## LinkedIn for Students

How to build your network & advance your career on LinkedIn



#### Nice to meet you!

Heather Matula Principal Program Manager, Learning & Development



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Our awesome agenda

#### What are you in it for?

- 2 What is LinkedIn?
- 3 Define your professional brand
- **4** 5 profile must haves
- 5 Create an elevator pitch



#### ACTIVITY

What are YOU in it for right now?







#### In it to create 'aha' learning moments that help people lead vibrant lives



## LinkedIn's Vision

Create economic opportunity for every member of the global workforce.



### LinkedIn is a place to jumpstart your career



## What you do on other social media



#### I like donuts



Watch me eat a donut



Here's a cool photo of my donut



Here's a donut recipe



I'm listening to "Donuts"



Anyone want a donut?



### On LinkedIn: A professional mindset



I hope to operate a donut franchise one day.



I'm looking for a job at a donut company.



I have three years experience making donuts.



My top skills are donut production and sales.



Here are 3 recommendations from former donut colleagues.













## Define your professional brand

- 1. What makes a good brand?
- 2. Identify your brand
- 3. Show you're the right choice



## What makes a good brand?

A brand is a company's promise to its customer.

It tells customers what they can expect from the company's products and services.

It shows how its products are unique from its competitors'.







## Nike vs. Adidas

How do you decide which kind of shoe you like more?

What does each brand promise its customers?

What can you expect from a Nike Air vs. an Adidas high top? How are they different?





## So wait, I have my own brand?

Your brand is your promise to those around you.

It tells people what they can expect from working with you and around you.

It shows how you are unique from other people.

You can shape your brand by the way you present yourself to others.





Define your professional brand

## The value of your brand: Why choose you?

How does an employer, coach or college decide who to choose?

What do you promise your employer, team or school?

What can they expect from you?

How are you unique?





## Show you're the right choice

Your brand includes who you are now:

- ✓ Skills: Your school, work experience and specific skills you learned in each job or class
- ✓ Network: How you are to be around and work with, as told by the people you know
- ✓ Information: Your areas of expertise and wisdom





Define your professional brand

## Show you're the right choice

And what you want in the future:

- ✓ Values: Things that are important to you and give meaning to your life
- ✓ Goals: What you want to be doing in 2, 10 or 30 years

Caring





ACTIVITY What is my professional brands Grab a partner and brainstorm three words your friends would use to describe you.

#### 5 Profile Must Haves for Students

- 1. Education
- 2. Photo
- 3. Summary
- 4. Experience
- 5. Skills
- 6. BONUS: Connections

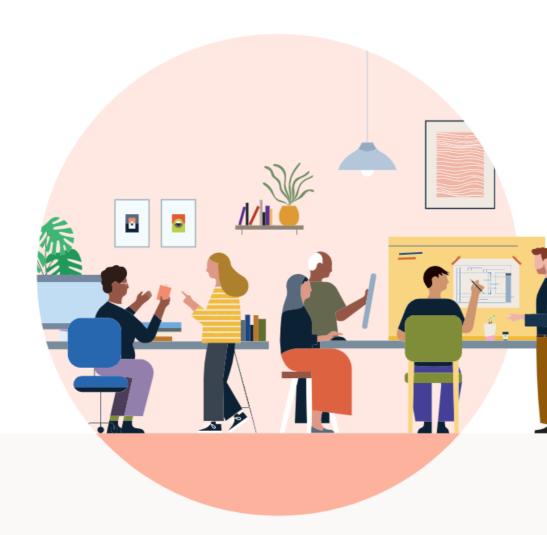


#### Linked in

Join now Sign in

#### Welcome to your professional community

Q Find jobs, people, and more



Profile Must Haves

## Set up your account

Visit <u>LinkedIn.com</u> on a desktop computer, or download the mobile app.





#### Education



Indiana University BS, Business Management 2007 - 2011



Syracuse University - New York Area Bachelor's in Business Administration 1996 – 2000

0

0

(+)

(+)



GIC: Global Impact Collective Nov 2011 Feb 2015 *3 yrs 4 mos* 

#### See more

Featured Skills & Endorsements

Financial Analysis · 50



Endorsed by Lucille Garza and 14 others who are highly skilled at this Endorsed by Robin Rodriquez and 12 other

mutual connections

Financial Modeling · 35



Endorsed by Abigail Beck and 10 others who are highly skilled at this

Endorsed by Sharlene Lucas and 3 other mutual connections

Profile Must Have #1

#### Education the foundation of your career



✓ Add your school, major and degree Include clubs you lead and honors you've

earned





Profile Must Have #2

Photo first impressions matter



The photo should be:





✓ With a neutral background

No fancy photographer needed!



