

LINKEDIN GUIDE

NJCU Center for Career & Professional Development

WHAT IS LINKEDIN?

LinkedIn is the world's largest professional network. Having a LinkedIn profile is considered a basic professional requirement in most fields. Utilize LinkedIn to establish your professional identity online, build your professional network, discover internship and job opportunities, and get the latest news and insights in your field.

WHY SHOULD YOU UTILIZE LINKEDIN?

- LinkedIn has over 830 million members worldwide.
- There are over 55 million companies listed on LinkedIn.
- 49% of LinkedIn users earn \$75,000 or more per year.
- LinkedIn has helped 4 million people get jobs through its "Jobs for You" feature.
- There are over 14 million open jobs on LinkedIn.
- 97% of HR and staffing professionals use LinkedIn in their recruiting efforts.
- Candidates with a comprehensive LinkedIn profile have a 71% higher chance of getting a job interview.
- The largest age group on LinkedIn is 25-34 years old, making up 60.1% of its user base. *(This is significant because this is typically the age group of hiring managers who will be looking for your LinkedIn profile when you apply to jobs!)*

Source: <https://www.linkedin.com/pulse/50-linkedin-statistics-every-professional-should-ti9ue/>

HOW TO BUILD A GREAT STUDENT PROFILE

CLAIM YOUR UNIQUE LINKEDIN URL

- LinkedIn will automatically create your URL and it will include a bunch of random numbers and letters. You can change it to a unique (and more concise) LinkedIn URL that can be included on your resume:
 - For example: "www.linkedin.com/in/johnsmith1283764273846" could be updated to "www.linkedin.com/in/johnsmith-1"
- How to claim your unique URL
 - Log in to LinkedIn
 - Go to your profile
 - Click on the pen symbol next to "Public profile & URL"
 - Click on the pen symbol next to "Edit your custom URL"

REQUIRED SECTIONS

1. Photo:

- a. It doesn't NEED to be a professional headshot (however NJCU often offers free professional headshots for students!). You can use a smartphone camera in front of a plain background or outside in front of some greenery. Wear a neutral shirt, do your hair nice, and don't forget to smile!
- b. If hiring managers go to your profile and do not see a photo, they will most likely move on to the next candidate (do you let social media accounts without profile photos follow you?)

2. Headline:

- a. Tells people what you're excited about now and the cool things you want to do in the future.
- b. Your headline is a short, memorable professional slogan. For example, "Economics Major and Aspiring Financial Analyst." Check out the profiles of students and recent alumni you admire for ideas.

- c. *Avoid cringe clichés* such as “code ninja” or an “SEO guru.” Also avoid overused buzzwords like “strategic,” “creative,” and “responsible.” They’re on the list of [the most overused](#) (and meaningless) on LinkedIn profiles.

3. Summary:

- a. Your elevator pitch: describes what motivates you, what you're skilled at, and what's next.
- b. This section is the main place for you to stand out and adds a ‘story’ element to your experience and your aspirations.
- c. It should be about a paragraph—be concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

4. Experience:

- a. List the internships and jobs you held, even if they were part-time, and a brief description of what you were responsible for and what you accomplished.
- b. You can choose to make it either more or less detailed than your resume.
- c. If you’ve held more than one job somewhere (including a promotion), list all of them with dates so that people can see you progressed and took on more responsibility.
- d. Don’t have a lot of work experience? No problem! See below for the recommended sections and how you can still build a great profile.

5. Education:

- a. Starting with college, Include all your schools, major(s) and minor(s), courses, and study abroad or summer programs.
- b. Do not include anything prior to college such as high school or high school programs.
- c. Don’t be shy — LinkedIn is an appropriate place to show off your GPA (if above 3.3), test scores, and honors or awards.

RECOMMENDED SECTIONS

6. Organizations:

- a. Include any clubs or organizations you joined at NJCU.
- b. Be sure to describe what you did with each organization.

7. Volunteer Experience:

- a. Employers often see volunteer experience as just as valuable as paid work.
- b. 41% of LinkedIn recruiters say they consider volunteer experience on par with full-time paid work experience. 20% of hiring managers in the U.S. say they’ve hired someone because of volunteer experience.

8. Skills & Expertise:

- a. Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

9. Honors & Awards:

- a. If you earned an award in or out of school, don't be shy. Let the world know about it!
- b. Include scholarships, Dean’s List, Honor Societies, etc.

10. Courses:

- a. Include the courses most relevant to the type of career you are seeking.

11. Projects:

- a. 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.

12. Recommendations:

- a. Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

SHARE YOUR WORK

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? Examples include published work, blog posts, GitHub, research projects, etc.

