PART 2:
MAKING CONNECTIONS
FINDING INTERNSHIPS/JOBS

Bryant University
Amica Center for Career Education
Why Use LinkedIn?

- Build your professional identity
- Make connections
- Find internship & job opportunities
- Research & follow companies
- Get the latest news & insights you need to be great at what you do
Complete your profile

• Before you invite others to connect, be sure that your profile is **complete**!

• Complete profiles are **40x** more likely to receive opportunities through LinkedIn

• Adding a profile photo makes your profile **7x** more likely to be viewed by others
Build your personal connections

- Start with who you know
- Upload your online address book from your email account

Always connect with people you **trust** and have “**some connection with**” even if you don’t know them personally - such as a Bryant alum

- It is not recommended that you connect with total strangers
Network

• Join Groups
  • Groups can help you form new connections & inform you about industry-related trends/information
  • Start with Bryant University Alumni groups
  • Consider joining groups related to your professional interests
    - Select Groups from drop down menu and type in a key word such as “Finance” or “Politics”
    - You will see examples of LinkedIn Groups you can join – just click
Find Alumni

Use the Find Alumni tool to:

Make a Stronger Connection

- Find Bryant alums that work for a specific company and could potentially help you get a foot in the door.

Search Results = 362 Bryant alumni, with LinkedIn profiles, work at Fidelity Investments
Find Alumni

Use the Find Alumni tool to:

Explore Your Path

• Check out what alums studied at Bryant and what skills they indicate are important.

• See where they are working today and what experiences they had along the way.

• Learn from those that have gone before you!
Find Alumni

Use the Find Alumni tool to:

Research Graduate Schools

- See which schools place graduates in the types of jobs you want.
- Search for a school you’re interested in, select a relevant field of study, and you’ll get a top 25 list of employers that have hired graduates.
Invitation to Connect

Send a **personal** invitation to Connect

- *Personal invites express a shared interest or affiliation*

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**Personal Invitation Example #1:**

*I am a Sophomore studying Finance at Bryant University and I hope to someday work as a Financial Analyst. I would like to connect with you, as an alum, to learn more about your career path. Please consider adding me to your professional network on LinkedIn.*

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**Personal Invitation Example #2:**

*I am a graduating Senior with a major in Marketing. I have applied to a position with Hill Holiday and am looking to make a stronger connection with the company. Please consider adding me to your professional network on LinkedIn.*

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*The LinkedIn standard invitation is not recommended when connecting with someone you don’t know very well.*
Follow-Up Etiquette

• After someone you invite connects with you, **follow up** with an email, phone or in-person connection

• **ALWAYS** be clear about what you are asking for (usually information)

• **NEVER** ask someone to find you a job or internship

• **ALWAYS** write a thank you note for any help you receive!

• **ALWAYS** keep in contact and let your network know about your success. Return favors when you can!
Get Noticed through your LinkedIn Profile

**KEYWORDS** – find examples from job descriptions you’re going after or profiles of people who have the jobs you want and add them to your Skills & Summary sections.

**UPDATE YOUR STATUS** – Stay on the radar with your contacts by updating your LinkedIn status when you’ve found a new job or accomplished something great.

**STAY ACTIVE IN GROUP DISCUSSIONS** – After you join a LinkedIn group, post your opinions, share relevant articles or ask questions.
Student Jobs Portal

- https://www.linkedin.com/studentjobs
Company Pages

- Follow companies of interest
- Find people you know who work at the company
- Learn about job postings with the company
- Find similar types of companies
- Discover what’s new at the company
Additional Resources

- Stand Out from the Competition (slideshare)
- Building a Professional Network (video)
- Turning Relationships into Opportunities (video)
- Researching and Prepping for Interviews (video)
- LinkedIn Quick Tip Handouts
For Questions Contact:

**Amica Center for Career Education**

*Located in the Unistructure, next to Salmanson Dining Hall*

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- [Bryant Career Connection (BCC)](http://career.bryant.edu/)
- [Events Calendar](http://career.bryant.edu/)

**Hours:** Monday-Friday 8:30AM - 4:30PM