



I've got a LinkedIn Profile,
Now What?

Networking on LinkedIn

LinkedIn is a professional networking website.

So, what is networking anyway?



Networking:

- Is about people and relationships
- Is NOT immediate gratification
- Is about being sensitive to others – and helpful
- Involves giving before taking
- It's about establishing meaningful connections

What do you need to network effectively?



Goals

- What would you ultimately like to achieve?

Awareness

- Who can you connect with?
- What do you have in common?
- Can you envision ways in which you can both achieve shared goals?

Assistance

- How can you help them?
- What can you share?

Gratitude

- What good do you see in them?
- Have you showed that you value them?
- Have you made efforts to keep the connection open?
- How do you keep in touch?

Enter - LinkedIn

LinkedIn is a practice ground for building the confidence to network in person.

It's okay to reach out and not get a response.

Start by connecting with your acquaintances. Then try to connect with those you don't know well but trust, because you are interested in what they have to say!



Degrees of Connections:

- 1st, 2nd, and 3rd
- GROUP



Be strategic. Connect first with people you know before connecting with others. You must establish a basic network on LinkedIn before it will allow you to connect with new people.

Goals for LinkedIn

What would you ultimately like to achieve?



- Meet new people in my area of career interest – connect with a mentor, who might be a Cal State LA alum
- Explore career paths of people who studied the same major
- Ask questions about careers, companies – informational interviews
- Connect with company insiders – job search networking
- Stay informed about latest industry trends and news – sharing

Remember: Networking is about learning and sharing.

Find Alumni

- What are they skilled at
- What do they do
- Groups to join on LinkedIn
- Also look at other schools

Hint: This research can help you create or revise your profile

www.linkedin.com/edu

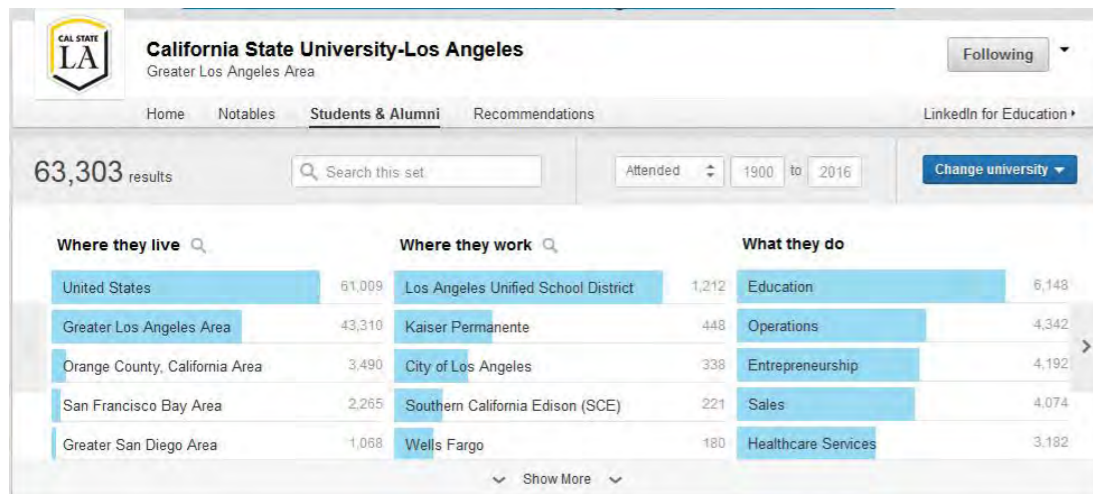
The screenshot shows the LinkedIn University page for California State University - Los Angeles. The page displays 60,724 search results with filters for location (United States, Greater Los Angeles Area, etc.) and graduation years (1900 to 2016). A member profile for Eddie Eagle is highlighted, showing his education at Cal State L.A. and his skills in Development, Operations, Entrepreneurship, and Sales. The profile also includes a summary of his involvement with the university's career development center and a list of related LinkedIn groups such as Higher Education, EDUVENTURES, and ASHE.

This screenshot shows the LinkedIn search bar and navigation menu. The search bar is set to "Search people..." and includes an "Advanced" search option. The navigation menu includes links for Home, Profile, My Network, Learning, Jobs, Interests, and Business. A dropdown menu is open under "My Network", showing options for "Connections", "Add Contacts", "People You May Know", and "Find Alumni".

