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Mastering LinkedIn

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



CONNECT. INSPIRE. EMPOWER

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

CONNECT. INSPIRE. EMPOWER



COMMUNICATION



PROFESSIONALISM



CRITICAL THINKING



TEAM WORK



NACE®

CAREER READINESS COMPETENCIES

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



EQUITY & INCLUSION



LEADERSHIP



CAREER AND SELF-DEVELOPMENT



TECHNOLOGY



Benefits of a LinkedIn Network



45 Million Students &
College Graduates



900 Million Professionals



Over 200 Industries



8 Million Jobs Listed



122 Million People Got an
Interview from Their Profile



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





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

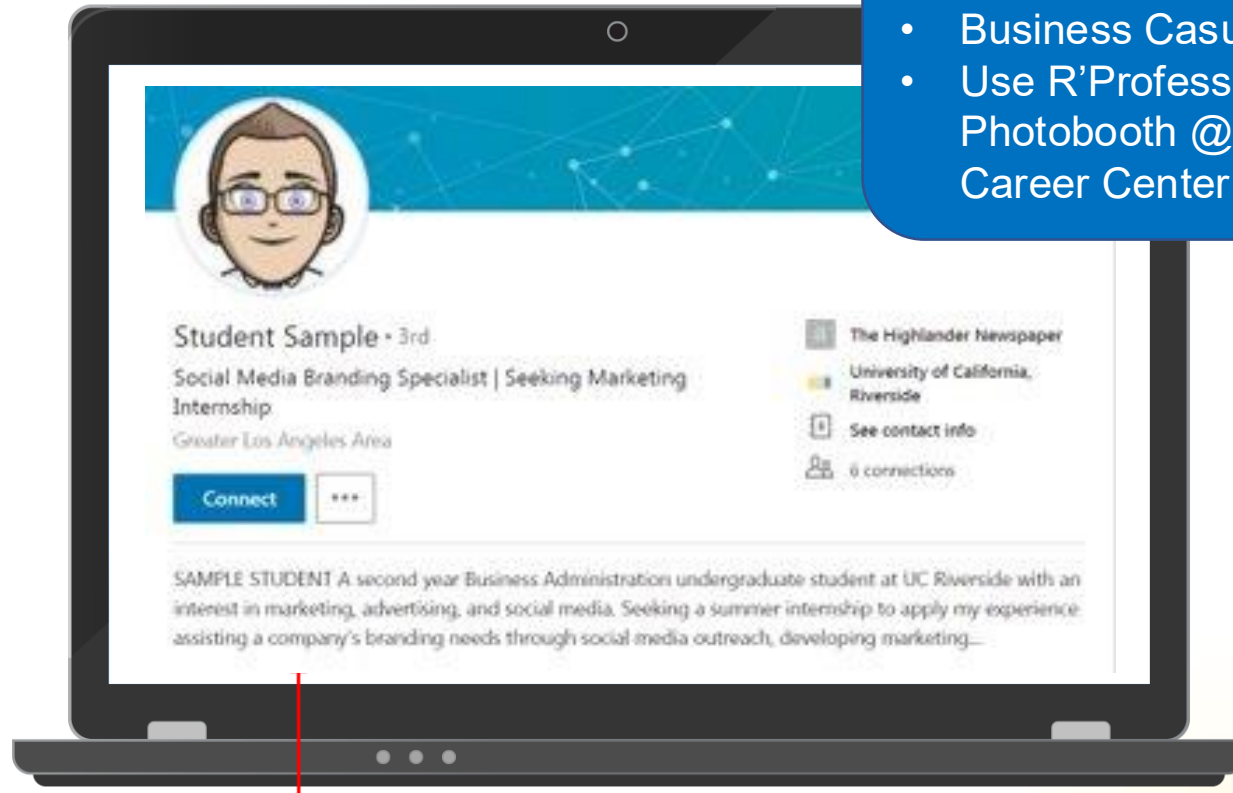




1. Photo & Headline

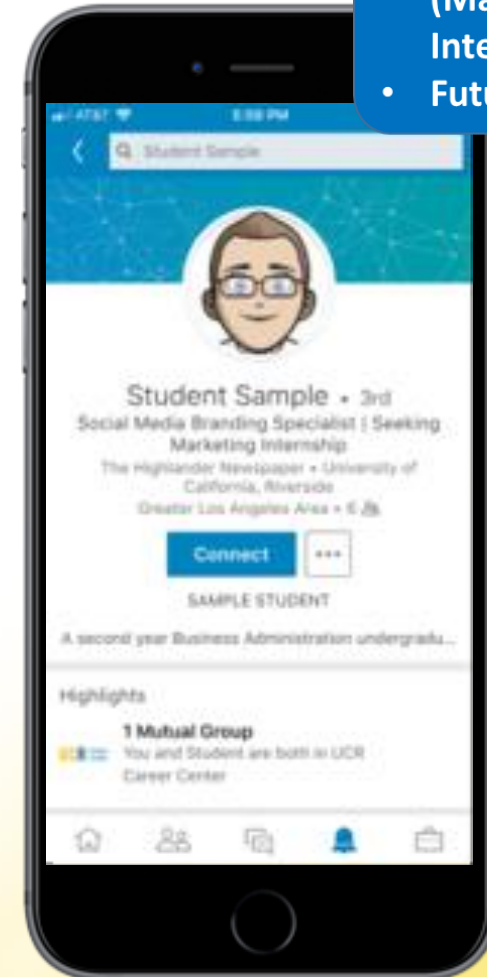
Photo Tips

- Smile
- Business Casual
- Use R'Professional Photobooth @ Career Center



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**

Add experience

Notify network

Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Off ☐
Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

* Indicates required

Title*

Ex: Retail Sales Manager

Employment type

Please select

Company or organization*

Ex: Microsoft

☒ I am currently working in this role

Start date*

Month

Year

Location type

Please select

Pick a location type (ex: remote)

Profile headline

Peer Advisor at UCR Career Center | Aspiring Counselor

Appears below your name at the top of the profile

Where did you find this job?

Please select

This information will be used to improve LinkedIn's job search experience.

Skills

We recommend adding your top 5 used in this role. They'll also appear in your Skills section.

+ Add skill

Media

Add media like images, documents, sites or presentations. Learn more about [media file types supported](#)

