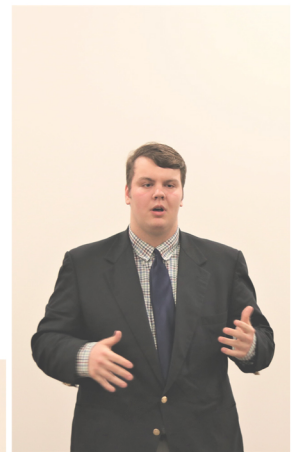




LinkedIn

for
Beginners

“At the ULM Career Center, we can help you navigate the worlds largest professional networking website so that you can accelerate your career”





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INTRODUCTION

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.



Once you create a LinkedIn profile, it will allow you to share your professional background online, such as your work experience, education, skills, and recommendations.

You can also use LinkedIn to organize offline events, join groups, write articles, post photos and videos, and more.



WHY USE LINKEDIN



Here are some of the reasons you should use LinkedIn:

Find jobs relevant to your Major:

Filtering through the wide variety of options allow for a completely customized job search in the fields and locations that you really want. You can discover new options and pathways that you originally never considered for your career.

Identify your strengths and weaknesses:

If you have updated your profile, LinkedIn can show you the qualifications that you do or don't have for a particular role. Looking at the job description shows you the areas that you satisfy and the areas you may need to work on.



Land Internships:

Companies post a wide-variety of internships meaning that you can use LinkedIn to broaden your horizons and get the experience you need before completing your degree.

Broaden your Network:

Gaining new insights into businesses and stakeholders in your field can help create new opportunities and learning experiences that extend way beyond the classroom.

Professional Development:

LinkedIn offers free courses for premium users so that you can become proficient in the areas that you have neglected.

Marketing yourself:

It gives you a more in-depth platform to advertise the abilities and experience you have on a much larger scale. Best of all, recruiters use LinkedIn to hire college students.



FACTS ABOUT LINKEDIN

(Source: <https://99firms.com/blog/linkedin-statistics>)

- LinkedIn is responsible for more than 80% of a business social media leads! All the other social media platforms put together only amount to 19.67% of leads.
- 77% of users said that LinkedIn helped them research people and companies. So use relevant keywords so that your profile shows up in the first list of search results.
- 76% of respondents find who's viewed your profile as the no.1 feature which premium account provides complete access to. You get 15 introductions with the basic premium account which is excellent for referral marketing.
- LinkedIn currently has over 610 million members.
- The network has 303 million active monthly users, 40% of which visit the site daily.
- 92% of Fortune 500 companies use LinkedIn.
- LinkedIn is responsible for 80% of B2B leads from social media.



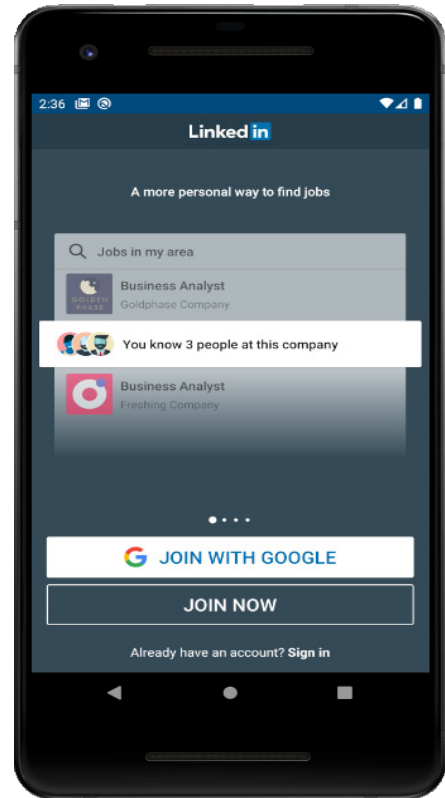
CREATING A LINKEDIN PROFILE



We will be using Mobile UI since it is simple to use to create a LinkedIn Profile:

Lets Get Started-

Once you open up the app, you will be greeted by the LinkedIn signin page. You can head easily with “Join with Google”. Here are few key points to be considered while completing your profile.



Headline:

Create a headline that will give a concise overview of your professional characteristics and experience using action verbs. You have a 120 character limit.



Use Edit icon “Pencil icon” to edit your Headline.

Profile Picture:

Profiles with pictures have a 40% better chance of getting a response, and are 11 times more likely to be viewed. That being said, a professional headshot is the best way to display yourself on this social media website. If you haven't got one, here are some tips for taking your own.

