

# 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

- 1 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

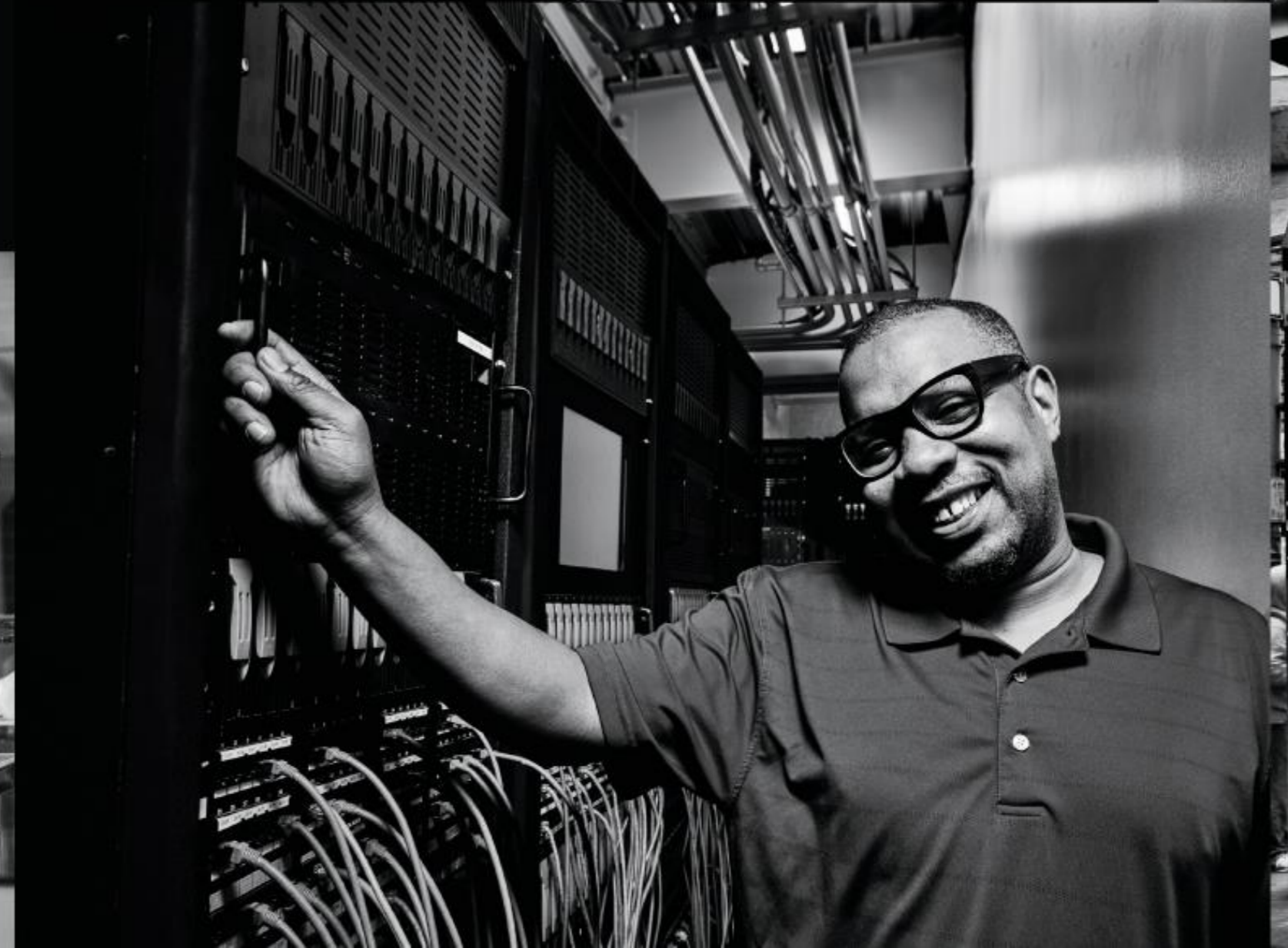






# ACTIVITY

What are YOU  
in it for right  
now?







## **My story**

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?







