

career.ucr.edu | (951) 825-3631

# Mastering LinkedIn

**CONNECT. INSPIRE. EMPOWER**

# Agenda

- 6 MUST HAVE components to make your profile stand out
- Additional Profile Enhancing Tips
- How to Leverage your network (Activity)
- Utilizing the resources to find your next opportunity



**CONNECT. INSPIRE. EMPOWER**

# What You'll Learn Today

At the end of this workshop, you will be able to...



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Identify why LinkedIn and online networking is important for YOU



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Understand how to create and/or enhance your LinkedIn Profile



---

How to leverage your LinkedIn for opportunities and resources

**CONNECT. INSPIRE. EMPOWER**



COMMUNICATION



PROFESSIONALISM



CRITICAL THINKING



TEAM WORK



NACE<sup>®</sup>

## CAREER READINESS COMPETENCIES

Obtaining requisite competencies that broadly prepare college graduates for a successful transition into the workplace.



EQUITY & INCLUSION



LEADERSHIP



CAREER AND SELF-DEVELOPMENT



TECHNOLOGY

# Benefits of a LinkedIn Network



**40 Million** Students &  
College Graduates



**500 Million** Professionals



**Over 150** Industries



**3 Million** Jobs Listed



**122 Million** People Got an  
Interview from Their Profile





## Why Create a Profile?

- Gain exposure to Hiring Managers and Recruiters
- Centralize your accomplishments
- Add another tool to your networking resource kit
- Generate leads for opportunities
- Join groups
- Research company/employee information
- Establish and maintain connections