+ Add media



Experience



UCR Career Center

Part-time · 1 yr 11 mos

900 University Ave Career Center Plaza,
Riverside, CA 92521 · On-site



Peer Advisor

Dec 2024 - Present · 1 yr 4 mos

- Assist students in creating resumes and cover letters in writing workshops to highlight their professional skills
- Collaborate with staff and supervisors in weekly meetings to strengthen team coordination
- Shadow drop-in advising and workshops to develop positions responsibilities



Restaurant Shift Lead

Pick Up Stix · Part-time

Jun 2022 - Aug 2025 · 3 yrs 3 mos

Upland, California, United States · On-site

- Assessed needs of customers through servicing their requests to ensure a satisfactory experience during dining hours of the restaurant
- Calculated customer transactions through register use after servicing customers and taking payments to ensure company profits

3. Experience

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



4. Education

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

Education

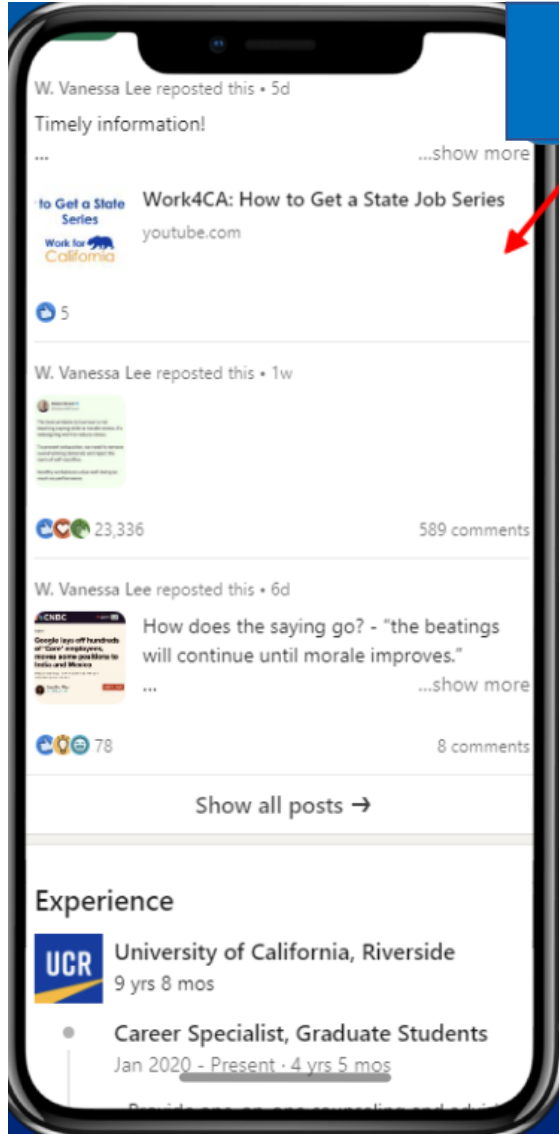


University of California, Riverside
Bachelor of Arts - BA, Sociology and Creative Writing
Sep 2022 - Jun 2026
Activities and societies: PODER, Baile Folklorico, Highlander Newspaper, Mecha, Underground Scholars



Upland High School
High School Diploma

5. Expertise



Searchable
Content

← Skills

All

Industry Knowledge

Student Leadership Training

UCR 2 experiences at University of California, Riverside

1 endorsement

Interview Coaching

UCR Career Specialist, Graduate Students at University of California, Riverside

2 endorsements

Career Counseling

32 endorsements

Academic Advising

19 endorsements

Research

13 endorsements

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



6. Recommendations

Add to profile ✕

Core ▼

Recommended ▲

Completing these sections will increase your credibility and give you access to more opportunities.

