

Office of Career Advising and Development

Leveraging LinkedIn



LinkedIn is no longer an optional tool for professionals; its power to build a professional network and reinforce professional presence is unparalleled. Consider this:

- LinkedIn has over 100 million users in the US including over 16,000 connected to Le Moyne
- Over 10 million applicants report finding a job through LinkedIn
- 89% of recruiters report having hired someone through LinkedIn

This guide is designed to help you identify the best way to leverage LinkedIn, to build a relevant network, and find internship and job opportunities.

Optimize Your LinkedIn Profile

- Think of your LinkedIn profile as your online resume and professional presence. It is important to keep it current so when you make new connections on LinkedIn, viewers are accurately reminded of your areas of interest, experience, and values.

DID YOU KNOW?

When you apply for a job or internship on LinkedIn, the employer receives an email notification. The following information is pulled from the applicant's LinkedIn profile and included in the email notification. It is **CRITICAL** that this information match what is submitted in the job application:

- Candidate's Name should match the name on your resume
- Headline beneath candidate's name
- Current Employment Job Title(s)
- Past Employment Job Titles
- Education
- # of Recommendations
- # of Connections – see below for building this number effectively
- Contact information – e-mail address and phone number should be up-to-date

LE MOYNE
Greatness meets Goodness®

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 **Handshake** le Moyne.joinhandshake.com

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Employers review this brief information to decide whether to investigate a candidate further. Consider the following guidelines for optimizing your profile:

- **Craft your headline carefully** by using keywords and position titles. This is what the employer sees first beneath your name—and you want to make sure it shows an immediate match. By default, LinkedIn displays your current position and company. Update your title to include relevant keywords to match the types of positions to which you are applying.
- **Use descriptive job titles** for past and current employment. Avoid generic titles such as intern, work-study student worker or student assistant. For example, if you work in the Career Advising office, list your title as “Career Advising Student Worker” vs. just “Student Worker”.
- **Ask for recommendations** from previous supervisors, co-workers, professors, coaches, and others who know you well academically or professionally. You can give recommendations to others, too, and they may then recommend you in turn.
- **Add examples** to your profile, including writing samples, video(s), presentations, flyers, etc. (from your coursework, campus involvement, or job/internship). Provide links to career-related blogs or other social media feeds.
- **Treat your summary as valuable real estate.** You have 2,000 characters to connect the dots of your experience and tell your story. Unlike a resume, it is a first-person narrative – make it interesting to read. Consider these questions: Who is your audience? What will motivate them to want to learn more about you? To consider you for an interview? What examples and quantifiable results can you use to demonstrate your points.
- **Customize your URL.** Put your cursor over “Profile” at the top of your homepage and select “Edit Profile.” Click the small wheel to the right of the URL link under your profile photo to customize. Try using your first and last name, with no spaces. This will make it easy to include your URL on your resume and business cards.

Build Your Network

LinkedIn is only as powerful as the number of people in your network. Set a goal of 100 connections to start your LinkedIn networking, and then add a few additions each week. LinkedIn will offer relevant contact suggestions.

- **Connect with Alums:** If you have Le Moyne College listed under Education on your profile, you will see “See Alumni” on the Le Moyne LinkedIn page -- filter results based on keywords that may appear anywhere on their profile (including past experiences), years of attendance, location, current employer, functional area, area of study, skills, and degrees of separation.

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- Be sure to send a message along with your invitation to connect with alums to increase the chances of them accepting your request and responding. You can omit the signature, because by default the e-mail they receive already includes that information.

EXAMPLE: "Dear First Name,
I see that you graduated from Le Moyne and I'm a sophomore there studying Psychology. I would be excited to hear more about your work with X company. Do you have some time to talk about your experience?"

- **Join Groups and Professional Associations** in your industry of interest, national chapters of organizations you are involved with, and community groups. It is a quick way to build your network and enhance your profile. You can listen in on career-related group conversations, ask questions, and identify people with whom to connect.
- **Follow Companies, Influencers, and Industry Leaders** to follow news and gain insight
 - Influencers: [10 Must-Know LinkedIn Influencers](#)
- **Advanced Search:** Click in the search box and scroll down to "Search for People with Filters" to locate professionals by city, position, organization, college, etc. (NOTE: Your free account has a limited number of searches.)
- **Use Discretion when Accepting Invitations.** Be wary of people wanting to connect without a profile picture. Avoid invitations from complete strangers, unless there is a recognized thread of connection.
- **Follow-up after Connecting.** Alums are usually willing to help students with informational interviews about their career journeys, questions about organizations in which they work, advice on resumes, etc. Once you're connected, you can send them a direct message through LinkedIn.