Alumni in your field

To find meaningful connections:

- “What they studied”
- “How you are connected”
- “Where they work”



Meet other Professionals

To find other people who might be a valuable connection:

- “People you may know”
- “Viewers of this profile also viewed” on a connection’s profile page
- “People similar to”
- View the “Connections” of your contacts to find “2nd” and “3rd” connects, and “Get Introduced”

The collage illustrates various ways to find professional connections on LinkedIn. It features a photo of two hands shaking, symbolizing a deal or agreement. Below it is a screenshot of a LinkedIn search for 'california state university los angeles', showing search filters for 'People' and 'Relationship'. To the right is a screenshot of a LinkedIn profile for 'University, Los Angeles', showing details like 'Greater Los Angeles Area' and 'Higher Education'. On the far right is a diagram titled 'How You're Connected' showing a network of connections, including 'You', 'Debbie', and 'Bill'. Below this is a diagram titled 'In Common with' showing shared connections for 'Company', 'Skill or Expertise', and 'Location'.

Connect with people who share common interests. Why?

A LinkedIn “search for people” will give results primarily within your network.

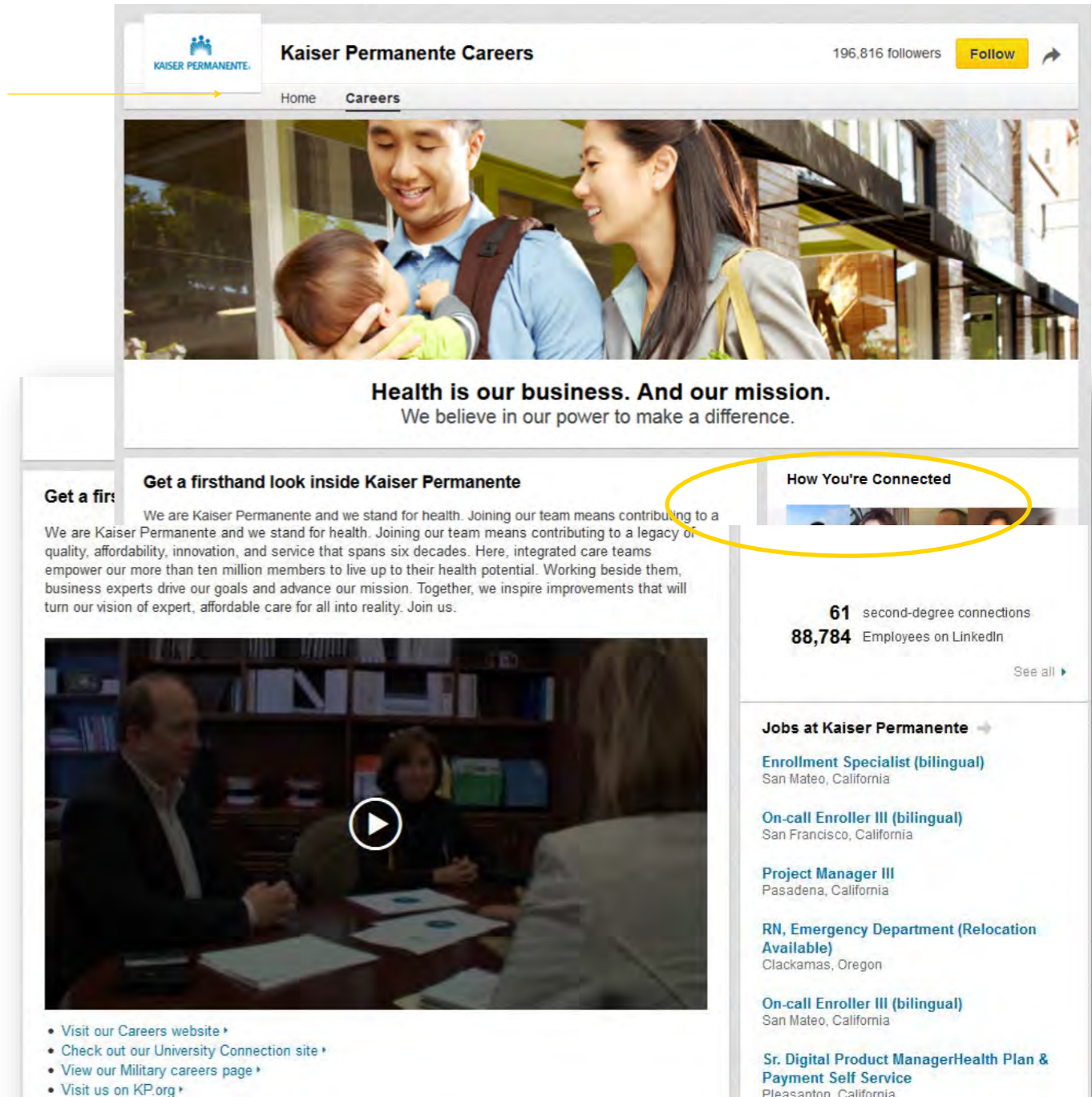
Locate the Insiders

To connect with key people in field:

