**Networking Using LinkedIn**

**Slide 1-Introduction**

Hello students and welcome to today’s presentation on how to Network using LinkedIn.

**Slide 2- Agenda**

In this presentation, we are going to go over how to get started using social media, such as LinkedIn. We will outline why it’s important to use LinkedIn to network, as well as how to create a professional profile. Many students and graduates already have a profile, but it may not be as professional or complete as it should be.

We will go over tips for a great profile, and how to search for groups and people. This is how you grow your network to increase your chances of connecting with a person or group that you may want to work for.

**Slide 3 – The significance of a LinkedIn Profile**

With almost 300 million members, LinkedIn is the largest professional networking site on the internet. The large majority of recruiters and HR representatives use LinkedIn to look for candidates. If you take the time to create a complete profile, your chances of being recruited greatly increase!

In addition to being seen, you have the opportunity to receive job postings that closely match your skillset/interests based on your profile. LinkedIn is an excellent and pointed resource to utilize throughout the course of your job search.

If you have a LinkedIn profile, your professional page will be the first search result to show up when and if an employer googles your name. This gives you an edge against other candidates who may not have a LinkedIn profile of their own. You want an employer to see your professional profile before they see your personal Facebook page. And just a reminder, your Facebook profile should have heightened privacy settings so that any non-professional photos, text, etc. is hidden from an employer who may be researching you.

Once your profile is up and running, you have a built in system of maintaining your database of connections. This is an excellent and efficient way to stay organized and requires little effort to maintain beyond making initial connections.

Unlike your resume, you can make your LinkedIn profile about you on a more personal (yet professional) level; any opportunity to highlight your skills and values regarding your career (volunteering, professional organizations, things you are passionate about) is an opportunity you should take advantage of. The profile is your personal branding tool to let potential employers know what you have to offer.

**Slide 5 – Profile Tips**

Before networking, make sure your profile is a professional representation of you. Here are some reminders regarding your profile:

Your headline should be a short, memorable professional slogan. For example, “Motivated Nutrition Science graduate seeks Food Inspector opportunity; offers on the job experience and nutrition science educational background” Check out the profiles of students and recent alumni you admire for ideas.

LinkedIn isn’t Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don’t

be shy — LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

Your Summary statement is like the first few paragraphs of your best-written cover letter — concise

and confident about your qualifications and goals. Include relevant work and extracurricular.

This section is the place to include keywords and phrases that recruiters search for. Find relevant

ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.

**Slide 5 – Profile Tips – Cont.**

Posting updates helps you stay on your network’s radar and build your professional image. Mention your projects, professional books or articles, or events you’re attending. Many recruiters read your feed! The more active you are, the more often they will come across your profile.

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

To increase the professional results that appear when people search for you online, set your LinkedIn profile to “public” and create a unique URL (e.g., www.linkedin.com/in/JohnSmith).

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?

**Slide 6 – Search Function to Grow your Network**

Be sure to utilize the “Search” bar at the top of the screen to continue to grow your profile by connecting with people (previous and current colleagues/family/friends, etc.) as well as companies that you may want to work for.

You will also see there is a place to search for jobs that companies may post via their official LinkedIn profiles! This is a great way to keep your finger on the pulse of what is going on in your industry and network with industry professionals.

**Slide 7 – Search People**

To search “People” – click on the “People” icon, and either type a name, “John Smith” or, an industry and location to see industry professionals in your field within your geographic area.

This is also a great way to see where industry professionals in your area are working! Once you see where they are working, you may choose to follow the organization at which they work if it’s of interest to you. Check out the groups that these people follow, as you likely have common professional interests.

We suggest finding past and current managers, coworkers, and industry professionals you are familiar with. If you want to connect with someone you don’t actually know, send a message with your request, explaining why you are asking them to connect with you!

**Slide 8 – Search Groups**

Use the drop down menu to select “Groups”, and type in some keywords, for example “Nutrition”, or type the name of an association or organization you are familiar with. A quick search under “Groups” for the American Nurses Association led me to their official LinkedIn group – which you’ll see has over 65 thousand members. By clicking the yellow “Join” button, your request will be reviewed by a manager of the group page. Once approved, you will be able to view all postings on the group’s page, and will receive information in your own news feed as well.

You’ll have access to view the profiles of other individuals following the group, and will also get a list of those who contributes the most to the group page, and how your participation matches up. This is a great opportunity to connect with Nursing employees. Consider browsing the profiles of the employees of the group or organization you are following, and learn more about what backgrounds they have that brought them to being affiliated with that organization/company. What groups do THEY follow?

School Nutrition Association

**Slide 9 – Organizations and Groups to follow**

Here are some organizations and groups to consider following that are relative to your industry, which include: American Society for Nutrition

American Dietetic Association

National Association of Nutrition Professionals

National Association of Sports Nutrition

School Nutrition Association

**Slide 10: Networking/LinkedIn Etiquette:**

Always remember proper etiquette when networking. Always use a personal message when requesting to connect with someone, not the standard “HI, I would like to connect with you on LinkedIn” template! Taking this extra step makes your invitation to connect more personable, and is likely to impress the person you’re trying to network with, especially if you do not yet know him or her.

Do not push social media profile updates from sites like Facebook or Twitter on to your LinkedIn feed. LinkedIn should be reserved for professional networking only! To that end, always maintain a professional profile. Remember, anyone you are connected with can see the articles you “Like” or comment on!

Finally, be sure to only ask for recommendations and endorsements from those you know, and who know you and can speak to your work.

**Slide 11: Closing Slide**

Thank you for joining us today on learning more about networking using LinkedIn. Please feel free to email us at careerservices@purdueglobal.edu to follow-up with any questions you may have from today’s presentation and we’ll also put you in touch with your Career Specialist. Your Career Services Specialist will be happy to advise you on your own personal career plan!

Thank you for joining us today and we hope you enjoyed today’s presentation!