



LinkedIn Resource Guide

Created by the



Objective

To provide a comprehensive resource for students in achieving maximum utilization of LinkedIn's capabilities for the purposes of marketing themselves professionally and helping achieve career aspirations.

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After the introduction, each section contains information on LinkedIn's capabilities and best practices. Case studies are personal stories from the Tippie's Young Alumni Board.

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Introduction and Purpose of LinkedIn

What is LinkedIn?

Quite literally, LinkedIn is a professional social network found with a URL of linkedin.com. What most don't know is that LinkedIn is actually one of the oldest social network platforms, older than YouTube, Facebook, and Twitter. The company was founded in May of 2003 by four co-founders out of the living room of co-founder Reid Hoffman, who had previously been on the board of Google, eBay, and PayPal. The mission statement was to connect the world's professionals to make them more productive and successful. Starting out with just 4,500 users in its first month, LinkedIn now has almost 600 million registered members and **over 50% of the globe's professionals** on the platform.

Why Should Students Use It?

- **Networking:** access to 50%+ the world's professionals, 40% of which access LinkedIn on a daily basis
- **Job Searching:** 20 million companies listed on LinkedIn with 14 million open jobs; 90% of recruiters regularly use LinkedIn and your profile helps build trust
- **Career Discovery:** follow other's career paths to see where certain degrees or career paths can take you
- **Build Credibility:** begin collecting recommendations and endorsements from previous employers or even student colleagues (think of them as testimonials)
- **Education:** companies and individuals frequently post motivational or educational articles on various professional topics
- **Branding:** ability to build your personal or business brand over time

What We Hope You Get Out of This Guide

The objective of this guide is to provide a comprehensive resource for students in achieving maximum utilization of LinkedIn's capabilities for the purposes of marketing themselves professionally to achieve career aspirations.

LinkedIn is not and should not be viewed as an alternative to traditional networking, recruiting, and professional marketing, however it can be a powerful complimentary tool with the ability to provide a reach that is simply impossible using traditional methods.

Please note that this guide is meant to be a collection of suggestions and best practices. Students should be encouraged to develop their own unique LinkedIn presence that best aligns with their personal and professional goals.

Building an Effective LinkedIn Profile

Your LinkedIn profile is your professional social network, digital resume, and news feed – and thus should be created with these intentions in mind. Here are 10 tips from the LinkedIn's University Recruiting homepage on creating an effective LinkedIn profile.

1. Write an informative profile headline.

Your headline is a short professional slogan. Feel free to reflect your professional or career interests.

Pro tip 1: "Finance Student at The University of Iowa |Interested in the ABC Industry."

2. Pick an appropriate photo.

LinkedIn isn't Facebook, Twitter or Instagram. A high-quality headshot will make you profile 7x more likely to be viewed!

Pro tip 2: Tippie and Pomerantz often offer free professional headshots throughout the school year. Keep your eyes peeled for when these take place.

3. Show off your achievements.

Include all your schools, major(s) and minor(s), study abroad, and summer internships.

Pro tip 3: Remember that LinkedIn is your digital resume, not your autobiography. Be as succinct and purposeful when highlighting your achievements. Less can be more!

Pro tip 4: If your GPA is more than 3.7, show it off on LinkedIn, along with other honors & achievements.

4. Develop a professional Summary.

Concisely and confidently show off your qualifications and goals. You may also include relevant work and extracurriculars.

Pro tip 5: Include your must-read info upfront. Even though LinkedIn gives you 2,000 characters for your summary, it only shows 220 on desktop, and 92 on a smartphone.

Pro tip 6: Unlike your resume, you can tell people who you are in the first person.

Summary Statement Examples

Example 1 Describe your strengths

Landon's top 5 Strengths are Woo, Ideation, Connectedness, Maximizing, and Achieving. He doesn't have a career goal, but wants to use his strengths to set himself apart from others and gain ideas of possible options.

I'm a person who builds strong relationships with others, have a creative mind that finds connections and pulls disparate ideas together to make things and teams better than they are. I excel at accomplishing things that I set out to do and am interested in developing in a challenging career field and to connect with employers who value these kinds of attributes.

Example 2 Elevator Pitch

Yi Cheng is a Business Analytics major looking for a summer internship in the finance field.