- View “Top Contributors” and “Members” in a shared “Group”
- View “People at ABC Company” on the “Careers” tab of “Company Page”
- View “Followers” on “Company Page”

Use carefully. Success on LI relies on reputation

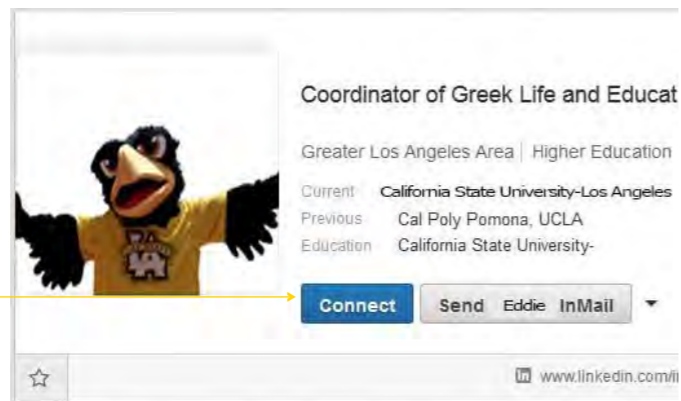
New users: Must first connect with those you’ve worked with



The screenshot displays the LinkedIn profile for Kaiser Permanente Careers, which has 196,816 followers. The page is set to the 'Careers' tab. A yellow arrow points to the 'Kaiser Permanente' logo in the top left corner. The main banner features a photo of a family and the text: "Health is our business. And our mission. We believe in our power to make a difference." Below the banner, there is a section titled "Get a firsthand look inside Kaiser Permanente" with a video player. To the right, a yellow circle highlights the "How You're Connected" section, which shows 61 second-degree connections and 88,784 employees on LinkedIn. The "Jobs at Kaiser Permanente" section lists several roles, including Enrollment Specialist (bilingual), On-call Enroller III (bilingual), Project Manager III, RN, Emergency Department (Relocation Available), and Sr. Digital Product Manager Health Plan & Payment Self Service.

Request to Connect

- Thank them 'for answering your questions at the career fair'
- Remind them of the conversation
- Ask for connection



Go to profile

Types of Introductions

Make it Personal

Instead of just sending a connection request, send a personal message with the request.

This will make you stand out.
Write a short message about how you know them, or why you would like to know them.
Make yourself look interesting.

Describe yourself as you would in person.

Say what you do and provide examples:
"I'm an architect who designed...."

Don't say things like:
"I'm a passionate, innovative, provider of architectural services...."

Avoid using cliches, such as:

- Authority
- Passionate
- Innovative
- Motivated
- Creative

Tell them why you admire their work.

Keep it short since you don't have much room.

Examples:

"Hi Danny! It was great talking to you at Johnny's party last Saturday. Hoping we can connect here! Thanks, Jane"

"Hello Barb! We haven't met, but I'm a follower of your blog and really admire your work. Would love to become part of your network. Thanks, Ron"

Message Alumni

A couple of sentences will do:

- Explain how you know them/ what you have in common
- Tell why you want to connect
- Be friendly and polite

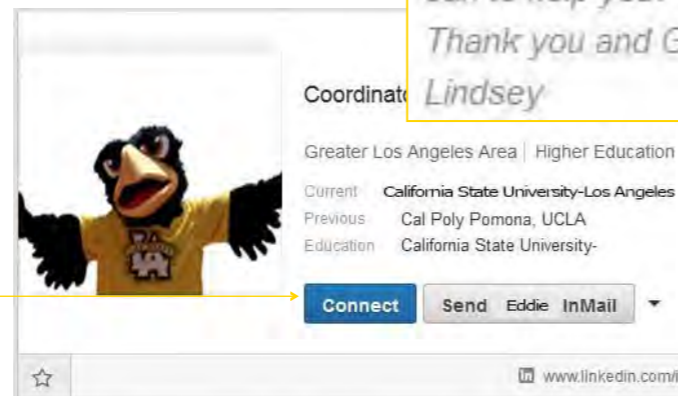
DON'T SIMPLY ASK FOR A JOB!



*Hi Sonya,
I'm a fellow ABC University alum and came across your profile. I graduated in 2003, also with a degree in History, and have been working in the PR industry for the past few years. I'm currently job hunting and hoping to make the transition from the agency side into a role at a nonprofit or university. I really admire your career and was wondering if you might be willing to offer some advice or perhaps chat by phone? I would really appreciate your time and would be happy to do anything I can to help you.*

Thank you and Go Tigers!

