

How to Enhance Your LinkedIn Profile



Importance of Networking

- ❑ Networking allow you to exchange resources with each other
- ❑ Expand your professional network to increase your opportunities beyond your degree – open up opportunities for internships, apprenticeships, jobs, and collaborations
- ❑ Establish, build and maintain long-term professional relationships



Benefits of a LinkedIn Network



45 Million Students &
College Graduates

900 Million Users



Over 200 Industries

8 Million Jobs Listed Daily



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



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Why Create a Profile?

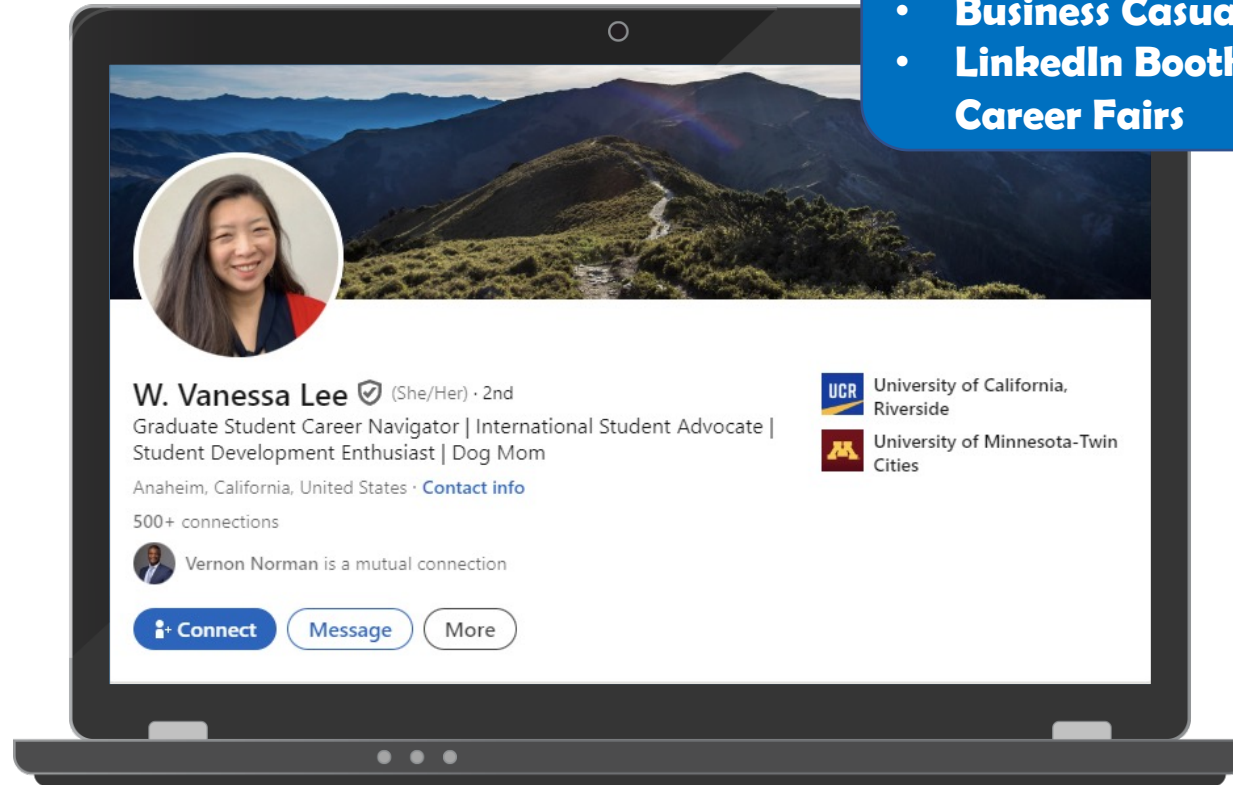
- Gain exposure to hiring managers and recruiters
- Centralize your accomplishments
- Add another tool to your networking resource kit
- Generate leads for opportunities
- Establish and maintain connections