WHO ARE  
**YOU?**

## 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.**



# 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



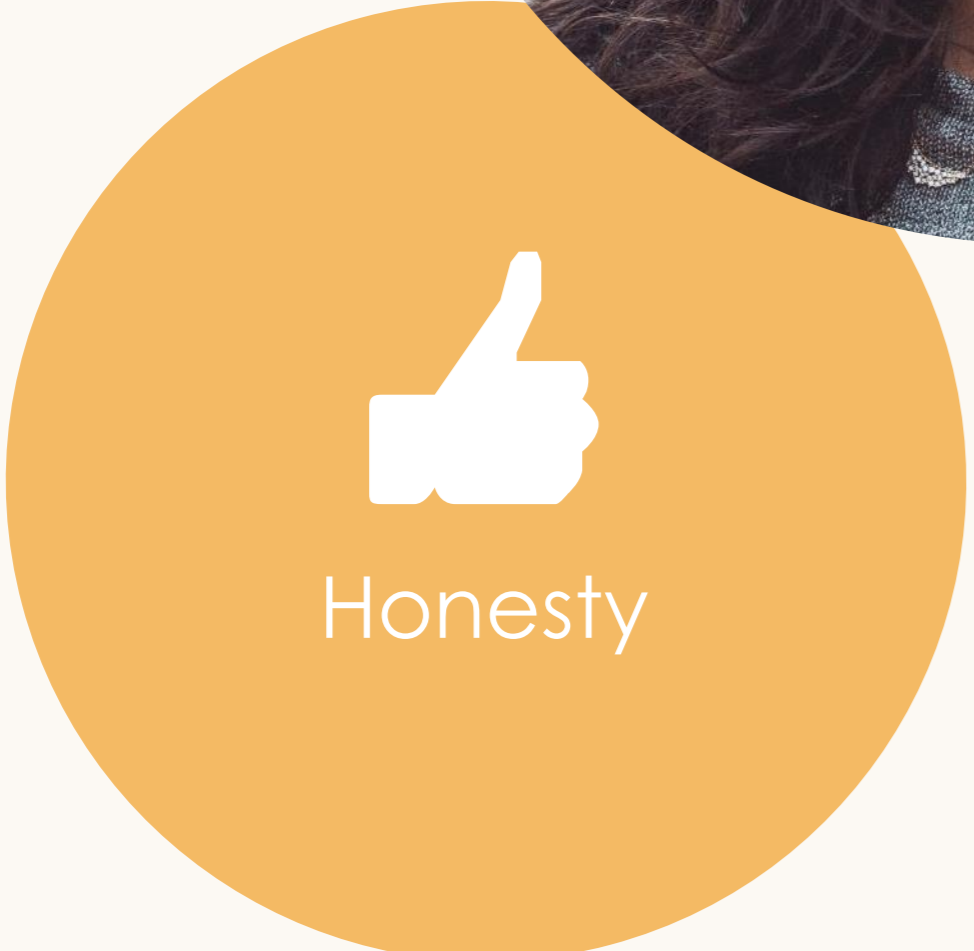




Respect



Responsibility



Honesty



Caring

# 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



**ACTIVITY**

What is my  
professional  
brand?

Grab a partner and brainstorm  
three words your friends would  
use to describe you.

