

Leveraging LinkedIn



[LinkedIn Guide Overview Video](#) | [LinkedIn Guide Deeper Dive Video](#)

LinkedIn is no longer an optional tool for students; its power to build a professional network and reinforce professional presence is unparalleled. LinkedIn is not just for business majors; professionals from all industries are represented including healthcare, education, and social services, to name a few.

CONSIDER THIS:

- LinkedIn has over 170 million users in the US including over 20,000 connected to Le Moyne
- Over 10 million applicants report finding a job through LinkedIn
- 89% of recruiters report having hired someone through LinkedIn

This guide is designed to help you identify the best way to leverage LinkedIn, build a relevant network, and find internship and job opportunities.

Optimize Your LinkedIn Profile

Think of your LinkedIn profile as your online resume and professional presence. It is important to keep it current so when you make new connections on LinkedIn, viewers are accurately reminded of your areas of interest, experience, and values.

DID YOU KNOW?

When you apply for a job or internship on LinkedIn, the employer receives an email notification. The following information is pulled from the applicant's LinkedIn profile and included in the email notification. It is **CRITICAL** that relevant information match what is submitted in the job application:

- Candidate's Name (should match the name on your resume)
- Headline beneath candidate's name
- Current Employment Job Title(s)
- Past Employment Job Titles
- Education
- # of Recommendations
- # of Connections – see below for building this number effectively
- Contact information – e-mail address and phone number should be up-to-date

REPP



REFLECT - Identify your interests, values, and strengths. Think about your experiences and the story you want your LinkedIn profile to tell.



EXPLORE - Use the Alumni tool to research what Le Moyne grads have done with your major. Join professional groups that align with your interests and follow organizations you admire.



PREPARE - Review your resume as a starting point to build your LinkedIn profile.



PURSUE - Connect with alumni to start building your professional network. Use LinkedIn to apply for internships and jobs.

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Employers review this brief information to decide whether to investigate a candidate further. See sample content for these elements at the end of this guide. Consider the following guidelines for optimizing your profile:

- **Your goal is to become a LinkedIn All-Star.** All-Stars are 40 times more likely to receive opportunities through LinkedIn. You can become an All-Star by completing the sections of your profile outlined below and by establishing at least 50 connections.
- **Select a strong headshot photo** since LinkedIn members with profile photos can receive up to 21 times more profile views than those without profile photos. Strong photos are a full focus shot from waist or chest-up where ideally your face takes up about 60% of the frame. Take a photo in soft, natural light in front of a simple background. Dress in work-wear and keep in mind solid colors tend to be best – don't forget to smile. And no selfies!
- **Choose a background photo** that enhances your story. This could highlight your career path, interests, a location, or simply speaks to you. It should also work well with your headshot. Google “free LinkedIn background photos” for ideas.
- **Craft your headline carefully** by using keywords and position titles. This is what the employer sees first beneath your name – and you want to make sure it shows an immediate match. By default, LinkedIn displays your current position and company. If you have an internship you're very proud of then you can keep that title. If not, update your title to include relevant keywords to match the types of positions to which you are applying.

Examples

Low Impact Headline

Junior Anthropology Major
at Le Moyne College

vs.

High Impact Headline

Biology Major at Le Moyne College | Emergency Medical Technician
| American Red Cross Volunteer

Environmental Studies Major at Le Moyne College Passionate About
Conservation Film-Making

Dean's List Student-Athlete | Aspiring Wealth Management Professional
| Entrepreneur | Dolphin Green & Gold Fund Junior Analyst

- **Use descriptive job titles** for past and current employment. Avoid generic titles such as intern, work-study student worker or student assistant. For example, if you work in the Career Advising office, list your title as “Career Advising Student Worker” vs. just “Student Worker”.
- **Ask for recommendations** from previous supervisors, co-workers, professors, coaches, and others who know you well academically or professionally. You can give recommendations to others, too, and they may then recommend you in turn. You can ask for a recommendation directly through LinkedIn but we recommend sending an email ahead of time asking for the recommendation and providing context on what you want the person to write about.
- **Add examples** to your profile, including writing samples, video(s), presentations, flyers, etc. (from your coursework, campus involvement, or job/internship). Provide links to career-related blogs or other social media feeds. You can also include your resume as a Google document. Examples of your work can be placed in the “Featured” section and/or throughout your profile.



- **Treat the “About” section as valuable real estate.** You have 2,000 characters to connect the dots of your experience and tell your story. Unlike a resume, it is a first-person narrative – make it interesting to read. Consider these questions: Who is your audience? What will motivate them to want to learn more about you? To consider you for an interview? What examples and quantifiable results can you use to demonstrate your points.