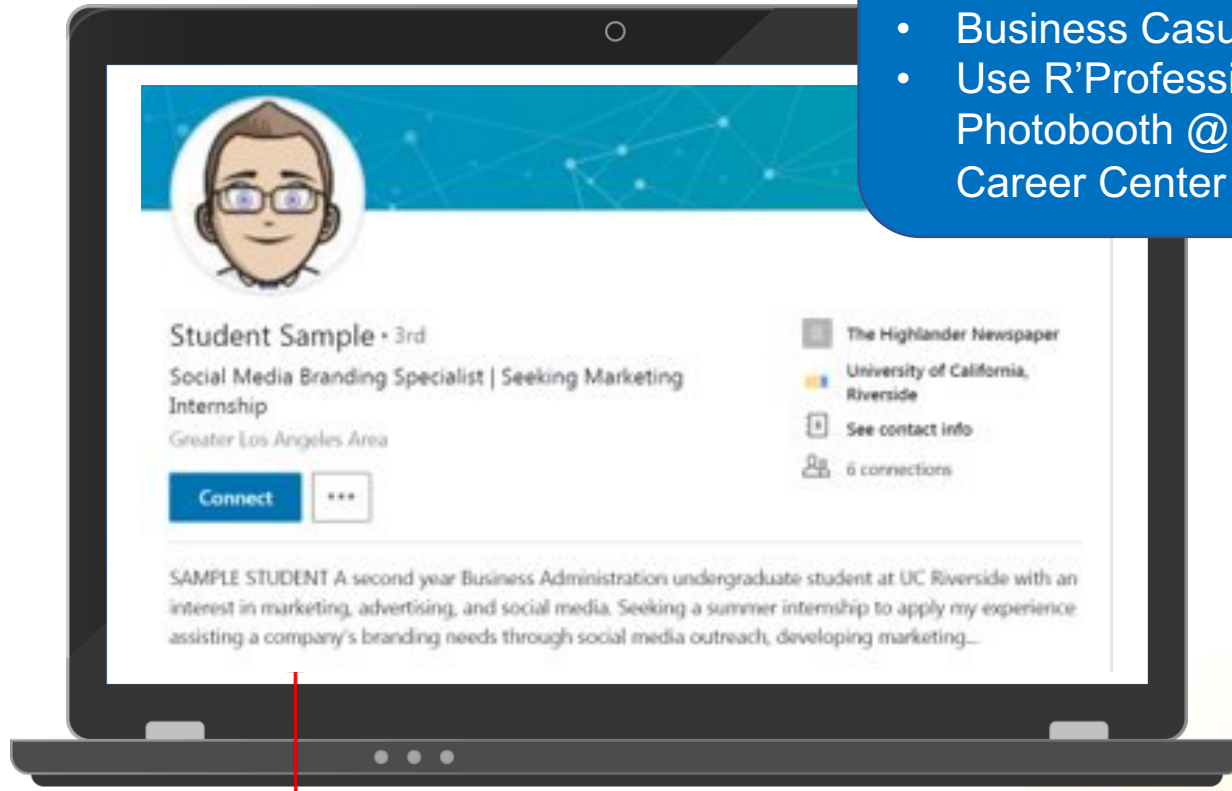




# 1. Photo & Headline

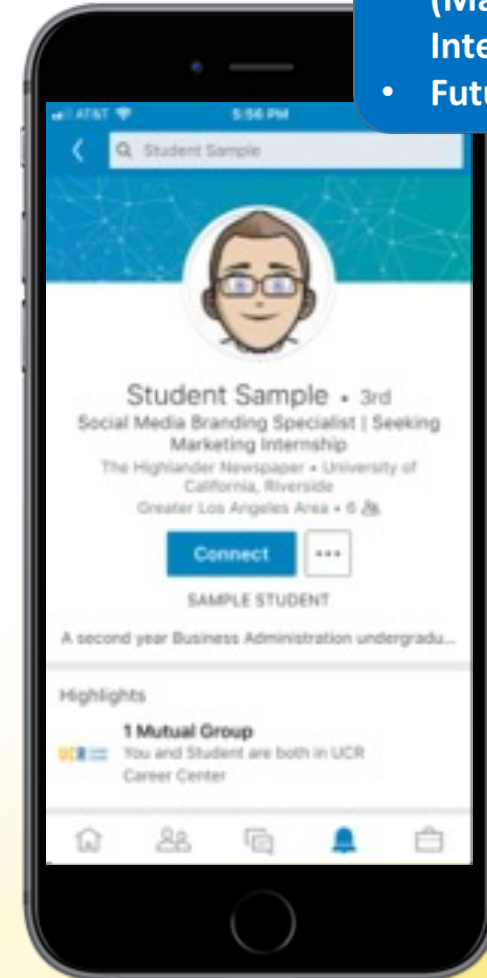
## Photo Tips

- Smile
- Business Casual
- Use R'Professional Photobooth @ Career Center



Searchable Content

- Current status (Major/Degree, Internships)
- Future career goal





## 2. Summary

### **SAMPLE STUDENT**

A second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, developing marketing plans, digital marketing, and conducting customer research.

### **Specialties**

- Event planning
- Social networking and marketing
- Account management
- Microsoft Offices (Word, PowerPoint, Excel)
- Adobe CS5.5 Suite (Photoshop, Flash)

**Describe what motivates you,  
what you are skilled at, and  
career aspirations**



# 3. Experience

**Add experience** X

Title \*  
Ex: Manager

Company \*  
Ex: Microsoft

Location  
Ex: London, United Kingdom

From \*  
Month Present  
Year

I currently work here  
 Update my industry  
 Update my headline

Headline \*  
Making Students Career Ready | UCR Internship Coordinator | Career Counselor

Description

Media  
Add or link to external documents, photos, sites, videos, and presentations.

**Upload** **Link**

**Share with network**  
Off If enabled, your network may be notified of this job change and work anniversaries. [Learn what's shared](#)

## Background

### Experience

**Advertising Account Executive**  
The Highlander Newspaper  
Oct 2011 - Present • 6 yrs 11 mos  
UC Riverside

- Manage more than 100 clients and their advertising needs.
- Design advertising campaigns and marketing related plans utilizing AdPro software.
- Create and work with designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

**Y&R Advertising Intern**  
Young & Rubicam  
Jun 2010 - Sep 2011 • 1 yr 4 mos  
Irvine, CA

- Provided customer support for accounts including Hilton, Jenny Craig and Southern California Edison.
- Collaborated with a variety of departments including Account Management, Public Relations and Finance.
- Prepared briefs, PowerPoint presentations, competitive reports and presentation boards.
- Promoted company brand, cross- ...see more

- Current and previous experiences
- Accomplishments
- Attach photos, presentations and videos



## 4. Education

### Education



**University of California, Riverside**

Bachelor of Arts (B.A.), Economics

2016 – 2018

Activities and Societies: Chicano Student Programs Orbits Program Hermanos Unidos

Latino Union Undergraduate Economics Association at UCR



**Los Angeles Valley College**

Economics

2014 – 2016

Activities and Societies: Extended Opportunity Programs and Services (EOPS)



