

**EVERYTHING YOU NEED TO KNOW
ABOUT CONNECTING TO THE WORLD'S
LARGEST PROFESSIONAL NETWORK**



**High Point University
Career & Professional Development
Cottrell Hall, Suite 103**

Updated 09/2020

What is LinkedIn & Why Do I Need a LinkedIn Profile?

“IT IS NO LONGER ENOUGH TO SIMPLY HAVE A SOLID RESUME ... STUDENTS NOW NEED A PROFESSIONAL ONLINE PRESENCE.”

-HOLLY PAUL, US RECRUITING COORDINATOR, PWC

LinkedIn Can Help You:

- Clearly define your skills and experience
- Build your professional “brand” and showcase your experience
- Turn relationships into opportunities by finding out how you are personally connected to any employer
- Prepare for interviews when you land them
- Check out the career paths that people with your interests have pursued

The people you know can help you with:

- Introductions
- Increased access to opportunities
- Obtaining informational interviews
- Advice, support, mentoring
- Preparing for interviews

70%

of employers have rejected candidates because of information found online

85%

of employers say having a positive online reputation influences hiring decisions

70-80% of jobs today are found through networking!

“It’s not about **what** you know but **who** you know...”

Getting Started

Set Up an Account

- Go to www.linkedin.com and follow the account set-up instructions

Profile Photo

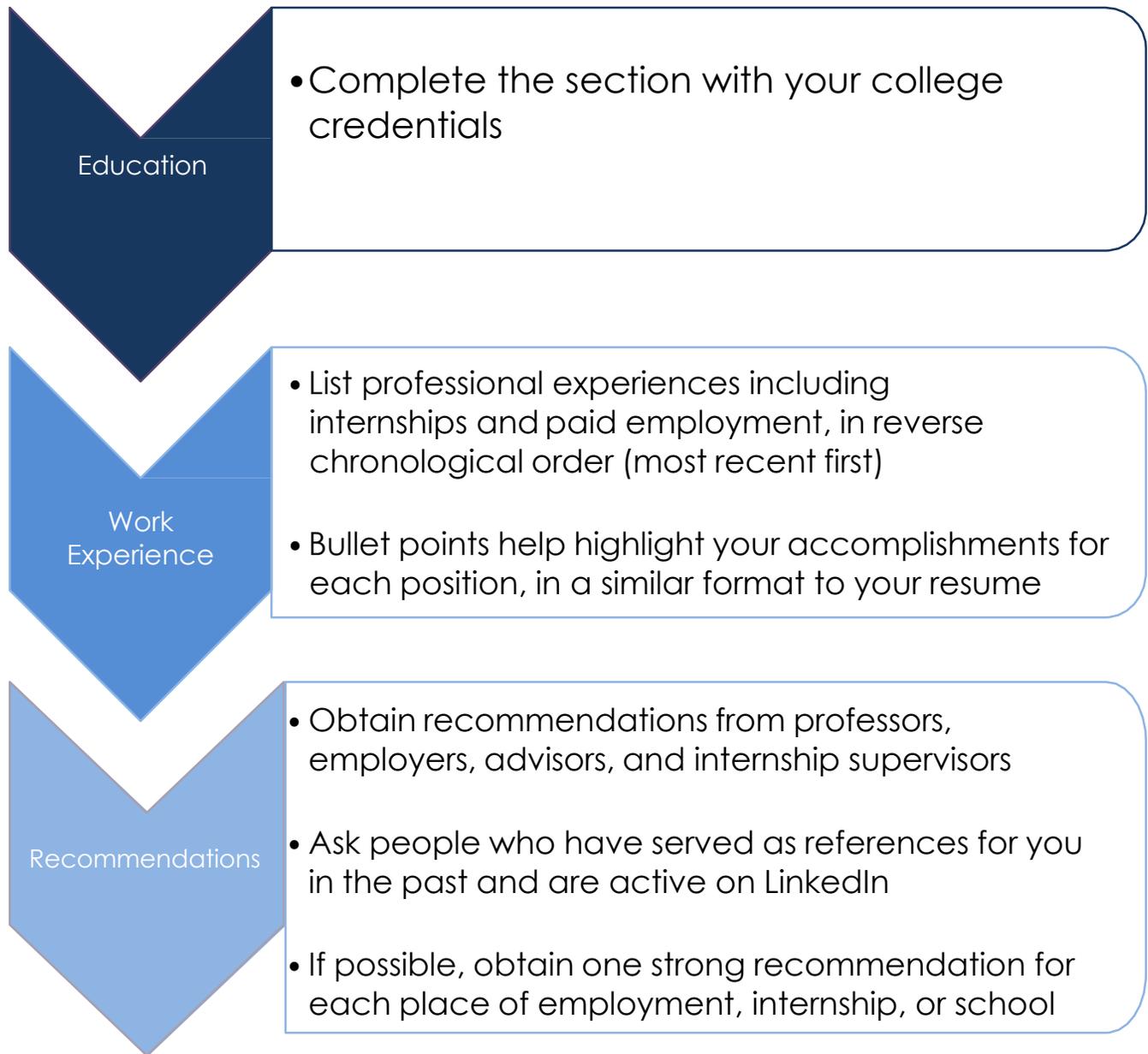
- Only you in the photo, focused on your face
- Neutral background
- Professional attire
- No selfies or cropped photos

