Student Guide to Leveraging LinkedIn – 2019-2020

Why LinkedIn?
The power of LinkedIn to build a professional network and reinforce professional presence is unparalleled:

✓ LinkedIn has over 150 million American users including profiles of ~6,000 Agnes Scott alumnuae
✓ 95% of recruiters use LinkedIn to find candidates

What Do Employers See?
Think of your LinkedIn profile as your online resume and professional presence. Therefore, it is important to keep it current as you network with alumnae, apply for internships/research/jobs, and meet other professionals on and off campus. Anyone you meet or any employer you apply to can look you up on LinkedIn!

When Someone Searches for You or You Ask to Connect with Someone:
• Your Photo – make sure it’s clear, friendly and professional
• Headline – revise default to include keywords relevant to your career interest
• Location
• If you have any common connections

Note: Use Discretion when Accepting Invitations. Be wary of people wanting to connect without a profile picture. Avoid invitations from complete strangers, unless there is a recognized thread of connection.

When you Apply for a Position:
Employers who post jobs on LinkedIn receive an email notification each time a new applicant applies. The following information, pulled from the applicant’s LinkedIn profile, is included in the email notification. It is CRITICAL that this information match what is submitted in the job application:

• **Candidate’s Name** (should match the name on your resume)
• **Headline** (beneath Candidate’s Name) – Use keywords related to career interest. Example: _____ major interested in Career in ______
• **Current Employment Job Title(s)** (Titles only - no employment details) – Revise if unclear. Example: instead just “Intern”, say “Public Relations Intern”; Instead of “Work-study”, say “Office Assistant”
• **Past Employment Job Titles** (Titles only - no employment details)
• **Education** (Institution name only - no education details)
• **# of Recommendations** (no recommendation details) – make sure you have some from faculty, supervisors and/or co-workers who know you well academically or professionally
• **# of Connections** (see below for how to build this number effectively) – Make a goal of having at least 50
• **Contact information** – E-mail address should professional and up-to-date. Do not include phone # or birthday for security reasons

Employers “scan” this brief information to decide whether to investigate a candidate further. Consider the following guidelines for optimizing your profile.

What Else Can You Do to Make Your Full Profile Appealing?

• **Include a relevant, engaging summary.** Unlike a resume, it is a first-person narrative – make it interesting to read. Consider: Who is your audience? What will motivate them to want to learn more about you? To consider you for an interview? Mention interests, experiences and accomplishments.
• **Add examples under profile sections.** Include writing samples, video(s), presentations, flyers, etc. (from coursework, community involvement, or job/research/internship). Links to blogs or other social media.
• **Customize your URL.** Put your cursor over your photo on the top right of the screen. Select “View Profile.” Click “Edit public profile and URL” and then the pencil icon. Try using your first and last name, with no spaces. This will make it easy to include your URL on your resume and business cards.
What Can You Do to Connect With More People and Opportunities?

LinkedIn is only as powerful as the number of people in your network. Set a goal of 50 connections to start your LinkedIn networking, and then add a few additions each week. LinkedIn will offer relevant contact suggestions.

- **List Relevant Skills.** Add at least five relevant skills to your profile. Research indicates that listing relevant skills in your profile makes it 31x more likely to be found by recruiters and LinkedIn members.

- **Find Alumnae to Ask for Advice.** If you have Agnes Scott College listed under Education on your profile, you can click on it to find ASC alumnae. You can search by title, company or keyword. You can filter by graduation year, location, or workplace.
  - When reaching out, include a customized message to increase the chances of them accepting your request and responding. “Hello, I’m a sophomore at Agnes Scott considering applying for the Kroger internship you have listed on your profile. Do you have some time to chat about your experience?”
  - FOLLOW UP AFTER CONNECTING. Alumnae are usually willing to help students with informational interviews and career/organization insight, if you follow up promptly with them, both when they initially respond to you and after they have given you advice.

- **Join Groups and Professional Associations.** This includes:
  - National chapters of organizations you are involved with, community groups, and groups in industries of interest.
  - Agnes Scott Internship and Career Development Group.

For more ideas, view your supervisors’, co-workers’ and faculty’s profiles and our [Career Roadmaps](#).

- **Engage with Others and Groups.**
  - Like others’ articles
  - Congratulate others on new positions, degrees or honors (you will be notified if they are a connection.)
  - Publish an original post or ask a question to a group to establish your professional identity

- **Follow people companies, influencers, and industry leaders** to follow news and gain insight.
  - Go to their profile and click the “More…” button on the right. Then click follow.

**How Do I Apply for Jobs on LinkedIn?**

**Searching:** Visit [https://www.linkedin.com/jobs/](https://www.linkedin.com/jobs/) and use the search box to find jobs by location and career interest. Use the buttons above it to filter by date posted, company name, experience level, etc. If you like the search results you receive, activate the “Job Alert” at the top to notified of similar opportunities in the future.

**Applying:**

- Read the position announcement CAREFULLY. Make sure your profile indicates that you meet at least 70% of the qualifications, including the top three.
- To save a jobs for future view, use the “Track Jobs” tool at the top.
- After applying, reach out to the employer who posted the job on LinkedIn to share your interest in the role and let them know you applied.

**Do I need a LinkedIn Premium Career Account?**

A Basic LinkedIn account is free and recommended for students seeking part-time or internship positions. The Premium Career plan on LinkedIn may prove beneficial to students and alumnae seeking full time employment. For more information, please visit [premium.linkedin.com](https://premium.linkedin.com).

**Thank you to alumna Dana Neiger ’02 for her contribution to this guide.**