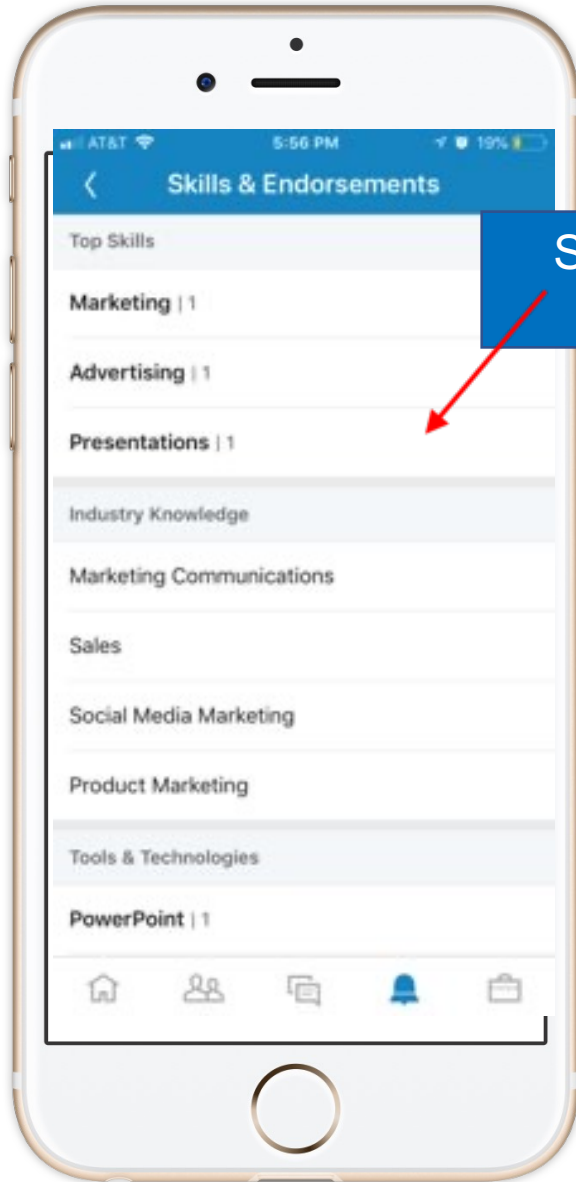
**Los Angeles Pierce College**

A.A , Social Behavioral Science

2013 – 2016

Starting with college, list all the educational experiences you've had - including summer programs.

# 5. Expertise



Searchable Content



## Skills & Expertise

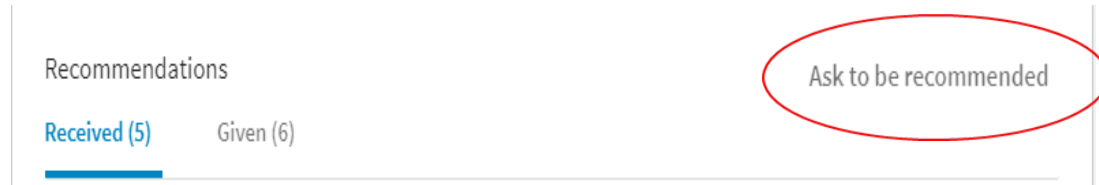
Most endorsed for...

- 12 Economics
- 11 Start-ups
- 10 Due Diligence
- 10 Venture Capital
- 10 Management



Add at least 5 key skills. This will allow your connections to endorse you for those skills.

## 6. Recommendations



- Can be found at the bottom of connections page
- Ask managers, professors, or classmates who've worked with you closely to write a recommendation.
- This gives extra credibility to your strengths and skills

Recommendations Received (1) ▾

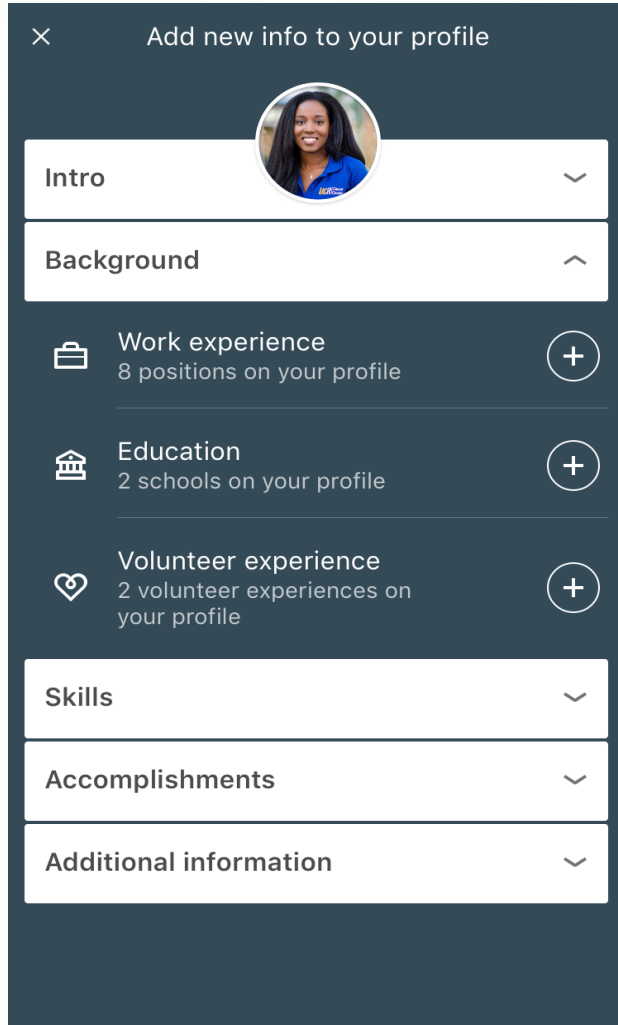
**Bachelor of Science in Business Administration**  
University of California, Riverside

 **Stephanie Reyes**  
Assistant Director of Employer Relations, Career Center at California State University, Fullerton

“ Student is a passionate, motivated, and enthusiastic individual. I have had the pleasure of working with student at the career center and have witnessed student's drive and passion to reach a designated career goal. I am positive that student will reach great heights and will be an asset to any company student chooses to work for.

April 27, 2012, Stephanie advised Student at University of California, Riverside

# Profile Enhancing Tips



## You can add...

- Volunteer Experiences & Causes
- Honors and Awards
- Organizations
- Classes and Projects



# Profile Enhancing Tips

## Volunteer Experience & Causes



### Volunteer Experience & Causes

#### Volunteer

Habitat for Humanity

July 2011 – August 2011 (2 months)

- Participated as international volunteer in Costa Rica for four weeks.
- Collaborated with team members to build decent houses for families in need.

Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

## Honors & Awards

If you earned a prize in or out of school, don't be shy. Let the world know about it!