Hard-charging University of Iowa junior studying business analytics and seeking opportunities to enter finance industry in an analytical role. I am seeking a summer internship in the heart of the Chicago area and would appreciate any leads toward that goal. Please feel free to connect with me!

Example 3 Tell them what you can do

Lauren has a strong interest in sustainability, along with her Biology degree.

I'm a senior at the University of Iowa who:

- Has strong writing skills
- Works effectively independently or within a small team
- Learns and understands scientific and technical information quickly
- Excels at solving problems related to sustainable use of materials.

I am looking for opportunities in the Midwest in a research or manufacturing facility to apply my skills. Please connect with me via LinkedIn* if you are interested.

5. Fill “Skills & Endorsements” with keywords.

Keywords and phrases that show off your capabilities, backed by who has seen them in action.

Pro tip 7: Add at least five key skills to your profile to start. This will give your connections a starting point of skills in which they can endorse you.

Pro tip 8: Find relevant keywords in job listings that appeal to you, and profiles of people who have the kinds of roles you want.

Skills & Endorsements



Leadership · 52



Endorsed by Brandon and 4 others who are highly skilled at this



Endorsed by Zane and 23 other mutual connections



Public Speaking · 31



Endorsed by Steven, who is highly skilled at this



Endorsed by Nathan and 14 other mutual connections



Teamwork · 29



Endorsed by Zane, who is highly skilled at this



Endorsed by Kevin and 12 other mutual connections

Industry Knowledge



Entrepreneurship · 17



Financial Analysis · 16



Sales · 14



Graphic Design · 9

6. Update your status regularly.

Stay on your network's radar by mentioning your projects or events you're attending, or share your insights and opinions on relevant articles.

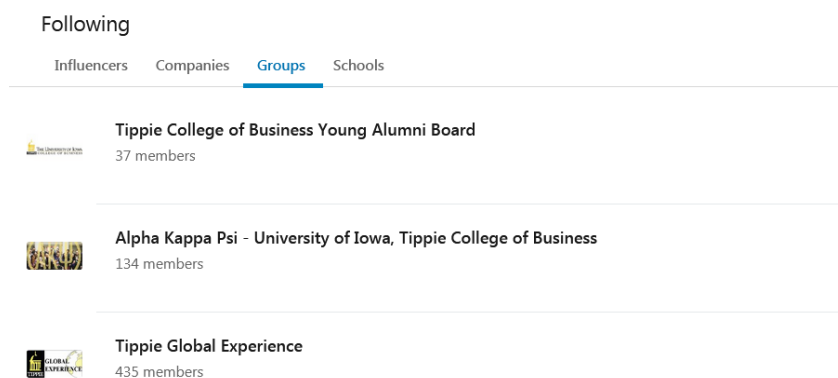
Pro tip 9: *Be mindful of your audience – Statuses should not be similar to ones you post on Facebook or Twitter.*

Pro tip 10: *Use LinkedIn to stay current on news and industry trends. Reading LinkedIn's "Daily Rundown" each day is a great place to start.*

7. Show your connectedness.

Joining groups shows that you want to engage in professional communities.

Pro tip 11: *Start with your university and industry groups, and then see if clubs you are involved in on campus have LinkedIn groups.*



8. Collect diverse recommendations.

Employers are most impressed by recommendations from people who have directly managed you, but recommendations can also come from colleagues, clients, or classmates.

Pro tip 12: *Don't be afraid to reach out! Try to get at least one recommendation for each position you have held.*

9. Claim your unique LinkedIn URL.

Create a unique, and professional URL (e.g., www.linkedin.com/in/JohnSmith), and set your profile to "public" to increase results when people search for you online.

Pro tip 13: *Add your unique LinkedIn URL to your resume. This allows reviewers of your resume to drive traffic to your profile.*

10. Share your work.

Sell your skills by showing exactly what you can produce. Add actual examples of your writing, design work, accomplishments, or other projects on your profile.

Pro tip 14: Keep your profile organized by adding examples of your work to the experience in which it corresponds. You can do this by adding a link or an attachment.