1. Photo & Headline

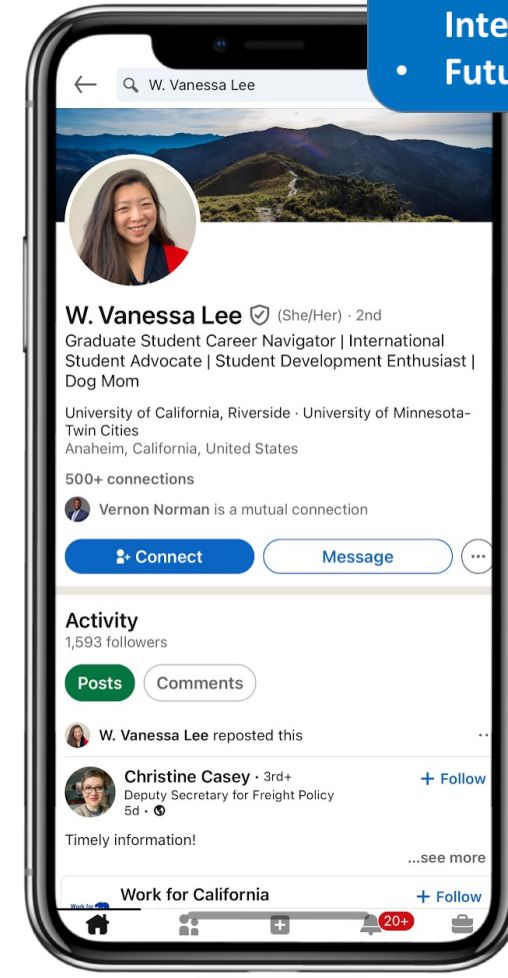
Photo Tips

- Smile
- Business Casual
- LinkedIn Booth@ Career Fairs



- Searchable Content

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



2. Summary

SAMPLE STUDENT

MBA 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. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).



* Indicates required

Title*

Ex: Retail Sales Manager

Employment type

Please select

Learn more about [employment types](#).

Company name*

Ex: Microsoft

Location

Ex: London, United Kingdom

Location type

Please select

Pick a location type (ex: remote)