Headline

- Create the right "headline" that accurately describes you

Summary

- Write a "keyword-rich summary" that sells your skills and experience, being concise, specific, and typo-free



LinkedIn will let you know how to improve your profile

25% profile complete

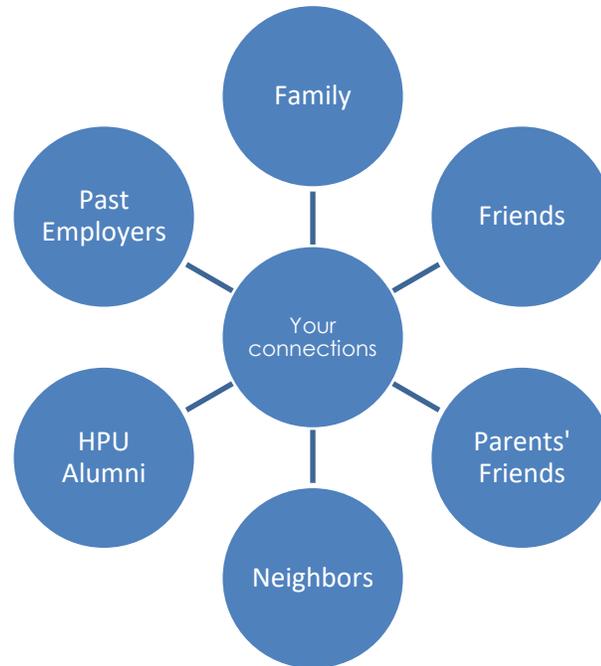
Profile Completion Tips [\(Why do this?\)](#)

- + Add a position (+15%)
- + Add your education (+15%)
- + Add a picture (+5%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

Building Your Network

Establish Your Connections

- Add new connections using the “My Network” tab
- Connect with people you know



Join Groups

- Established HPU Groups:
 - High Point University Alumni (seniors and alumni only)
 - HPU Career and Professional Development Group
 - HPU Nido R. Qubein School of Communication
 - Philips School of Business
- Using the search bar in the upper left corner of the page to search for groups
- Within the groups that you join, take advantage of discussion boards, announcements, and news articles to which you will now have access

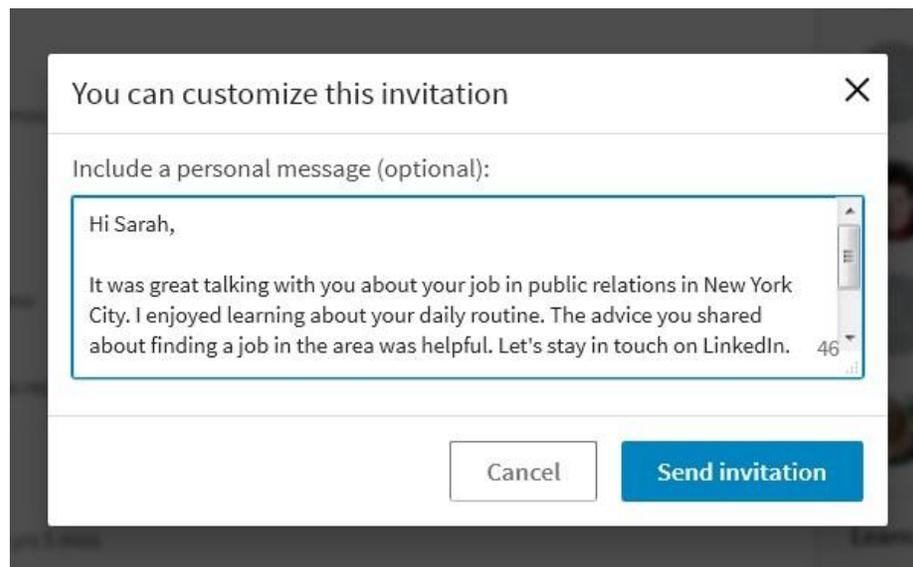
TIP: Look at groups that other members with similar interests have joined

7 Tips for Writing a Great LinkedIn Invitation

1	Be Honest	Explain why you want to connect with them; honesty is essential, especially if you are looking to do some networking.
2	Tell Them How You Know Them	People get a lot of requests. Taking the time to briefly mention how you know them and/or why you want to connect will help get your invitation accepted.
3	Find Something in Common	How did you find this person? Do you have a mutual career field or interest? Do you have connections in common? Are you connected through LinkedIn Groups? Find the common thread and use it to your advantage when sending your connection request.
4	Make It Personal	Always personalize your invitation to connect in some way; mention a shared group membership, note a common contact, or point out similar backgrounds, education or experience.

