Leveraging **LinkedIn**

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 210 million users in the US including over 20,000 connected to Le Moyne
- Over 10 million applicants report finding a job through LinkedIn
- 87% of recruiters find LinkedIn the most effective platform for vetting job candidates

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

Understanding LinkedIn Profile Basics

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.

- **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	vs.	High Impact Headline
Junior Anthropology Major at Le Moyne College		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

If you are struggling to write a headline, consider using ChatGPT for help with your brainstorming. Here is a prompt example: Create a catchy LinkedIn headline for my profile that effectively showcases my qualifications, experience, and the unique value I offer. Here's my resume: [add resume content]. Always edit the content for accuracy and tone.

Note: Be sure to always remove personally indentifying information from your resume before adding it to any AI platform.

- **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 did social media for in the Career Advising office, list your title as "Social Media Marketing Assistant" vs. just "Student Worker".

- **Endorsements** are a way of "proving" that you are talented with certain skills, which may be helpful to showcase throughout a job search. Similarly, your profile is more likely to be discovered when you receive endorsements for your skills.

- **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.

- **Consider using ChatGPT to identify skills or experiences to highlight in your "About" section**. Here is a prompt example: What skills or experiences should I highlight in my LinkedIn summary if I'm a college student who wants to get a job in publishing? Do not copy examples word for word, but rather use them for inspiration to write in your own voice.

  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 the pencil near 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.

Engage on LinkedIn

Now that you have a strong LinkedIn profile and have built your network, it's time to engage and post on LinkedIn. This can be intimidating so our advice is to start small and go from there.

TAILOR YOUR LINKEDIN FEED

You are more likely to engage with content that is relevant to you, so begin by following people and organizations who are connected with your target career. For example, pre-law students could follow law firms, regulators, law societies, and practicing lawyers. If you're not sure what organizations to follow, use the following prompt on ChatGPT: "What pages or organizations should a [your major] student follow on LinkedIn?"

Pay attention to the posts that these people and organizations share as it will likely lead you to other relevant people and organizations you can follow.

ENGAGE WITH CONTENT

- **Like and comment:** Start by liking the content that resonates with you. This is the easiest way to engage with people's posts and it will also help curate the content of your feed to be more in-line with what you're looking for. Then you can begin commenting on other people's posts which may lead to further engagement.

- **Share posts:** You have the option to automatically repost something onto your own feed or to repost it with your own thoughts. When you're ready, add your own thoughts to showcase your point of view.

POST YOUR OWN CONTENT

- **Status updates:** Share about your academic achievements, internships, or class projects you're working on. Remember, these don't always have to be amazing success stories. You can also talk about a struggle you had and what you learned from it.

- **Reflections:** If you have the opportunity to go to a conference, visit a company, attend a lecture, etc. you can share what you took away from that experience.

- **Write articles:** Articles are long form, in-depth content that is similar to a blog post.

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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 people you know** - faculty, staff, students, parents, friends, etc.

- **Connect with Alums:** On a laptop or desktop, type "Le Moyne College" into the search bar and find the College's school page. Once your 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**

- 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.

- **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.

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Apply for Jobs on LinkedIn

Use LinkedIn Jobs to setup Job Alerts for your job search including location, seniority, organization size, industry and job function. You are able to set multiple alerts for any combination of search criteria you choose as well as how often you want to be notified when a new position is posted. This way relevant opportunities are sent to you instead of you always having to seek them out. When applying for jobs, please keep these things in mind:

- Read the position announcement CAREFULLY
- 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 possibly a 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 specific examples of why you're a good fit
- To search for the recruiter, go into the job description and scroll until you see a name listed. Note; not all job descriptions will have recruiters listed.

You can also utilize LinkedIn to conduct company research before you apply and again if you are selected for an interview. Visit the company's LinkedIn page where you can read their about section, review their recent posts, and see if you are connected to anyone who works at the organization. If you like what you see, check out the "Pages people also viewed" section as that will give you a list of their industry competitors who might also be a good fit for you.

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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. Can also include relevant skills or experiences

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.

LMC Student ✓
English Major at Le Moyne College | Aspiring Investigative Journalist | Skilled in Research, Writing, and Communication
Greater Syracuse-Auburn Area · Contact info
6 connections

Open to · Add profile section · More

Le Moyne College
Le Moyne College

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

Experience

Office Support Assistant
Le Moyne College · Part-time
Jan 2020 - Present · 4 yrs 8 mos
Career Advising & Development · On-site

Trained to excel in a wide range of front desk clerical tasks, I was trusted to manage appointments and schedules for professional staff while maintaining strict confidentiality of sensitive student information.

Server
Bella's Sicilian Ristorante
May 2021 - Present · 3 yrs 4 mos
Geneva, NY

I delivered top-notch customer service in a fine dining setting, assisted management with scheduling and reservations, and was trusted with the allocation and distribution of nightly tips.

Newsroom Intern
Bloomberg LP · Part-time
Jun 2023 - Aug 2024 · 1 yr 3 mos
Geneva, NY

At Bloomberg News, one of the world's largest financial news organizations, I gained hands-on reporting experience by covering markets, companies, economies, and governments. I pitched and wrote ... ...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
2020 – 2024

Activities and societies: - The Dolphin newspaper, regular contributor
– Major Arcana, writer for student-produced theatre produ ...see more

The Role of The Media in Maintaining a.pptx

Onondaga Community College
Associate's degree, Liberal Arts and Sciences, General Studies and Humanities
2018 - 2019

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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 5   Alumni "watch video": **https://www.youtube.com/watch?v=kb3Td1juZWY**

Page 7   LinkedIn Premium account: **https://premium.linkedin.com/**

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