I am currently working in this role

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

Save




3. Experience

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

4. Education

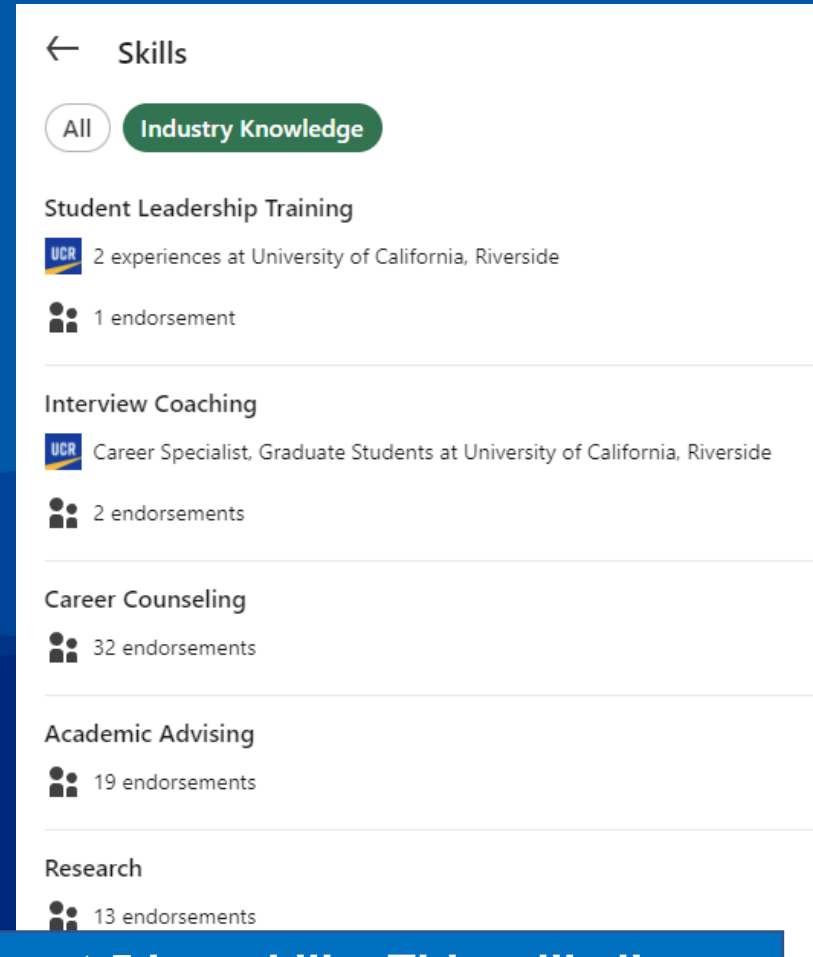
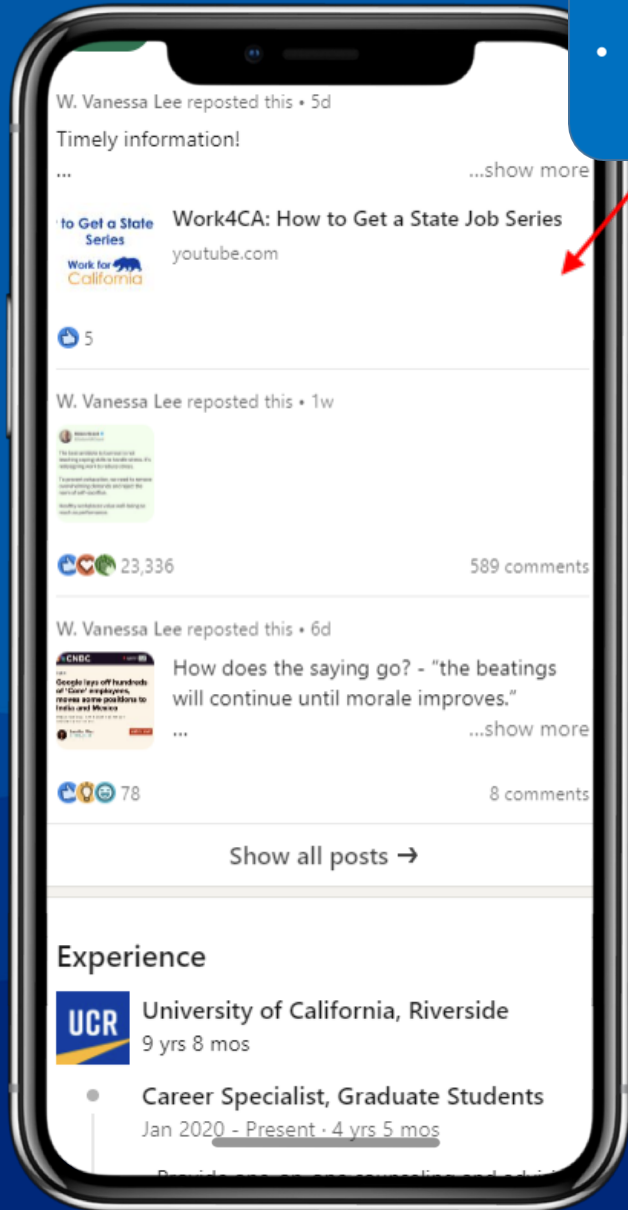
Starting with college, list all the educational experiences you've had - including fellowships, programs.