Add featured

Add licenses & certifications

Add projects

Add courses

Add recommendations

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

Ask for a recommendation ✕

Help us personalize your request

* Indicates required

Who do you want to ask?

Search for people*

1 of 2

Continue

Recommendations

Received (1) ▼

Bachelor of Science in Business Administration

University of California, Riverside



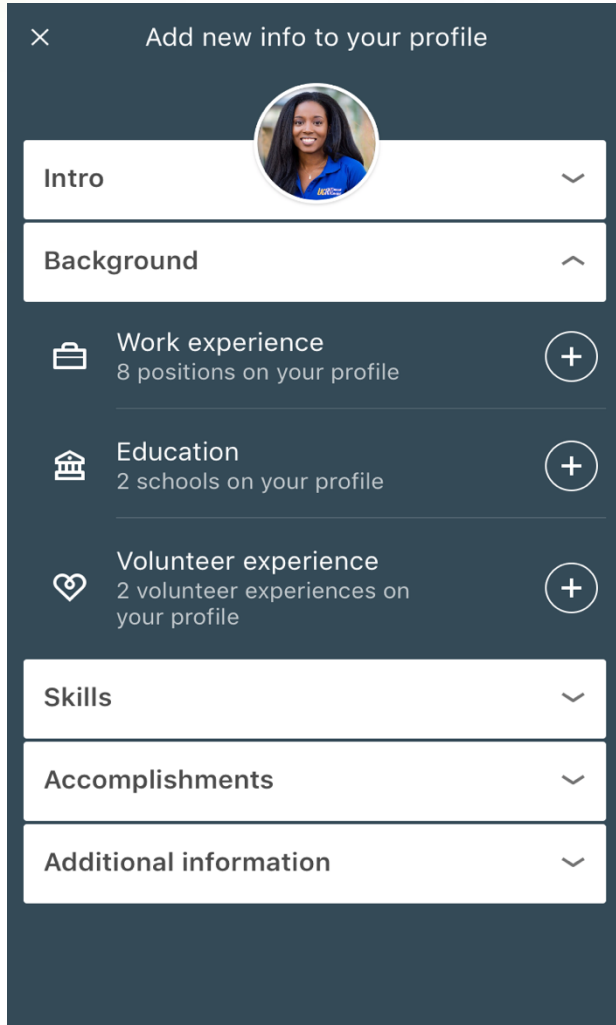
Stephanie Reyes

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



A screenshot of a mobile application interface titled "Add new info to your profile". At the top left is a close button (X). Below the title is a circular profile picture of a woman. The interface features several expandable sections: "Intro" (collapsed), "Background" (expanded), "Work experience" (8 positions on your profile, with a plus icon), "Education" (2 schools on your profile, with a plus icon), "Volunteer experience" (2 volunteer experiences on your profile, with a plus icon), "Skills" (collapsed), "Accomplishments" (collapsed), and "Additional information" (collapsed).

You can add...

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

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

in Search

Home My Network Jobs Messaging Notifications Me

More Try Premium for free

You Rock At Coding - Let FixDex bring you the job offers. It's free, and no commitment.

Share an article, photo, or update

✓ Publish a post · 5 Drafts Share

Jess Williams
Senior Manager at Denali Bank

73
Who's viewed your profile

35
Views of your posts

Helen Bradley
Managing Director at Philosophy Science LLC
3 hrs

Go all in on infrastructure—digital and analog, e.g., mobile and broadband infrastructure, roads, bridges, airports, etc. Tie every initiative to the number of jobs that will be created (and provide training where gaps are most ... see more

8 Likes · 5 Comments

Like Comment Share

Susan Luker On average, coal power plant produces 50% more CO2 than natural gas power plant.
Like Reply

Add a comment...