### Honors & Awards

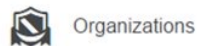
#### The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

# Profile Enhancing Tips

## Organizations



Organizations

**Delta Upsilon Fraternity**  
Vice President  
Starting September 2011

- Established a mentor program
- Developed online server to upload and share notes and readings from all classes taken by members.

**TOMS Club**  
Member  
Starting December 2011

- Fundraised and created awareness to support projects and companies that help those less fortunate.
- Volunteered time, money and resources to help manage events and programs.

### ORGANIZATIONS

- On/off campus clubs and organizations
- What did you do with each organization?
- Did you take on a leadership role?

## Courses & Projects



Projects

**Global Challenge Business Simulation**  
December 2008 – December 2008

- Forecasted markets, implemented new production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stock price.

### PROJECTS

Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it



Courses

**University of California, Riverside**

- Financial Evaluation
- Marketing Management
- Strategic Analysis

### COURSES

List the classes that show off skills and interests you're most excited about

# The "Home" Page

- Share articles, tag companies and people
- People who share updates regularly are 41% more likely to be contacted through LinkedIn
- See new jobs posted, like & share connections' updates

in Search

Home My Network Jobs Messaging Notifications Me

More Try Premium for free

You Rock At Coding - Let FixDex bring you the job offers. It's free, and no commitment.

Share an article, photo, or update

✉ Publish a post · 5 Drafts Share

**Jess Williams**  
Senior Manager at Denali Bank

73  
Who's viewed your profile

35  
Views of your posts

**Helen Bradley**  
Managing Director at Philosophy Science LLC  
3 hrs

Go all in on infrastructure—digital and analog, e.g., mobile and broadband infrastructure, roads, bridges, airports, etc. Tie every initiative to the number of jobs that will be created (and provide training where gaps are most ... see more

8 Likes · 5 Comments

👍 Like 💬 Comment ➦ Share

**Susan Luker** On average, coal power plant produces 50% more CO2 than natural gas power plant. 1 min ...  
Like Reply

Add a comment...

**FixDex**  
112,345 followers + Follow

How do you decide which features are most important? Download our new eBook for a complete guide to building features your users want! <http://pin.it/y-sDbH2>

LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS.  
Find out more

Follow new perspectives · See more

**Decagon**  
Popular in the internet industry +

**Ryan Holmes**  
CEO at Amethyst +

**Arianna Huffington**  
President and Editor-in-Chief at The MakeMedia Group +

Reading the new Enterprise Holdings online marketing campaign and highly recommend it!  
<https://www.enterpriseholdings.com/press-room/>





# Sharing Updates on Your Personal/Social Profiles





# Status Updates on LinkedIn



**Know the Difference**



**Contents**

- Introduction
  - Welcome 1m 23s
- 1. Publishing
  - Why publish on LinkedIn? 3m 24s
  - Publishing on LinkedIn 3m 6s
  - Chapter Quiz 2 questions
- 2. What Should I Write?
  - What types of posts should I write? 23s
  - Write what you know 1m 22s
  - Share firsthand accounts 1m 43s
  - Write about trends or observations 1m 15s

### Publishing on LinkedIn for College Students and Young Professionals

Welcome

466 5,305

Overview Notebook Transcript

**INSTRUCTOR**

**Maya Pope-Chappell**  
 Founding Education and Millennials Editor at LinkedIn  
[View on LinkedIn](#) [Follow on LinkedIn](#)

**RELATED TO THIS COURSE**

Certificates · [Show all](#)



# Creating Posts

## SHARE YOUR PROFESSIONAL EXPERIENCE!

- Use **#hashtags**
- Tag people using the **"@"**
- Add *value* in your posts
  - Include information people can't research



**Brendan Nugent** • 2nd  
Business Development Leader  
3d • Edited

I'm proud to share that our partnership between [Boy Scouts of America](#) and [iFLY Indoor Skydiving](#) is kicking off in the new year! Through the STEM NOVA Award series, the program provides Boy Scouts an opportunity to increase their interest in STEM through real-life involvement at our facilities around the US. Thanks to [Christina Soontornvat](#), [April McMillan](#), [Paul Sharp](#) and [Travis Deming](#) for their valuable contribution to making this possible [#BSA](#) [#partnerships](#) [#engineering](#) [#STEM](#) [#boyscouts](#)