Lindsey



Go to profile

Ask for an Informational Interview

“I’m very interested in a potential opportunity at XYZ Company and saw that you currently work there. Would you be willing to chat with me for 15 minutes or so and share your experience at the organization? I would be so grateful for your time.”

Contact the Career Development Center for a helpful handout with Informational Interview questions.





Join the Professional Discussion

Locate the Best LinkedIn Groups for You Inc.com

- **Set your goal.** Groups are focused – one only probably won't meet your needs.
- **Decide.** Are you looking to connect with potential contacts at a target company? Are you looking to establish your credentials and authority in your field? Are you looking to learn more about your field?



Locate the Best LinkedIn Groups for You

Inc.com

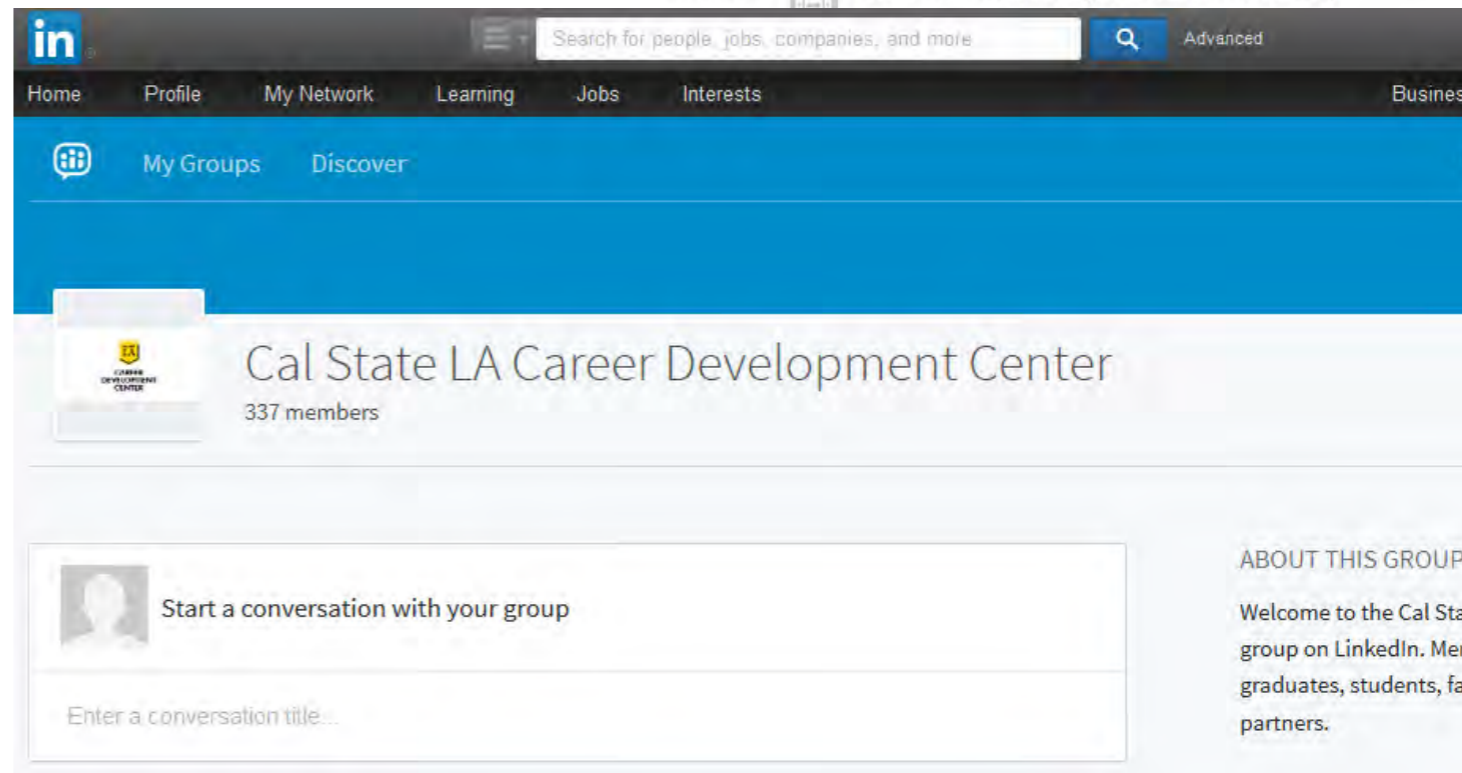
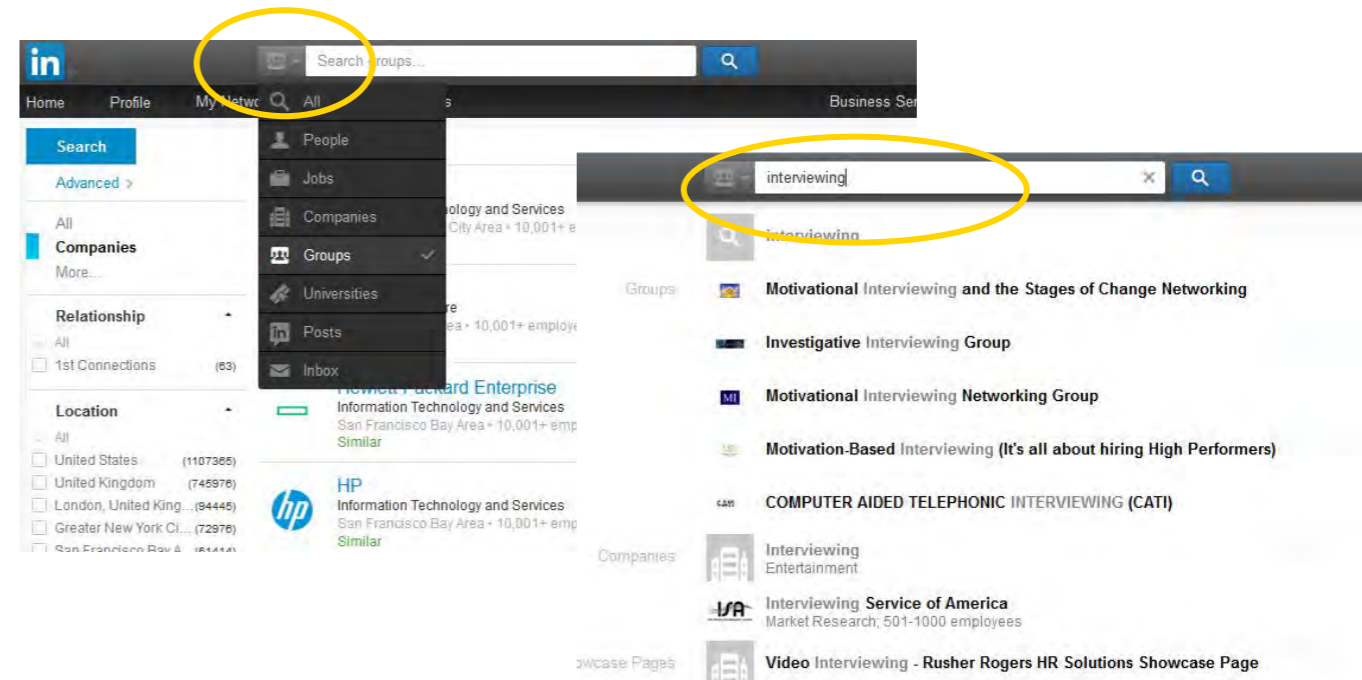
- **Search** for groups by using relevant keywords. Join groups that are shared with your connections.
- **Choose** 3-5 groups that meet your goal and seem interesting. If you find people you respect, that's a good sign.
- **Pause and reflect.** Are the articles relevant and valuable? Are the discussions interesting? Is the group likely to help you reach your goal? If not, consider changing groups. If so, watch, listen, get a feel for how the group operates **then gradually start to participate.**