← Education

-  **University of Minnesota**
Doctor of Philosophy (Ph.D.), Counseling Psychology
2003 - 2009
-  **University of Minnesota**
Bachelor of Arts (B.A.), Psychology
2001 - 2002
-  **The University of Queensland**
Psychology
1999 - 2000

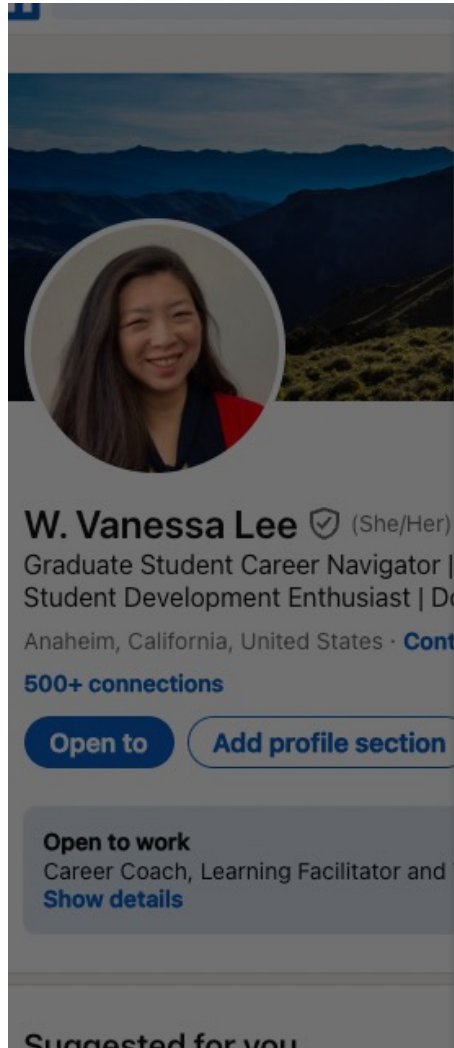
5. Expertise

• Searchable Content



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

Profile Enhancing Tips



Add to profile ×

Core ▾

Recommended ▾

Additional ▲

Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

Add publications

Add patents

Add honors & awards

Add test scores

Add languages

Add organizations

Add causes

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

The "Home" Page

- Share articles and updates, tag 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 displays the LinkedIn Home page interface. At the top, there is a navigation bar with icons for Home, My Network (with a notification badge), Jobs, Messaging (with a notification badge), Notifications (with a notification badge), Me, For Business, and Learning. Below the navigation bar, the user's profile for W. Vanessa Lee is visible, including her name, title (Graduate Student Career Navigator), and statistics for profile viewers (66) and connections (1,543). A central post by Emmanuel Aguilar is featured, discussing UCR Capital Internships. To the right, there is a 'LinkedIn News' section with several headlines, and an advertisement for etcc. The bottom of the page shows a 'Recent' section with various career-related links and a 'Groups' section.

