



Mastering LinkedIn

careers.ucr.edu
(951) 827-3631

CONNECT. INSPIRE. EMPOWER.

Agenda

- **6 MUST HAVE components to make your profile stand out**
- **Additional Profile Enhancing Tips**
- **How to Leverage your network (Activity)**
- **Utilizing the resources to find your next opportunity**



What You'll Learn Today

At the end of this workshop, you will be able to...



Identify why LinkedIn and online networking is important for YOU



Understand how to create and/or enhance your LinkedIn Profile



How to leverage your LinkedIn for opportunities and resources



Benefits of a LinkedIn Network



40 Million Students &
College Graduates

500 Million Professionals



Over 150 Industries

3 Million Jobs Listed



122 Million People Got an Interview from Their Profile

Why Create a Profile?

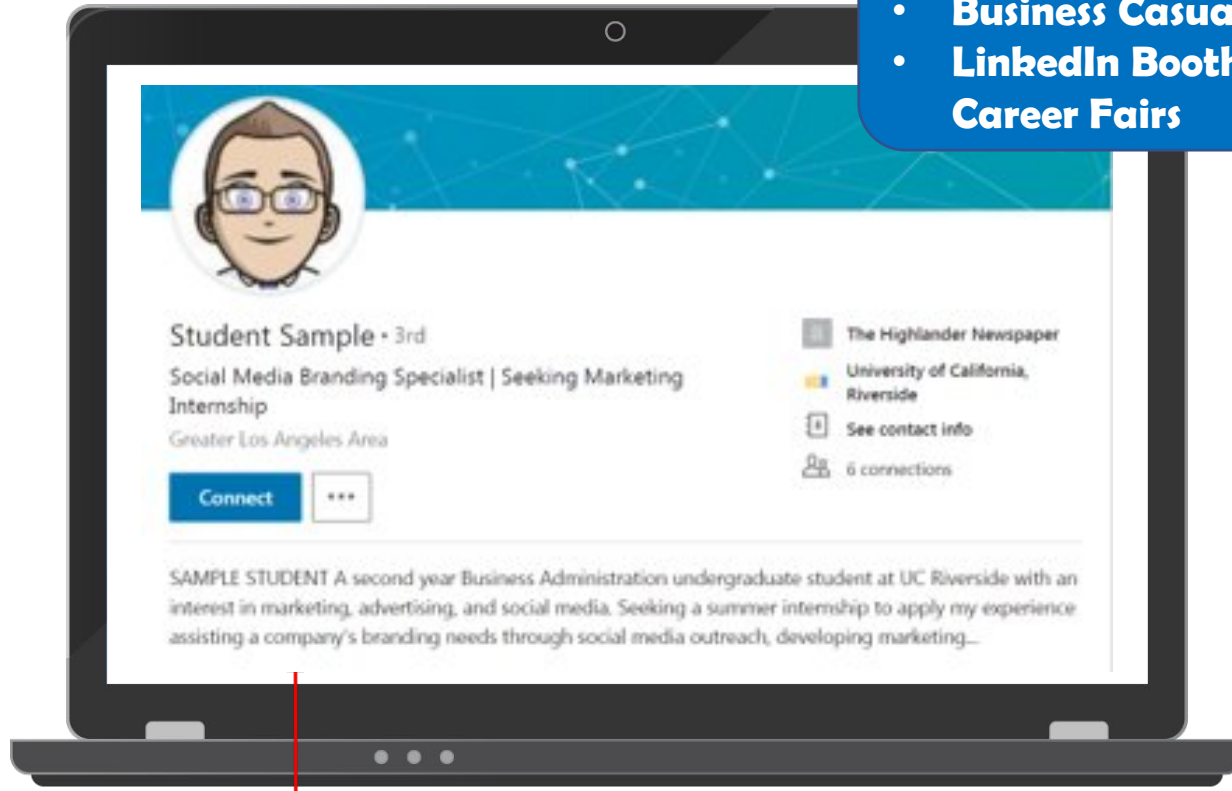
- Gain exposure to Hiring Managers and Recruiters
- Centralize your accomplishments
- Add another tool to your networking resource kit
- Generate leads for opportunities
- Join groups
- Research company/employee information
- Establish and maintain connections