FixDex
112,345 followers

+ Follow

How do you decide which features are most important? Download our new eBook for a complete guide to building features your users want! <http://pin.it/y-sDbH2>

LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS.
Find out more

Follow new perspectives · See more

Decagon
Popular in the internet industry

Ryan Holmes
CEO at Amethyst

Arianna Huffington
President and Editor-in-Chief at The Huffington Post

Reading the new Enterprise Holdings online marketing campaign and highly recommend it!
<https://www.enterpriseholdings.com/press-room/>



Sharing Updates on Your Personal/Social Profiles





Status Updates on LinkedIn



Know the Difference



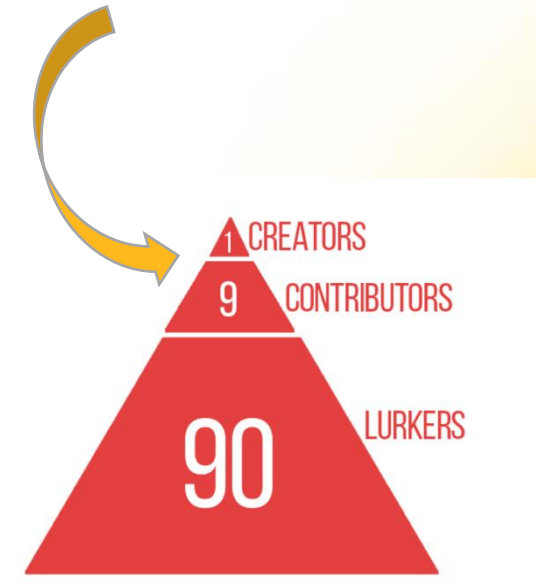
Creating Posts

SHARE YOUR PROFESSIONAL EXPERIENCE!

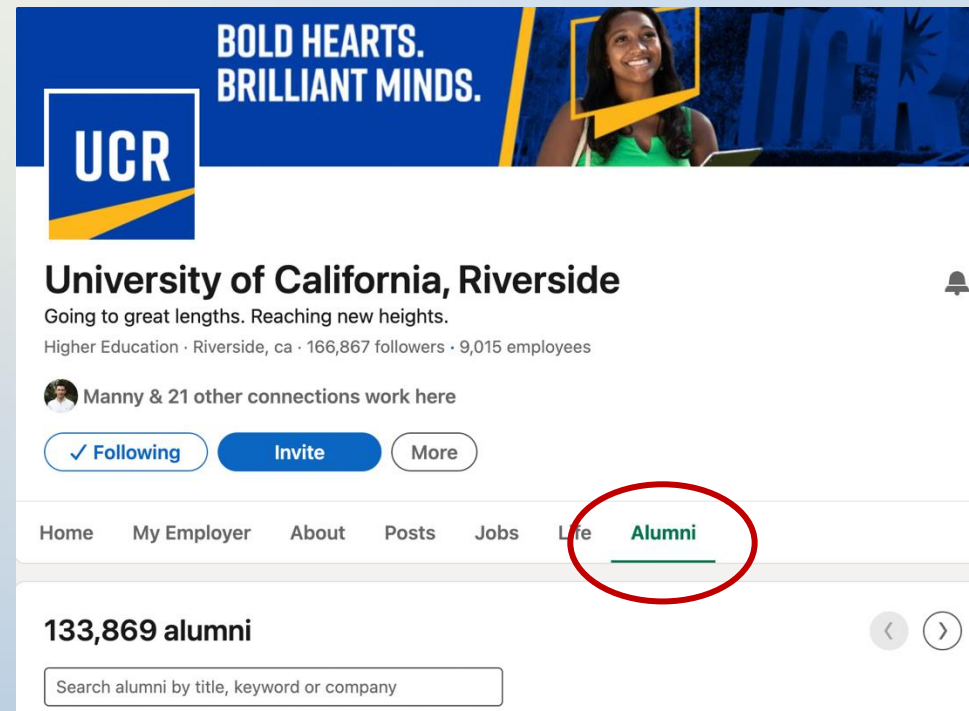
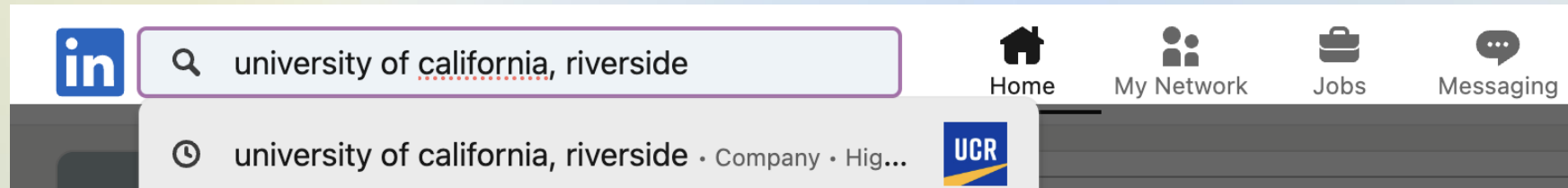
- Use **#hashtags**
- Tag people using the **"@"**
- Add *value* in your posts
 - Include information people can't research



Be a creator!

