

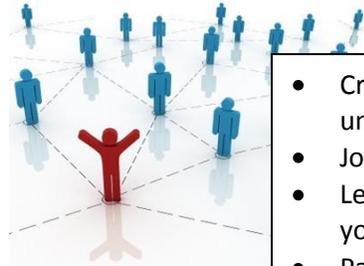
Top Tips for LinkedIn

Use your best professional etiquette



- Select a professional, high-quality image
- When requesting to link in with a contact: use a proper salutation, remind the person how you know each other, and tailor the message to demonstrate your genuine interest in connecting
- Do not mix the professional and the personal (status updates should be professional in nature)
- Proofread everything!

Increase your visibility and opportunities to connect with others



- Craft a robust and complete profile that succinctly highlights your unique skill sets
- Join affinity groups for Bates and professional organizations of interest
- Let people know how to find you and view your credentials by adding your LinkedIn URL to your business card, e-mail signature, and resume
- Participate in discussions and share relevant information as appropriate

Conduct extensive research



- Identify members of the Bates community by visiting **LinkedIn.com/alumni**
- Learn about people, companies/employers, career fields of interest, professional organizations, and industry-specific information

Use LinkedIn.com wisely



- Online resources are a great way to enhance networking; they should supplement but not replace face-to-face relationship building
- Add connections selectively: quality over quantity

Ask for assistance as necessary



- Contact the BCDC any time you are in doubt; we are happy to help!

Top Five Do's and Don'ts for Using LinkedIn

- **DON'T** use a photograph that shows you at play!



- **DO** use a professional, high-quality image



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- **DON'T** use a vague and unprofessional summary (complete with a typo) like this in your profile:

John A. Doe

Profesional with many talents who seeks a job doing anything!!

- **DO** craft a summary that succinctly highlights your unique skill sets (and proofread everything!):

John A. Doe

Health care policy expert with 20 years of experience in working with diverse populations

- **DON'T** use informal language or the stock message when requesting to connect with someone:

Subject: Join my network on LinkedIn
Hey!! Long time no see!!!

or

Subject: Join my network on LinkedIn
I would like to add you to my network on LinkedIn.
-John A. Doe

- **DO** take the time to use a proper form of address, remind the contact how you know each other, and tailor the message to demonstrate your genuine interest in connecting:

Subject: LinkedIn invitation from John A. Doe
Dear Mr. Smith,

I enjoyed meeting you at the health care conference in Boston two weeks ago. Thank you for taking the time to share your experiences with me; I look forward to keeping in touch with you.

Best regards,

John A. Doe

- **DON'T** use the share or update feature for personal reasons:

Hey all, my kid is selling Girl Scout cookies and is trying to break sales records. Let me know if you're in!

- **DO** provide updates and links to breaking news and industry-specific topics:

Preliminary Results: College Hiring Up 21 Percent at NACEweb.org:

Employers expect to hire 21 percent more new college grads this year than they did last year, according to preliminary results of NACE's *Job Outlook Spring Update* survey.

- **DON'T** keep your LinkedIn account a secret!

- **DO** let people know how to find you and view your credentials; add your LinkedIn URL to your business card, e-mail signature, resume, and marketing plan; this will serve as a good reminder to keep your profile updated and accurate/truthful

Visit this site to learn more about LinkedIn.com and how to use it effectively:

learn.linkedin.com/students/step-1

The screenshot shows a web browser window displaying the LinkedIn Learning Center page for students. The browser's address bar shows the URL learn.linkedin.com/students/step-1/. The page header includes the LinkedIn logo and the text "Learning Center" with a "Join Today | Go to LinkedIn.com" link. The main content area is titled "Students » Step 1: Get Started with LinkedIn" and features a navigation menu with links for "Get Started", "Go Pro", "Be Passionate", "Grow Your Network", "Find Opportunities", and "Nail the Interview". Below this, the section "Get Started with LinkedIn" includes a "Join LinkedIn" button and the text "What is LinkedIn and why should you join?". A video player is embedded, showing a person holding a sign that says "...and why should I join?". The video player has a large number "1" and the text "What is LinkedIn?". The left sidebar contains a "Resources" menu with categories like "Overview", "Site Features", and "User Guides". The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock displaying 10:42 PM.

