



LinkedIn: the OPPORTUNITY Platform



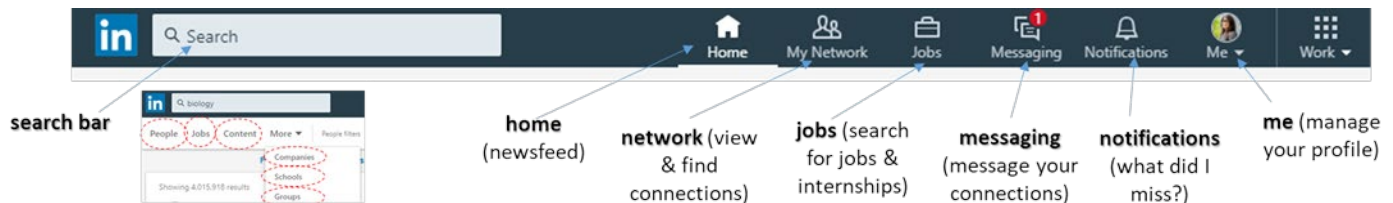
- LinkedIn is an online directory of professional individuals and organizations.
 - Individuals use LinkedIn for professional networking, connecting, and job searching.
 - Companies use LinkedIn to recruit and provide company/brand information to prospective employees or business partners.
- LinkedIn is designed for professional networking rather than connecting based on personal interests and relationships. It is not Instagram or Facebook.
- Don't think of LinkedIn as a "job-hunting" site. It's an OPPORTUNITY platform.

Why is it important for me to have a LinkedIn profile?

LinkedIn has over 1 billion members in 200+ countries and territories worldwide. Surveys revealed that 85% of all opportunities happen through networking, and LinkedIn is the ultimate networking tool. LinkedIn's vision is to "create economic opportunity for every member of the global workforce".

How does LinkedIn work?

The basic navigation at the top allows you to access all the functionality you'll need.



How do I get started?

It's easy! Go to www.Linkedin.com and create a profile. The "Basic" membership is free and it's all you need to start building your personal brand, networking, and using this powerful tool.

What do I need in my profile at a minimum?

Eventually, you'll want to work up to having an "All-Star" profile. But to put LinkedIn to work for you, start out with the following at a minimum:

- ☐ 1) A professional photo (shoulders and up, only you)
- ☐ 2) A background banner image promoting your goals, interests or personal brand
- ☐ 3) 25 connections
- ☐ 4) 2 recommendations
- ☐ 5) 2 groups joined

- ☐ 6) 4 companies followed
- ☐ 7) 4 employment/internship/volunteer/experience descriptions
- ☐ 8) 10 skills with 2 endorsements per skill
- ☐ 9) Contact information (email, phone or both)
- ☐ 10) Education information (school, graduation date, courses)
- ☐ 11) A good summary emphasizing your personal brand, strengths, references to your business (if applicable), and anticipated contributions
- ☐ 12) A compelling headline (more than a job title)
- ☐ 13) A personalized link name

What if these are complete and I want to strengthen my profile?

Here are some extras that will get you closer to the “All-Star” level:

- ☐ 1) Add **MORE** connections, recommendations, groups, companies, skills and endorsements.
- ☐ 2) Upload your resume
- ☐ 3) Upload a portfolio, writing sample or project that showcases your skills
- ☐ 4) Add causes you are passionate about (especially if they relate to your professional goals)
- ☐ 5) Add a volunteer section
- ☐ 6) Start posting and sharing news & articles of interest

Groups are great!

- 1) They publicly show your professional interests and engagement.
- 2) You can reach out to people in your groups even if you are not connected.
- 3) You'll have opportunities to read and share relevant content, attend events, and more.
- 4) Groups for you: **(select groups in fields that you wish to work in: Architecture, Landscaping, Construction, Design, Plumbing, HVAC, etc..)**
- 5) **Connect with Businesses and people you want to work for.** Follow them, comment on their posts, find other employees that work in these businesses, comment on their posts and then when you're ready, message them if there are any openings and if they'd be opposed to making an introduction. You have nothing to lose.

More tips:

- 1) The worst thing that can happen is someone says “no” or does not respond.
- 2) Helping others network is as rewarding as getting help for yourself.
- 3) Giving people a “reason” for reaching out increases your chances of connecting.
- 4) Make sure your other social networks are presentable – you will be searched!
- 5) Keep your profile updated.
- 6) Include keywords and phrases so you are searchable like a website.
- 7) Connect to everyone professionally – do it right away so you don't forget.
- 8) LinkedIn will print a resume for you!
- 9) Use LinkedIn even when opportunities don't move forward.
- 10) Use your LinkedIn QR code on your resume, marketing materials, and/or email signature.

NOTE FROM PROFESSOR McGillicuddy:

Please connect to me and let me know how I can help!

My profile: [linkedin.com/in/kmcgillicuddy](https://www.linkedin.com/in/kmcgillicuddy)

Schedule time with me to build your LinkedIn profile, strengthen it, or network. I'm available for in-person or Teams/Zoom meetings and workshops.

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