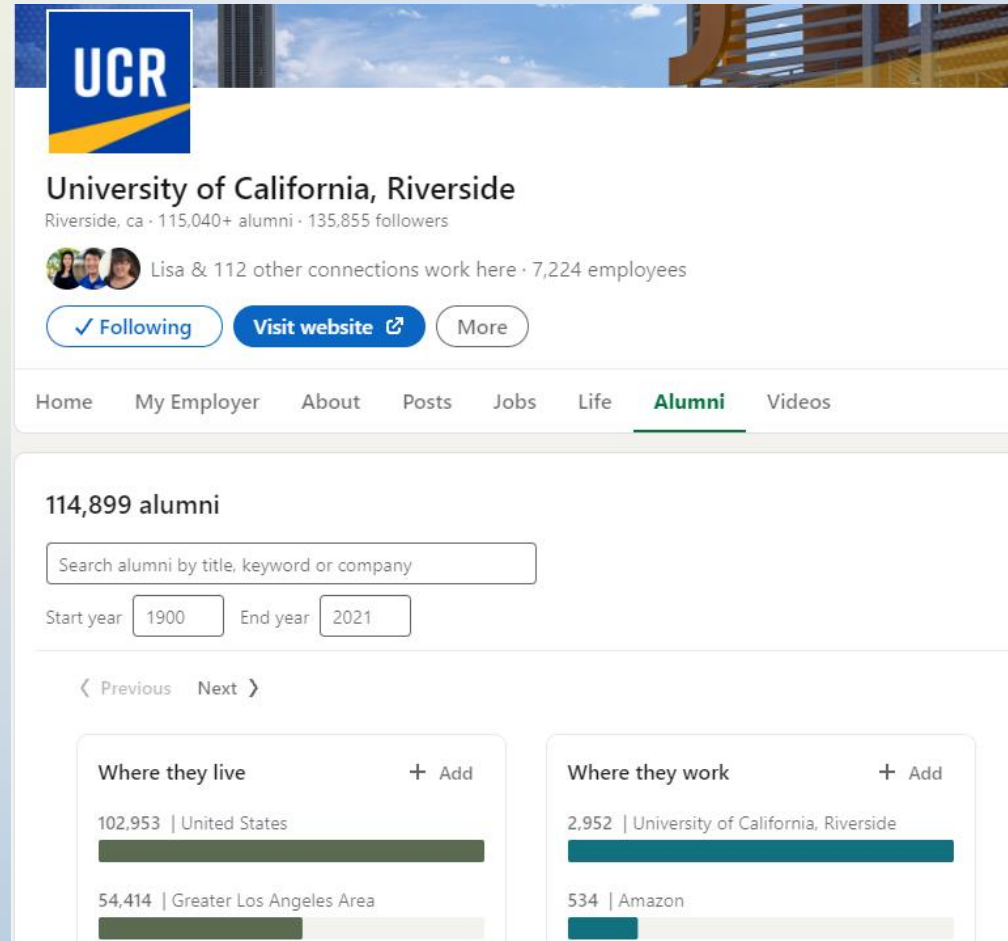


Find Alumni



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Find Alumni



The screenshot shows the LinkedIn profile of the University of California, Riverside. The header includes the UCR logo and a banner image. Below the header, the page title is "University of California, Riverside" with location "Riverside, ca", "115,040+ alumni", and "135,855 followers". It also mentions "Lisa & 112 other connections work here" and "7,224 employees". Navigation buttons include "Following", "Visit website", and "More". The main navigation bar has tabs for "Home", "My Employer", "About", "Posts", "Jobs", "Life", "Alumni" (which is selected), and "Videos".

114,899 alumni

Search alumni by title, keyword or company

Start year: 1900 End year: 2021

< Previous Next >

Where they live	+ Add	Where they work	+ Add
102,953 United States		2,952 University of California, Riverside	
54,414 Greater Los Angeles Area		534 Amazon	

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Personalize It!



