

- Avoid a generic headline like "Manager at Target". What does this tell a prospective employer about your career goals?
- Using a headline like "Rising Actuary, Studying Mathematics and Computer Science" can alert connections to your future goals.

Experience

Highlight positions you've held (part-time employment, volunteer, and internships) and the skills you've gained from them.

- Format this section like a traditional resume with skill-based bullet points.
- 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

In this section list:

- All colleges and universities you've attended
- Your major(s) and minor if applicable
- Awards
- Clubs
- Athletics
- Study away experiences
- If your GPA is above 3.5, you can include it, along with any honors or distinctions you've received.

Quick Tips To Enhance Your Profile

- 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.