Sample Student Profile

See pages 1-3 for information about each numbered section

1 Profile picture

2 Name and headline: David Xiao, Econ Major and Aspiring Financial Analyst, San Francisco Bay Area | Financial Services

3 Summary

4 Experience: Venture Capital Internship at Berkeley Ventures

5 Education: University of California, Berkeley, Economics, B.A.

6 Header: Search bar and navigation

7 Volunteer Experience & Causes: Big Buddy at Skyline High School

8 Skills & Expertise: Most endorsed for... Economics, Start-ups, Due Diligence, Venture Capital, Management

9 Honors & Awards: The Achievement Award Program at UC Berkeley

10 Courses: University of California, Berkeley (Microeconomic Theory, International Monetary Economics, Public Economics)

11 Projects: Venture Capital Financing in India

12 Recommendations: Venture Capital Internship at Berkeley Ventures, recommended by Tim Lee

Source: students.linkedin.com

HOW TO USE LINKEDIN

Build Your Brand

- Follow public figures, companies, and organizations relevant to your career field.
- Ask former supervisors, professors, and colleagues to write you a recommendation.
- Post, like, share, and tag – always keeping it professional and relevant.
 - It is beneficial to be active on LinkedIn, but you don't have to constantly post or react to posts if that's not authentic to who you are.

Grow Your Network

- Connect with professionals you meet (at a career fair, networking event, at your internships, etc.) in a timely manner—within 24 hours of meeting.
- To see if you can connect an individual who works at a company you're interested in working at:
 - Go to the company LinkedIn page
 - Click on People
 - Go to "Where they studied" and if you see New Jersey City University, click on it!
 - Scroll down to "People You May Know"
 - Send a message to the individual who studied at New Jersey City University (or who has any other connection with you)
 - Be sure to see section below on "Sending Invitations to Connect on LinkedIn" to help craft your message.
- Remember: No one is actively looking for you—YOU need to seek out connections to advance your career!

Become Knowledgeable About the Industry

- Join Groups:
 - 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.
- Follow Companies and Organizations to become knowledgeable of industry news and trends
- Follow influencers who provide advice for career success

JOB SEARCHING ON LINKEDIN

To search for jobs:

1. Click the **Jobs** icon at the top of your LinkedIn homepage.
2. Click into the **Search bar** on the top of the page and search by keywords, title, skill, or a company name.
 - You can also select from the job roles suggested by LinkedIn based on your qualification and experience. Please make sure that you've updated your LinkedIn profile with your experience, education, and other information.
 - You'll be directed to the search results page where you'll see a list of job postings that suit your job role and location preference.
3. Use the filters options at the top of the search results page to filter the results.
Note: Once you've applied all the filters, you can switch on the **Set Alert** toggle and set job alerts.
4. Click the job posting to view the job description and apply for the job if the job suits your requirement.

Note: There are two types of job postings on LinkedIn:

- **Easy Apply:** This allows you to apply for the job on LinkedIn.
- **Apply:** You'll be redirected to the company or third-party website where you can apply for the job externally.

Source: LinkedIn Help

SENDING INVITATIONS TO CONNECT ON LINKEDIN

Tips:

- Always customize your invitation (DO NOT just use “I’d like to add you to my professional network on LinkedIn.”)
- Components of the Invitation to Connect:
 - How you know them, know about them, or found them
 - Identify commonalities
 - Tell who you are and why you’d like to connect
 - Be warm and polite

EXAMPLES OF CUSTOMIZED INVITATIONS

You can use these examples for inspiration but make sure write your own!

To an Industry Professional:

Hi Mr. Johnson,

It was a pleasure to listen to you speak at the Amazon Careers Webinar yesterday. I really enjoyed hearing more about Amazon’s Leadership Principles and how they are incorporated within the STEP Internship. I would very much appreciate connecting and possibly speaking about how I could add value to this internship program.

Best,
John Smith

To an NJCU Alumni:

Hi Rachel,

I see that you’ve graduated from NJCU, and I look forward to graduating from NJCU too in a couple years as I’m a [your major] student in my 3rd year. I’m really impressed with your work and accomplishments and would very much like to learn more about your career path. I hope you’ll consider connecting.

Best,
John Smith

To an NJCU Alumni who works at a Company you would like to work for:

Hi Maria,

My name is John, and I am a Junior Computer Science major at New Jersey City University. I saw that you graduated from NJCU, and it was awesome to see that work at Amazon as a Software Engineer! I plan on applying to the Software Development Summer Internship Program at Amazon and I was wondering if you would have some time for a brief call to discuss your journey landing a position at Amazon?

Thank you!
John Smith

SOURCES

<https://www.linkedin.com/pulse/50-linkedin-statistics-every-professional-should-ti9ue/>

<https://www.linkedin.com/pulse/10-tips-students-new-grads-linkedin-omar-garriott>

<https://www.careercenter.illinois.edu/sites/default/files/2023-03/LinkedIn%20Profile%20Checklist.pdf>

<https://www.thedream.us/wp-content/uploads/2023/04/LinkedIn-Build-a-Great-Profile.pdf>

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students.linkedin.com

<https://www.linkedin.com/help/linkedin/answer/a511260#:~:text=To%20search%20for%20jobs%3A,on%20your%20qualification%20and%20experience.>