Top Five Profile Tips



1. Fill in your employment history.

Keep your network informed about your past positions and professional accomplishments.

2. Add your education.

Enter your school and LinkedIn can help you re-connect with your classmates and meet fellow alumni.

3. Add a photo.

Help people remember you by adding a professional-looking photo to your profile. People never forget a face.

4. Add at least 3 skills.

Be found in searches. Enter keywords to represent your industry and function, e.g., IT, marketing, healthcare, etc.

5. Create your own vanity URL.

Customize your profile URL that appears in search results. Share with colleagues and add to signatures and business cards.



Q&A: LinkedIn Etiquette

Here are some guidelines for minding your e-manners.

Q: How often should I check LinkedIn?

A: While logging in daily is ideal, what's most important is that you maintain a consistent presence and respond to messages and connection requests in a timely fashion. LinkedIn will send you a Network Update once a week or once a day -- you can use that email as a reminder to log in and send someone a note, respond to a request or post to a group discussion.

Q: How do I make sure my LinkedIn profile is professional?

A: First, be totally truthful and never stretch the facts -- remember that your profile is public. Next, post a photo that is professionally appropriate (no pets, quirky backgrounds or funny expressions). Finally, write up your experience and credentials as you would present them on a resume or cover letter. Your writing can be a little less formal on LinkedIn, but proper grammar, spelling and proofreading are essential.

Q: What's the best way to request to connect with someone?

A: LinkedIn provides a basic message "I'd like to add you to my professional network on LinkedIn," but it's a good idea to customize your requests. You'll get a better response rate if you write a brief, personalized, polite note to each potential connection reminding them how you met (if necessary) and explaining why you're interested in connecting -- e.g., to ask for advice or to keep in touch after meeting at a conference.

Q: How do I ask for an introduction?

A: When you request an introduction, you'll be prompted to write a note to your mutual connection and then a separate note to the person you want to meet. In both cases, draft a compelling subject line and a short note

that introduces you and explains why you hope to connect. Just remember never to ask directly for a job -- it's neither polite nor appropriate.

Q: What should I do if someone doesn't respond to my connection request or message?

A: There is no guarantee that everyone you want to connect with will want to connect with you. If you haven't heard from a potential connection in over a month, it's okay to send that person an email to say that you've reached out and would like to connect. If that doesn't work, it's best to move on to people who are more interested or responsive.

Q: How many groups should I join?

A: The number of groups you belong to on LinkedIn should reflect approximately the number of professional affiliations you have (or want to have) in real life. For instance, if you attend college, are an accounting major and love social media, it would be great to join your alumni group, an accounting group or two and a social media group or two. To get the most benefit from group participation, quality trumps quantity.

Q: What is the most polite way to ask someone to write a recommendation?

A: Most importantly, you want to request recommendations from people who really know you and your work, such as former bosses or professors. Customize each Recommendation Request with a polite, gracious and personalized note, and provide a few words outlining the accomplishments or qualities this person might mention about you. And, of course, always thank the person for writing the recommendation.



How to find your career passion

What if you don't know what you want to do? Here's how LinkedIn can help.

Search high and low

Pick absolutely anything that interests you and type that word or phrase into the "Advanced Search" box on LinkedIn. For instance, let's say you love basketball. Just type "basketball" and your results will show the profiles of anyone on LinkedIn who mentions it. Review these profiles to discover the professional and educational experience, skills and qualities needed to land various positions related to basketball and see if any organizations, job functions or groups in these peoples' profiles catch your eye as potential options for you. Don't love what you find? Try searching on a different term!

Be a joiner

You can join groups on LinkedIn related to any career interest that even vaguely appeals to you. If you like cooking, join a group for professional chefs. If you've fantasized about starting your own business, join a group for entrepreneurs. Then, if you find yourself really engaged in the content, start contributing to discussions and connecting with other members. Your interest may be an indication that this is a career path you should pursue. On the other hand, if you lose interest after receiving a few updates from a group, then that profession might not be the best choice.