1. Photo & Headline

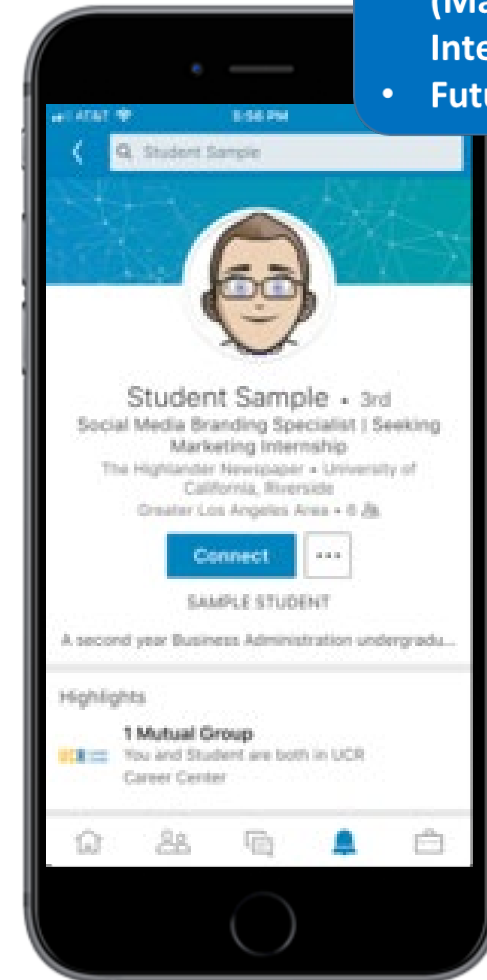
Photo Tips

- Smile
- Business Casual
- LinkedIn Booth@ Career Fairs



- Searchable Content

- Current status (Major/Degree, Internships)
- Future career goal



2. Summary

SAMPLE STUDENT

A second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, developing marketing plans, digital marketing, and conducting customer research.

Specialties

- Event planning
- Social networking and marketing
- Account management
- Microsoft Offices (Word, PowerPoint, Excel)
- Adobe CS5.5 Suite (Photoshop, Flash)

**Describe what motivates you,
what you are skilled at, and
career aspirations**

3. Experience

- Current and previous experiences
- Accomplishments
- Attach photos, presentations and videos

Add experience

Title *
Ex: Manager

Company *
Ex: Microsoft

Location
Ex: London, United Kingdom

From *
Month Present
Year

I currently work here
 Update my industry
 Update my headline

Headline *
Making Students Career Ready | UCR Internship Coordinator | Career Counselor

Description

Media
Add or link to external documents, photos, sites, videos, and presentations.

Share with network
Off If enabled, your network may be notified of this job change and work anniversaries. [Learn what's shared](#)

Background

Experience

Advertising Account Executive
The Highlander Newspaper
Oct 2011 - Present • 6 yrs 11 mos
UC Riverside

- Manage more than 100 clients and their advertising needs.
- Design advertising campaigns and marketing related plans utilizing AdPro software.
- Create and work with designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

Y&R Advertising Intern
Young & Rubicam
Jun 2010 - Sep 2011 • 1 yr 4 mos
Irvine, CA

- Provided customer support for accounts including Hilton, Jenny Craig and Southern California Edison.
- Collaborated with a variety of departments including Account Management, Public Relations and Finance.
- Prepared briefs, PowerPoint presentations, competitive reports and presentation boards.
- Promoted company brand, cross- ...see more

4. Education

Starting with college, list all the educational experiences you've had - including summer programs.

Education



University of California, Riverside

Bachelor of Arts (B.A.), Economics

2016 – 2018

Activities and Societies: Chicano Student Programs Orbits Program Hermanos Unidos

Latino Union Undergraduate Economics Association at UCR



Los Angeles Valley College

Economics

2014 – 2016

Activities and Societies: Extended Opportunity Programs and Services (EOPS)