Multimedia Services Supervisor

Virginia Beach City Government

2013 – 2014 · 1 yr

Virginia Beach, Virginia

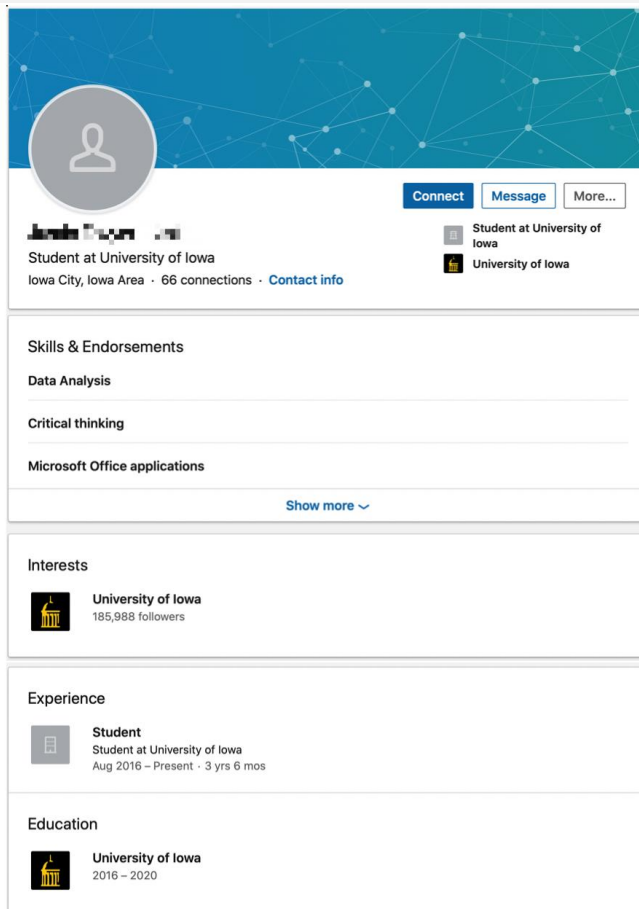
- Directed the operations of a cross-functional team of 50 professionals who effectively managed the social media communication, website design, and community engagement of the most populous city in Virginia.
- Created innovative content and strategies for the city website and social media presence that increased proactive community engagement by 300% which caused an 18% jump in growth.

[...see more](#)



← Examples of work

Bad example



1. Missing professional picture
2. Generic headline
3. No details about education, campus involvement, student involvement, work experience

Networking with New and Existing Contacts

LinkedIn is a social network that allows you to develop a professional brand online that can open doors to opportunities and networks that you may not have been aware of without social media. Your profile is the first professional impression recruiters and employers receive when searching for candidates and assessing your credibility within the industry.

While LinkedIn is a social platform, it is also an extension of your professional persona. Items you like, share, and post are broadcasted to your colleagues, bosses and potential future bosses. Similar to networking in real life, it's imperative to be yourself and genuine, while also putting your best foot forward. Please use this document to help develop professional relationships with new and existing contacts.

Build Your All-Star Profile

Your profile allows you to showcase previous work experience, skills, expertise, volunteer experience, interests, recommendations and connections. In building a robust profile, you allow for others to engage with your interests and create a network around what your passionate about.

Start with People You Know

Connect with family, friends, co-workers, bosses and people you know in order to build the foundation of your network. These individuals are more likely to engage with your content, which can expand your reach and create a higher return per post.

- For close contacts, you do not need to include a personalized message.
- Everyone manages their social account differently - some people connect with everyone, while others keep their online network tight-knit. Don't get discouraged if people don't accept your request.

Follow Up After Networking Events

The best time to connect with people you meet is within 1-2 days. Your interaction will be top of mind, so they'll be more likely to accept your request and exchange messages. Your level of interaction with each connection will be situational. Below are a few templates for how to follow up effectively.

Goal: to simply make a connection



Example: "Hi (name), it was great to meet you at the (name of event) last night. I hope to see you again at future events!"

Goal: to spark a conversation or display interest in future job opportunities



Highlight a key moment from their presentation, or your interaction, and ask if they would be willing to speak further. This will generate dialogue and show you are genuinely interested in their role and/or presentation.



Example: “Hi (name), I enjoyed your presentation on (highlight/key moment). I’m currently working on developing this initiative at my company. Would you have 30-minutes to expand on how you rolled out this program?”

