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Why LinkedIn?

LinkedIn (www.Linkedin.com) is another way to improve your social networking and your social brand. Like other online profiles, LinkedIn profiles are indexed in Google. This means when employers Google you (and they will), your LinkedIn profile — and all your professional information — will be one of the first things they see. LinkedIn also provides a professional atmosphere to research people, companies, and employment opportunities. Creating and maintaining a profile on LinkedIn can help you get noticed by employers and other LinkedIn users.

5 Steps to LinkedIn

Step 1 – Create a Profile

Step 2 – Fill out your profile.

- Create a 100 percent complete profile, using keywords and adding detail where appropriate.
- The most important thing you can do is fill out your profile completely. Profiles that are 100 percent complete are **40 times** more likely to be viewed than ones that are only 90 percent complete.
- Make sure to keep your profile professional.
- Speak in the first-person. (“I” and “me,” not “we,” “he,” or “she.”)
- Answer the question, “Why does it matter?” Establish your credentials in relation to the problems you help solve.

Step 3 – Build your Network

- Upload your Outlook contacts file or import contacts from another email account.
- Search for people you know with LinkedIn accounts and invite them to join your network. Family, friends, acquaintances, work associates, employers, and clients can all be found on LinkedIn.
- Ask for recommendations. Who’s a good client or referral for you? – Professors, classmates, previous supervisors, etc.

Step 4 – Grow your network.

- Join Groups and create your own discussions. Some of the most popular groups are Cincinnati Linked and HYPE Cincinnati.
- Meet other professionals by engaging in group discussions and sharing useful information.
- Ask to be introduced to other people on LinkedIn through your connections.
- Post recommendations and resumes.

Step 5 – Build relationships.

- Keep up with groups and continually offer your expertise.
- Stay top-of-mind with your connections by actively adding value to their network.

Making a Stronger Profile

1. Don't cut and paste your resume.
2. Borrow from the best marketers.
3. Write a personal tagline.
4. Put your elevator pitch to work.
5. Point out your skills.
6. Explain your experience.
7. Distinguish yourself from the crowd.
8. Ask and answer questions.
9. Improve your Google Page Rank.
10. Build your connections.

Good Sample Heading

Career coach for Bowdoin students and others considering what to do next. Want to hire one? I'll introduce you.

Good Sample Job Description

Directed creative efforts and distribution for all communications for boutique intellectual property law firm. Researched and wrote copy for e-newsletter. Partnered with HR on internal communications efforts. Implemented benchmarks for online readership. Increased subscriber list by 125% in first year.

Other Guides to LinkedIn

Check out these other great online guides to LinkedIn. But remember, the best way to start figuring it out is to log on and give it a try!

OR's Guide to LinkedIn –

- <http://www.slideshare.net/OptimalResume/optimal-resume-linked-in-guide>

EMC Global Services Career Center: Guide to Using LinkedIn –

- <http://www.slideshare.net/EMCCareerCenter/linkedin-101-ebook>

Check out I'm on LinkedIn Now What? for discussion boards on how to use LinkedIn.

- <http://imonlinkedinnowwhat.com>

Check out these articles for tips and advice on creating a noticeable profile

- <http://www.optimalresume.com/blog/?p=680>
- <http://www.kristidaeda.com/2009/01/25/howto-linkedin-1-creating-your-unique-url/>