Apply for Jobs on LinkedIn

Use LinkedInJobs to setup preferences for your job search including location, seniority, organization size, industry and job function. You can also search by zip code or keyword, and it will automatically indicate if you have connections at the organization.

- Read the position announcement CAREFULLY
- Keep in mind that you only need to meet 70% of the requirements to be considered for the position – especially if you meet the top three requirements
- Include a resume and cover letter tailored to the job
- After applying, reach out to the employer who posted the job on LinkedIn to share your interest in the role and let them know you applied

Leveraging LinkedIn

Do I need a LinkedIn Premium Account?

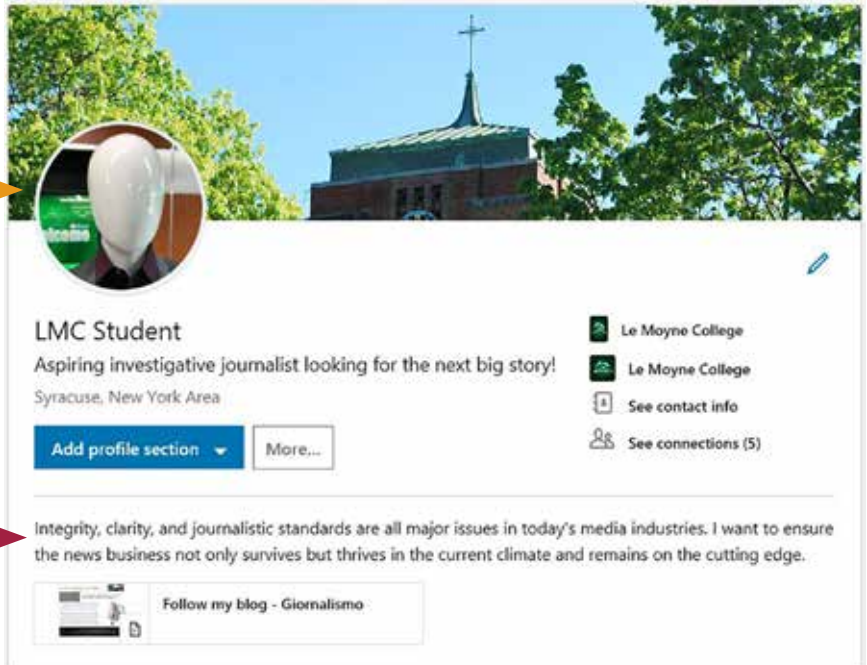
A Basic LinkedIn account is free and recommended for students seeking part-time or internship positions. The Premium Job Seeker plan on LinkedIn may prove beneficial to students and alums seeking full time employment. For more information, please visit premium.linkedin.com.

What about the Mobile Apps?

LinkedIn has mobile apps for the general system as well as a dedicated ones just for job seekers and students. The technology and offerings are developing so quickly that it is difficult to provide guidance. We suggest that you review the apps and decide which mode you prefer; the desktop site or mobile apps.

Elements of a Complete LinkedIn Profile

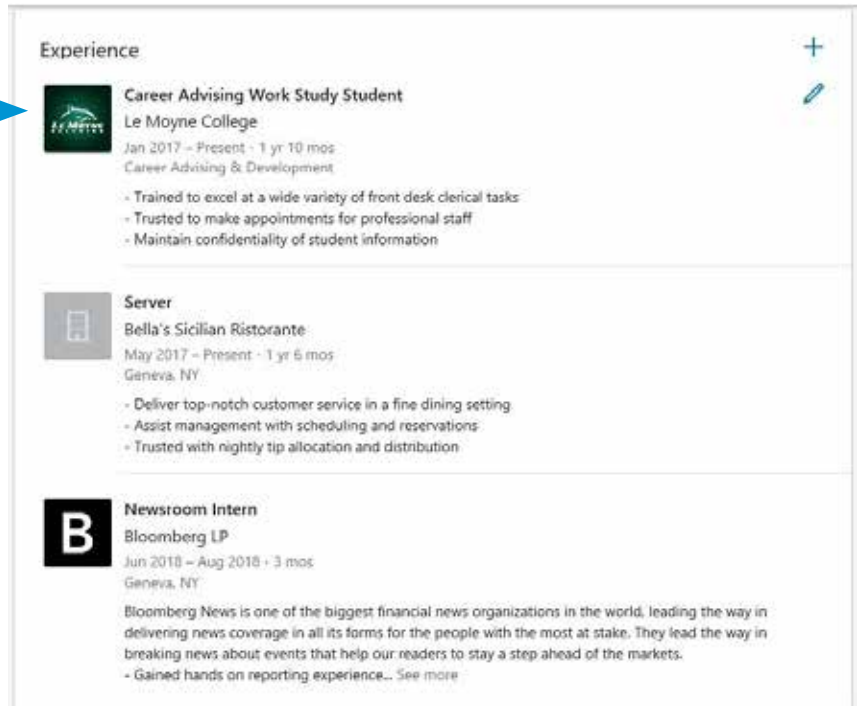
PHOTO: It doesn't have to be fancy - just a simple shot in front of a plain background. And don't forget to smile!