Have a friend take it, use a tri-pod, or put your camera on a timer.

Pick a location inside with good lighting and a simple backdrop. Ensure you have enough memory space on your phone.

Wear Professional attire. No loud jewelry, no shoulder exposure.

Dedicate time to take these shots and ensure they're good quality.

Background Photo:

When choosing your LinkedIn background photo, make sure the image matches your personal/professional brand and conveys your unique message. Choose images that inspire you or reflect what you do. Here are some ideas: An image of the products you sell or produce.





Did you know?

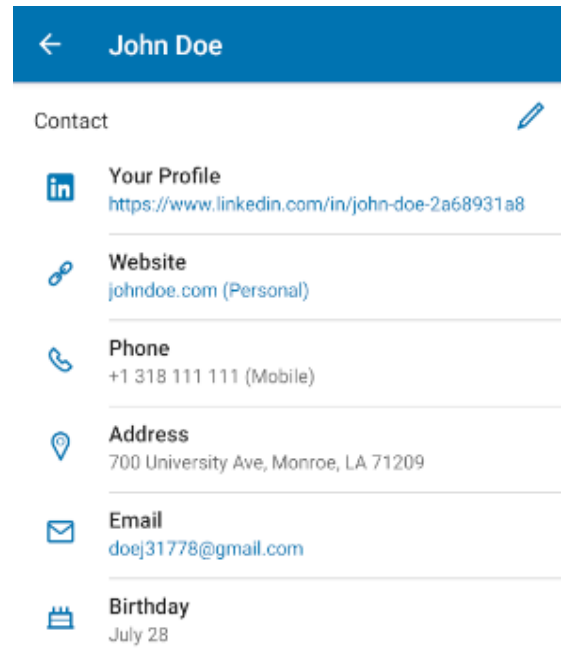
Did you know that each semester during Career Week you can have your professional headshot taken by ULM's marketing department ?Still Confused?

<https://business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture>



Contact Information:

Here you should include (if available); Email Address, Phone Number, Twitter Handle, and Personal/Company website, and Professional Portfolios. Make sure your contact information is upto date and where you can be reached easily.



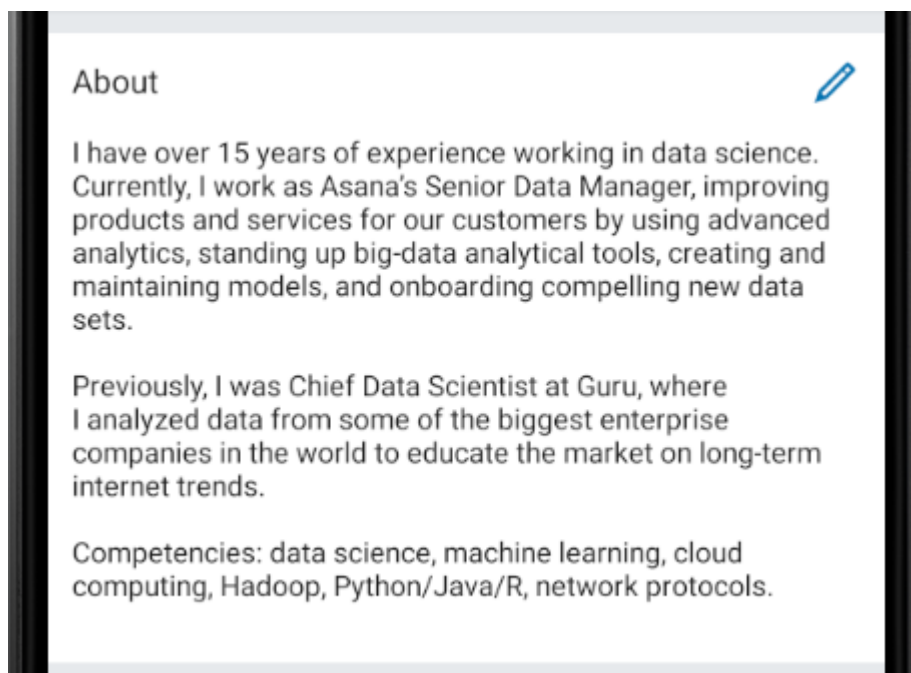
Customize your Public Profile URL:

Add a personal and professional touch by customizing your URL – so that it's easier to search and share.