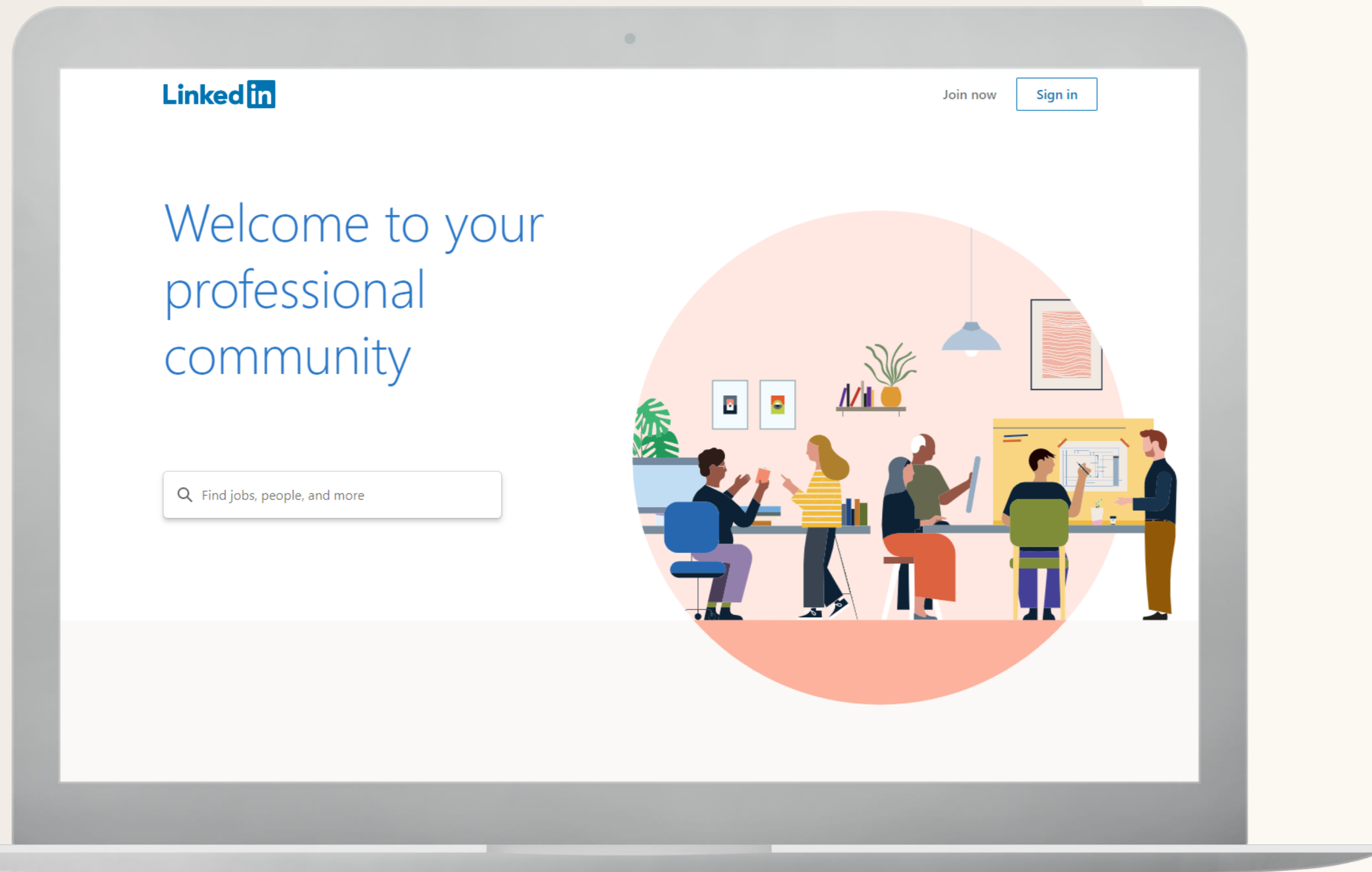


# 5 Profile Must Haves for Students

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





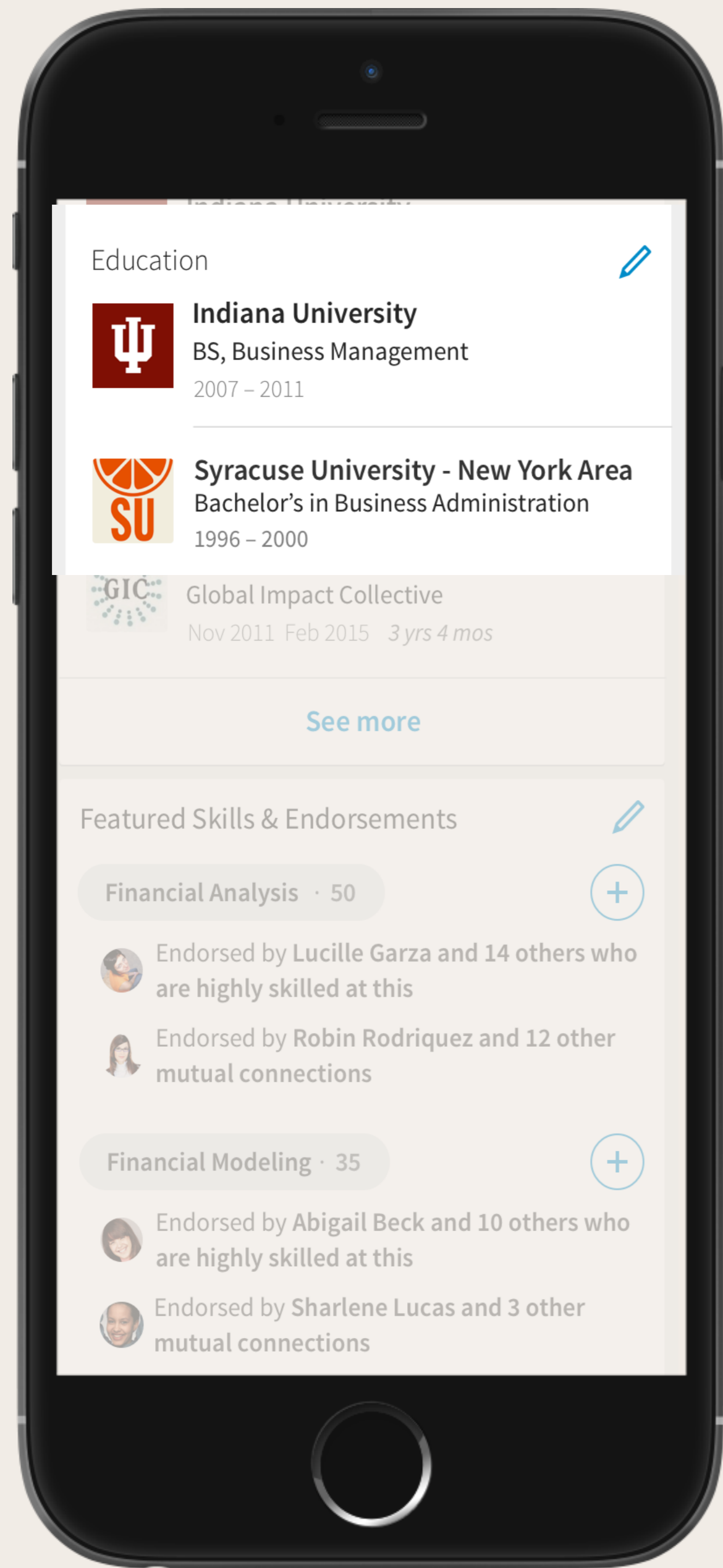


# Set up your account

Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.







# Education

the foundation of your career

**10X** Members who list a school get 10X more views on average

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





# Photo

first impressions matter

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**21X** Profiles with photos get 21X more views on average

The photo should be:

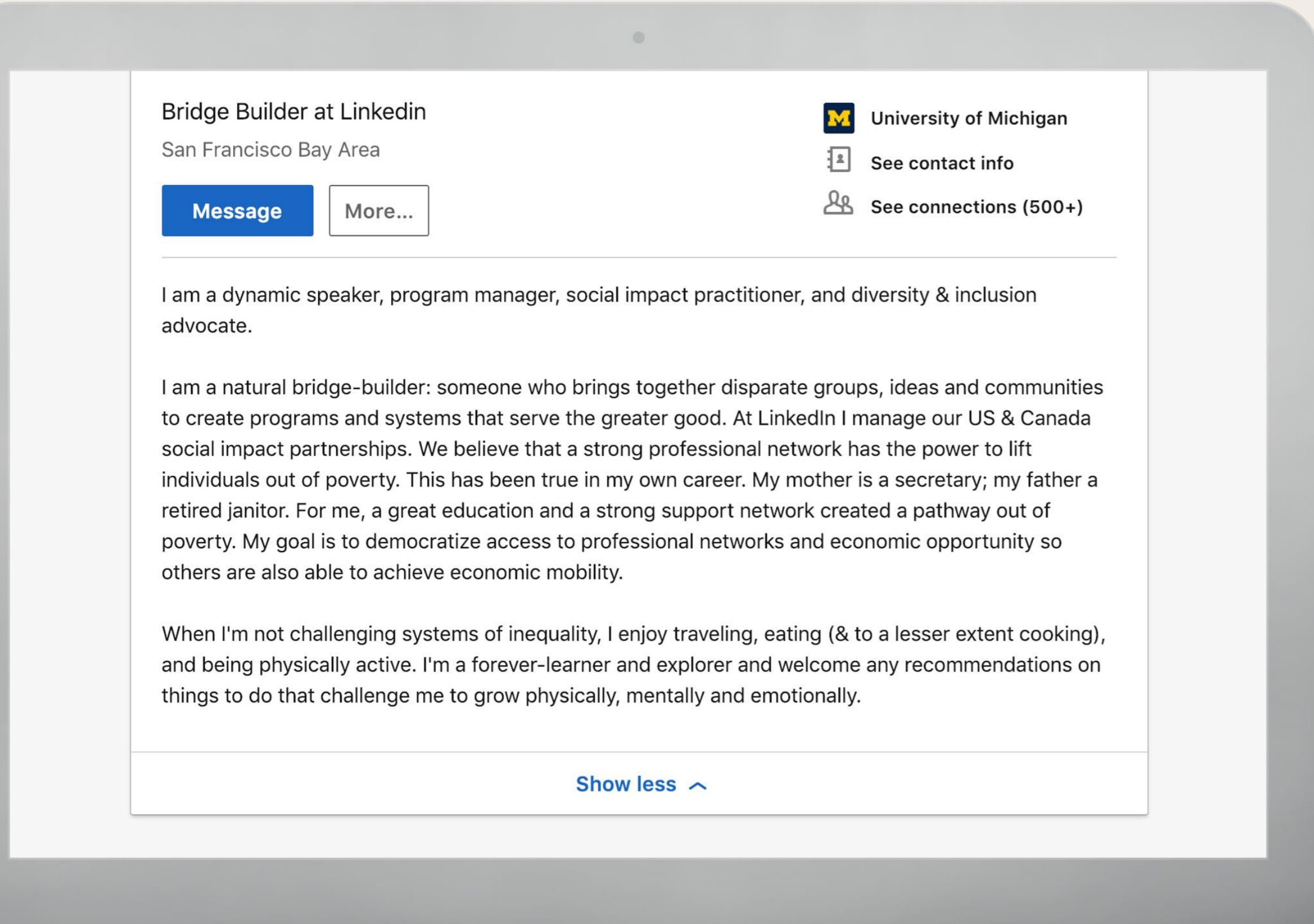
- ✓ You alone
- ✓ From shoulders up, smiling
- ✓ With a neutral background

No fancy photographer needed!