HEADLINE: A short, memorable, professional slogan. Should capture who you are now and what you're looking for.

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EXPERIENCE: List the jobs you've held and things you accomplished at each.

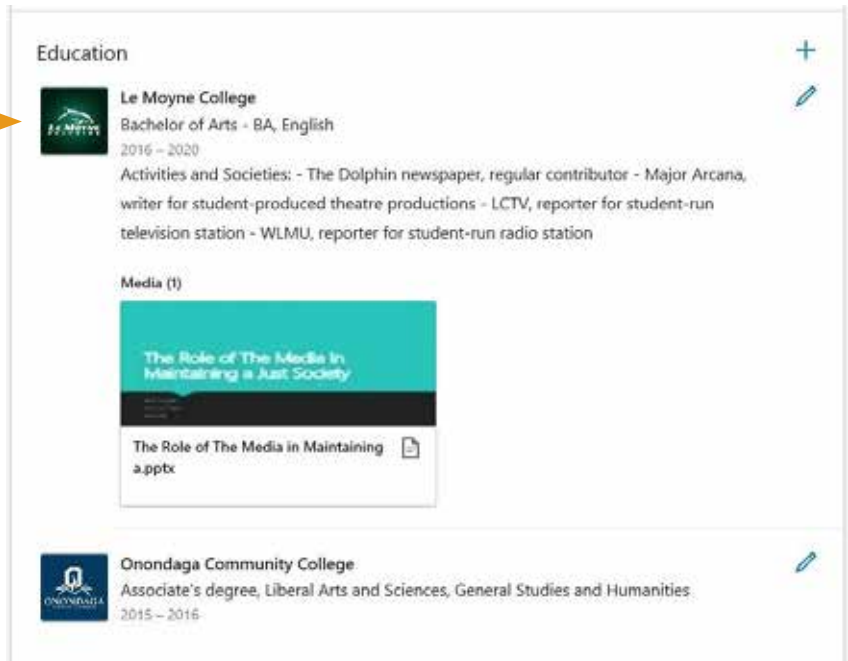


The screenshot shows the 'Experience' section of a LinkedIn profile. It lists three roles: 'Career Advising Work Study Student' at Le Moyne College (Jan 2017 - Present), 'Server' at Bella's Sicilian Ristorante (May 2017 - Present), and 'Newsroom Intern' at Bloomberg LP (Jun 2018 - Aug 2018). Each entry includes a brief description and a list of responsibilities.

Experience


- Career Advising Work Study Student**
Le Moyne College
Jan 2017 - Present · 1 yr 10 mos
Career Advising & Development
 - Trained to excel at a wide variety of front desk clerical tasks
 - Trusted to make appointments for professional staff
 - Maintain confidentiality of student information
- Server**
Bella's Sicilian Ristorante
May 2017 - Present · 1 yr 6 mos
Geneva, NY
 - Deliver top-notch customer service in a fine dining setting
 - Assist management with scheduling and reservations
 - Trusted with nightly tip allocation and distribution
- Newsroom Intern**
Bloomberg LP
Jun 2018 - Aug 2018 · 3 mos
Geneva, NY
Bloomberg News is one of the biggest financial news organizations in the world, leading the way in delivering news coverage in all its forms for the people with the most at stake. They lead the way in breaking news about events that help our readers to stay a step ahead of the markets.
 - Gained hands on reporting experience... See more

EDUCATION: Include colleges you've attended, major/minor, study abroad, research, etc. You can upload media here.



The screenshot shows the 'Education' section of a LinkedIn profile. It lists two institutions: 'Le Moyne College' (Bachelor of Arts - BA, English, 2016 - 2020) and 'Onondaga Community College' (Associate's degree, Liberal Arts and Sciences, General Studies and Humanities, 2015 - 2016). The Le Moyne College entry includes a list of activities and societies and a media upload of a presentation titled 'The Role of The Media in Maintaining a Just Society'.