Sharing Updates on Your Personal/Social Profiles

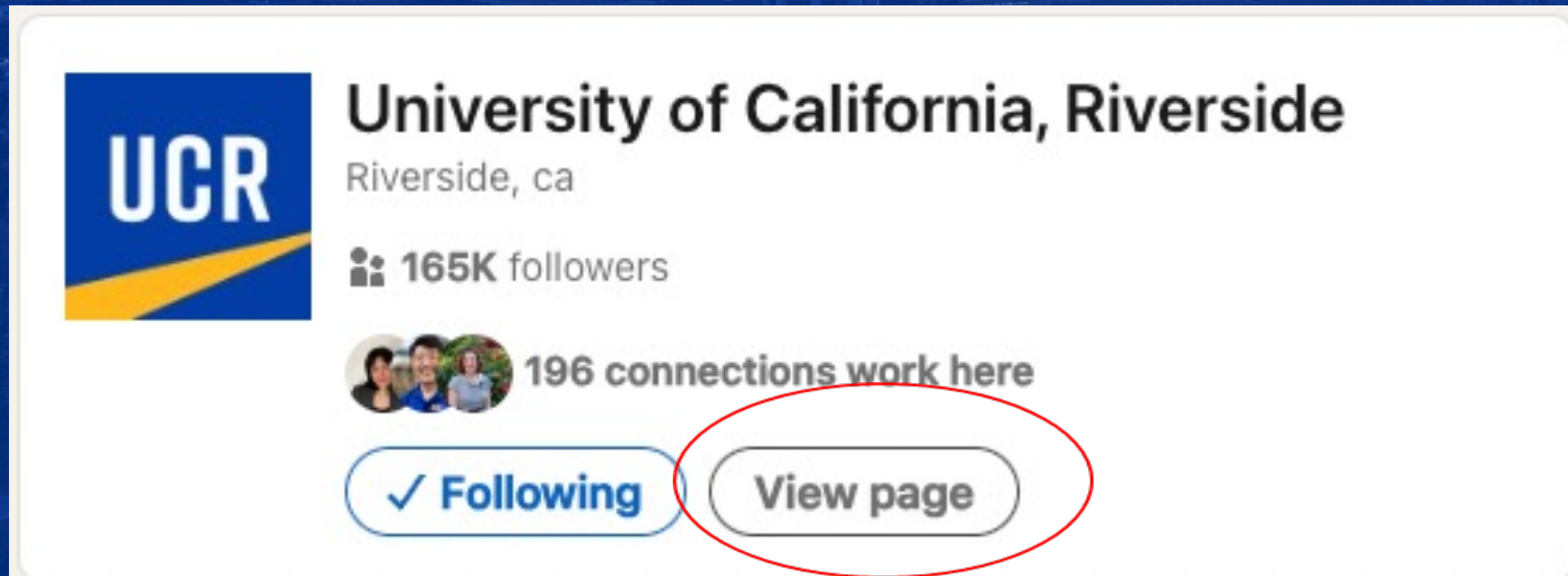
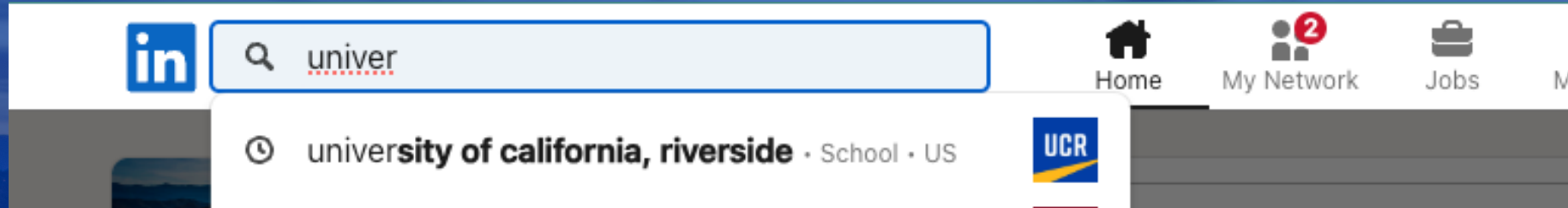


Status Updates on LinkedIn



Know the Difference

Find Alumni



Find Alumni



BOLD HEARTS.
BRILLIANT MINDS.



University of California, Riverside

Going to great lengths. Reaching new heights.

Higher Education · Riverside, ca · 169K followers · 126K alumni

Thomas & 9 other connections follow this page

- + Follow
- Visit website
- ...