Examples

- 1) I'm a sophomore Peace & Global Studies major at Le Moyne College. Since I can remember, I have taken an interest in issues that impact our global society such as immigration, climate change, refugees, and terrorism. I am involved in Model UN, FORCES (Friends of Recreation, Conservation, and Environmental Stewardship) and volunteer weekly with the Sandwich Makers. I'm particularly interested in foreign policy and hope to one day work at the State Department or for an NGO. For now, I'm committed to working in our community to address some of the biggest issues of our time.
- 2) Detail-oriented business analytics major with a knack for demystifying data. I have strong curiosity for employing analytical techniques to investigate, find patterns, and draw conclusions from data. I hope to find work after graduation this May as a data analyst to help enable decisions and spark positive change.

Competencies:

Data: Data Analysis | Data Management | Data Scrubbing

Software: R | Excel | Python

Leadership: Public Speaking | Team Engagement | Problem Solving

Contact: iggy@lemoyne.edu

- **Customize your URL.** Click the Me icon at the top of your LinkedIn homepage. Click View profile. Click Edit public profile & URL in the right rail. Under Edit your custom URL in the right rail, click the Edit icon next to your public profile URL. Type the last part of your new custom URL in the text box; try using your first and last name with no spaces. This will make it easy to include your URL on your resume and business cards.
- **Post on LinkedIn:** Now that you have a strong profile, think about sharing posts or writing articles. Topics could include a summary of an internship experience; summary or take-away message from attending a career or industry-related talk, event, or webinar; detailing an award you won at school or work, etc.

Build Your Network

LinkedIn is only as powerful as the number of people in your network. Set a goal of 100 connections to start your LinkedIn networking, and then add a few additions each week. LinkedIn will offer relevant contact suggestions.



- **Connect with Alums:** Type “Le Moyne College” into the search bar and find the College’s school page. Once you’re there, you’ll see “Alumni” as one of the menu options. You can filter results based on keywords that may appear anywhere on their profile (including past experiences), years of attendance, location, current employer, functional area, area of study, skills, and degrees of separation.

[Watch video](#)

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Greatness meets Goodness™

Office of Career Advising and Development

Reilly Hall 342

careers@lemoyne.edu | (315) 445-4185 |    @lmcDolphinsWork

 **handshake** lemoyne.joinhandshake.com

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- Be sure to send a message along with your invitation to connect with alums to increase the chances of them accepting your request and responding. You can omit the signature, because by default the e-mail they receive already includes that information.

EXAMPLE:

Dear First Name,

Hello, I am a sophomore psychology major at Le Moyne and I'd like to connect with you because I'm considering a career in social services. Thank you for considering this request and I look forward to the opportunity to learn more about your career path.

- **Join Groups and Professional Associations** in your industry of interest, national chapters of organizations you are involved with, and community groups. It is a quick way to build your network and enhance your profile. You can listen in on career-related group conversations, ask questions, and identify people with whom to connect.
- **Follow Companies, Influencers, and Industry Leaders** to follow news and gain insight
 - Influencers: [Top 20 LinkedIn Influencers](#)
- **Advanced Search:** To perform more advanced searches, make sure you click "All filters" under the search bar to locate professionals by city, position, organization, college, etc.
- **Use Discretion when Accepting Invitations.** Be wary of people wanting to connect without a profile picture. Avoid invitations from complete strangers, unless there is a recognized thread of connection.
- **Follow-up after Connecting.** Alums are usually willing to help students with informational interviews about their career journeys, questions about organizations in which they work, advice on resumes, etc. Once you're connected, you can send them a direct message through LinkedIn.

Apply for Jobs on LinkedIn




Use LinkedIn Jobs to setup preferences for your job search including location, seniority, organization size, industry and job function. You can also search by zip code or keyword, and it will automatically indicate if you have connections at the organization.

- Read the position announcement CAREFULLY
- Keep in mind that you only need to meet 70% of the requirements to be considered for the position – especially if you meet the top three requirements
- Include a resume and cover letter tailored to the job
- After applying, reach out to the employer who posted the job on LinkedIn to share your interest in the role and let them know you applied

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Do I need a LinkedIn Premium Account?

A Basic LinkedIn account is free and recommended for students seeking part-time or internship positions. The Premium Job Seeker plan on LinkedIn may prove beneficial to students and alums seeking full time employment. For more information, please visit premium.linkedin.com.

What about the Mobile Apps?

LinkedIn has mobile apps for the general system as well as a dedicated ones just for job seekers and students. The technology and offerings are developing so quickly that it is difficult to provide guidance. We suggest that you review the apps and decide which mode you prefer; the desktop site or mobile apps.

Elements of a Complete LinkedIn Profile

PHOTO: It doesn't have to be fancy - just a simple shot in front of a plain background. And don't forget to smile!

