

LinkedIn

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***Monday, Thursday, Friday
8:00 a.m.—4:30 p.m.***

***Tuesday, Wednesday
8:00 a.m.—7:00 p.m.***



Career and Professional Development Center

What Is LinkedIn?

LinkedIn is a way to network yourself on the internet, meet professionals, and form professional connections and relationships online. With a LinkedIn profile, your connections can learn about your past positions, education experience, a summary of who you are, your skills, accomplishments, and your other professional social media.

Who Can Have a LinkedIn Account?

Anyone can have a LinkedIn account. It's a great idea to create one NOW! It's an excellent way to begin creating professional relationships that could lead to potential internship opportunities and future job or career opportunities as well.

Why Should Students and Alumni Use LinkedIn?

Students and alumni can build and maintain a professional online presence while connecting with alumni and other professionals. Student and alumni can also research companies and career paths and discover job opportunities.

Statistics

Over 250 million professionals are present on LinkedIn

More than 3 million companies utilize LinkedIn

More than 200 countries are represented on LinkedIn

70% of jobs are found through networking

85% say a positive online reputation influences hiring decisions

Features

Add and communicate with professional connections

Provide and display recommendations

Comment on (and "like") posts

Participate in online discussions on professional topics

Join groups (alumni, professional organizations, etc.)

Follow companies

Post articles

Share personalized statuses

Skill endorsement

Customize a "Pulse" channel

And more!

General Tips

Use your LinkedIn profile to make a strong first impression

Order the various sections to your preference

Complete all fields – be thorough and consistent

Update regularly

Make it public – customize alias

Be active and have a strong online presence

Establish and maintain relationships

- Become LinkedIn connections with the professionals you already know

- Follow up with professionals you have just met

Sections of a LinkedIn Profile

Photo

- No photo is a turnoff
- Shot of head and shoulders
- Professional attire
- Well-lit and sharp focus
- Professional photographer ideal
- Smile 😊

Headline

- Full name
- Photo
- Current location
- Current industry
- Headline
 - Current position title
 - Short descriptor: "Professional educator seeking administrative opportunities in higher education"
 - "Recent Ohio State Honors Grad and Publishing Intern"

Summary

- Short paragraph
- "Snapshot" / "Elevator speech"
- Where you've been, what you're doing now, and where you want to go
- Convey genuine enthusiasm for your desired field or work
- Use buzzwords and vocabulary specific to your field
- Use common keywords for your field to avoid being filtered out of searches



Summary

I began my Student Affairs career in August 2013 in the Career and Professional Development Center at Indiana University of Pennsylvania (IUP) as a Graduate Assistant where I have had the pleasure of helping numerous students feel more confident in their professionalism. I have had the opportunity to coordinate the Mock Interview & Etiquette Dinner program, to advise two student groups, and to offer students career guidance in the form of one-on-one career coaching and presentations. I am about to begin my second year in the Master of Arts in Student Affairs in Higher Education program at IUP, which I hope will support my goal to pursue a lifelong career in this field. Working with students in higher education has been very rewarding thus far and I look forward to being part of more campus career centers that are equally dedicated to helping students develop their professionalism.

Education

- Name of Institution
- Degree(s) received or degree(s) currently pursuing
- Dates of education from beginning to completed degree or expected graduation



Education

Indiana University of Pennsylvania

Master of Arts (MA), Student Affairs in Higher Education

2013 – 2015 (expected)

Activities and Societies: Associates for Student Development member



Experiences

- Employer/Organization
- Position title
- Dates of employment
- Location
- Description- Include at least 3 strong bullet points to demonstrate skills and accomplishments in each position (Just like a resume)
 - Action verb + quantity + concise description
 - What were your major achievements? What were the measurable results? What did you do at that experience that makes you stand out over others who have done similar positions?
- Add links and upload files to display work
- Clubs and organizations with a large leadership role could be listed under experience, despite whether it was paid or unpaid

Career Development Center Graduate Assistant

Indiana University of Pennsylvania

August 2013 – December 2013 (5 months) | Indiana, PA



- Co-supervised six student Career Development Advocates. Managed workshop assignments and marketing projects
- Provided individual career counseling, phone and in-person mock interviews, and resume and cover letter reviews
- Advised IUP chapter of Delta Epsilon Iota Academic Honor Society for career-focused students
- Presented career development topics and office information to classes and student organizations

Courses

- Completed courses and current courses could be added under degrees
- Courses should include electives and advanced courses, not just required or general courses