Connect with Alumni, but Let Them Know Why

Alumni have an instant connection with YOU – capitalize on it. If there’s a former TCOB student in a role you would like to pursue, ask them about it and use your Hawkeye connection to your advantage.

Example: “Hi (name), I’m a sophomore business student at the University of Iowa exploring careers in marketing and would love to learn more about your role as a Creative Project Coordinator. I hope to speak with you soon, GO HAWKS!”

Example: “Hi (name), I’m a junior business student at the University of Iowa who is looking to specialize in risk management. Would you have time for a 30-minute phone call to help me understand what your role entails? Go Hawks!”

Find Your Next Job and Connect with the Person Who Has It

The focus of this connection should always be about learning. Ask for guidance and take their recommendation(s). When a contact recommends you connect with someone, go to an event, or check out a book/podcast – do it! This shows you’ve taken their advice and develops a stronger relationship.

Goal: to continue building a relationship and open the door to future conversation



Example: “Thank you for recommending the Analytics in Business event last night. I had a great conversation with (name/company) about (topic). Have you worked with their program before?”

Goal: to stay engaged when you don't need anything. Keep your comments concise – they don't have to be earth shattering to keep a relationship going

Like and share relevant industry news.

Example: "Congratulations on being named Chicago's Top Workplaces!"

Let people know when you've connected with someone they know and always speaking positively about other professionals. Speaking negatively about others only reflects poorly on you.

Example: "I saw this article the other day, which reminded me of our conversation on (topic). Let me know your thoughts! (Link)."

Maintain an Online Presence

You do not have to engage on LinkedIn extensively, or every day, in order to maintain a professional presence. Simply sharing industry news, recent accomplishments, big events or even highlighting your current workplace are great ways to remain present.

Example: "So impressed with my colleague, @firstname_lastname, who has been recognized as a "40 under 40" by the Des Moines Business Record. (Link to article)."

Overall, networking through LinkedIn is a complement, not a substitute, to your real-life connections. When used effectively, it is a powerful tool that can grow your professional network and help you make strides in your career.

An excellent place to start and to practice your LinkedIn and networking skills is with the Tippie Young Alumni Board! They understand you are embarking on these experiences for the first time. If you have any questions or would like to discuss the topics above in further detail, reach out to any member of the YAB.

Recruiting Through LinkedIn

Finding Full-Time & Internship Postings

In addition to the internships and full-time roles posted on Handshake, the LinkedIn “Jobs” section is a great complimentary tool for finding postings. Simply navigate to the “Jobs” section - type in a title or company, add a location and go! A couple of tips for using the “Jobs” feature:

- Using the keyword “campus” or “university” may help you to identify jobs specifically for current student and recent graduates
- The keyword “internship” is helpful as well - for example, you could type in “human resources internship” or “data analytics intern” to narrow your search
- Check out the “Experience” section of the job description or the “Seniority Level” filter before applying. These sections will help you identify if the role is fit for a current student or recent graduate
- As you continue to utilize LinkedIn throughout your career, adding the desired job title such as “senior analyst” or “manager” to your keywords can also help narrow the results
- It’s best to try a couple filter combinations and save the Jobs you like; when you click on a role it will also show you “similar roles” which can be a useful tool


The screenshot shows the LinkedIn Jobs interface. The search bar at the top contains 'human resources intern' and the location is set to 'Iowa, United States'. Below the search bar, there are filters for 'Jobs', 'Sort by', 'Date Posted', 'LinkedIn Features', 'Company', 'Experience Level', and 'All filters'. The search results are displayed in a list on the left and a detailed view on the right.


Search Results List:

- IDEX Corporation**
Cedar Falls, IA, US
2 alumni work here
1 week ago
- Iowa Management/Sales Summer 2020 Internship** (Promoted)
Sherwin-Williams
Iowa City, IA, US
1 connection works here
1 week ago
- Human Resources Intern**
Federal Home Loan Bank of Des Moines
Des Moines, IA, US
15 alumni work here
5 days ago
- Human Resources Intern (Summer 2020)**
Collins Aerospace
Cedar Rapids, IA, US
2 connections work here
3 weeks ago
- People & Culture (HR) Summer Internship**

Job Details View (Human Resources Intern (Summer 2020) at Collins Aerospace):

- Job:** 18 applicants, Internship
- Company:** 10001+ employees, Aviation & Aerospace
- Connections:** 2 connections, 1 company alum
- Date Posted:** 2019-08-30-07:00
- Country:** United States of America
- Location:** HIA32: Cedar Rapids, IA 400 Collins Rd NE, Cedar Rapids, IA, 52498-0505 USA
- Description:** At Collins Aerospace, we're dedicated to relentlessly tackle the toughest challenges in our industry – all to redefine aerospace.