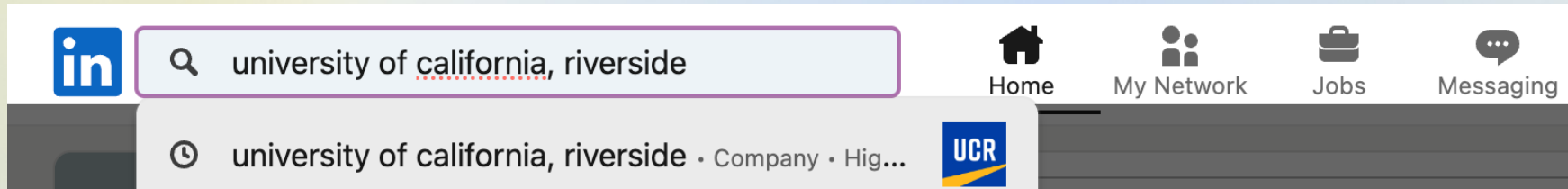
46 Likes · 3 Comments · 1,326 Views

Like Comment Share

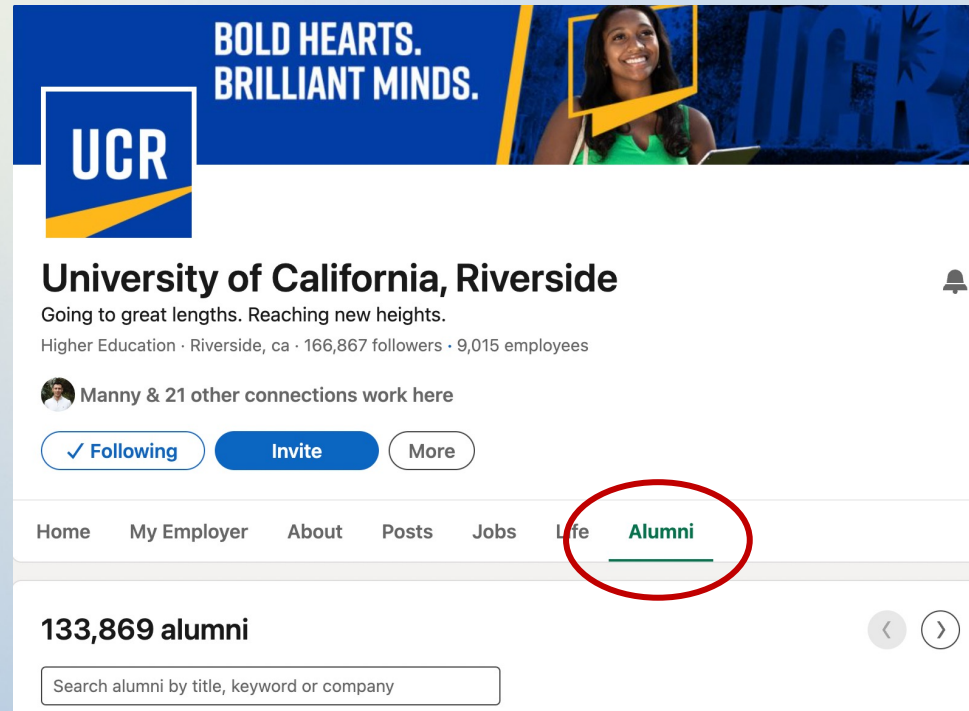
## Be a creator!



# Find Alumni



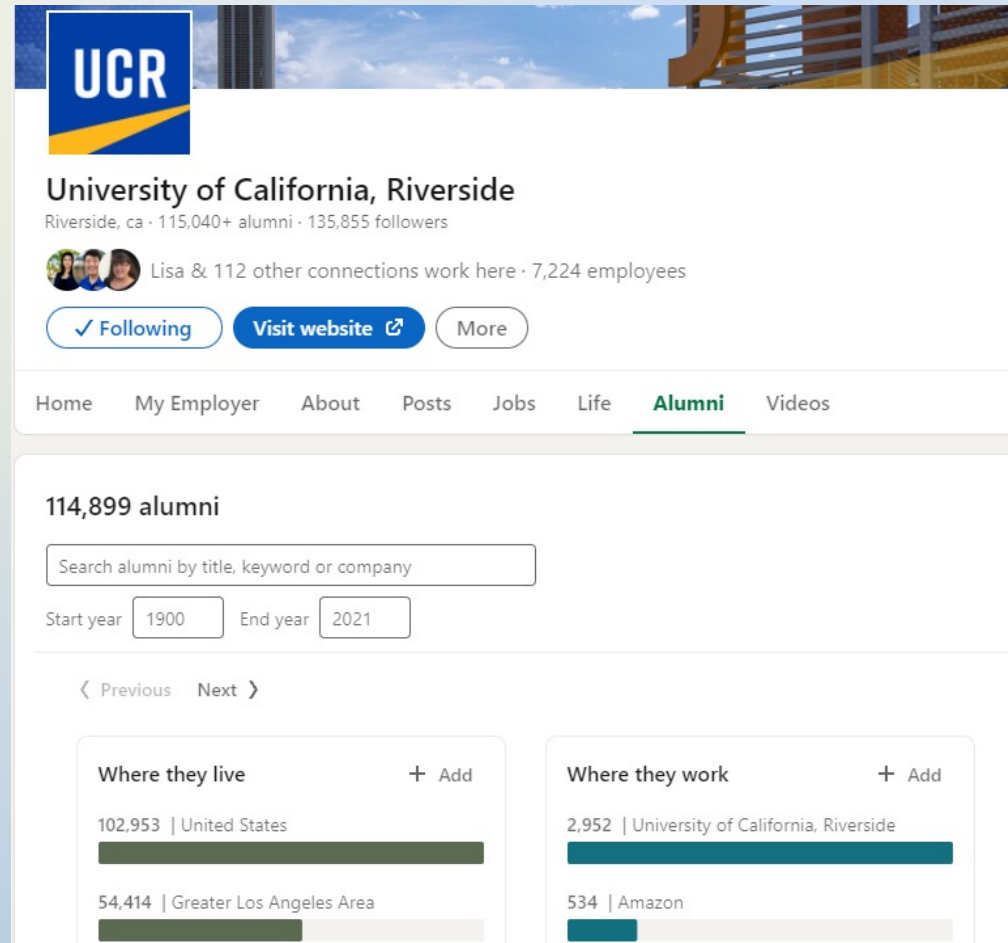
The image shows the top navigation bar of the LinkedIn mobile app. On the left is the LinkedIn logo. To its right is a search bar containing the text "university of california, riverside". Below the search bar is a dropdown menu showing a search result for "university of california, riverside · Company · Hig..." with a small UCR logo. To the right of the search bar are navigation icons for Home, My Network, Jobs, and Messaging.