Bridge Builder at Linkedin 🚺 University of Michigan				
San Francisco Bay Area	See contact info			
Message More	See connections (500+)			

I am a dynamic speaker, program manager, social impact practitioner, and diversity & inclusion advocate.

I am a natural bridge-builder: someone who brings together disparate groups, ideas and communities to create programs and systems that serve the greater good. At LinkedIn I manage our US & Canada social impact partnerships. We believe that a strong professional network has the power to lift individuals out of poverty. This has been true in my own career. My mother is a secretary; my father a retired janitor. For me, a great education and a strong support network created a pathway out of poverty. My goal is to democratize access to professional networks and economic opportunity so others are also able to achieve economic mobility.

When I'm not challenging systems of inequality, I enjoy traveling, eating (& to a lesser extent cooking), and being physically active. I'm a forever-learner and explorer and welcome any recommendations on things to do that challenge me to grow physically, mentally and emotionally.

Show less ~

#### Summary Introduce yourself & highlight aspirations



A summary is the #1 thing recruiters look at while viewing profiles.

✓ 1-2 sentences about who you are

✓ 3-5 sentences about your experience, top skills and key passions

✓ 1-2 sentences about your future goals and how other members can engage with you



40+ words to be easily found





#### Experience



Director of Project Management GoldenPhase Solar Jan 2005 – Present *10 yrs 10 mos* 



Member, Board of Directors GoldenPhase Solar

Jan 2005 – Present 10 yrs 10 mos



Senior Manager Freshing Jan 2003 – Jan 2005 2 yrs



Lead Manager Freshing Sept 2000 – Jan 2003 2 yrs 5 mos



#### **Project Manager**

FirstSolar Aug 2011 – Jan 2014 2 yrs 6 mos



Your connection Janet Kurtz and You worked here at the same time

Aug 2011 – Jan 2014 2 yrs 6 mos



Your connection Janet Kurtz and You worked here at the same time

#### Education



Indiana University BS, Business Management



Syracuse University - New York Area SU Bachelor's in Business Administration

#### Profile Must Have #4

#### Experience Show what you've achieved



Profiles with two or more Bronnes with two or more positions are up to 36X more likely to be found by recruiter likely to be found by recruiters.

List internships, summer jobs and part-time jobs

Bonus: describe what you accomplished



#### Featured Skills & Endorsements

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(+)

(+)

(+)

Endorsed by Robin Rodriquez and 12 other Mutual connections

Financial Modeling · 35



Endorsed by Abigail Beck and 10 others who are highly skilled at this



Endorsed by Sharlene Lucas and 3 other mutual connections

Internal Controls · 20



Endorsed by Andre Holland and 5 others who are highly skilled at this



Endorsed by **3 of Alexander's colleagues** at GoldenPhase Solar

#### See 14 more skills

Accomplishments

#### HONORS & AWARDS

25 Most Influential People in the Meeting Industry

#### Skills Raise your ranking in recruiter searches



✓ Speak Mandarin?

Know JAVA programming?





		Mon	
		Dear Professor Smith,	
		I very much enjoyed your Econ 201 class last year. It's actually what inspired me to major in Economics. May I add you to my network?	
		Regards, Megan	
		11:	29 AM
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#### Connections Start building your network of possibility



Jobs that get filled through referrals

Connect with people you know

Start with friends, classmates, teachers

Customize your connection request



Build your professional network and connect to opportunity

> 2.8 million recruiters use LinkedIn to fill open jobs every day



30 million+ employers are on LinkedIn, with 20 million+ open job opportunities

> Millions of mentors and mentees have signed up to give and get career advice on LinkedIn

# Lauren's story: Your network can help you get the job

Use your network

#### Message connections

Send messages to your connections directly from:



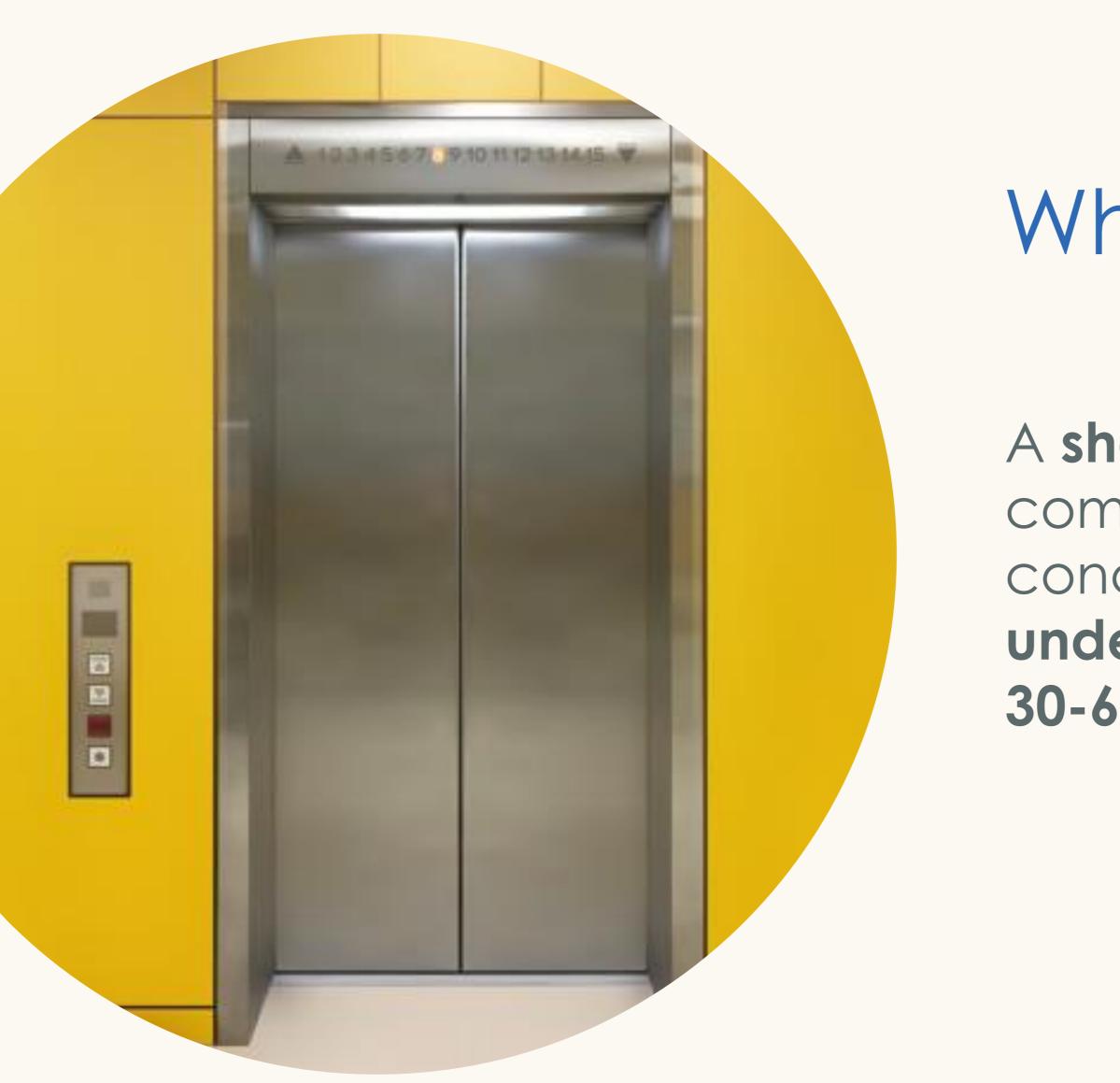
✓ Your connections page





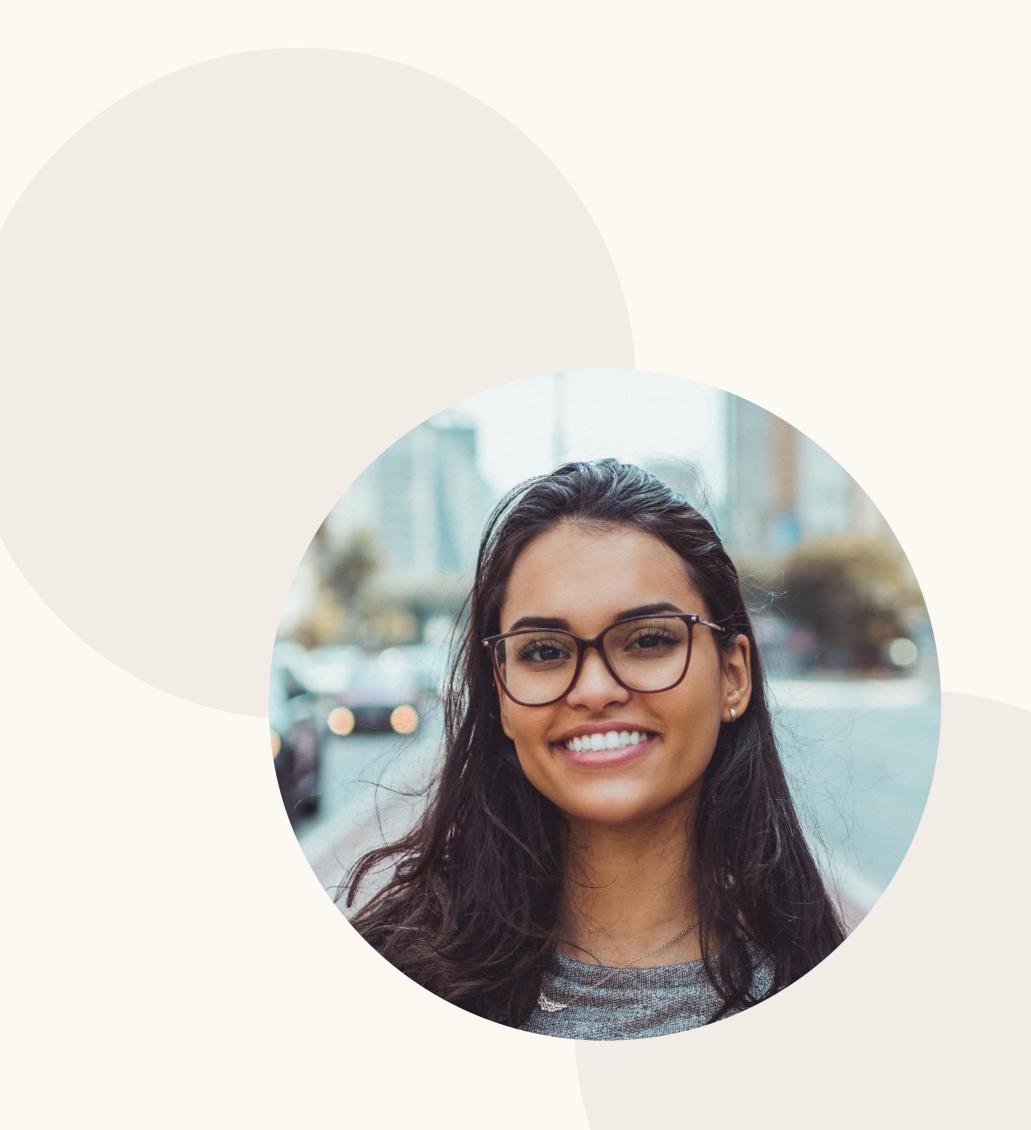
If you don't know the person you're messaging in real life, clearly explain why you are reaching out.





## What's an elevator pitch?

A short description of an idea, product, company, or **oneself** that explains the concept in a way such that any listener can **understand it** in a short period of time, usually **30-60 seconds**.



# Why is an elevator pitch important?

Clarity on your story

Introductions when networking

Interviews



# Build your elevator pitch

- 1. Who you are
- 2. What you're passionate about
- 3. Your career dreams or ambitions
- 4. Where you see yourself in 3 years

#### An example to get you started

1. WHOIAM

Learning designer, self-awareness builder, gun violence prevention activist and a mother of 3

- 2. WHAT I'M PASSIONATE ABOUT Working on projects that connect to my values
- 3. DREAMS & AMBITIONS