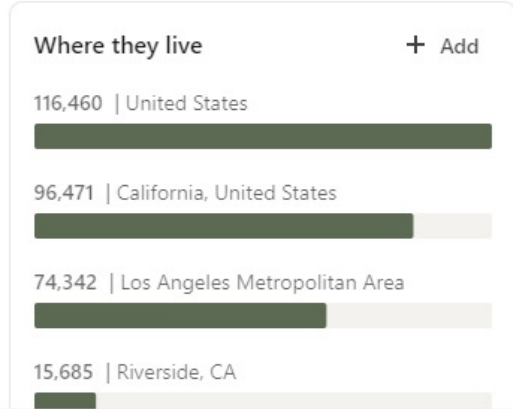
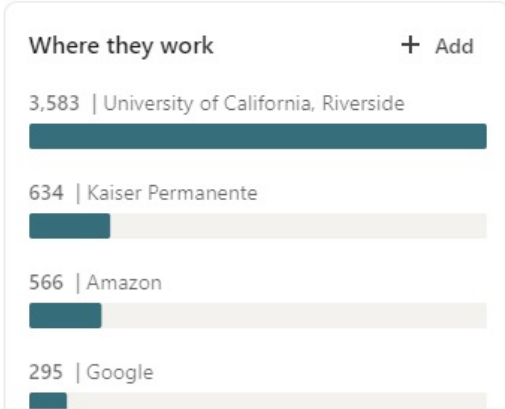
- Home
- About
- Posts
- Jobs
- Life
- Alumni**

126,229 alumni



Search alumni by title, keyword or company

Start year End year



V
1:
1:
1:
9

Show more

Building Relationships via



LinkedIn

- Research UCR alumni in fields/occupations you're interested in
- Scroll through their profiles to see if it's someone you want to talk to/learn more about
- ***Send a personalized note with your invitation to connect*** to increase the chances of them accepting
- Consider asking professionals for an “informational interview”
- *Remember*, the worst thing that could happen is **nothing**



Hi Sunny,
My name is Scotty Highlander. I am in my 3rd year of the Sociology PhD program at UCR. Your career at a non-profit think tank is inspiring and I would love to connect with you to learn more about what you do and how you prepared yourself for this field! Thank you for the opportunity to be a connection on LinkedIn.