ALPHA BRAVO COLLINS
AEROSPACE REDEFINED

Human Resources Intern (Summer 2020)

Collins Aerospace • Cedar Rapids, IA, US

Posted 3 weeks ago • Be among the first 25 applicants


2 connections work here

Save

Apply

Date Posted

2019-08-30-07:00

Country

United States of America

Location:

HIA32: Cedar Rapids, IA 400 Collins Rd NE , Cedar Rapids, IA, 52498-0505 USA

At Collins Aerospace, we're dedicated to relentlessly tackle the toughest challenges in our industry – all to redefine aerospace.

Created in 2018 through the combination of two leading companies– Rockwell Collins and United Technologies Aerospace Systems – we're driving the industry forward through technologically advanced and intelligent solutions for global aerospace and defense. Every day we imagine ways to make the skies and the spaces we touch smarter, safer and more amazing than ever. Together we chart new journeys, reunite families, protect nations

Seniority Level

Internship

Industry

Construction, Automotive, Mechanical Or Industrial Engineering

Employment Type


Internship

Job Functions


Education, Training

Set alert for similar jobs


People also viewed





HR Intern
BorgWarner Inc.
Bellwood, IL, US
 Be an early applicant
1 week ago



Talent Acquisition Specialist
HR Green, Inc.
Cedar Rapids, Iowa, United States
 Be an early applicant
1 week ago • Easy Apply



Iowa Management/Sales Summer 2020 Internship
Sherwin-Williams
Cedar Rapids, IA, US
 1 connection works here
1 week ago



Human Resources Business Partner
CRST International
Cedar Rapids, Iowa, United States

Setting Up Job Alerts

Turning on Job Alerts on LinkedIn is an easy way to keep an eye out on what is posted on LinkedIn without having to log-in every day. There are a few ways to do this:

- Once you have completed a search for a specific position, you can select “Job Alert On” in your search results, and you’ll be emailed about all jobs that fit that search criteria
- In your profile, there is a place to edit your “Job Preferences” directly under your profile picture. In this section you can select
 - **A:** Job titles
 - **B:** Job locations
 - **C:** Job types (full-time/part-time/remote etc.)
 - **D:** Open to opportunities from recruiters and people in your network

The more you search for roles, the more refined these alerts become as LinkedIn will begin to detect patterns!

Katherine Knight

Career Coach | Curriculum Developer | Ed Tech Enthusiast

Chicago, Illinois · [500+ connections](#) · [Contact info](#)



The University of Chicago
Booth School of Business



University of Iowa - Henry B.
Tippie College of Business

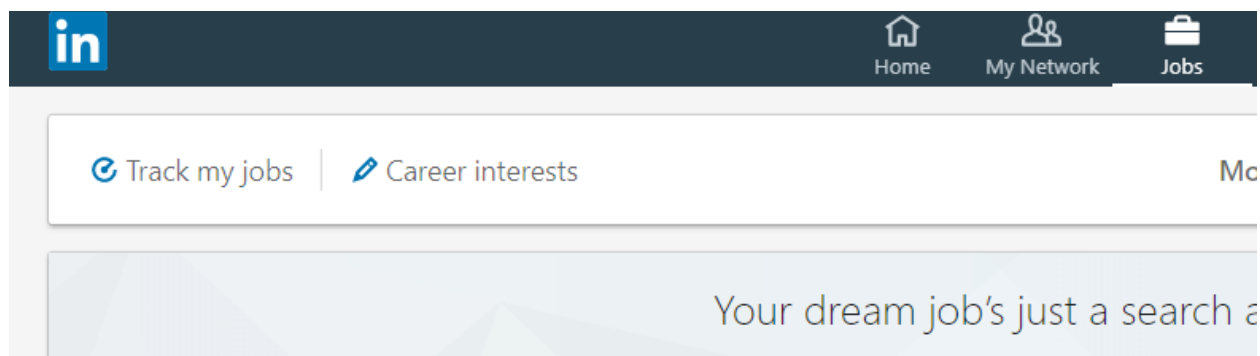
Open to job opportunities

Curriculum Developer, Instructional Designer, Learning And Development Specialist, Human Resources Analyst and Learning and Development Consultant roles

