How to Maximize Your LinkedIn Presence

Engineering Career Services
Our Goal:
Provide resources and opportunities to help engineering students develop professional skills and obtain full-time employment upon graduation.

We Are Here to Help YOU!

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Student Guide to Employment

Step 1: Understand Employers and the College Recruiting Process
Step 2: Determine Career Goals and Skillset
Step 3: Identify Preliminary Target Employers and Industries
Step 4: Develop Effective Marketing Materials
Step 5: Search for Specific Employment Opportunities and Research

Step 6: Network (at Career Fairs and Otherwise)
Step 7: Interview and Follow-up
Step 8: Evaluate Offers
Step 9: Sign Employment Contract and Celebrate
Step 10: Inform Engineering Career Services and Discontinue Your Job Search

See the ECS website for information on all ten steps
How LinkedIn Works – Networks
Networking

Networking is the process of:

• Making connections
• Collecting information
• Building relationships

**Used socially** to meet people and make new friends

**Used professionally** to make connections and develop business relationships…and make new friends.

• Sales
• Getting work done
• Finding employment
Who uses LinkedIn?

• 260 million+ professionals
• 30 million+ students and recent college grads
• 3 million+ companies
• People are joining LinkedIn at a rate faster than 2 new members per second!
LinkedIn

- 48% of recruiters use LinkedIn exclusively for social media recruiting.
- LinkedIn drives 9x more applications than Facebook
- Industry leader in business networking

LinkedIn is the place to start building your social media online brand!
Why is social media branding important?

- Employers use social media as a screening tool for predictors of behavior and character, both good and bad.
- Job opportunities are most often released via social media first (Twitter, Facebook, LinkedIn)
- Remember, even if you’re not paying attention to your sites, they are…
What Employers Look for:

Not all employers use social media to screen candidates out; 29% of hiring managers said some discoveries have led to them extending an offer:

- They got a good feel for a candidate’s personality: 58%
- Candidate conveyed a professional image: 55%
- Background information supported candidate’s professional qualifications: 54%
- Candidate was well-rounded and showed a wide range of interests: 51%
- Candidate had great communication skills: 49%
- Candidate was creative: 44%
- Other people posted great references about the candidate: 34%
What Employers Look for:

While candidates may be aware that their social profiles are public to employers’ watchful eyes, they may not realize their online personas are costing them a job.

34% of hiring managers said the following social media discoveries led to a candidate not getting the gig:

- 48%: Candidate posted provocative/inappropriate photos or information
- 45%: There was evidence of candidate drinking or using drugs
- 35%: Candidate had poor communication skills
- 33%: Candidate bad-mouthed previous employer
- 28%: Candidate made discriminatory comments related to race, gender, religion, or other topic
- 22%: Candidate lied about his or her qualifications
LinkedIn

• Designed to be passive and active, be active!
• Companies seeking candidates search for keywords in your profile so keep your profile active and detailed.
• While resume has order, LinkedIn Profile area can be tailored with priority sections
Five Golden Rules of Your Profile

1. Professional photo (8x more likely to have profile viewed)
2. Headline with area of study and career ambitions
3. Keyword-rich summary that includes type of positions student is seeking if that is your current goal
4. Inclusion of volunteer activities, internships, involvement
5. Recommendations from professors, advisors, and internships
Name and Photo

• **Name**
  – Use the same form of your name for all social media.
  – If you have a common name, you may also want to use your middle name, middle initial, or unique nickname.

• **Profile Photo**
  – A photo is expected to accompany social media profiles; its absence may raise questions.
  – Choose a picture that fits the positions you aspire to fill.
  – Use the same picture across social media platforms.
  – Professional head shot where you are alone. Complimentary background.

• **Example Profile**
Events: LinkedIn Photo Booth

Need a new profile photo for your LinkedIn account?
Let us take it for you at the career fair!

https://www.linkedin.com/uas/login

STUDENT LOUNGE, 2nd FLOOR SCHEMAN
Maximize your LinkedIn Brand

- Move around sections that show your best features higher on page.
- Great Headline, “IT Security Specialist for Big Data Storage” or “Pioneering Vehicle Designer”
- Complete profile thoughtfully and completely with industry specific words—Summary, Skills, Experience, Projects
- Make sure information on LinkedIn matches your resume
Maximize your LinkedIn Brand

• Summary example!
  – An inquisitive engineering student seeking technological innovations in the areas of alternative energy commercialization. Currently studying the science of energy conversion in order to further my ability to design machines and processes that will allow for affordable and sustainable energy source solutions. When I am not using AutoDesk or Solidworks to design the next energy conversion machines, I encourage public awareness and action in the areas of recycling and carbon footprint reduction.
Maximize your LinkedIn Brand

• Take advantage of the Projects area!
  – Schematics, layouts, flowcharts, sections of code, designs, data analysis
  – Project management: reports, feedback from teammates, milestone tracking
  – Can highlight teammates and update newsfeeds

• Organizations are a rich source of connections
  – Further demonstrate professional ambitions and skills
  – Natural connections with alumni who participated in these groups

• Education area advantages
  – Can highlight grades in particular interest areas (careful of privacy issues)
  – Can add keywords through titles of technical electives
Connect with “Warm” Contacts
Five Golden Rules of Connecting

1. Don’t send “spam/generic” invites (don’t let LinkedIn have access to your social media/e-mail contacts)
2. Personalize your “Connect” invitation
   - Go to their profile and click connect
   - Remind the person how you know them and how you can help them
3. Use Alumni search area. Cyclones help Cyclones!
4. If on LinkedIn then they are interested in connecting
5. Post & Comment periodically to keep network informed
Maximize your Connections

• Connect with people that emphasize your network

• Don’t just follow companies, engage with their pages
  – Like posts/videos, discuss topics, network with their people, etc

• Ask your connections for recommendations and introductions
Five Golden Rules of Job Searching

1. Use the advanced search tool to narrow in keywords, experience level, and locations.
2. Save your search! Results also show connection to your network.
3. Click jobs of interest and apply. Save jobs to come back to them if you need more time or research.
4. Following will show them extra interest you have for them and LinkedIn recommends similar companies for you to follow.
5. Discover jobs in your network! Most probability of getting internal recommendations and company information.
Promote your LinkedIn Profile: Email Signature Line

Jane Doe
National Company, Inc.
Ph: (800) 555-1234
Fax: (800) 555-5678
Jane.Doe@National.com
Connect with me on LinkedIn:
www.linkedin.com/in/JaneDoe
BEFORE

AFTER

Join my network on LinkedIn

From: David Stemberg
Date: February 27, 2009
To: Lindsey Pollak
Status: Accepted

David Stemberg has indicated you are a Friend:

Dear Ms. Pollak,

I greatly enjoyed your presentation to the FASIP seminar at MIT yesterday. I would greatly appreciate adding you to my network and further discussing your book’s career tips. Thank you very much.

- David Stemberg

Archive