Eavesdrop on employers

You might have a few organizations in mind – organizations you've seen around campus or heard about through your friends or family – but you're not sure what that company actually does. LinkedIn Company Pages will give you insight into any organization's employees, divisions and types of jobs. Plus, by "following" any company on LinkedIn, you can find out about their news, events, and job announcements.

Be curious

Once you've explored some things you know you're interested in, start expanding your horizons. Scan the discussions in your college's LinkedIn Group and read about something new and different. Click on the "Jobs" tab on LinkedIn and start searching through thousands of unique possibilities. You can limit your job search to positions within 10 miles from home or broaden it to include cities around the world. Finding job openings in Paris or Sydney is just as easy as finding a job down the street. You can also use LinkedIn's student jobs portal. Play around. Experiment. It's quick, it's easy, and it's free. You never know what might ignite a passion.

Connect with passionate people

Look around your life for other people who share your passions -- or any passion. Just as you should connect on LinkedIn with people who share your alma mater or a past internship employer, you should also connect with people who share your personal interests or hobbies. Look for people who inspire you in groups and send them a connection request asking for a few words of wisdom. Most passionate people are happy to share their excitement about what they do.

Don't be afraid to fail

It's unlikely that you'll find your passion just by sitting at your computer. You have to go out in the world and try new things. Do more volunteering, take on part-time work, sign up for a class in something you've never studied. Use LinkedIn to discover your passion and find opportunities, and then get out there and take action! Don't worry. Your path is out there, just waiting to be discovered.



How to Network on LinkedIn

Follow these easy steps to get connected now.

1. 100% complete = 40x more opportunities

You can't build connections if people don't know who you are or see what you have to offer. Your LinkedIn profile is your online business card, resume, and letters of rec all in one. Users with complete profiles are 40x more likely to receive opportunities through LinkedIn.

2. You're more experienced than you think

The more information you provide, the more people will find reasons to connect with you. Think really broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.

3. Use your Inbox

Contrary to popular belief, networking doesn't mean reaching out to strangers. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by uploading your online address book and connecting to friends, relatives, internship colleagues, and professionals you know in the "real world."

4. Get Personal

As you build your connections on LinkedIn, always customize your connection requests with a friendly note and, if necessary, a reminder of where you met or what organization you have in common. If you're being referred by a mutual friend, write a brief intro of who you are and why you'd like to connect. You'll impress people with your personal touch.

5. Join the "In" Crowd

Another way to form new online relationships is to join LinkedIn Groups. Start with your university group—alums love to connect with students—and then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet people who share common interests.

6. Lend a (virtual) hand

As you build connections and group memberships, think about what you can do to support others. Comment on a classmate's status update or forward a job listing to a friend – you'll find that your generosity is always rewarded (and you'll feel good about it!)

7. Update your status #early and #often

Networking is not just about who you know; it's about who knows you. Stay on other people's radar screens by updating your LinkedIn status at least once a week—you can do this directly on LinkedIn or by linking your Twitter account and marking tweets with #in. Mention events you're attending, projects you've completed, and other professional news.

8. Question (and answer) everything

LinkedIn's Answers feature is a great place to seek advice from a wide variety of people all around the world. You can also show the world what you have to offer by answering people's questions about a topic where you have some expertise. The more active you are in Answers, the more people will view your profile and want to connect with you.

9. Do your homework

Before an informational interview, a job interview, or a networking get-together, use LinkedIn to learn about the background and interests of the people you're scheduled to meet. Access Company Pages to research organizations and their employees, and use Advanced Search to find things you have in common with people you're meeting.

10. Now step away from the computer...

Be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement, not replace, in-person relationship-building.



Conducting Employer Research

Stand out at career fairs and interviews.

1. Be open to new opportunities

While you may have some idea of the company you want to work for, there are lots of opportunities at organizations you've never even heard of. Keep an open mind as you conduct your research and remember that the wider you expand your search, the more likely you are to find a great job.