Los Angeles Pierce College

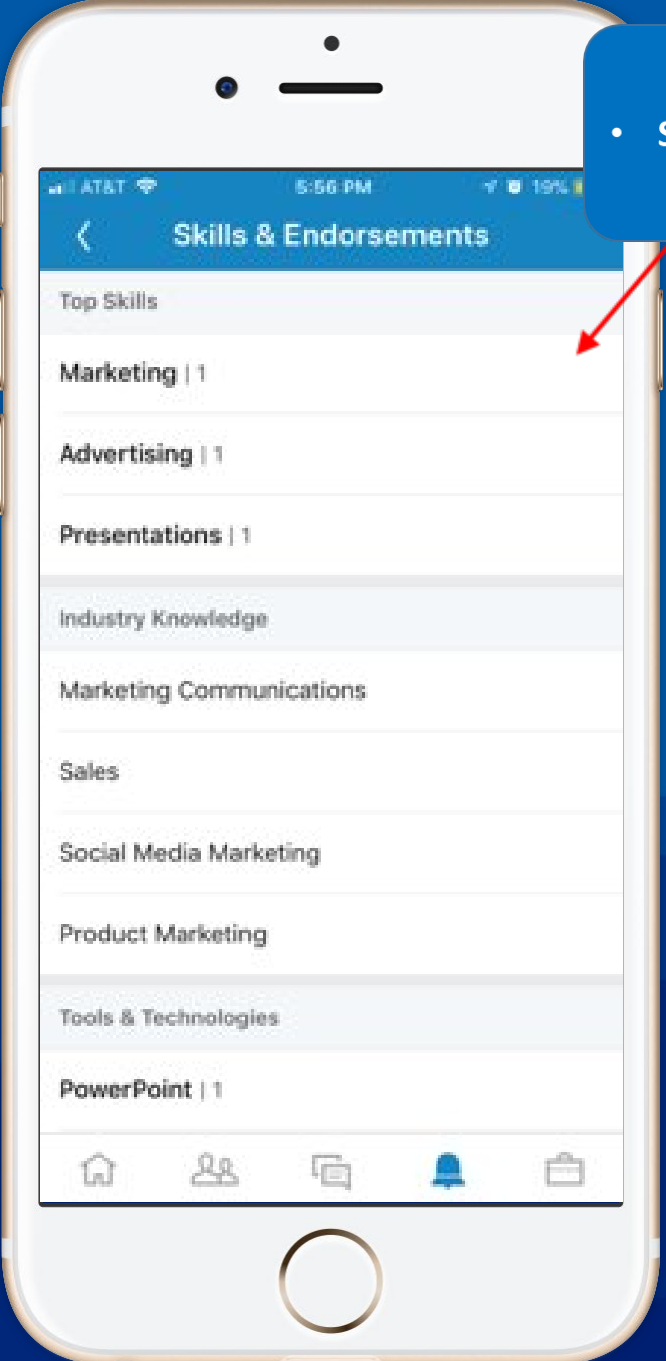
A.A , Social Behavioral Science

2013 – 2016



5. Expertise

• Searchable Content



Skills & Expertise

Most endorsed for...

12	Economics	
11	Start-ups	
10	Due Diligence	
10	Venture Capital	
10	Management	

Add at least 5 key skills. This will allow your connections to endorse you for those skills.

6. Recommendations

Recommendations

Received (5)

Given (6)

Ask to be recommended

- Can be found at the bottom of connections page
- Ask managers, professors, or classmates who've worked with you closely to write a recommendation.
- This gives extra credibility to your strengths and skills

Recommendations

Received (1) ▾

Bachelor of Science in Business Administration

University of California, Riverside



Stephanie Reyes

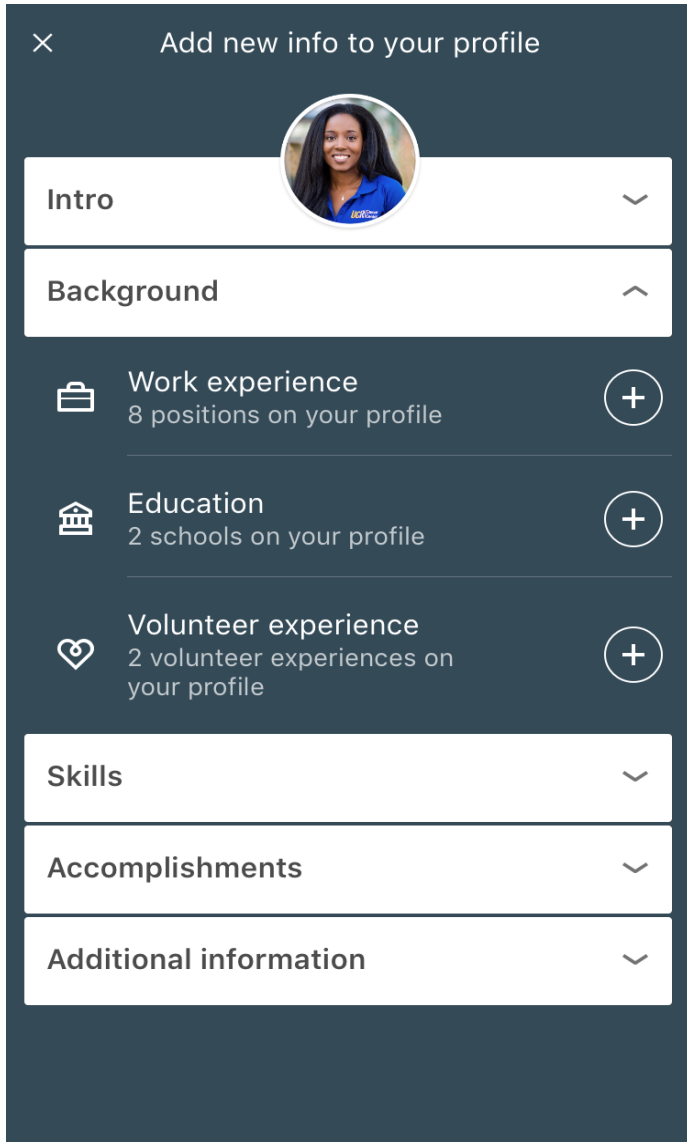
Assistant Director of Employer Relations, Career Center at California State University, Fullerton

“ Student is a passionate, motivated, and enthusiastic individual. I have had the pleasure of working with student at the career center and have witnessed student's drive and passion to reach a designated career goal. I am positive that student will reach great heights and will be an asset to any company student chooses to work for.

