

LinkedIn

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Network in order to:

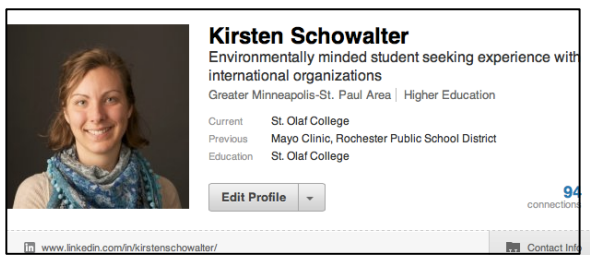
- Explore careers through the experiences of St. Olaf Alumni
 - Üesearch an industry «@organization.
 - Prepare for an interview.
 - Gather information about the top skills of specific employers and opportunities in an unfamiliar city.
 - Learn about potential internship or job opportunities (navigate the hidden job market!) through learning alumni's work history.

LinkedIn is the world's largest online professional network with _____ million members in over 200 countries and territories around the globe. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.

Create a Profile on LinkedIn

In order to begin using LinkedIn, you need to **create a profile**. A profile allows you to build your professional brand. Your LinkedIn profile should not be the same as your resume. Your LinkedIn profile can be a little more general and personal. Make sure to be consistent across your profile and across documents as far as dates and details.

The first part of your profile others will see is your **photo and headline**. You want to make sure to display a professionally appropriate photo, and use your headline to leverage your skills, interests, and career aspirations.



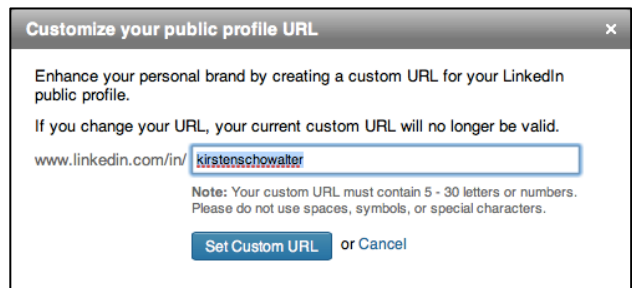
Some other examples of headlines include: Recent St. Olaf Grad Seeking Online Marketing Position, St. Olaf Psychology Major/Student Government Senator, Intern at...

Next, you want to write a **key word-rich summary** that "sells" your skills and experience. In your summary, you want to describe who you are and what you'd like to become. A good summary is concise, keyword-rich, specific, and typo-free. Also be sure to check details, like tense. Choose a tense that is appropriate for your industry/interests – 1st person versus 3rd person.

After adding details about your experiences, education, and skills, the next thing to add to your profile is **recommendations**. You want to get strong, helpful recommendations, and don't be shy about asking. Professors, internship supervisors, or campus advisors are good people to ask for recommendations.

The final touch to your profile is creating a **personalized URL**. Underneath your photo, there is your URL, and the "Edit" button.

After clicking to edit, on the right side of the screen, there is an option to "Customize your public profile URL." You will see the window below open, and you can change your URL. Choose a concise URL to place on your resume, email signature, and/or business card.



When you are finished, **tie your LinkedIn profile to your other efforts**. Put the URL to your profile on your resume and application materials if you have the option.

Make Connections

Once you have created a profile, it is time to start **building your professional network**. LinkedIn only supports and shows connections up to three degrees of separation from you. Beyond a third degree connection (a connection of a connection), the relationship is no longer trustworthy. Connections should be professional and mutually beneficial, so do not feel bad for ignoring a request that will not add value to your network. Only connect with people you have met. Some people to consider connecting with are family, friends, fellow interns, alumni, industry professionals, and faculty.

To make a connection, search the name of the person you would like to connect with. Once viewing his/her profile, there will be a "Connect" button.



When you click "Connect" you will need to identify your relationship with that person, as seen below:

Invite William to connect on LinkedIn

How do you know William?

Colleague

Classmate

St. Olaf College

We've done business together

Friend

Other

I don't know William

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Kirsten Schowalter

Important: Only invite people you know well and who know you. Find out why.

Send Invitation or Cancel

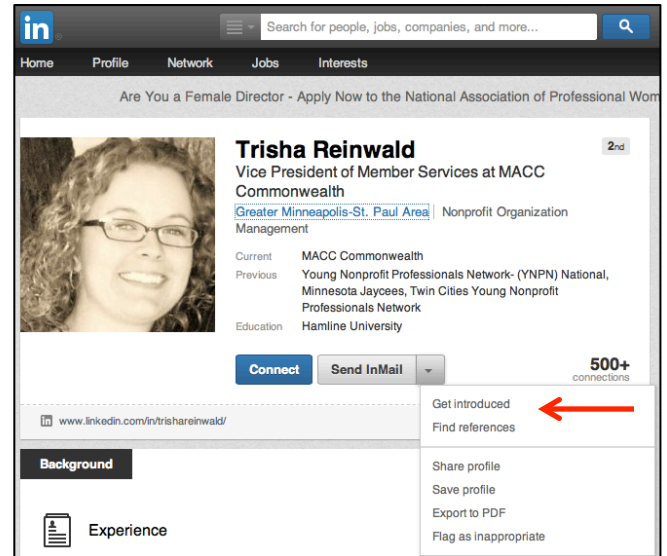
Your network will constantly grow and change based on the people you maintain relationships and continue to interact with.