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

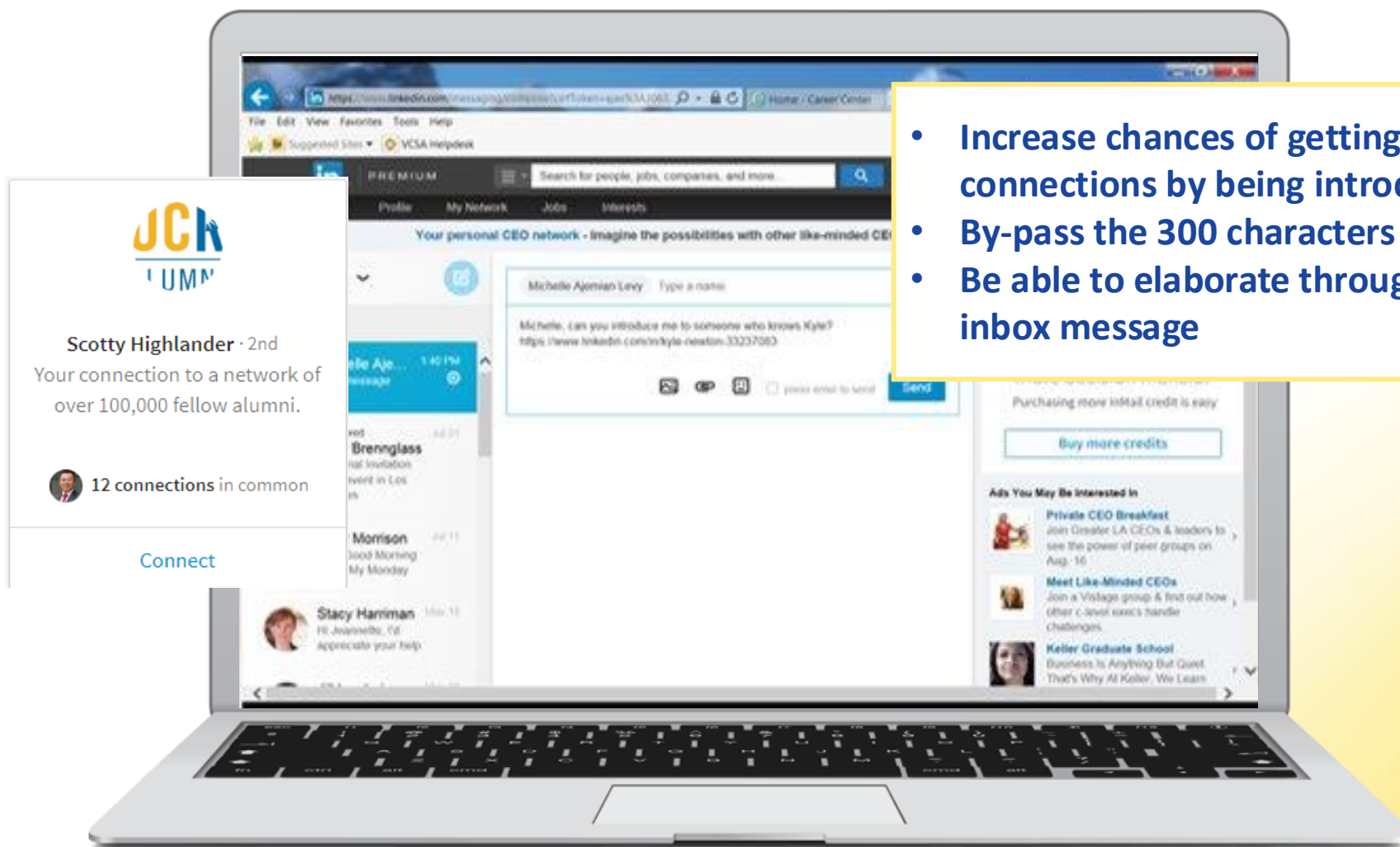
5

Cancel

Send invitation



Get Introduced!



- Increase chances of getting new connections by being introduced
- By-pass the 300 characters limit.
- Be able to elaborate through an inbox message



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

 12 connections in common

[Connect](#)



Leverage Enhancing Tips

Join Groups

Follow Companies

Search

Top People Jobs Posts Companies

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

#FollowHashtags

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

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](#)

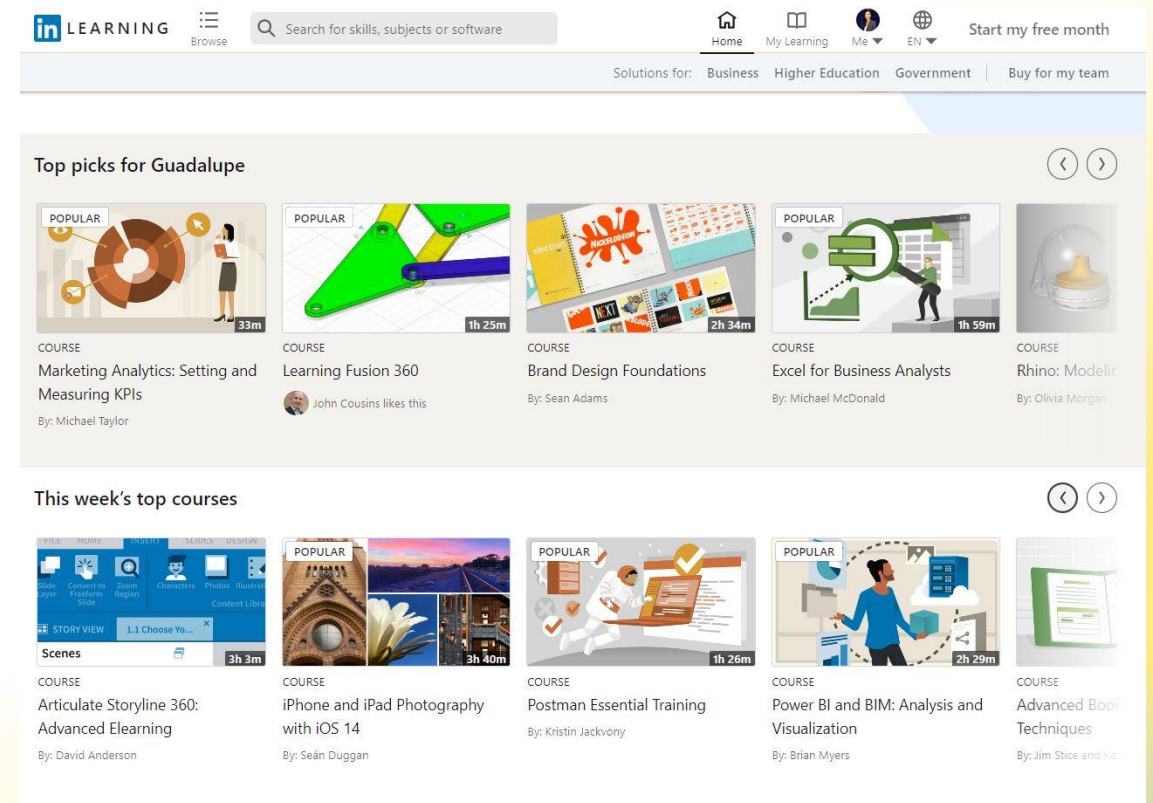
The more companies you follow the more leads you get, and it will begin to populate your home page with affiliated companies
#nowhiring #opentowork