April 27, 2012, Stephanie advised Student at University of California, Riverside



Profile Enhancing Tips



- ❖ **Volunteer Experiences & Causes**
- ❖ **Honors and Awards**
- ❖ **Organizations**
- ❖ **Classes and Projects**

Profile Enhancing Tips

Volunteer Experience & Causes



Volunteer Experience & Causes

Volunteer

Habitat for Humanity

July 2011 – August 2011 (2 months)

- Participated as international volunteer in Costa Rica for four weeks.
- Collaborated with team members to build decent houses for families in need.

Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

Honors & Awards

If you earned a prize in or out of school, don't be shy. Let the world know about it!



Honors & Awards

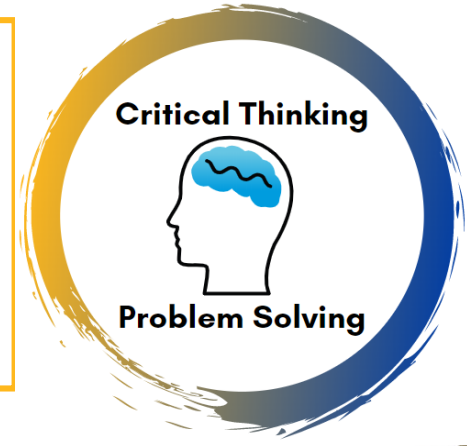
The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.



NACE CAREER READINESS COMPETENCIES

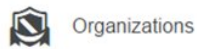


Obtaining requisite competencies that broadly prepare college graduates for a successful transition into the workplace.



Profile Enhancing Tips

Organizations



Organizations

Delta Upsilon Fraternity

Vice President

Starting September 2011

- Established a mentor program in which members partner to provide tutoring and offer personal support.
- Developed online server to upload and share notes and readings from all classes taken by members.

TOMS Club

Member

Starting December 2011

- Fundraised and created awareness to support projects and companies that help those less fortunate.
- Volunteered time, money and resources to help manage events and programs.

- On or off campus clubs/organizations
- What did you do with each organization?
- Did you take on a leadership role?

Courses & Projects



Projects

Global Challenge Business Simulation Pro

December 2008 – December 2008

- Forecasted markets, implemented new technology initiatives and managed production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stock price.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about **what** you did and **how** you did it



Courses

University of California, Riverside

- Financial Evaluation
- Marketing Management
- Strategic Analysis

COURSES: List the classes that show off skills and interests you're most excited about

The "Home" Page

- Share articles, tag companies and people
- People who share updates regularly are **41%** more likely to be contacted through LinkedIn
- See new jobs posted, **like & share** connections' updates

The screenshot shows the LinkedIn Home page. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge), and Me. Below the navigation bar, there is a search bar and a banner for FixDex. The main content area is divided into three columns. The left column shows a profile card for Jess Williams, Senior Manager at Denali Bank, with 73 profile views and 35 post views. The middle column shows a post by Helen Bradley, Managing Director at Philosophy Science LLC, with 8 likes and 5 comments. The right column shows a list of trending news items, including 'The Dow is About to Hit 20,000' and 'Economy Grew at Fastest Pace in Two Years'. At the bottom, there is a section for 'Who's viewed your profile' with a list of users including Ryan Holmes and Arianna Huffington. A blue callout box points to a post by Susan Luker, which says 'Reading the new Enterprise Holdings online marketing campaign and highly recommend it!' with a link to the press room.

Sharing Updates on Your Personal/Social Profiles



Status Updates on LinkedIn



Know the Difference

Creating Posts

Share your professional experiences!