# Summary

Introduce yourself & highlight aspirations



40+

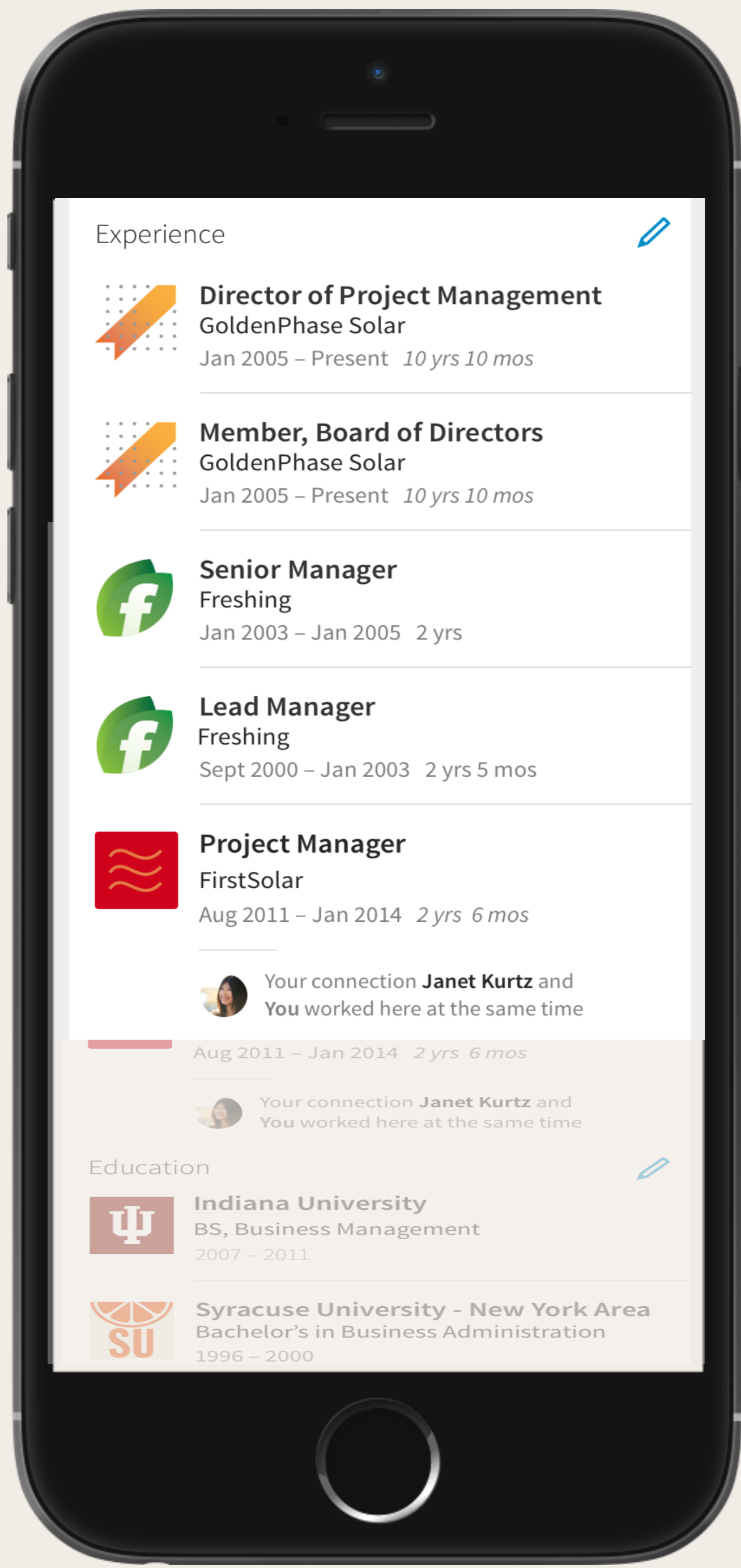
A summary is the #1 thing recruiters look at while viewing profiles.