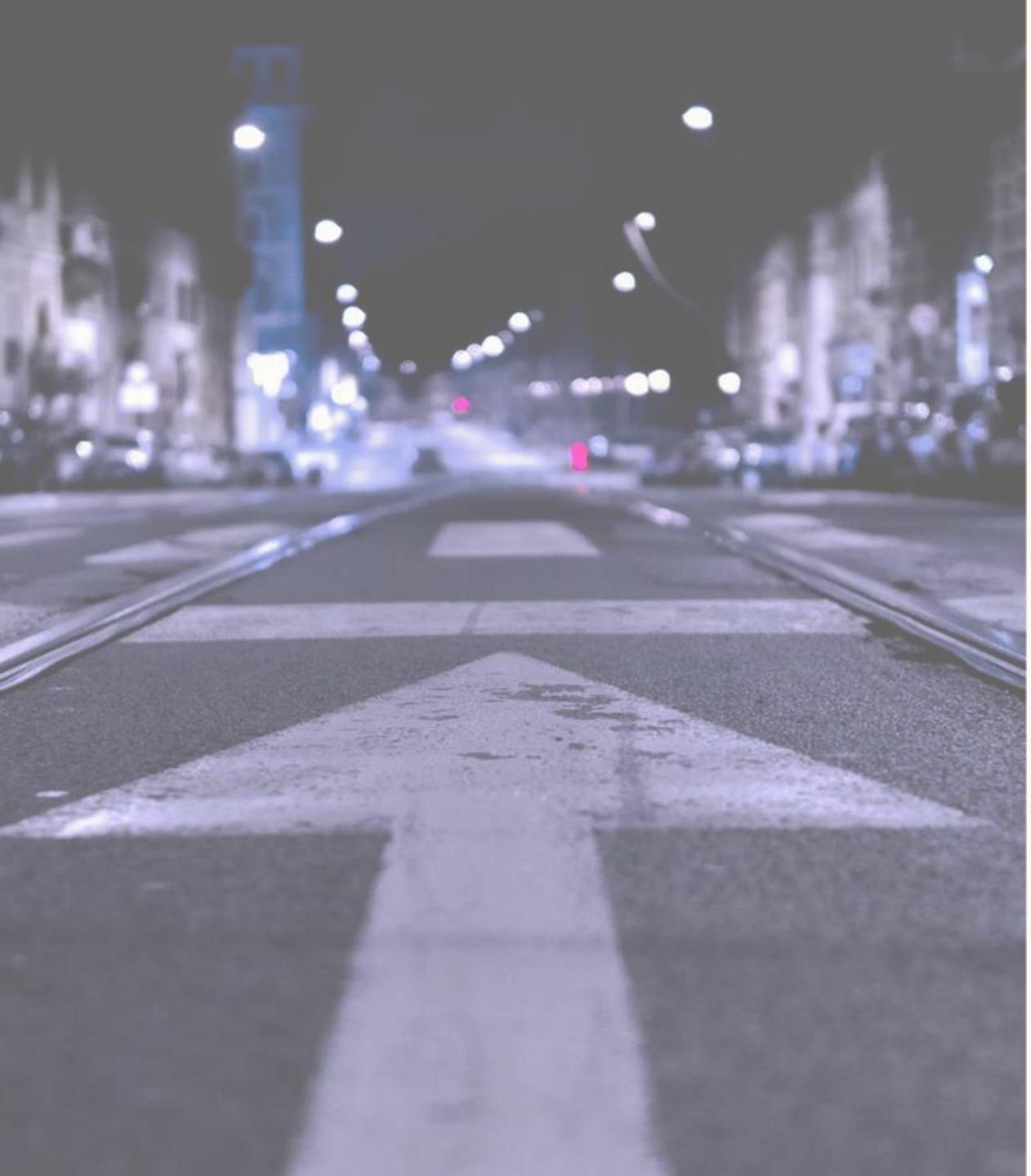
Create innovative learning experiences that help people lead more insightful lives

#### 4. IN 3 YEARS

I see myself channeling my experience into the leadership development space







## Pitch It!

- Introduce yourself using your elevator pitch
- Provide feedback:

What I loved most about your pitch was ...

To make your pitch even stronger you can ...



Remember what you're **in it** for, the **3 words** that friends use to describe you & the **summary** of your LinkedIn profile



## Thank you!





#### Heather Matula hmatula@linkedin.com





#### Linked in Coaches