[See all details](#)



Only recruiters



Applying to Jobs on LinkedIn

Did you find a job that sounds interesting? Ready to apply? LinkedIn gives companies a few different options on how to post their jobs - check out these different application methods:

- LinkedIn Easy Apply: some roles will allow you to “easy apply” with just one click. Often times this will send your LinkedIn profile along with your resume directly to the person who posted it. While this way is truly the “easiest” way, to stand out you will want to make sure you:
 - **A:** Have your LinkedIn profile up to date with all relevant experience
 - **B:** Identify someone in the company to connect with - even to just reiterate your interest in the role
- Apply on Company Site: more often than not, the “apply” button on LinkedIn will take you directly to the posting on the company site. Be sure to read all instructions on the company website carefully, and even when cover letters are optional, err on the side of caution and write one
- Read Carefully: whether you are applying directly on LinkedIn or on the company website, be sure to read all directions on the LinkedIn posting carefully. Many times companies will instruct you to **email someone** on the team as well - and you do not want to be left out of a process because you missed this step.

For all of the methods listed above, try and find a contact at the company to reach out to to express your interest. This person could be an Iowa alum, the job poster, someone on the team you are applying for, or a member of the people/human resources team. Sending a follow-up email after an application will help you stand out in a sea of resumes!



Social Media Writing Intern 12853

Lexacount LLC · Des Moines, IA, US

Posted 4 months ago · 74 views

Save

Easy Apply

See how you compare to 12 applicants.
Try Premium Free for 1 Month



Consulting Knowledge Management Associate

RSM US LLP · Minneapolis, MN, US

Posted 1 month ago · 125 views

Save

Apply

See how you compare to 16 applicants.
Try Premium Free for 1 Month

Joining LinkedIn Groups

LinkedIn Groups are another place where people might post opportunities privately without creating a formal post. Groups include different affinity areas like “University of Iowa Alumni” or “Chicago Product Managers”. Search for groups in the search bar of LinkedIn and select the “groups” filter. You will need to request to join, but the approval process is often very quick!

The screenshot shows the LinkedIn interface with a search bar containing 'University of Iowa'. The navigation bar includes Home, My Network, Jobs, Messaging, and Notifications. Below the search bar, the 'Groups' filter is selected. The search results show 435 results. The top four groups are:

- University of Iowa Alumni Networking**: Group • 25,473 members. Description: We are University of Iowa alumni and students interested in building professional networking contacts. Please make sure that your affiliation with the University of Iowa is clearly mentioned under your Education...
- University of Iowa Alumni Networking Group**: Group • 1,665 members. Description: On Iowa!
- The University of Iowa**: Group • 1,085 members. Description: A group for students, alumni and all Hawkeyes to network.
- University of Iowa Tippie College of Business | Vaughan Institute Network**: Group • 343 members. Description: Alumni and students of the Emmett J. Vaughan Institute of Risk Management and Insurance are encouraged to join the Vaughan Institute Alumni Network. Other UI alumni, students, and business professionals who ar...

Keeping Track of Everything

Are you conducting a broad job search? Open to different roles in different locations? It is totally fine to cast a wide net, however, finding a way to track your applications and status with each company is a great way to make sure you stay organized. Staying organized with your job hunt and additional contact with companies is one of the key factors in a successful job hunt! One easy way to do so is creating an excel/google sheet with the following columns:

- Company Name
- Location
- Job Title
- Application Date
- Contact Name
- Date Outreached
- Results
- Any outstanding items you owe the company
- and more!

This tracking sheet ensures that you are staying focused with your search, you are tracking your progress, and you avoid confusing which roles you have applied to and who you have reached out to.