- ✓ 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





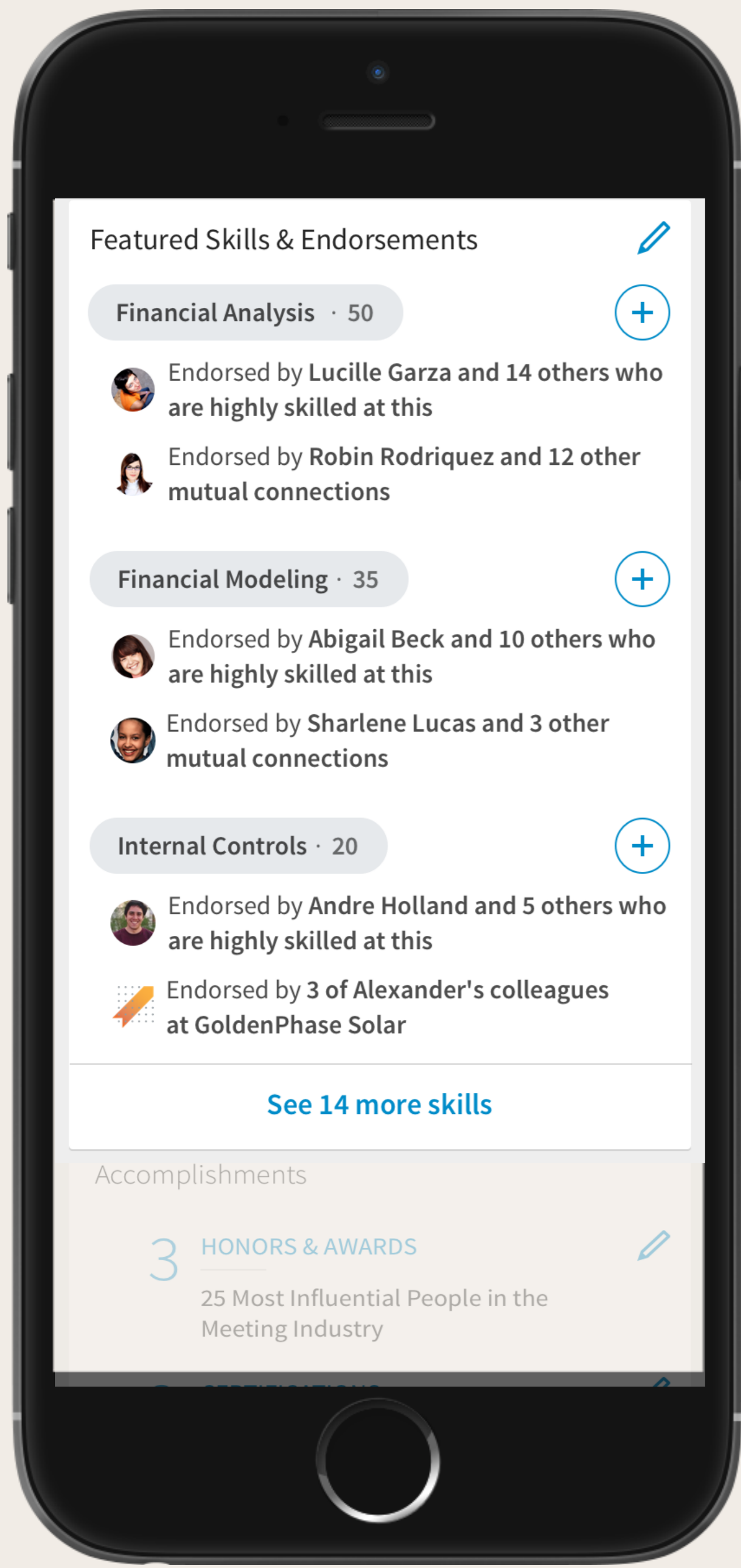
# Experience

Show what you've achieved

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

- ✓ List internships, summer jobs and part-time jobs
- ✓ **Bonus:** describe what you accomplished