The image shows the LinkedIn profile page for the University of California, Riverside. At the top is a banner with the text "BOLD HEARTS. BRILLIANT MINDS." and the UCR logo. Below the banner is the profile name "University of California, Riverside" and a bell icon. The bio reads "Going to great lengths. Reaching new heights." and "Higher Education · Riverside, ca · 166,867 followers · 9,015 employees". Below the bio is a section for "Manny & 21 other connections work here" with buttons for "Following", "Invite", and "More". A navigation bar at the bottom of the profile has tabs for "Home", "My Employer", "About", "Posts", "Jobs", "Life", and "Alumni", with "Alumni" circled in red. Below the navigation bar, it says "133,869 alumni" and has a search bar with the placeholder text "Search alumni by title, keyword or company".

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# Find Alumni



**UCR**

## University of California, Riverside

Riverside, ca · 115,040+ alumni · 135,855 followers

Lisa & 112 other connections work here · 7,224 employees

[✓ Following](#) [Visit website](#) [More](#)

Home My Employer About Posts Jobs Life **Alumni** Videos

### 114,899 alumni

Search alumni by title, keyword or company

Start year  End year

< Previous Next >


| Where they live                   | + Add | Where they work                             | + Add |
|-----------------------------------|-------|---|-------|
| 102,953   United States           |       | 2,952   University of California, Riverside |       |
| 54,414   Greater Los Angeles Area |       | 534   Amazon                                |       |

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# Personalize It!



**Scotty Highlander** · 2nd  
Your connection to a network of  
over 100,000 fellow alumni.



**12 connections** in common

[Connect](#)

You can customize this invitation ✕

---

LinkedIn members are more likely to accept invitations that include a personal note.

---

[Add a note](#) [Send now](#)

You can customize this invitation ✕

Include a personal message (optional):

Hi John,  
I am (name) majoring in (major) and will graduate from UCR in 20... I have aspirations to work in... and your profile shows you have experience in this field. I would like to connect to ask a few questions about this field of work. Looking forward to connecting with you. Best, Derrin