Participate in LinkedIn Group Discussions

TheUndercoverRecruiter.com | Dummies.com/JoshuaWaldman

- View “Popular” and “Recent” discussions | Search groups by topic keyword
- “Like” and “Share” updates on news and industry articles that are relevant to your field and connections
- Get a real feel for the group, and let the group get a feel for you *before* you start discussions.



Participate in LinkedIn Group Discussions

TheUndercoverRecruiter.com | Dummies.com/JoshuaWaldman

- “Discuss” a topic with the group. Post links to websites and articles that would be meaningful to the group. Comment, constructively, on another member’s discussion.
- Ask a simple, professionally relevant question. Imagine you are at a networking event with industry experts, what would you ask them?



- Keep in mind group tone and focus.
- Don’t embarrass yourself with poor grammar and misspellings.

Note: You can practice in the Career Center LinkedIn Group.

[Apply Through Our Website](#)

[Apply with LinkedIn](#)

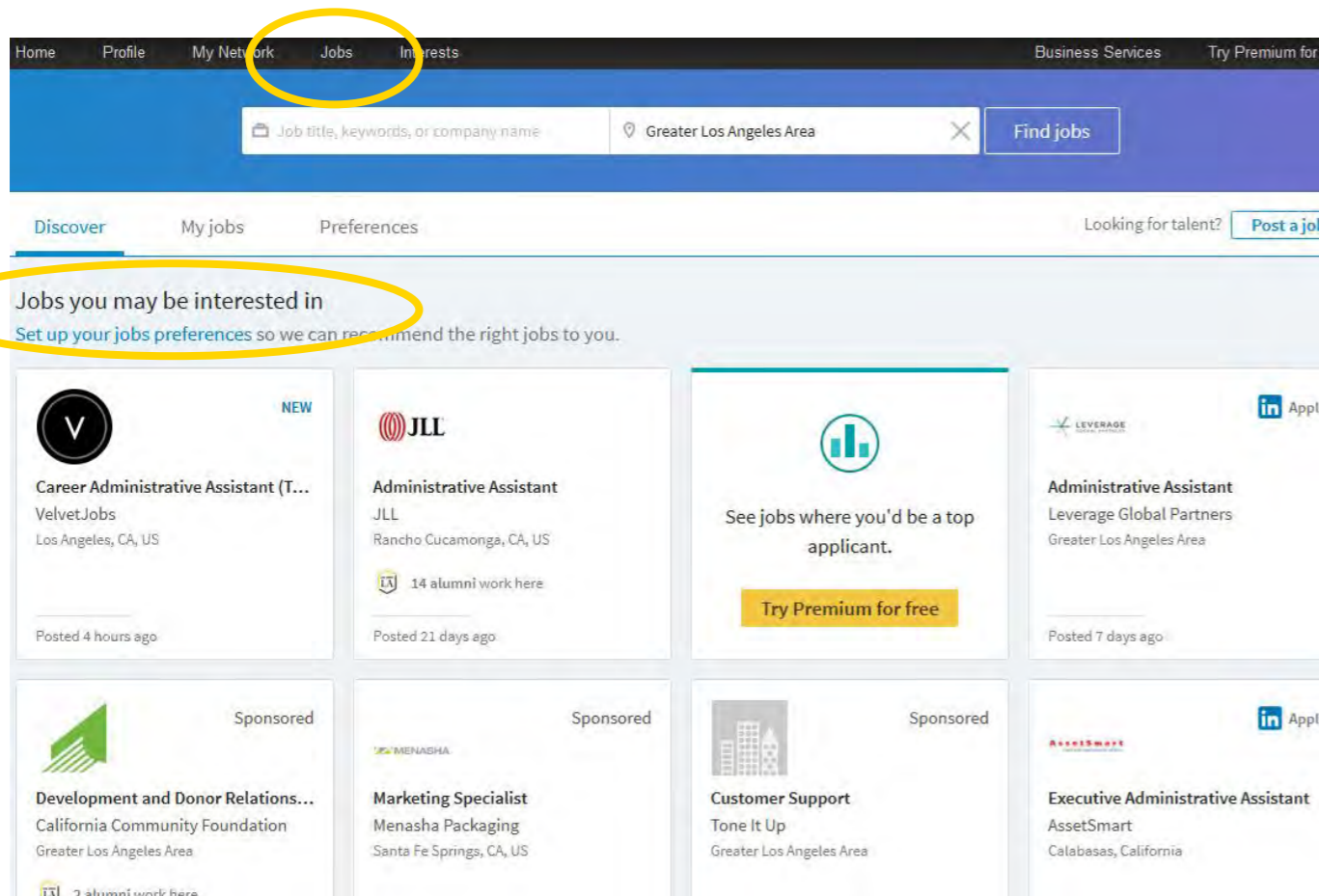
Get hired faster

[or Go back to full jobs list](#)