Honors and Awards

- Honors or awards from your education, employment, clubs, or organizations
- For example: Honor Society memberships, Dean's List, Latin graduate honors (Cum Laude, Magna Cum Laude, Summa Cum Laude)

Volunteer Experience

- Volunteer experience including clubs, activities, organizations, committees, and events
- Include bullet points to indicate your role in the organization



Volunteer Experience & Causes

Chair and Committee Member

Associates for Student Development - IUP Student Affairs in Higher Education

August 2013 – Present (1 year) | Education

- Co-chair breakfast social by managing development and display of event decoration
- Contribute to planning of events as a Professional Development committee member

Languages

- Languages should be listed in a separate section to highlight proficiency, but can also be listed under skills
- Under each language, proficiency should be listed as either: Elementary, Limited Working, Professional Working, Full Professional Working, Native or Bilingual



Languages

Spanish

Limited working proficiency

English

Native or bilingual proficiency

Skills and Endorsements

- New LinkedIn users can begin by listing their top skills such as public speaking, PowerPoint, time management, leadership
- Individuals can then endorse these skills or add other skills that were not listed
- LinkedIn users can also endorse the skills of others



Skills & Endorsements

Top Skills

10	Resume Writing	+	
9	Customer Service	+	
8	Public Speaking	+	
8	Social Media	+	
7	Marketing	+	
6	Time Management	+	

Recommendations

- Individuals can make a recommendation on your LinkedIn profile highlighting their experience with you.

Language and Culture Assistant

Junta de Andalucía



Allie Rosenstem
Reading Specialist at Charter School

“ It was a pleasure to work with Lauren in Spain. She and I worked as language assistants at different institutions, (Sevilla and Cordoba) and continually collaborated on lesson and classroom planning. Lauren is very passionate about teaching language, and more importantly in encouraging learners to be comfortable in speaking another language.

November 27, 2012. Allie worked with Lauren at Junta de Andalucía

- You can also request a recommendation from your connections.
- Click “Recommendations” on your profile page
- Click “Ask to be recommended”
- Complete a request for a recommendation
- Customize request message; ask for the professional to speak about particular projects, skills, or experiences
- When recommendation is completed, you will be able to review it before posting to your profile

1 What do you want to be recommended for?

Choose...
[Add a job or school]

2 Who do you want to ask?

Your connections:
You can add 200 more recipients

3 Create your message

From: Lauren Watson

Subject: Can you recommend me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Lauren Watson

- You can also recommend a connection.

Recommendations



Lauren, would you like to recommend Shannon?
Recommend Shannon ▶

Recommend this person as a:

- Colleague:** You've worked with them at the same company
- Service Provider:** You've hired them to provide a service for you or your company
- Business Partner:** You've worked with them, but not as a client or colleague
- Student:** You were at school when they were there, as a fellow student or teacher

Relationship

Basis of recommendation:

Choose...

Your title at the time:

Choose...

Shannon's school at the time:

Choose...

Written Recommendation

Write a brief recommendation for Shannon. Recommendations you write will appear on your profile.

Example: Shannon is a diligent student who brings insight and energy to the classroom.

Other Features

Upload Resume

- The summary section allows you to upload a file, which could include your resume
- New users can import their resumes to get started
- Including your resume will allow alumni, professionals, and employers to view an your up-to-date resume

Connections

- LinkedIn will suggest people you may know. You can either request a connection or send a private message introducing yourself
- When reaching out to a connection you do not know personally, refer them to your mutual connections, state what you have in common, and let them know why you're reaching out

Home Page

- Post and view status updates
- Connections' updates (new job, new connection, work anniversaries, other profile updates)
- Resources, articles, and other posts from connections, groups, and companies
- Connection you may know and groups/companies/jobs that may interest you

Groups

- Alumni, professional organizations, past and present employers utilize LinkedIn groups
- As a group member, you can initiate and participate in discussions, access posted resources, and view and search members

Groups



ACPA—College Stud...
+ Join



Current IUP Students
✓ Member



Greater Pittsburgh Li...
+ Join



IUP Alumni
✓ Member

Jobs

- LinkedIn will suggest current job opportunities based on the information in your profile
- When searching for jobs, LinkedIn allows you to search job titles, keywords, or company names while also allowing you to choose your preference of location, company size, and industry type

Jobs you may be interested in

Preferences:

Your job activity is private.

Sponsored



Director of Career Services
North Charleston, SC



Director of Career Services
Orange, CA

Suzlon Wind
Energy...

Regional HSE Manager
Johnstown, Pennsylvania Area