- Use **#hashtags**
- Tag people using the "**@symbol**"
- Add *value* in your posts
 - Include information people can't research



Brendan Nugent • 2nd
Business Development Leader
3d • Edited

I'm proud to share that our partnership between **Boy Scouts of America** and **iFLY Indoor Skydiving** is kicking off in the new year! Through the STEM NOVA Award series, the program provides Boy Scouts an opportunity to increase their interest in STEM through real-life involvement at our facilities around the US. Thanks to **Christina Soontornvat**, **April McMillan**, **Paul Sharp** and **Travis Deming** for their valuable contribution to making this possible **#BSA #partnerships #engineering #STEM #boyscouts**

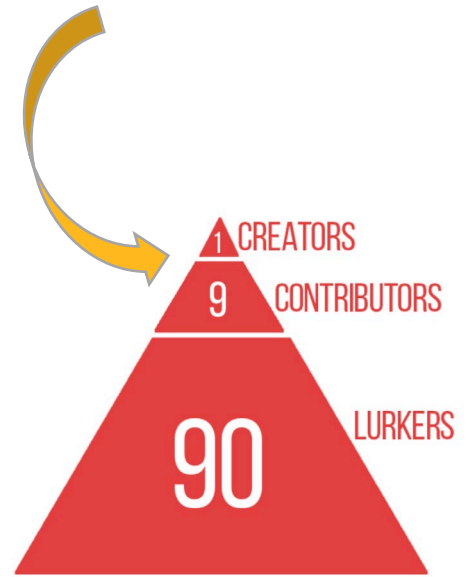


BRENDAN NUGENT
NATIONAL DIRECTOR OF BUSINESS DEVELOPMENT

46 Likes · 3 Comments · 1,326 Views

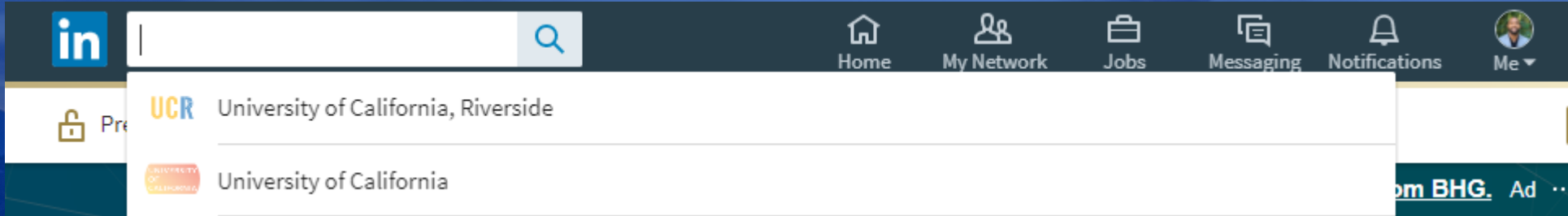
Like Comment Share


Be a creator!





Find Alumni





University of California, Riverside
Riverside, ca · 84,740+ alumni · 101,790 followers

A University of Distinction and Diversity The University of California, Riverside is one of 10 universities within th...

[See alumni](#) Following ▼

Find Alumni



University of California, Riverside

Riverside, ca · 89,058+ alumni · 107,795 followers

Visit website

✓ Following



Chanel & 74 other connections work here

See all 6,758 employees on LinkedIn

Home

About

Jobs

Life

Alumni

Ads

89,058 alumni

Start year

1900

End year

2019

Search alumni by title, keyword or company

Previous Next

Where they live

Add

82,393 | United States



44,207 | Greater Los Angeles Area



Where they work

Add

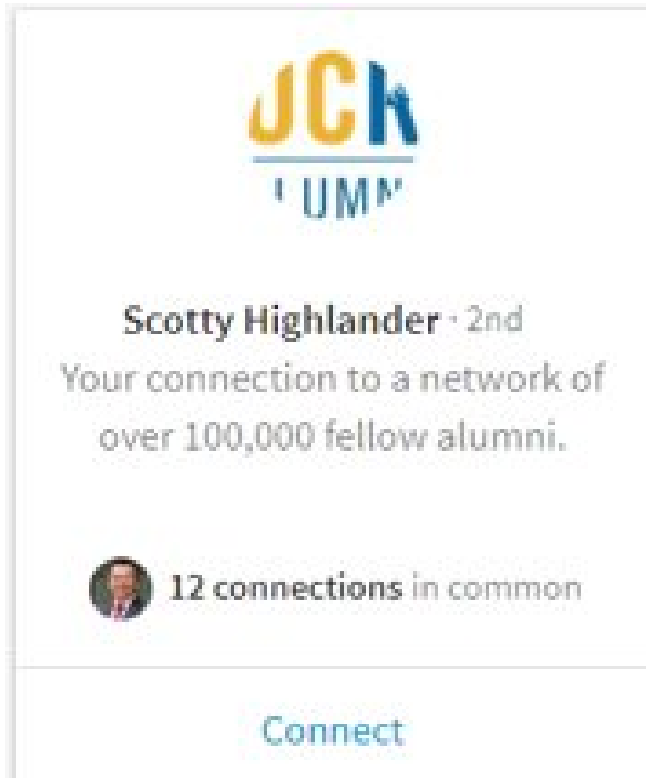
2,750 | University of California, Riverside



468 | Kaiser Permanente



Personalize It!