# Skills

Raise your ranking in recruiter searches

5+

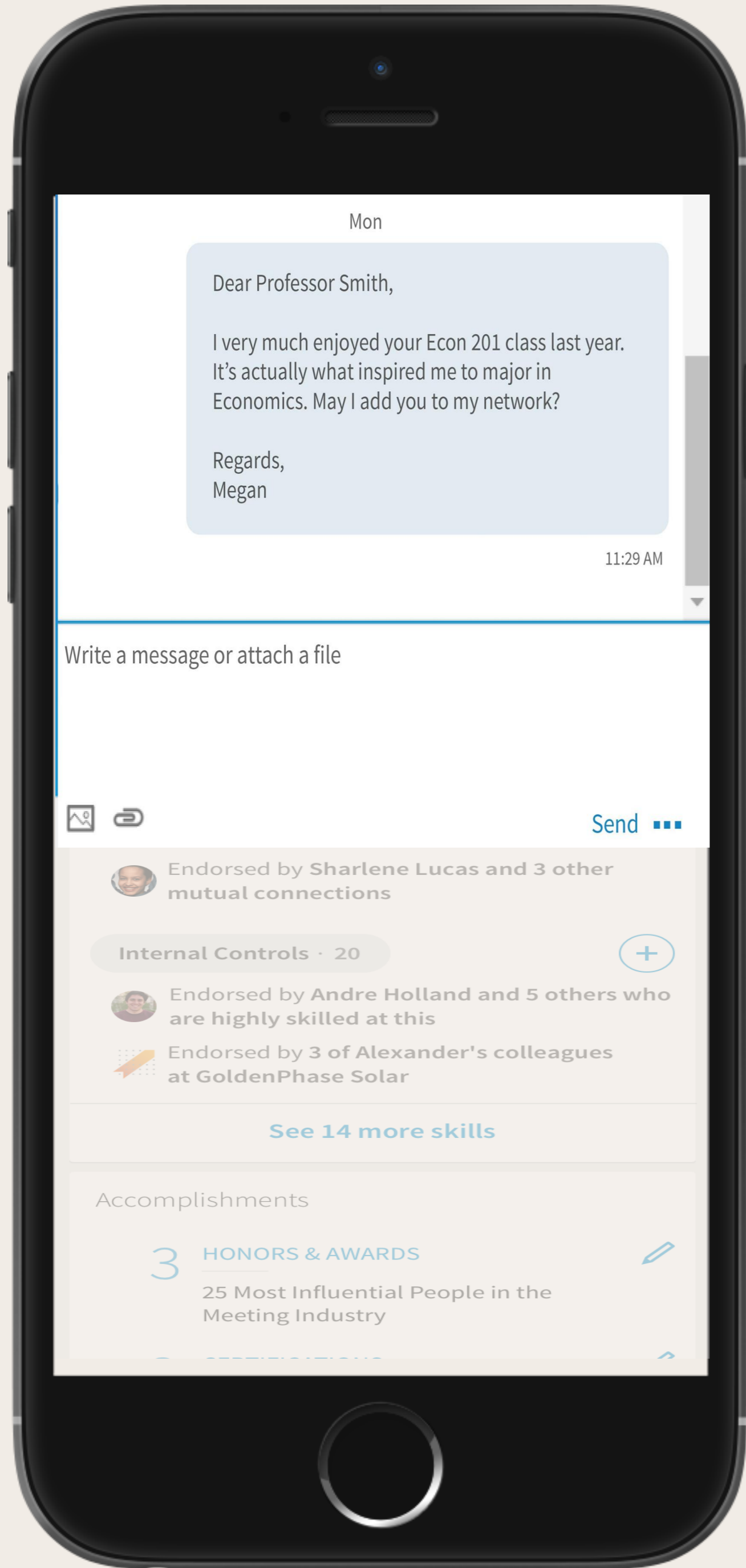
If you list 5 or more skills, you'll get up to 17X more profile views

- ✓ Speak Mandarin?
- ✓ Know JAVA programming?



Get endorsements!





# Connections

Start building your network of possibility

85%

Jobs that get filled through referrals

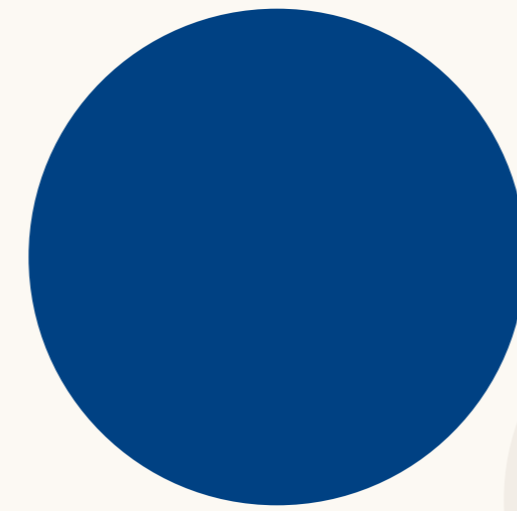
- ✓ Connect with people you know
- ✓ Start with friends, classmates, teachers
- ✓ Customize your connection request



# Build your professional network and connect to opportunity



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



2.8 million recruiters use LinkedIn to fill open jobs every day



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



## Message connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile 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. WHO I AM

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!



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**LinkedIn** Coaches