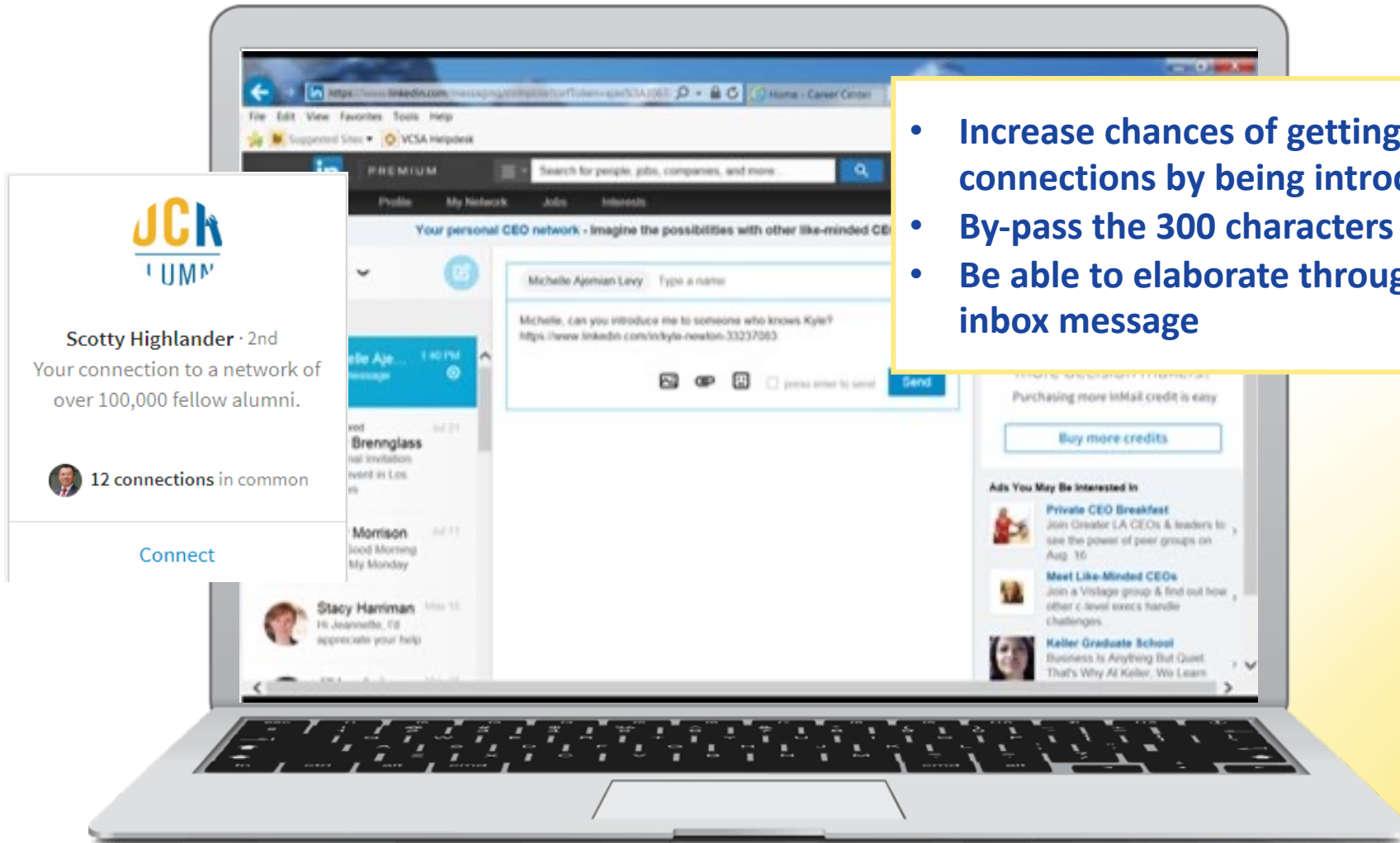
5

[Cancel](#) [Send invitation](#)







# Get Introduced!



- Increase chances of getting new connections by being introduced
- By-pass the 300 characters limit.
- Be able to elaborate through an inbox message



**Scotty Highlander** · 2nd  
Your connection to a network of over 100,000 fellow alumni.

 12 connections in common

[Connect](#)



# Leverage Enhancing Tips

## Join Groups

## Follow Companies

**TIP:** You Can Send a Direct Message to Any Professional You Are in a Group With

Q Search

Top People Jobs Posts Companies

Showing 1,657,922 results

Sports Industry **Sports Industry Network**  
Members: 299,643

Your communities

Hashtags you follow

- #whatinspiresme
- #strategy
- #socialentrepreneurship
- #professionalwomen
- #philanthropy
- #personalbranding
- #networking
- #motivation
- #innovation

Q Search

Top People Jobs Posts Companies Groups Schools

Showing 17,219,977 results

**IBM**  
Information Technology and Services  
10,001+ employees [Follow](#)

**IBM**  
Information Technology and Services • Armonk, New York, NY • 3,528,076 followers  
 Ranked on the 2017 LinkedIn Top Companies list

[Follow](#) [See jobs](#)

5 people from your company were hired here.  
[See all 499,357 employees on LinkedIn](#) →

#FollowHashtags

The more companies you follow the more leads you get, and it will begin to populate your home page with affiliated companies  
**#nowhiring #opentowork**



# Utilizing Resources for Opportunities

How does online networking play a role in your job search?

Crowdsourcing – how did THEY get there?

Recruiters, professionals, and alumni in area of interests



# LinkedIn Learning

Did you know that you have access to free courses & LinkedIn certifications?

Visit: <https://www.linkedin.com/learning/>

- Access 17,000+ courses taught by real-world professionals
- Learn on your time with bite-sized videos or in-depth content, audio-only or offline viewing.
- Stand out by earning certificates to add your LinkedIn profile.

The screenshot displays the LinkedIn Learning interface. At the top, there is a search bar and navigation links for Home, My Learning, Me, and EN. Below the navigation, there are tabs for Solutions for: Business, Higher Education, Government, and Buy for my team. The main content area is titled "Top picks for Guadalupe" and features five course cards:

- Marketing Analytics: Setting and Measuring KPIs** (33m) by Michael Taylor
- Learning Fusion 360** (1h 25m) by John Cousins likes this
- Brand Design Foundations** (2h 34m) by Sean Adams
- Excel for Business Analysts** (1h 59m) by Michael McDonald
- Rhino: Modelin...** (1h 59m) by Olivia Morgan

Below this section is "This week's top courses" with five more course cards:

- Articulate Storyline 360: Advanced Elearning** (3h 3m) by David Anderson
- iPhone and iPad Photography with iOS 14** (2h 40m) by Seán Duggan
- Postman Essential Training** (1h 26m) by Kristin Jackvony
- Power BI and BIM: Analysis and Visualization** (2h 29m) by Brian Myers
- Advanced Book Techniques** (1h 26m) by Jim Stice and Ke...





# Job Search Tools

The screenshot shows a LinkedIn job search interface. At the top, a filter bar contains several dropdown menus: 'Jobs', 'Date Posted', 'LinkedIn Features', 'Company', and 'Experience Level', followed by 'All filters'. Below this, the search results are displayed, showing three job listings for 'Intern' positions. The first listing is for Lookout Entertainment in Hermosa Beach, California. The second is for West in San Francisco, CA, US. The third is for MP Advertising, Inc. in San Jose, CA, US. On the right side of the page, under 'Saved job searches', there is a search for 'intern in California' and a button labeled 'Create search alert' which is circled in red. At the bottom of the page, there is a 'PREMIUM' section with a star icon and a 'Reactivate for Free' button, and a 'Messaging' section with a checkmark and gear icon.





