

## What is Linked In?

- Linked In is the world's largest professional online network with over 55 million members and growing rapidly.
- LinkedIn connects you to professional contacts and helps you exchange knowledge, ideas, and career development opportunities with a broad network of professionals.
- Some describe it as "professional Face book", but bottom line it is a new and powerful way to connect with professionals within your field of interest, along with professionals of your past such as supervisors, professors, UD Alumni, and classmates.

## What is networking?

Networking is developing and maintaining contacts and personal connections with a variety of people who might be helpful to you and your career. It also helps you keep informed on news and trends within your career field.

**Information provided by:**  
**<http://www.linkedin.com>**

**Compiled by the University  
of Dubuque  
Career Services**

# Why **YOU**

## Should

## Get

# Linked

## **...AND**

Join the University of  
Dubuque Career Services  
LinkedIn group that  
connects current students,  
alumni, employers, faculty,  
and staff affiliated with UD!

## Why get LinkedIn?

<http://www.linkedin.com>

- LinkedIn provides you with a professional online profile to highlight your career related experiences, accomplishments, and connects you will over 55 million professionals.
- Join the University of Dubuque Career Services LinkedIn group that connects current students, alumni, employers, faculty, and staff who are affiliated with UD on a professional level. Along with building networks, this group allows you to exchange ideas and career opportunities, as well as provides discussions/advice on career-related topics, and information on upcoming career related events at UD.
- Your LinkedIn profile will show up among the top 3 websites when you “Google” your name.
- Use Linked In to market yourself during the job search:
  - Attach your resume, portfolio, websites, blogs, etc!
- Demonstrates to employers that you are trendy, tech savvy, and take professionalism seriously.

**Quick Fact:** According to the U.S. Bureau of Labor Statistics, **70%** of all jobs are found through **NETWORKING!**

## Get Started in on LinkedIn in 3 Easy Steps!

### 1) GO TO WWW.LINKEDIN.COM & PRESENT YOURSELF!

- **Tell your story.** Your LinkedIn profile is an interactive business card. Use it to describe your *jobs, internships, volunteer positions, or personal passions*. You've already accomplished a lot. Now it's your time to shine!
- **Did you know?** LinkedIn profiles are often one of the first results in Google search. Make this work for you. If your name is searched, be sure your profile looks its best.

### 2) GET CONNECTED!

- **Connect with UD Affiliates!** Search for the *University of Dubuque Career Services* Linked In group under the tab “groups” to get connected with UD affiliates to read career-related articles and discussions! Start posting questions, contributing to discussions, and make UD connections! What to ask? *What's the job market on the East Coast, Where's the best place in Chicago to order a pizza? Anyone know of a great internship opportunity for an aviation major? Any tips on networking strategies? The possibilities are endless!*
- **Friends and Family plan.** Who are you close to? Do they work someplace interesting? LinkedIn lets you connect with family and friends. Your parents, your favorite professor, your hip aunt, and your entrepreneurial neighbor.
- **Did you know?** You're already in. Upload your address book to LinkedIn. In seconds you can connect to everyone from your classmates to your manager.

### 3) BUILD THE GOOD WORD!

- **Get a reputation.** We can't say this enough: LinkedIn recommendations look really, really good to employers. Plus they help you build a strong reputation, and they will always be a badge of honor on your profile.
- **Everyone matters.** Ask your professors and colleagues. How about your work or internship supervisor? They're already pleased with your work. Let them recommend you.
- **Did you know?** If you have a recommendation it will help your profile show up first in web search results.

## How to use LinkedIn to your professional advantage:

- Add your resume to your profile
- Provide a brief summary of yourself and state your professional goals.
- Be sure to fill out every category
- Search for connections among family, friends, professors, supervisors, and classmates
- Send connection requests to professionals who work for companies you admire
- Ask your references to put a letter of recommendation on your Linked in profile
- Link websites to your profile such as:
  1. Your online portfolio
  2. Graphic designs you have created
  3. Blog about current events, your career, job search process, classroom experiences, etc!
  4. Link your Twitter account to Linked In
  5. Create YouTube videos about yourself and your professional goals to demonstrate your motivation and communication skills

For more information on how to use LinkedIn to benefit your career, search the YouTube Video called “LinkedIn '09 Grad Guide”