HEADLINE: A short, memorable, professional slogan. Should capture who you are now and what you're looking for.

ABOUT: Do not skip this section. Use it to put career choices and goals in context, highlight your achievements, and show off your personality.

PLEASE NOTE: LinkedIn frequently makes changes to the user interface. If you don't see an element referenced here, look around carefully because it likely has been renamed.

The screenshot shows a LinkedIn profile for 'LMC Student' with a background image of a building. The profile includes a circular profile picture, a headline 'Aspiring investigative journalist looking for the next big story!', and location 'Syracuse, New York Area'. It features buttons for 'Add profile section' and 'More...'. On the right, there are links for 'Le Moyne College', 'See contact info', and 'See connections (5)'. The 'About' section contains the text: 'Integrity, clarity, and journalistic standards are all major issues in today's media industries. I want to ensure the news business not only survives but thrives in the current climate and remains on the cutting edge.' Below this is a 'Follow my blog - Giornalismo' button with a small image of a newspaper.


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EXPERIENCE: List the jobs you've held and things you accomplished at each. You can include media here.




Experience




Career Advising Work Study Student
Le Moyne College
Jan 2017 – Present · 4 yrs 1 mo
Career Advising & Development

- Trained to excel at a wide variety of front desk clerical tasks
- Trusted to make appointments for professional staff
- Maintain confidentiality of student information



Server
Bella's Sicilian Ristorante
May 2017 – Present · 3 yrs 9 mos
Geneva, NY

- Deliver top-notch customer service in a fine dining setting
- Assist management with scheduling and reservations
- Trusted with nightly tip allocation and distribution




Newsroom Intern
Bloomberg LP
Jun 2018 – Aug 2018 · 3 mos
Geneva, NY

Bloomberg News is one of the biggest financial news organizations in the world, leading the way in delivering news coverage in all its forms for the people with the most at stake. They lead the way in breaking news about events that help our readers to stay a step ahead of the markets. [...see more](#)

EDUCATION: Include colleges you've attended, major/minor, study abroad, research, etc. You can upload media here.




Education




Le Moyne College
Bachelor of Arts - BA, English
2017 – 2021
Activities and Societies: - The Dolphin newspaper, regular contributor - Major Arcana, writer for student-produced theatre productions - LCTV, reporter for student-run television station - WLMU, reporter for student-run radio station


Media (1)



The Role of The Media in Maintaining a Just Society

LMC Student

The Role of The Media in Maintaining a.pptx 



Onondaga Community College
Associate's degree, Liberal Arts and Sciences, General Studies and Humanities
2015 – 2016

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
SKILLS/ENDORSEMENTS:

Include keywords that you see on job descriptions in your field. Ask your connections to endorse you!





Skills & endorsements


Customer Service · 2

 Endorsed by Leslie Bailey Streissguth (mutual connection)  Endorsed by 2 of LMC'S colleagues at Le Moyne College

Leadership · 2

 Endorsed by Leslie Bailey Streissguth (mutual connection)  Endorsed by 2 of LMC'S colleagues at Le Moyne College

Microsoft Office · 1

 Endorsed by Leslie Bailey Streissguth (mutual connection)

Show more ▾

ACCOMPLISHMENTS: Don't be shy here, there are many categories including honors, scholarships, fellowships, etc.



Accomplishments

2 Courses ▾

Business Ethics • Business Policy


1 Honor & Award ▾

Manresa Fellow

VOLUNTEERING: Show your passion by listing organizations and/or clubs to which you freely give your time.









Volunteer experience

 **Community Volunteer**
Habitat for Humanity
Apr 2015 – Present • 5 yrs 10 mos
Economic Empowerment

INTERESTS: These will appear automatically if they are in your profile but you should also follow organizations you admire.



Interests

 The New York Times 5,907,210 followers	 Writers Guild of America West 9,128 followers
 Onondaga Community College 23,300 followers	 The Associated Press 199,473 followers
 BBC News 7,444,044 followers	 The Washington Post 1,428,835 followers

See all

Links Referenced in the Guide



Below are the Web addresses referenced in this guide in case the links aren't working. You can copy and paste the address to your browser.

- Page 1** LinkedIn Guide Overview Video: <https://youtu.be/qFod2tz6rrE>
LinkedIn Guide Deeper Dive Video: <https://youtu.be/Xnnog6DKYnU>
- Page 3** alumni "watch video": <https://www.youtube.com/watch?v=kb3Td1juZWY>
- Page 4** Top 20 LinkedIn Influencers:
<https://www.linkedin.com/pulse/linkedin-top-voices-2020-us-influencers-daniel-roth/>
- Page 5** LinkedIn Premium account: <https://premium.linkedin.com/>