# Job Search Tools



LinkedIn Job Search

We didn't find any relevant jobs.  
Riverside, California · Any industry · 1 to 200 employees ... [Update career interests](#)

Populate your relevant job searches

## Companies in your network

|  |  |   |
|--|--|---|
| <p><b>The Walt Disney Company</b><br/>Entertainment</p> <p>From classic animated features and exhilarating theme park attractions to cutting edge sports coverage, and the hottest ...</p> <p> 2 connections work here</p> <p><a href="#">Learn more</a></p> | <p><b>Safeway</b><br/>Retail</p> <p>Safeway is proud to serve neighborhoods across the country with the freshest groceries at a great value. We offer innova...</p> <p> 3 company alumni work here</p> | <p><b>Primerica</b><br/>Financial Services</p> <p>Primerica's roots date back to 1977 when the company embarked on a revolutionary crusade to transform the life insurance...</p> <p> 1 connection works here</p> |
|--|--|---|

Increase your chances of landing a job by using your network

Career interests Privacy settings

**Let recruiters know you're open**  
We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)  Off

|   |  |   |
|---|--|---|
| <p><b>Share your career interests</b><br/>Get surfaced in recruiter searches that match your career interests</p> | <p><b>Stand out in recruiter searches</b><br/>Recruiters will see your profile marked as "Open to new opportunities"</p> | <p><b>Receive more opportunities</b><br/>Double your chances of receiving relevant messages from recruiters</p> |
|---|--|---|

What job titles are you considering?  
[+ Add title](#)

What locations would you work in?  
 **Riverside, California** [+ Add location](#)

What types of jobs are you open to?

- Full-time
- Part-time
- Internship
- Remote
- Freelance
- Contract

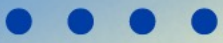
Show company preferences

Connect with Recruiters



A modern, on-the-go platform designed especially for college-based recruiting for jobs, internships, events and resources.

- Students gain access to job/internship postings from 200,000+ employers around the world, including all Fortune 500 companies!
- Employers enjoy a faster, more user-friendly experience to post jobs and view applicants.



## Take it Offline

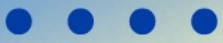
Did you know that approximately 70% of jobs are filled through networking?

Consider:

- Informational Interviews via Zoom, phone, in-person
- Coffee/Lunch (can be virtual!)
- Mixers
- On-campus panels, career fairs, information sessions







## Networking Activity - Who is in the room?

- **Share Your URL in the chat or with students in the room**
- **Find an alumni that you want to connect with**
- **Send 1-3 connections with notes!**



# QUESTIONS

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# location

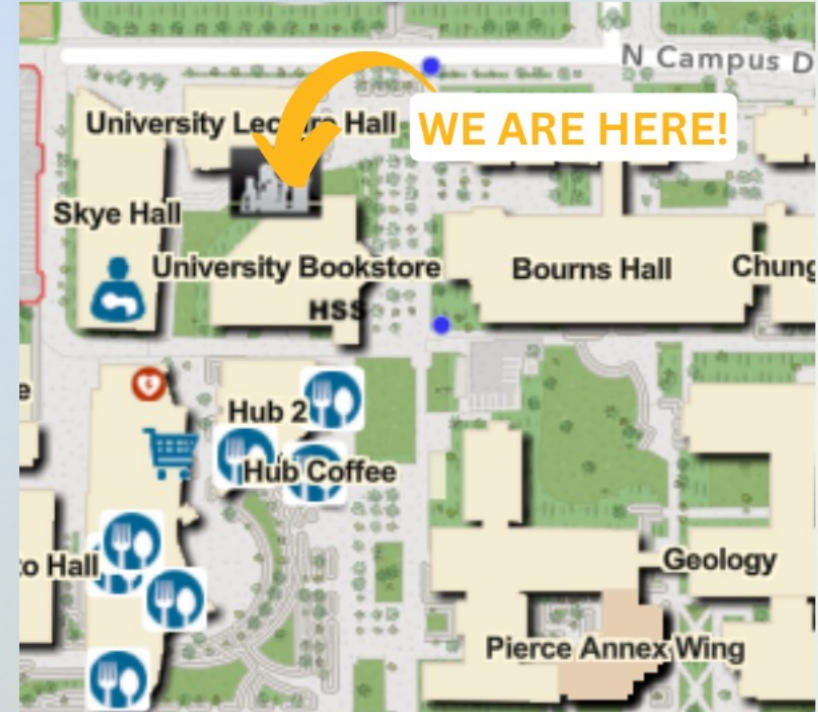
ENTRANCE IS ACROSS FROM ARC AND UNIVERSITY LECTURE HALL, UNDERNEATH THE BOOKSTORE

# hours

8 AM - 5 PM MONDAY-FRIDAY

*website home*

*drop in hours*



connect with us!



INSTAGRAM

@UCRCAREERCENTER



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