Bio (About Section):

Source (<https://www.themuse.com/advice/5-templates-thatll-make-writing-the-perfect-linkedin-summary-a-breeze>)

This is very important. It should tell your personal story or “WHY” behind choosing your career field. The about section sums up your professional history (story), qualifications, transferable soft skills and personality. Plus, it can (and should) give viewers a clear idea of what they should do next—whether that’s accepting your connection request, recruiting you for a job opening, or reaching out for networking purposes. Below is a short example:



Search Engine Optimize (SEO) Your Profile:

Use keywords in your bio, experience, headline, posts, hashtags and comments to get more attraction from the people within your field.

Document your Experience

Add your past jobs, internships, research, registered student organizations to give a real insight to recruiters on what you bring to the table.

Add Your Resume

Your LinkedIn provides a lot more information than your resume can which is why it's so useful. Adding your resume is another feature you can attach underneath the about section.

This is a convenient way for recruiters to access your credentials and experience in a quick and convenient way.

Share Your Awards and Honors

LinkedIn is a marketing competition so sharing your awards and honors should be something that you do in order to stand out. If you have nationally recognized academic awards (not the dean or presidents list) or sporting achievements then here is the place to list those.



Give in-depth and specific information on how you performed tasks in an active manner. Use bullet points for each specific piece of information

List accomplishments and integrate any key skills; how you demonstrated them (pertaining to your industry). That way, employers can see real proof of your competencies.

There will also be a section for volunteer experiences and licenses/certifications. It's very important to list these to further advocate for your skills/qualities.

Emphasize Your Professional Skills

The skills section allows you to add specific skills that you have obtained through your involvement in school, sport, part-time work, internships etc.

Your network can endorse you for these skills and select where/how they can advocate for your abilities.

Those who add skills become 13 times more likely to get viewed by others.

Promote Your Projects

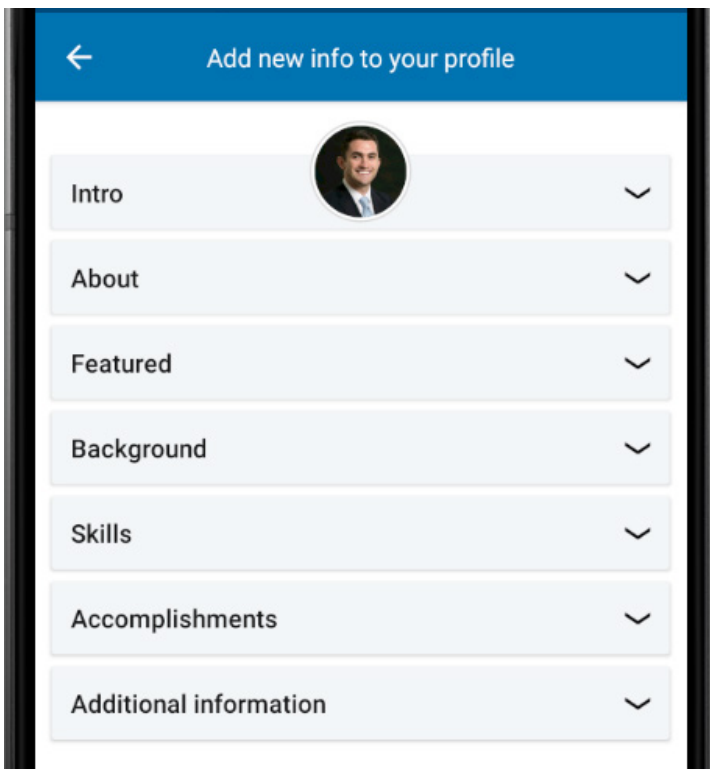
The projects sections allows you to highlight your work which can recruiters can view if you place a URL within the section.

Example: If you're a social media marketer or a graphic designer you might insert a link to the various websites or accounts that you've managed or designed.



Highlight Your Interests and Hobbies

Including hobbies and interests outside of your career can be a useful way to give employers a more holistic overview of your personality. Document these in a bullet point format on the about section as well using the interests section to elaborate on organizations you support.



Make sure you have all these grounds covered.



Join Groups

LinkedIn allows you to join groups that you're interested in, which can help expand your knowledge and network through interacting with other's interested in your field.

NEED HELP?

ULM Career Center
Sandel Hall 139
Monroe, LA 71209

Office Hours:
Mon-Thurs: 7:30am-5:00pm
Fri: 7:30am-11:30am

318-342-5338
careercenter@ulm.edu



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