Explore Careers in your Network

Find out How your Network Can Help



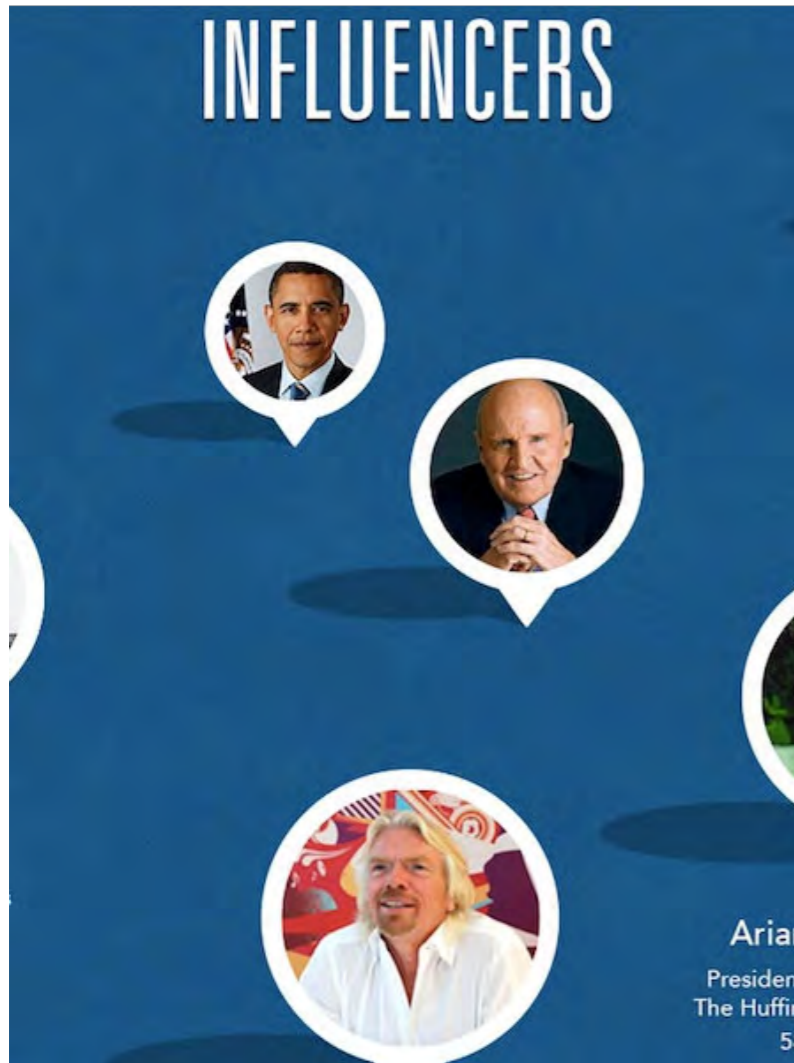
- “Jobs you may be interested in”
Based on skills, endorsements (and the industry of those who’ve endorsed you), current location, experience
- “Discover jobs in your network”
Highlights companies you have connections with and who can refer you
- “Advance search” for jobs, and narrow by function, industry, zip code.
“More options” to search by experience level
- “Save jobs” and “Save searches”
















Meet Companies



A screenshot of the LinkedIn profile for American Councils for International Education. The page features a header with the organization's name and logo, a banner image with the hashtag #LANGUAGEMATTERS, and a 'Recent Updates' section. A yellow circle highlights the 'Recent Updates' section, and another yellow circle highlights the 'How You're Connected' section, which shows 434 employees on LinkedIn. A third yellow circle highlights the 'Featured Groups' section, which lists the American Councils for International Education group with 526 members. The page also includes a 'Follow' button and a '3,636 followers' count.

- On a company page, view “Recent Updates” to find out the latest news. This can help you tailor a cover letter or prepare for an interview.
- You can “Like”, “Comment”, and “Share” the company’s update
- View “Featured Group” to link your profile with related company/industry connections and discussions.
- Find out “How You’re Connected” to locate people in your network related to the company.



 <p>Dr. Marla Gottschalk Industrial & Organizational... 208,321 followers</p>	 <p>Toby Cosgrove CEO and President at Cleveland... 207,871 followers</p>	 <p>Gary Vaynerchuk Entrepreneur, Investor,... 201,784 followers</p>	 <p>Eric Ries Author of The Lean Startup 199,223 followers</p>	 <p>John A. Byrne Fast Company & BusinessWeek Former... 191,992 followers</p>
 <p>Peter Guber CEO, Mandalay Entertainment, Owner... 190,993 followers</p>	 <p>Kai Fu Lee CEO at Innovation Works 187,792 followers</p>	 <p>Nancy Lublin CEO at DoSomething.org 187,759 followers</p>	 <p>Beth Kanter Trainer & Nonprofit Innovator in... 183,226 followers</p>	 <p>Ari Emanuel Co-CEO at WME 178,994 followers</p>
				