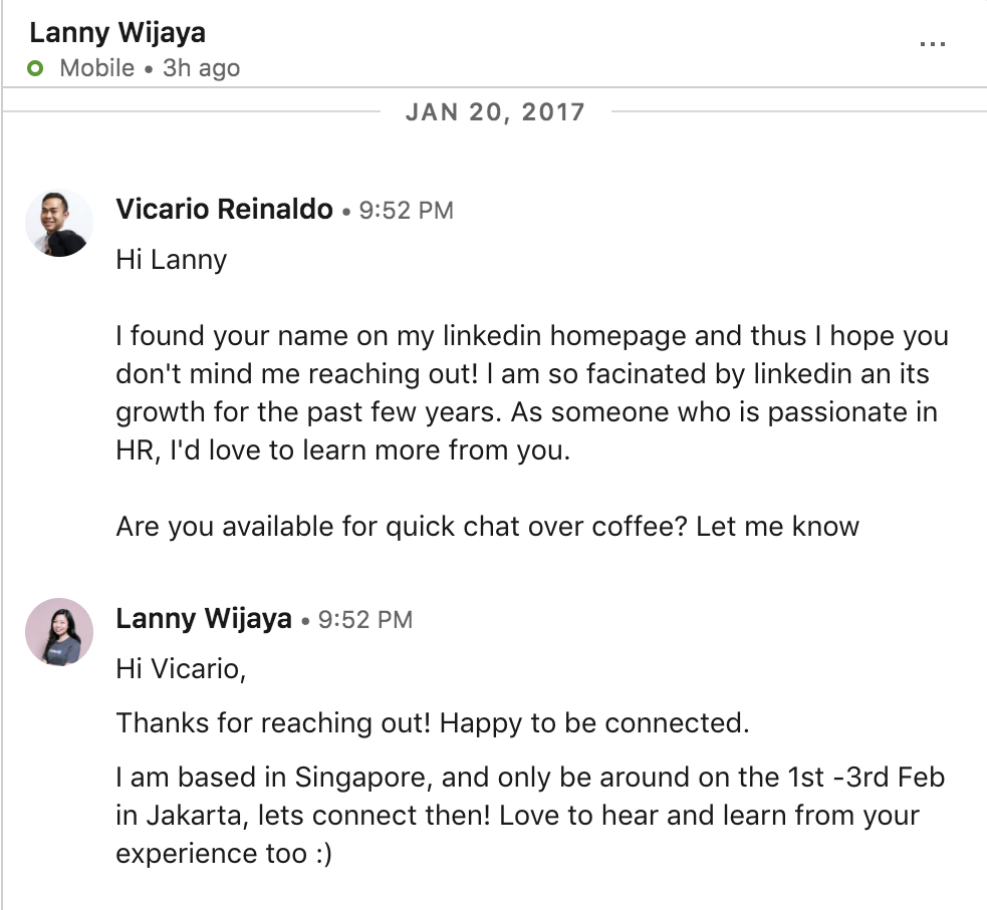
Conversation Starters on

LinkedIn

Examples of what **NOT** to write:

- Can you help me?
- Do you have an internship?
- Can you refer me to [this] job?
- *I would like to connect with you on LinkedIn*

Be mindful of the 300-word limit when messaging initially.



The screenshot shows a LinkedIn message thread. At the top, it says "Lanny Wijaya" with a green dot indicating mobile and "3h ago". Below that is a date separator "JAN 20, 2017". The first message is from "Vicario Reinaldo" at 9:52 PM, with a profile picture of a man. The message text reads: "Hi Lanny", "I found your name on my linkedin homepage and thus I hope you don't mind me reaching out! I am so facinated by linkedin an its growth for the past few years. As someone who is passionate in HR, I'd love to learn more from you.", and "Are you available for quick chat over coffee? Let me know". The second message is from "Lanny Wijaya" at 9:52 PM, with a profile picture of a woman. The message text reads: "Hi Vicario,", "Thanks for reaching out! Happy to be connected.", and "I am based in Singapore, and only be around on the 1st -3rd Feb in Jakarta, lets connect then! Love to hear and learn from your experience too :)".

Take it Offline

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

Consider:

- Informational Interviews via Zoom, phone, in-person
 - Help you to take away the burden of a job seeker, and allow you to get informative answers to what you seek
- Coffee/Lunch (can be virtual!)
- Conferences
- Mixers
- On-campus panels, career fairs, information sessions



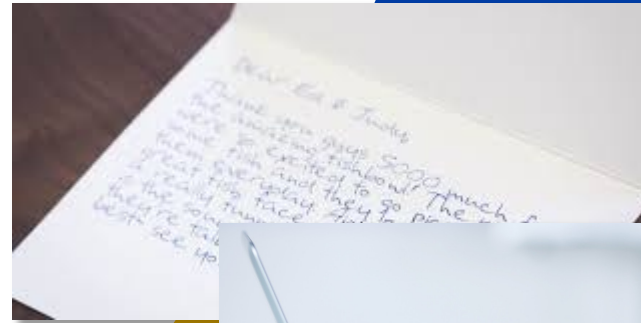
What else should I do?

Do you research before networking:

- Industry's current trends
- Technologies?
- Who are the experts in your fields & what are they working on
- Ask them who else you should be interview next

Follow-Up and Maintaining Relationships

- ✦ Thank you note (Ask them how they would like you to contact them)
- ✦ Progress emails
- ✦ Related articles
- ✦ Holiday greetings



Resources

YouTube

Search

linkedin.com/in/tammytranusc/

Tammy Tran (She/Her) · 1st
Product Marketer @ Google
Los Angeles, California, United States · Contact info
500+ connections
Hieu Hoang, Ashley Wong, and 144 other mutual connections

Message View in Recruiter More

LinkedIn for students: a workshop to help you land an amazing job, Presented by LinkedIn

