LinkedIn essential for getting connected

LinkedIn is used by over 200 million professionals in over 200 countries. More than 2 million companies have LinkedIn pages. Almost 25,000 Bryant University students and alumni have LinkedIn profiles. Over 98% of companies say they use LinkedIn to help them recruit new talent.

LinkedIn Helps Students To:

- Build a professional online presence
- Identify and showcase skills by career field
- Connect with alumni and other professionals
- Research company information and career paths
- Find internships & full-time positions with organizations that don’t post on BCC or recruit on campus
- Join professional groups and participate in discussions related to your career interests
- Learn lifelong networking skills

The Amica Center for Career Education strongly encourages ALL Bryant University students to create a LinkedIn profile and learn how to use it. Find LinkedIn Tutorials. http://university.linkedin.com/career-services/

6 Steps to Creating Your Student LinkedIn Profile

- Use a professional photo
- Create a headline with area of study and/or career ambitions
- Write a keyword-rich summary that includes the type of position you are seeking
- Include internships, projects, campus activities/leadership, athletics and/or volunteer activities
- Do not include birthdate and marital status
- Ask for recommendations from professors, advisors, internship supervisors
- Customize your LinkedIn URL: go to settings and “Edit public profile”

Think You Don’t Know Anyone? Think Again...

Consider connecting to the following individuals:

- Alumni
- Parents and other relatives
- Friends, especially those a few years older
- Former bosses
- Internship managers and colleagues
- Professors/advisors
- Contacts from volunteer involvement

LinkedIn Networking Etiquette

- Use proper grammar and spelling (no TXT msg abbreviations)
- Customize invitations to connect
- Explain who you are and why you’d like to connect (never ask directly for a job/internship)

Examples:

“Hi Susan - I enjoyed meeting you at the Bryant alumni event last evening. It was a pleasure speaking with you about your role as a Financial Analyst on Wall Street. I learned so much. I look forward to connecting with you on LinkedIn. Thank you- Mikayla”

“Hi John - I am Bryant Marketing Junior seeking a summer internship in your career area and hope to chat with you briefly to gain some tips on enhancing my search. Thank you for considering my request to connect. - Nate”

“As a Psychology major with a strong interest in Clinical Research, I am eager to gain your insights on graduate school admissions. Prof. XX suggested you as a resource. I’m hopeful that we can connect at your convenience. Thank you!”

- Respond to all connection requests within one week
- Support your online networking with real human contact - set up phone calls and attend live events (remember that online connections should supplement, not replace, in-person relationship building)
- Help others when you can - comment on a classmate’s status update, forward a job listing to a friend, share an article with a professor or LinkedIn contact
DO YOUR RESEARCH BEFORE AN INTERVIEW OR NETWORKING EVENT - LEARN ABOUT THE BACKGROUND AND INTERESTS OF PEOPLE YOU’RE SCHEDULED TO MEET AND FIND THINGS YOU MAY HAVE IN COMMON

ACCESS “COMPANY INSIGHTS” TO RESEARCH ORGANIZATIONS AND THEIR EMPLOYEES

MAKE THE MOST OF LINKEDIN FEATURES

- **Find Bryant Alumni Including:** Where they are located, what companies they work for, and what job titles they hold - [http://www.linkedin.com/college/alumni](http://www.linkedin.com/college/alumni) (This link is very easy to use!)
- **Join LinkedIn Groups** such as the Bryant University Alumni Association group or professional associations related to your career interests - As a member, you can comment on discussions, find exclusive job listings and meet people who share common interests
- **Update Your LinkedIn Status** Frequently to keep your connections informed of your professional achievements
- **View LinkedIn Tutorials, Handouts and Videos** created especially for student users - [http://university.linkedin.com/career-services/](http://university.linkedin.com/career-services/)
- **Identify Job/Internship Postings** for students and recent graduates - [http://www.linkedin.com/studentjobs](http://www.linkedin.com/studentjobs)