JCH
'UMM'

Scotty Highlander · 2nd
Your connection to a network of
over 100,000 fellow alumni.

 12 connections in common

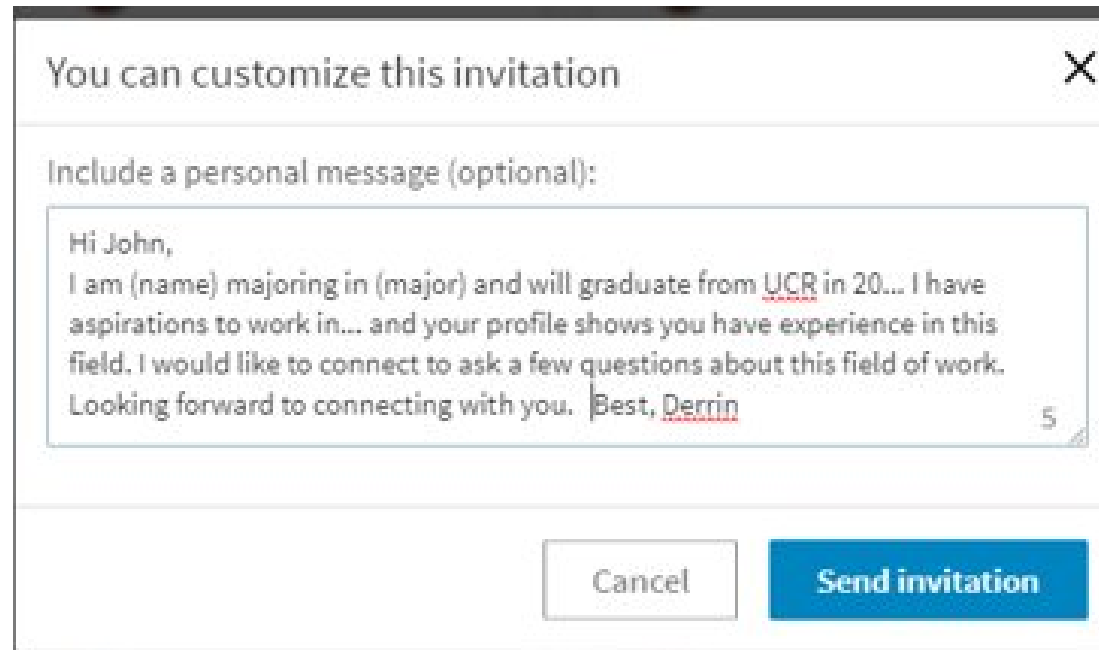
Connect

You can customize this invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now



You can customize this invitation ✕

Include a personal message (optional):

Hi John,
I am (name) majoring in (major) and will graduate from UCR in 20... I have aspirations to work in... and your profile shows you have experience in this field. I would like to connect to ask a few questions about this field of work. Looking forward to connecting with you. Best, Derrin

5

Cancel Send invitation



Scotty Highlander · 2nd

Your connection to a network of
over 100,000 fellow alumni.