Education

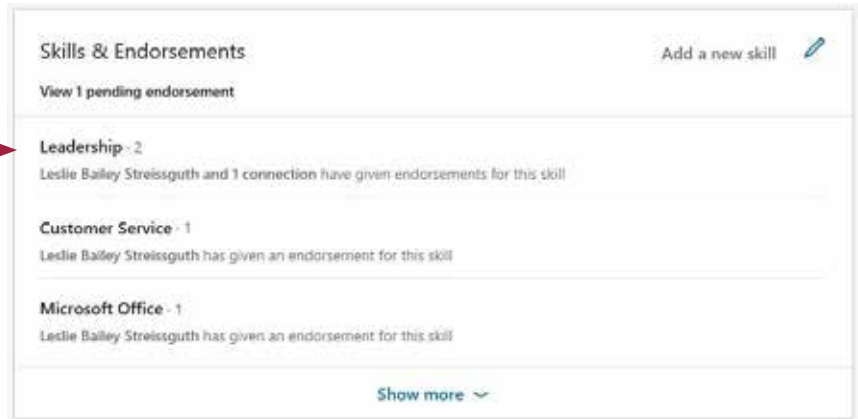
- Le Moyne College**
Bachelor of Arts - BA, English
2016 - 2020
Activities and Societies: - The Dolphin newspaper, regular contributor - Major Arcana, writer for student-produced theatre productions - LCTV, reporter for student-run television station - WLMU, reporter for student-run radio station
- Media (1)**


The Role of The Media in Maintaining a Just Society
a.pptx
- Onondaga Community College**
Associate's degree, Liberal Arts and Sciences, General Studies and Humanities
2015 - 2016

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SKILLS/ENDORSEMENTS:

Include keywords that you see on job descriptions in your field. Ask your connections to endorse you!



The screenshot shows the 'Skills & Endorsements' section of a LinkedIn profile. At the top right, there is a link 'Add a new skill' with a pencil icon. Below it, it says 'View 1 pending endorsement'. The skills listed are: 'Leadership' with 2 endorsements (Leslie Bailey Streissguth and 1 connection), 'Customer Service' with 1 endorsement (Leslie Bailey Streissguth), and 'Microsoft Office' with 1 endorsement (Leslie Bailey Streissguth). A 'Show more' link is at the bottom.

ACCOMPLISHMENTS: Don't be shy here, there are many categories including honors, scholarships, fellowships, etc.



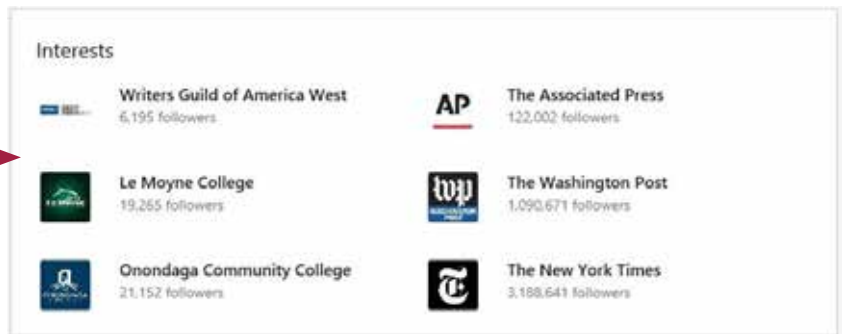
The screenshot shows the 'Accomplishments' section. It has a plus sign in the top right corner. There are two categories: '2 Courses' (Business Ethics • Business Policy) and '1 Honor & Award' (Manresa Fellow). Each category has a dropdown arrow to its right.

VOLUNTEERING: Show your passion by listing organizations and/or clubs to which you freely give your time.



The screenshot shows the 'Volunteer Experience' section. It has a plus sign in the top right corner. There is one entry: 'Community Volunteer' at 'Habitat for Humanity' from 'Apr 2015 - Present' for '3 yrs 7 mos' in the field of 'Economic Empowerment'. There is a pencil icon to the right of the entry.

INTERESTS: These will appear automatically if they are in your profile but you should also follow organizations you admire.



The screenshot shows the 'Interests' section. It lists several organizations with their logos and follower counts: 'Writers Guild of America West' (6,195 followers), 'Le Moyne College' (19,265 followers), 'Onondaga Community College' (21,152 followers), 'The Associated Press' (122,002 followers), 'The Washington Post' (1,090,671 followers), and 'The New York Times' (3,188,641 followers).