Expand your Network

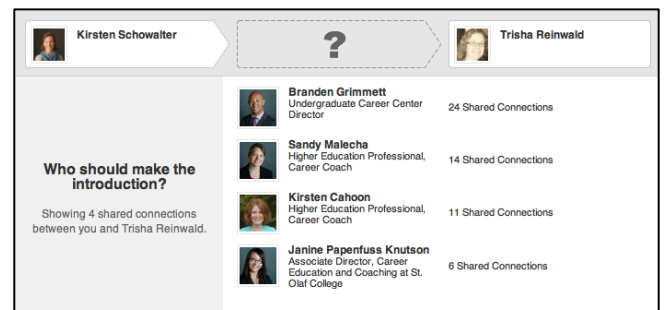
Beyond connections, you can expand your network in several ways. First, you can **join the St. Olaf College Alumni group**. With nearly 5,000 members, this valuable resource can help you find alumni in your geographic area or employers of interest. Keep an eye on jobs or internships that alumni are promoting to other Oles. Conduct advanced searches in the membership tab to

track alumni who have similar academic interests or skill sets.

You can also **"Get Introduced"** to someone within three degrees of connection. To "Get Introduced", open the person's profile. Next to the "Send InMail" button there is an arrow, and when you scroll over the mouse, you will have the option to "Get Introduced."



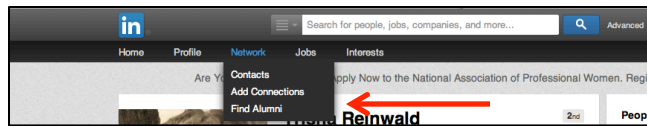
Upon clicking to "Get Introduced", you will then be asked which person from your network you would like to introduce you. You will then be asked to write them a note that explains your interests and why this introduction is beneficial.



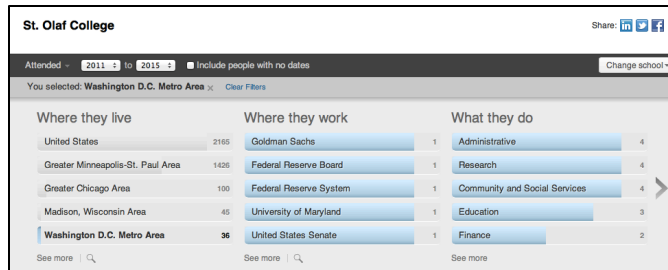
In this way, you can **turn relationships into opportunities**.

Use LinkedIn

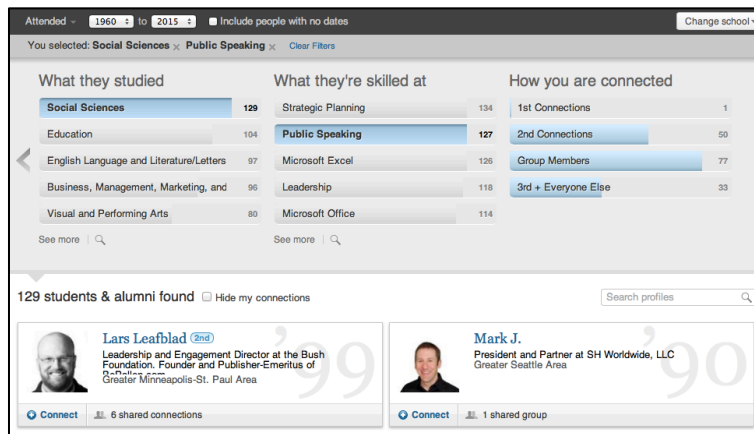
One of the key resources of LinkedIn is what you can learn about alumni and their career paths. There are over 14,000 St. Olaf Alumni active on LinkedIn. You can learn information about St. Olaf Alumni by going to the "Network" tab and clicking "Find Alumni."



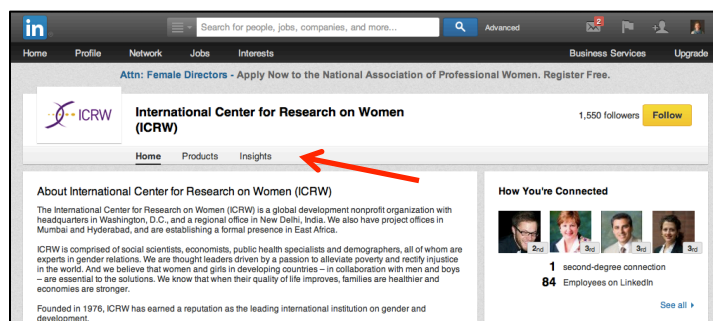
From here, you can search alumni from any school that you have attend, and you can learn about what year they graduated, where they are, what they studied, who they work with, and what skills they have. For example, to the right, you can see the number of St. Olaf alumni who graduated between 2011 and 2015 and are living in the Washington DC. Area.



By clicking on a specific place, company, or industry, LinkedIn will modify the search to reflect the St. Olaf alumni that fit the criteria. When you click on the large arrow on the right, more search options become available. Seen below, is a second search that shows St. Olaf Alumni who graduated between 1960 and 2015, studied Social Sciences, and list Public Speaking as a skill. Notice underneath the bar graphs is the total number of alumni that fit the criteria and some of the profiles are shown.



LinkedIn is a good place to learn about industry insider tips and skills. By searching an organization, you can view an organization's profile. From the organization profile, you can click on "Insights" to learn the Tops Skills and Expertise of the employees there as well as other organizations like the one you are interested in.



Top Skills & Expertise

Gender Analysis (2766)

Gender Mainstreaming (7097)

Formative Assessment (3962)

Violence Against Women (8655)

Family Planning (11998)

LinkedIn can also be helpful in interview preparation, as you can look at information about the skills and expertise of the organization you are interviewing with, and, if given the names of your interviewers, you can look at their profiles and learn about their interests and role within the organization ahead of time.

Groups are also a great way to use LinkedIn. By joining groups that are associated with your interests and aspirations, you can learn more about the conversations and hot topics for people in that interest area.

These tools, and many more, are available to you on LinkedIn.