LinkedIn Learning

Did you know that you have access to free courses & LinkedIn certifications?

Visit: <https://www.linkedin.com/learning/>

- Access 17,000+ courses taught by real-world professionals
- Learn on your time with bite-sized videos or in-depth content, audio-only or offline viewing.
- Stand out by earning certificates to add your LinkedIn profile.



Job Search Tools

The screenshot shows a LinkedIn job search interface. At the top, a filter bar contains several dropdown menus: 'Jobs', 'Date Posted', 'LinkedIn Features', 'Company', and 'Experience Level', followed by an 'All filters' link. A red circle highlights this entire filter bar. Below the filter bar, the page indicates 'Showing 11,202 results' and offers sorting options: 'Sort by: Relevance' and 'Classic View'. The main content area displays three job listings, each with a company logo, job title, location, description, and an 'Easy Apply' button. The first listing is for 'Lookout Entertainment' in 'Hermosa Beach, California'. The second is for 'West' in 'San Francisco, CA, US'. The third is for 'MP Advertising, Inc.' in 'San Jose, CA, US'. On the right side of the page, under 'Saved job searches • Manage', there is a search for 'intern in California' and a 'Create search alert' button, which is also circled in red. At the bottom left, there is a 'PREMIUM' section with a star icon and the text 'See jobs where you are a top applicant' and 'Know how you rank among applicants and increase your chances'. A 'Reactivate for Free' button is next to it. At the bottom right, there is a 'Messaging' section with a checkmark icon and a gear icon.

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](#)

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



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

Increase your chances of landing a job by using your network

Career interests Privacy settings

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

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

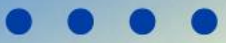
[Show company preferences](#)

Connect with Recruiters



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:

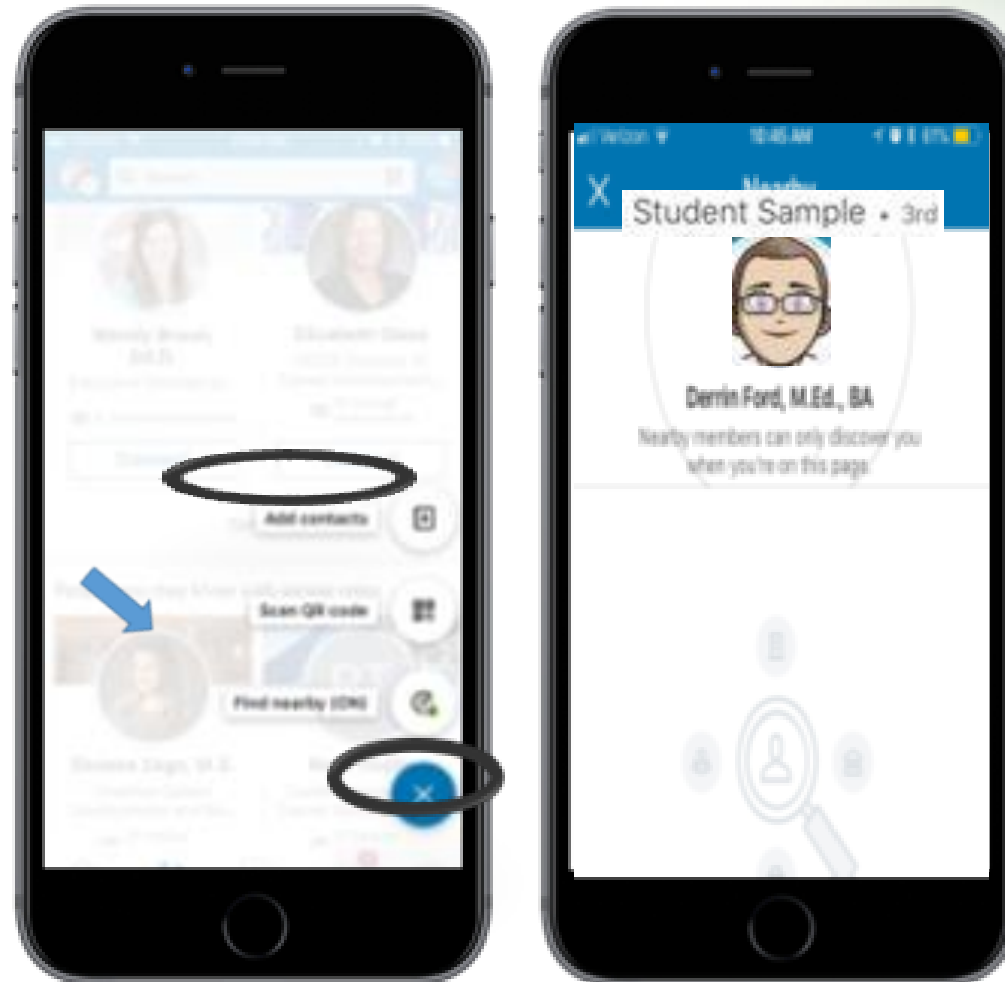
- Informational Interviews via Zoom, phone, in-person
- Coffee/Lunch (can be virtual!)
- Mixers
- On-campus panels, career fairs, information sessions



• • • •

Networking Activity - Who is in the room?

- **Share Your URL in the chat or with students in the room**
- **Find an alumni that you want to connect with**
- **Send 1-3 connections with notes!**



ENROLL IN EXCEL + NOW!

Start anytime during your undergrad degree, **go at your own pace**, and **earn recognition** for the valuable career readiness skills you're already building on campus.

- Pick your Competency

IE: Career and Self Development, Technological Literacy, and MORE!

- Upload and Track Progress
- Earn Competency Badges
- Highlight Your Skills to Employers

Students enrolled by 10/31 will be entered into raffle to win a \$25 UCR dinning gift card.



Excel.ucr.edu

connect with us!



INSTAGRAM

@UCRCAREERCENTER



CONNECT. INSPIRE. EMPOWER

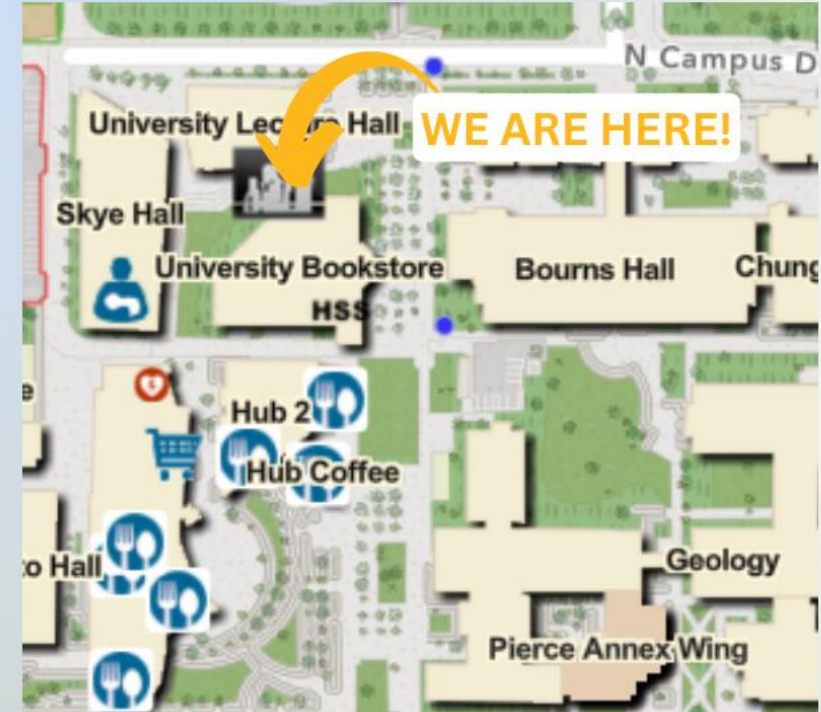
location

ENTRANCE IS ACROSS FROM ARC AND UNIVERSITY LECTURE HALL, UNDERNEATH THE BOOKSTORE

hours

8 AM - 5 PM MONDAY-FRIDAY

website home *drop in hours*



QUESTIONS

CONNECT. INSPIRE. EMPOWER



Post-Workshop Survey