12 connections in common

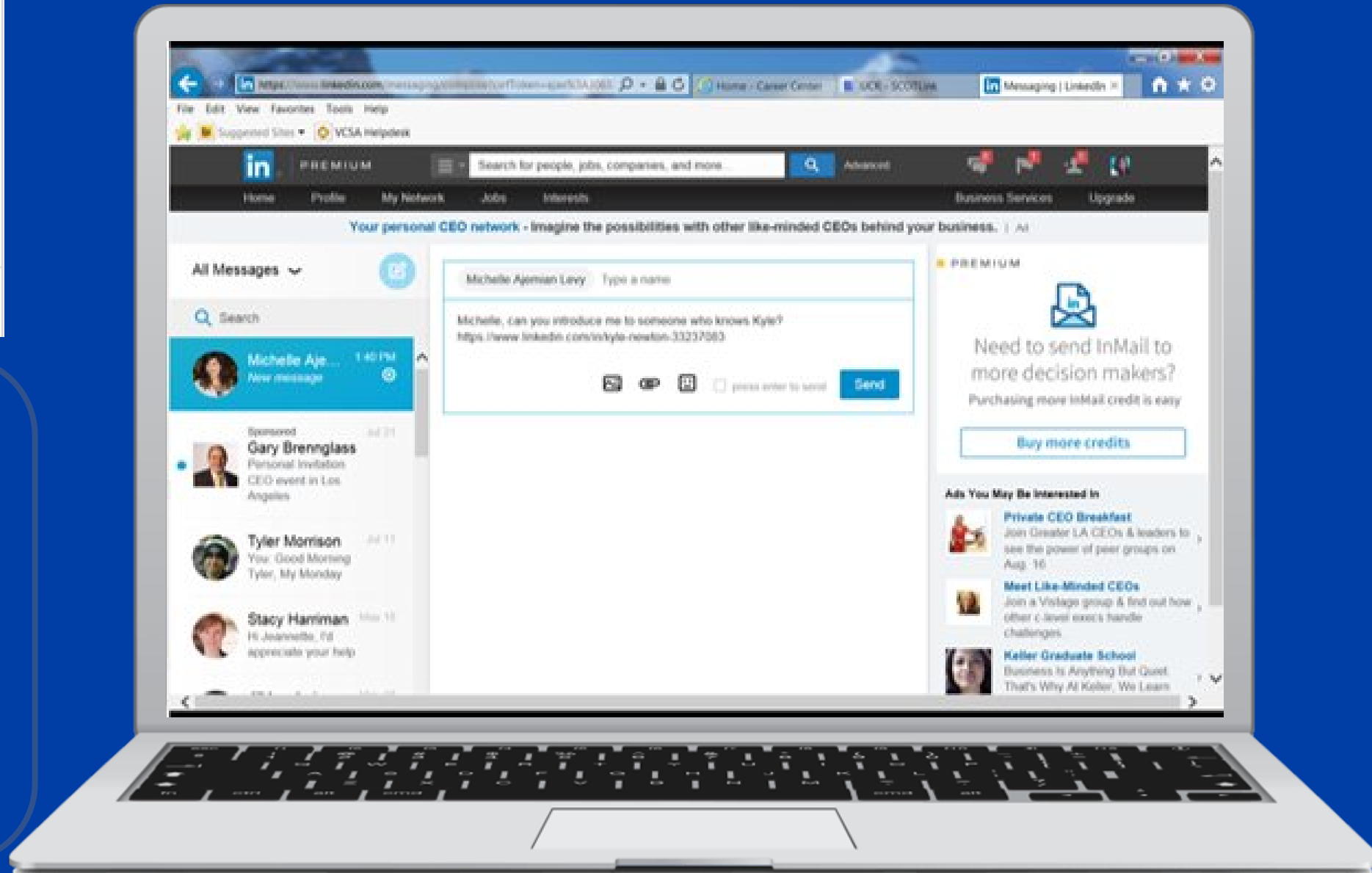
Connect

Increase chances of
getting new connections
by being introduced

By-pass the 300
characters limit.

Be able to elaborate
through an inbox
message

Get Introduced



Leverage Enhancing Tips

Join Groups

Follow Companies

TIP: You Can Send a Direct Message to Any Professional You Are in a Group With

The more companies you follow the more leads you get, and it will bring to populate your home page with affiliated companies

Follow Hashtags

Search

Top People Jobs Posts Companies **Groups** Schools

Showing 1,657,922 results

Sports Industry Network
Members: 299,643

Your communities

Hashtags you follow

- #whatinspiresme
- #strategy
- #socialentrepreneurship
- #professionalwomen
- #philanthropy
- #personalbranding
- #networking
- #motivation
- #innovation

Search

Top People Jobs Posts **Companies** Groups Schools

Showing 17,219,977 results

IBM
Information Technology and Services
10,001+ employees

Follow

IBM
Information Technology and Services • Armonk, New York, NY • 3,528,076 followers
Ranked on the 2017 LinkedIn Top Companies list

Follow See jobs

5 people from your company were hired here.
See all 499,357 employees on LinkedIn →

Utilizing Resources for Opportunities

How does online networking play a role in your job search?

Crowdsourcing – how did THEY get there?



Recruiters, professionals, and alumni in area of interests



Job Search Tools

Jobs ▾ Date Posted ▾ LinkedIn Features ▾ Company ▾ Experience Level ▾ All filters

Showing 11,202 results Sort by: Relevance ▾ Classic View ▾

 **Intern**
Lookout Entertainment
Hermosa Beach, California
Lookout Entertainment is a production company seeking a hardworking, motivated intern looking to learn about how a production company operates. Main responsibilities include day...
3 weeks ago ·  Easy Apply

West
Intern
West
San Francisco, CA, US
Most of all, we're looking for individuals who maintain a friendly and positive demeanor with excellent organizational skills that keep you, and therefore the team around you, ...
2 weeks ago ·  Easy Apply

 **Intern**
MP Advertising, Inc.
San Jose, CA, US
Participating in product/service/brand knowledge training provided to on-site promotions and sales teams on behalf of management. Ensuring the highest level of customer service ...
2 weeks ago ·  Easy Apply

Saved job searches · Manage

intern in California

Create search alert

PREMIUM



See jobs where you are a top applicant

Know how you rank among applicants and increase your chances

Reactivate for Free

Messaging



Job Search Tools


Populate your relevant job searches





We didn't find any relevant jobs.

