LinkedIn for Students
How to build your network & advance your career on LinkedIn
Nice to meet you!

Heather Matula
Principal Program Manager,
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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

- Facebook: I like donuts
- Snapchat: Watch me eat a donut
- Instagram: Here’s a cool photo of my donut
- Pinterest: Here’s a donut recipe
- Spotify: I’m listening to “Donuts”
- WhatsApp: Anyone want a donut?
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.
Not all donuts are alike!
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’.
Define your professional brand

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?
Define your professional brand

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?
Define your professional brand

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
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 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

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

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

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

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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