Follow Influencers

Be in the Know: LinkedIn Pulse

CIO.com

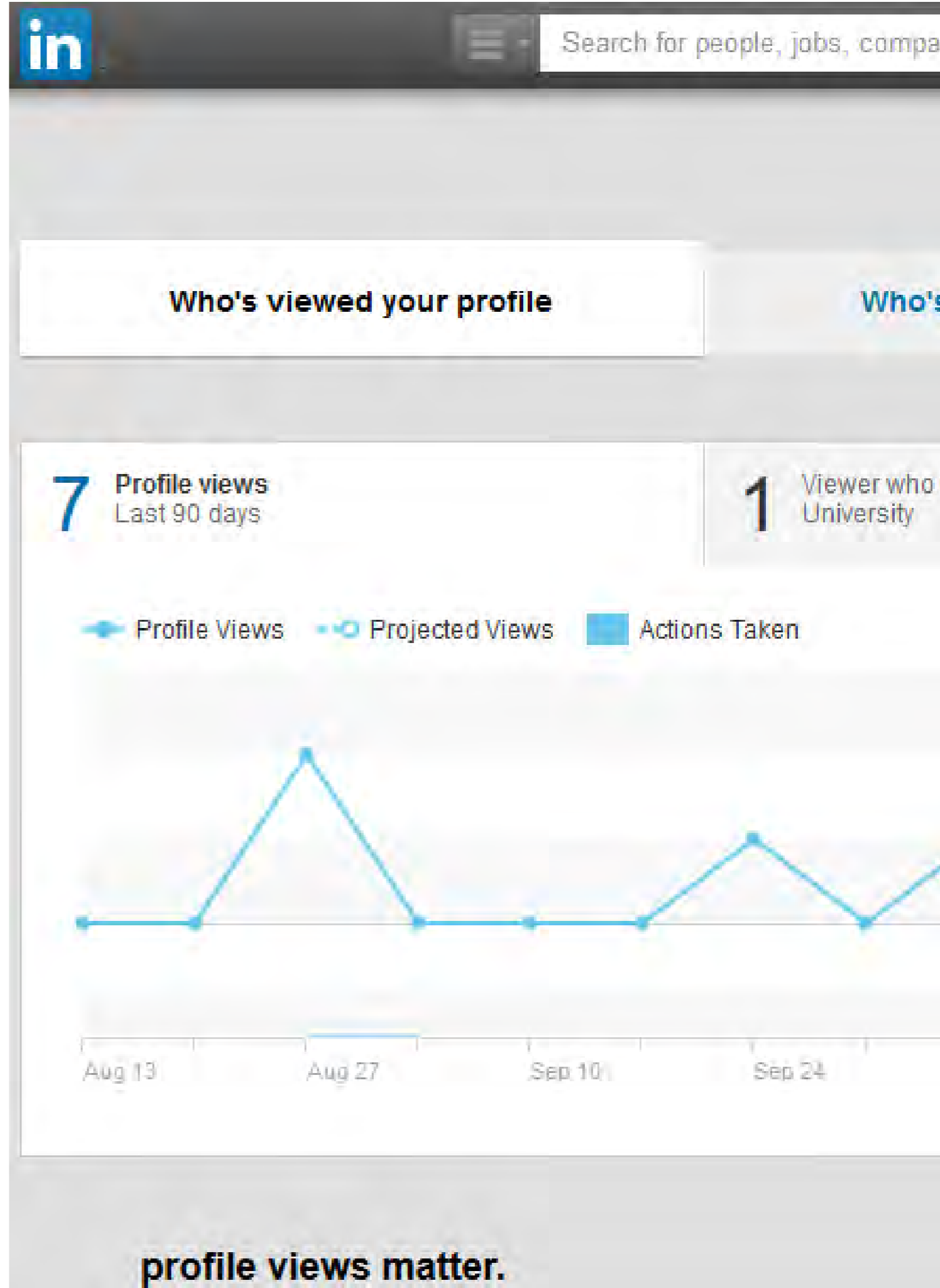
- LinkedIn Pulse is a free app for your phone. It aggregates top headlines and stories related to your industry, based on what your connections share.
- Click to find who shared and what they're saying, also, the company and industry they come from.
- You can add or edit industries: "Browse all" - "Sources" tab - "Follow" or "Unfollow".



Who has reviewed your profile?

Blog.Hubspot.com

- “Who’s viewed your profile” enables you to locate which LinkedIn users have visited your profile.
- Results are based on your connections, companies, jobs, questions, searches and groups.
- Profile view data: how many viewers, where they work, how they found you (within and outside of LinkedIn), where they work, where they live, their industry, what they do, which keywords led them to you. **Do these results make you want to revise your brand?**



Improve your Virtual Impression, *Quarterly*



- Add keyword-relevant class courses to your profile. Add new skills from course syllabi.
- Upload or hyperlink class projects, and connect your teammates.
- Ask faculty and teammates for “Recommendations” – but you must connect with them first.
- Add “Organizations” and “Volunteer” work. Include relevant activities and accomplishments in “Additional Notes”.
- Manage your “Endorsements.”
- Update skills to highlight your field.

Do's and Dont's

UndergradSuccess.com

- Yes, LinkedIn allows you to post updates but it's NOT Twitter: Post once a day maximum. Better yet, once per week.
- DO share what you know, are researching/thinking, and what you are working on in your field.
- DO use your professional keywords in your profile.
- Do send a personal message; do NOT send generic connection requests
- DO connect with people who can vouch for your abilities and are in your field





Chris Perry, Brand Manager



Used LinkedIn to reach out with brand managers at his target companies.

Asked for advice about hurdles in his job search.

One person forwarded his resume to human resources, with no promises.

Chris landed a job interview and position with his current company.

TheUndercoverRecruiter.com

A success story

LinkedIn



Reach Out and Share

5 Minutes a Day