UCR Career Center
197 subscribers

22 views 7 days ago

This workshop covers 5 topics. First, why you should spend time on LinkedIn using quantifiable data to help you make the best decision on how to use your time. Second, how best to approach your profile. It's not a resume anymore, it's a place for you to build your career brand. Third, how to grow your network effectively. Fourth, how to post content on LinkedIn so you get seen and heard. Finally, LinkedIn Learning, how best to use LinkedIn Learning to differentiate yourself in the job market. ...more

<https://www.youtube.com/watch?v=E6CjBk7Ox78>

<https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017>

Fall Event Alert:

LinkedIn Workshop by LinkedIn's UCR Rep for Graduate Students (via Zoom)
10/25, Friday at 12pm – 1pm



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

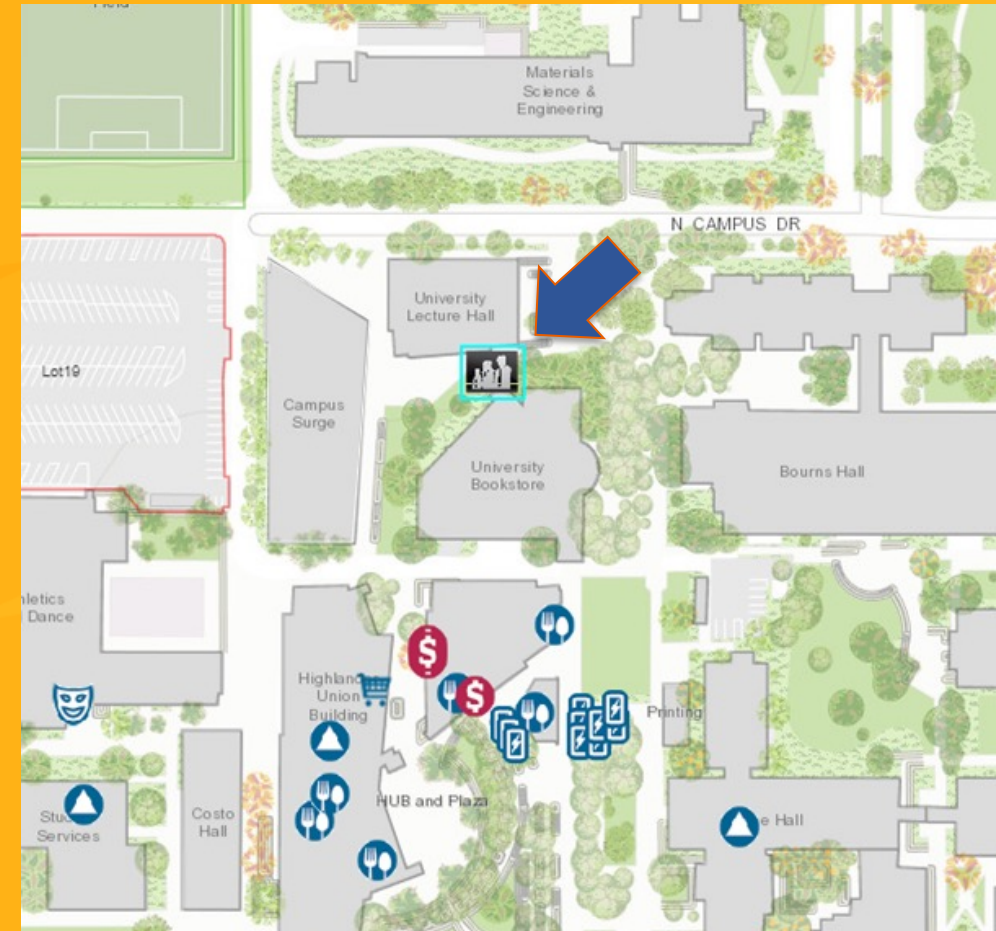
*Individual counseling appointments available
Schedule on Handshake*

Express Career Advising Hours:

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



Career Center



careers.ucr.edu • (951) 827-3631



#HireHighlanders • #UCRCareerReady