

***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 complement 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

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- **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

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- **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.

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- **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/](http://learn.linkedin.com/students/step-1/). The page header includes the LinkedIn logo and the text "Learning Center" and "Join Today | Go to LinkedIn.com".

The main content area is titled "Students » Step 1: Get Started with LinkedIn" and features a navigation bar with links: "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 featured with the title "LinkedIn Grad Guide: Video 1". The video thumbnail shows a large blue number "1" and the text "What is LinkedIn?". A person is holding a sign that says "...and why should I join?".

The left sidebar contains a "Resources" menu with categories: "Overview" (What is LinkedIn?, New on LinkedIn, Blog, Training Resources, Customer Service), "Site Features" (Homepage, Profiles, Jobs, Groups, LinkedIn Today and Signal, Twitter, Company Pages, Answers, Applications, Mobile, Settings/Personalization), and "User Guides" (Small Business, New Users, Students, Job Seekers, Entrepreneurs, Attorneys, Business Development).

The browser's taskbar at the bottom shows the Start button, an open Mozilla Thunderbird inbox, a LinkedIn screen shot, and the current page. The system clock indicates 10:42 PM.



Fill in your employment history.

Fill in your employment history.

Add your education.

Add your education.

Add a photo.

Add a photo.

Add at least 3 skills.

Add at least 3 skills.

Create your own vanity URL.

Create your own vanity URL.

# LinkedIn

## Q&A: LinkedIn Etiquette

Here are some guidelines for finding your online presence.

### 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.

# Linked(m.

## 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.

# LinkedIn

## How to Network on LinkedIn

Follow these easy steps to get connected now.

### 1. 100% complete = 40x more opportunities

profile you're looking for; 100% complete profiles are 40x more likely to be contacted by recruiters. Complete your profile to increase your chances of being contacted by recruiters.

### 2. You're more experienced than you think

Update your profile with all your relevant work experience, including freelance work and student organizations. Highlight your skills and achievements to make your profile stand out.

### 3. Use your Inbox

Check your LinkedIn inbox regularly for messages from recruiters and other professionals. Respond promptly to messages to show your interest and professionalism.

### 4. Get Personal

Personalize your connection requests by mentioning the person's name and a specific reason for wanting to connect. This increases the likelihood of acceptance.

Send a personalized message to the person you're connecting with, mentioning a mutual connection or a shared interest.

### 5. Join the "In" Crowd

Join LinkedIn groups related to your industry or profession. Engage in discussions, share your expertise, and build relationships with other professionals in the field.

### 6. Lend a (virtual) hand

Help others by providing advice, sharing resources, or making introductions. Being helpful and supportive can lead to valuable connections and opportunities.

### 7. Update your status #early and #often

Post updates about your work, projects, and achievements regularly. Use relevant hashtags to increase the visibility of your posts and engage with others who are interested in the same topics.

### 8. Question (and answer) everything

Ask questions and provide answers in LinkedIn groups and on your profile. This demonstrates your knowledge and expertise, and helps you build a reputation as a helpful professional.

### 9. Do your homework

Research the people you want to connect with before reaching out. Find common interests or connections to use as conversation starters.

Prepare a short, concise pitch for your connection request, highlighting your value and the mutual benefits of connecting.

### 10. Now step away from the computer...

Networking is not just about online interactions. Attend industry conferences, seminars, and networking events to meet professionals in person and build stronger relationships.

# LinkedIn

## Conducting Employer Research

Stand out at career fairs and interviews.

### 1. Be open to new opportunities

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### 3. Put yourself in good Company (Pages)

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particular company's news and mpage ? Add !""le  
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people are say\*ng about that organiza!.0?1 on  
Twitter. This is an absolute must the 'light  
before a big job interview!

# LinkedIn

## 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://www.linkedin.com/studentjobs>