2. Just start searching

LinkedIn's Advanced Search is a powerful tool for job seekers like you. Simply type in any keyword -- "marketing," "accounting," "theater," "baseball," "Seattle," "India," anything -- and you'll see the LinkedIn profiles of people whose careers include that keyword. This is a great way to explore potential career paths and to learn about companies or job titles that might be a perfect fit for you. Save your searches to keep a record of careers and people that interest you.

3. Put yourself in good Company (Pages)

As you find employers you might want to work for, check out their LinkedIn Company Pages. Each page provides a wealth of information about an organization's operations, employees, locations, available jobs, and more. Plus, when you visit any of the 150,000 Company Pages

on LinkedIn, you'll see how you are personally connected to people at that organization. Then you can reach out for advice or to request informational interviews and referrals to open positions. Not connected to anyone at your target company? Join a university alumni, industry, or interest group.

4. Know before you go

It's the night before a big career fair, informational interview, or job interview and you're feeling really nervous. Calm those jitters by using LinkedIn to research the person or people you'll be meeting. You can discover facts about someone's education, work experience, interests, group memberships, and connections you might have in common. This will make you feel more prepared and confident and provide you with some good conversation starters.

5. Follow the buzz

Want to keep up to the nanosecond with a particular company's news and image? Add the LinkedIn Company Buzz application and you'll be able to view a constant feed of everything people are saying about that organization on Twitter. This is an absolute must the night before a big job interview!



Top 10 Online Job Hunting Tips

Here's how LinkedIn can help you find and attract the best opportunities.

1. Make time

Schedule at least 15 minutes a day to work on your resume, update and check online networking profiles and search job listings. Opportunities come and go quickly, so you need to be in the game on a daily basis.

2. Get noticed

What better way to impress a recruiter than to have a professional networking profile be the first search result for your name? Completing your LinkedIn profile to 100% will increase your search ranking and give employers a good impression.

3. Be keyword savvy

Make sure your profile is full of keywords that will attract a recruiter's attention. Look through job postings and LinkedIn profiles that appeal to you and incorporate some of the same words or phrases. In addition to job- and industry-specific words, include leadership terms (captain, president) and action words (managed, designed.)

4. Reach out

Connect on LinkedIn with everyone you know – friends, family, neighbors, professors, family friends, internship colleagues and others. Once you're connected, send each person a friendly message on LinkedIn, asking if they would keep an eye out for the particular kind of job or jobs you're seeking, or if they can introduce you to other helpful contacts.

5. Spread the word

To build your credibility and stay on people's radar during your job hunt, regularly update your status on LinkedIn and other social networks. You might share links to articles you think would be relevant to people in your field, events you're attending and good career news.

6. Get into groups

Beyond connecting to individuals, join LinkedIn groups related to your alma mater, professional associations, volunteer organizations and industries you want to join. Every discussion in which you comment is an opportunity to market yourself to people who might be hiring, and every group also contains a "Jobs" tab.

7. Search high and low

LinkedIn's job postings don't just tell you who is hiring, they tell you how you are personally connected to that company through your network. Even when you see a job listed on another site, LinkedIn can help you research people at that company and tell you how you are personally connected. No matter where you look for jobs, cast a wider net by altering your search terms and location criteria from time to time.

8. Follow companies

When you see a job you like on another job board, use LinkedIn as a company research tool. Check out the LinkedIn Company Page of any organization where you'd like to work and click "Follow company." That organization's activities (job postings, hires, announcements) will appear on your homepage and alert you to potential opportunities.

9. Persist (without pestering)

Sending follow-up messages through LinkedIn can help you stand out from other candidates. Every time you send someone a message through LinkedIn, the recruiter or hiring manager can easily click over to your profile and check out your credentials.

10. Use the LinkedIn Student Jobs Portal

You can access entry-level jobs and internships at some of the best companies worldwide at our student and recent grad job portal. <http://linkedin.com/studentjobs>