Riverside, California · Any industry · 1 to 200 employees ... [Update career interests](#)


Companies in your network

 **The Walt Disney Company**
Entertainment


From classic animated features and exhilarating theme park attractions to cutting edge sports coverage, and the hottest ...

  2 connections work here


[Learn more](#)

 **Safeway**
Retail


Safeway is proud to serve neighborhoods across the country with the freshest groceries at a great value. We offer innova...

 3 company alumni work here

[Learn more](#)

 **Primerica**
Financial Services

Primerica's roots date back to 1977 when the company embarked on a revolutionary crusade to transform the life insurance...

 1 connection works here

[Learn more](#)

Increase your chances of landing a job by using your network

Career interests

Privacy

Let recruiters know you're open

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Off



Share your career interests

Get surfaced in recruiter searches that match your career interests



Stand out in recruiter searches

Recruiters will see your profile marked as 'Open to new opportunities'



Receive more opportunities

Double your chances of receiving relevant messages from recruiters

[Connect with Recruiters](#)

What job titles are you considering?

[+ Add title](#)

What locations would you work in?

Riverside, California [+ Add location](#)

What types of jobs are you open to?

- Full-time
- Part-time
- Internship
- Remote
- Freelance
- Contract

Show company preferences



A modern, on-the-go platform designed especially for college-based recruiting for jobs, internships, events and resources.

- Students gain access to job/internship postings from 200,000+ employers around the world, including all Fortune 500 companies!
- Employers enjoy a faster, more user-friendly experience to post jobs and view applicants.

Take it Offline

Did you know that approximately 70% of jobs are filled through networking?

Consider:

- Informational Interviews via Zoom, phone, in-person
- Coffee/Lunch (can be virtual!)
- Mixers
- On-campus panels, career fairs, information sessions



Keep learning in moments that matter.

Courses for every step of your career. Instructors with real-world experience.

[Start my free month](#)

[Need to train your team? Learn More.](#)

 <p>You have no content in progress.</p>	 <p>You have no saved content.</p>	<p>SKILLS YOU FOLLOW</p> <p>Add Skills</p>
---	---	--

New on LinkedIn Learning

[Previous](#) [Next](#)



Navigating Politics as a Senior Leader

By: Mike Figliola



Access 2019: Building Dashboards for Excel

By: Robin Hunt



Marketing Tools: Social Media

By: Carlos Gil



Marketing on LinkedIn: The Sophisticated Marketer's Guide

By: Alex Rynne



Social Media V and Marketing

By: Ashley Rennie

Trending on LinkedIn Learning

[Previous](#) [Next](#)

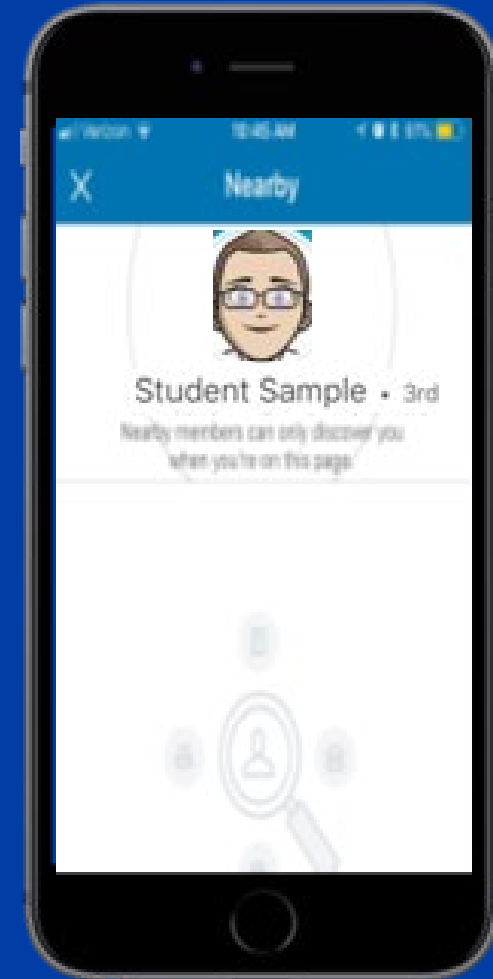




Who's in the room?

Networking Activity

Go on LinkedIn, add your connections, and expand your network





Questions?

Location: We are located in the Career Center Plaza. Our entrance is the University Lecture Hall and the Surge Building, behind the UCR Campus Store.

Hours:

Mon. - Fri. 8 am to 5 pm
except Wed. 9 am to 5 pm

*Individual counseling appointments available
Schedule on Handshake*

Drop-In Hours:

Mon. - Thurs. 10 am-3pm
Fri. 10 am-12 pm



Career Center



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#HireHighlanders • #UCRCareerReady