Job Search Tracker								
Date Applied	Company Name	Position	Salary	Location	Contact Info	Status	Action Item	Additional Notes

Intro to LinkedIn Premium

LinkedIn's business model relies on a **freemium model** which is a billing system that allows users to use a basic version for free and charge them if they want to upgrade. This model is used by a lot of well-known companies such as MailChimp, Dropbox, and others.

While LinkedIn's offerings tend to change slightly over time, LinkedIn currently offers two paid subscription versions: Premium Career (helping individuals boost their career) and Premium Business (helping businesses). This guide will focus on Premium Career which after a free month trial will cost \$29.99 / month. Premium Career does not require a commitment and users can cancel at any time. LinkedIn claims that candidates with Premium Career get hired an average of 2x as fast.

Key features:



Direct messaging to recruiters

Reach out directly to any recruiter or job poster with 3 InMail credits

LinkedIn does not allow users to send direct messages to users they are not connected to with a free membership. As a Premium user, LinkedIn will provide users with 3 InMail credits a month which can be used to message users who you are not connected to. If Premium users desire more InMail credits, they may purchase them for \$10 a credit. Another way to get around these purchases is if you have a group affiliation with a member but are not connected, you can send them message without InMail credits.



Applicant Insights

See how you compare to other candidates

LinkedIn will provide insights such as the number of people who've applied to the job you're viewing, experience and education level of applicants, percentage-based ranking of how your profile compares to those of other applicants, a list of top skills among the applicant pool, including those you have in common, and others.



Instant access to salary insights NEW

See salary details when browsing jobs without sharing your personal data

LinkedIn will provide an estimate of salaries of potential jobs based on proprietary data of the job you are applying to or similar jobs.



Who's Viewed Your Profile

See who's viewed you in the last 90 days and how they found you

LinkedIn allows free users to see the number of people who have viewed them but Premium will let you see exactly who has viewed you and how they found you.



Online video courses **NEW**

Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning

Premium users will have access to certain video courses to teach them skills relevant to their career goals.



Interview Preparation **NEW**

Prepare for commonly asked interview questions with sample answers from experts and hiring managers

Premium users will have access to interview preparation materials to help users be as ready as possible for their interviews.

Case Studies

LinkedIn Referral Strategy

by Jonathan Coath

LinkedIn provided me the opportunity to connect with alumni and jobs outside of the University of Iowa's typical career building channels. Through leveraging the platform and attaining a referral, I was able to interview at top tier consulting firms and Silicon Valley technology giants.

The following is a reflection for how I got the opportunity to interview at my dream companies. Before reaching out I focused on the pre-work needed to build a competitive LinkedIn Profile to give myself the best chance of success. This means starting early and asking yourself the question: What can I do to make my profile stand out? Some good examples include finding an opportunity to be a leader of a club or organization, participating in a business case competition, or taking on additional classes to learn a skillset or earn a certificate. Building a good story about your experience beyond earning your degree is important to getting your foot in the door and receiving an offer from a competitive company.



As you start to get serious about your interviewing and company research, I highly suggest signing up for LinkedIn Premium because the additional insights and details are where LinkedIn provides its greatest value. This allows you to message anyone (even those you're not connected with) and explore a company's health metrics. If you don't know what companies to investigate, I recommend building the habit of reading a business centered newspaper or magazine. Even looking through LinkedIn's news feature is a good way of gaining an understanding of the industry.

After building a good profile now you can reach out and seek a referral. Referrals are one You may be surprised, but employees want to refer you (especially alumni) because at one time they were in your shoes and the workforce financially rewards employees for referring good candidates who receive and accept offers. The best way to attain a referral is by messaging someone over LinkedIn who currently works at that company in the role you want to apply for. I've found people recently hired for the position are the most enthusiastic and have the highest response rate, but I've also had success with recruiters and senior level directors. This is where LinkedIn Premium really becomes useful and provides opportunity. In most cases you will want to use LinkedIn Premium to message employees who you are not connected with.

It is important for me to say up front that this will require resilience because there will be many failed message attempts, but if you're persistent someone may give you a chance and engage in a discussion to refer you. Be courageous and create a short message introducing yourself, sharing your interest in the employee's company, providing your intent on applying for particular job title, and asking if they know if the company is hiring. Through this you can engage in a discussion which could lead to the referral of one of the open positions. I recommend identifying 5 – 10 roles you'd want and sending a couple messages to a few different employees regarding each role. All you need is one opportunity, and if you are a good fit the interviewers will recognize your talent and reward you with an offer.