5	Be Enthusiastic	If you're approaching the CEO/founder of a startup on LinkedIn as part of a job search, you want to show your enthusiasm. Your expertise, background, and skill set should take a backseat to your enthusiasm and passion for their business.
6	Reference Their Profile	Take a moment to look at the profile of your potential connection and reference something in it. This will show that you took the time to know who you're attempting to connect with before sending the invitation.
7	Thank Them	It is important to thank the person in advance before agreeing to connect. Also, you want to offer help in any way possible and encourage them to call on you in the future.

Example



Turning Your LinkedIn Connections into Opportunities

In the same way that you find out what people are doing socially on other types of social media, you can find out what people are doing professionally on LinkedIn.

Reach out to the connections you have made to ask for introductions to their connections.

Regularly check the “Jobs” tab for opportunities you might be interested in, searching by zip code, company name, type of position, or keyword.

LinkedIn will also tell you which of your connections is already connected to the company that is hiring!

Always connect with people on LinkedIn once you have met them in person.

Use the search bar to search for High Point University. Click on High Point University and then click **“Find Alumni”** to check out **HPU alumni** on LinkedIn. Search by company, geographic location, major, or career field. Reach out to professionals whose career path is relevant to your interests. Even if you do not have any connection to a particular HPU alum, you can message them explaining why you want to connect.

Remember to thank the person who connects you with someone at a particular company, using email, a personal LinkedIn message or a written note.

When you find a job posting somewhere other than through LinkedIn, use your LinkedIn account to search for people you may know or potential connections you may have at that company.

Use LinkedIn to Research and Prepare for Interviews

DEMONSTRATE KNOWLEDGE ABOUT A COMPANY

it is one of the most important factors in landing a job offer!

What you need to know before your interview:

GENERAL COMPANY INFORMATION

- Mission statement
- Recent company news/updates

RESEARCH EACH PERSON

- Educational background
- Career path
- Recent social media posts, news articles shared, etc.
- Shared connections on LinkedIn

INDUSTRY COMPETITIVE KNOWLEDGE

- Know the competitors of the company

"INSIDER SECRETS"

- Company culture
- Traits most valued in employees
- Leaders you must know about
- Publications and blogs that are "must reads" for this company

ADDITIONAL TIPS

- Always use appropriate, professional business etiquette when using LinkedIn to network.
- Send *personal* messages when asking to make a connection instead of using the generic message provided.
- Always make a connection request ASAP after meeting someone new in person, through email correspondence, or on the phone.
- Google yourself on a regular basis to see if your LinkedIn profile is the first result!
- Use LinkedIn to look at the educational backgrounds & career paths of professionals who work in your areas of interest.

Frequently Asked Questions

HOW DOES MY LINKEDIN PROFILE DIFFER FROM MY RESUME?

Your experience and credentials can be written as you would present them on a resume or cover letter, but you can be a little less formal. LinkedIn offers the added bonus of allowing you to create your own customized “Headline,” which should be unique to you! Use this feature to brand yourself, highlight your skills, and differentiate yourself from other students. Always be truthful and don’t stretch the facts!

HOW DO I APPROACH PEOPLE FOR RECOMMENDATIONS?

Asking someone to “recommend” you on LinkedIn is similar to asking someone to serve as a reference or to write you a letter of recommendation. Do not be shy about asking someone who has complimented you on your work or has agreed to be a reference.

HOW DO I SEARCH FOR A CONNECTION'S PROFILE?

There are two ways to access a connection’s profile. Using the “My Network” tab, you can select “Connections” and look for your connection. Alternatively, you can use the “Search” box on the top left of your LinkedIn toolbar and enter a person’s name (be sure that you have selected the “People” tab after you search).

HOW DO I UPDATE MY PROFILE AS I ADD MORE EXPERIENCES?

You can add, change, or remove any information on your profile using the “Edit Profile” feature. To get there, click on the “Profile” tab at the top of your LinkedIn homepage and select “Edit Profile.” You will find a prompt (in blue ink) in each of your sections that you can click on to make changes.

For more information, please refer to:
<https://university.linkedin.com/linkedin-for-students>

Using LinkedIn During the Pandemic

COVID-19 has impacted the working world, from the job market itself to job searching, to communicating with employers. Whether you are seeking a position in a more stable industry that allows for remote work or taking on the challenge of finding work in a hard-hit area, a COVID-era job search will look quite different.

Be prepared to adapt.

The job search, like everything else, has gone virtual.

According to a research report from Jobvite, a recruiting software company, 84% of human resources teams are adapting their processes to include remote interviews and other recruiting strategies. That includes advertising positions on social media, conducting video interviews, and even using chatbots in some cases to conduct initial screenings. Your first steps into the recruitment funnel will need to be online, too.

- Prepare for socially distanced networking opportunities, such as setting up informational interviews via FaceTime or Zoom.
- Participate in industry conversations by commenting in LinkedIn Groups.

You may not meet your coworkers in person for months.

The same virtual networking skills you used to land the job will come in handy as you get to know your new colleagues:

- Seek coworkers out on LinkedIn and add them as connections.
- When you find a point of commonality—a post of theirs you enjoyed, a shared alma mater, etc.—take the opportunity to reach out and form that connection.

Read the full article on the COVID-era job search on [The Washington Post](#).