The LinkedIn Premium Investment

by Michael Korobov

As a member in the Hawkinson program during my Junior year at Iowa, connecting with alumni was a crucial part of the investment banking recruiting process. Introducing myself to Iowa alumni currently working in investment banking jobs not only allowed me to develop relationships with people who only a few years ago were in my shoes but also helped me learn about what those careers entailed and whether it really was the right next step for me.



At that time, reaching out through LinkedIn was easy. The primary Hawkinson network are Iowa alumni and so when I would send a request to connect, they could see we were both from Iowa and would almost always accept. Additionally, I had the advantage of the fact that the alumni I was reaching out to were themselves students only a few years ago and had been on the same networking mission. They were very familiar with the process and almost always accepted the request to connect.

Once I had made a connection, I was able to send direct messages, introduce myself, and schedule a call or in-person meeting. LinkedIn does not allow free users to send direct messages without them being connected.

Two years after graduation, I was exploring career opportunities again. Armed with my recruiting experience in Hawkinson, I knew that making real connection with people was the best way to get my foot in the door and learn about different career options and opportunities. Only this time, the challenge was more difficult. Many of the companies I was looking at didn't have Iowa alumni working there. My requests to connect were often either denied or left unanswered (LinkedIn doesn't provide you with any way to know).

That wasn't surprising. I often turn down requests to connect from people I don't know. In today's age of online bots and security concerns, the last thing you need to provide your information to an account you don't know that can use your information in ways you don't want.

I knew that if I could send a message to someone's inbox and explained my background and why I was interested in connecting, most people would have no problem sharing their experiences. Furthermore, I could ask them to connect me to other people they know in positions I am interested in.

I weighed the decision to purchase LinkedIn Premium. At roughly \$30 a month, it felt like a good investment. Even if I spent 6 months looking for a job, \$180 seemed like a good investment for the ability to connect with a variety of individuals to learn about different careers, make valuable connections, and potentially get the job that best fits with my career aspirations.

For my personal situation, the investment was well worth it. I had LinkedIn Premium for about 3 months before I got my next job and will get it again when I am back on the job market.

LinkedIn from a Career Advisor's Point of View

by Katherine Knight

Background:

My name is Katherine Knight and I am currently working as a Career Coach at a graduate business school in Chicago. Over the last four years, I've seen many students come through my office searching for jobs and internships across the entire continuum of business careers. With each of those searches, I always mention LinkedIn during our first meeting, as almost every student will use the tool at some point in the process. As Career Coach, I get to observe both from the student's perspective and the employer perspective, what works well and what are things to avoid when using LinkedIn - and I'm here to share what I've learned!



Student Success Stories:

Anna landed her dream internship in finance by strategically connecting with people at companies that she shared an interest with (same undergrad, similar interests, a connection in common). She kept her InMail messages brief and personal. She also responded timely to folks who messaged her back - leading to phone calls, interviews and eventually an offer.

Sean completed an internship over the summer and then realized that they wanted to do something different once he graduated. To make sure they described their experience well, they looked at job descriptions of roles they were interested in and incorporated key words and skills into his profile. Sean showed up in many more recruiter searches, and applied to a few jobs that popped up in their search agents - one of them leading to the job they landed!

Grace was trying to figure out what she wanted to do after graduation, so she started to reach out to alumni on LinkedIn who had interesting companies and titles. She would connect with people asking to learn more. She made one connection that went so well - they told her to give them a call when she was ready for an internship and they would see if they had a spot for her.

Lessons Learned on What Not to Do:

Garret learned quickly that simply adding every person from his undergraduate school was not an effective way to connect as there folks he wanted to talk to who did not accept his requests to connect. Be intentional with who you are requesting - it always helps to add a note!

Andrea became increasingly frustrated that she was maxing out on her search limits and InMails and eventually got prompted to pay more and more for access. By not clicking on every profile of every person you search, and using email address where possible, you can avoid paying too many LinkedIn fees - it also makes for a much more focused job search.