

# Tips for Building a Professional Network with LinkedIn & **CONNECT**

Connecting Brandeis Alumni



[PRESENTED BY]

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AT BRANDEIS UNIVERSITY

# Strengthening the Brandeis community



# Why LinkedIn?



- Professional social network to find and be found
  - Plays different role than Facebook
  - Companies
  - Recruiters
  - Former colleagues, classmates, alumni, etc.
  - Other networking contacts
- 200 million+ members
- 200+ countries
- 70 - 80% of all jobs are never posted online
  - It's all about who you know (and who they know)

# Today's Agenda



- ① Build your online brand
- ② Find Brandeis alumni & other contacts
- ③ Reach out to alumni & other contacts
- ④ Serve as resource for other Brandeisians

# Build Your Online Brand



POLL QUESTION #1

# Start with a LinkedIn profile



- 3 P's: Proactive, positive, professional
- Must-have sections:
  - Photo
  - Headline
  - Summary
  - Education (Brandeis pride!)
  - Experience
- Privacy settings: Adjust your searchability
- Live Demo: Profile sections

# Make your profile, you



- Play with sections and order of profile
- Use additional sections to supplement, add keywords
  - Languages
  - Skills & Expertise
  - Portfolio
- Student-friendly sections
  - Volunteering & Causes
  - Courses
  - Honors & Awards
- Alumni-friendly sections
  - Certifications
  - Projects
  - Organizations

# Recommendations vs. Endorsements



- 2 ways to validate the information in your profile
- Recommendation
  - Brief letter of reference for specific experience
  - You can (and should) request them
- Endorsement
  - More informal validation of specific skill
- You're in control
  - Show/hide feature



# Finding Alumni & Other Contacts



POLL QUESTION #2

# Search for Fellow Alumni via



- All Brandeis alumni have access
  - [http://alumni.brandeis.edu/web/BConnect\\_login.html](http://alumni.brandeis.edu/web/BConnect_login.html)
- Use the B Directory to:
  - Search for former classmates
  - Search by keyword for potential networking contacts
- What you'll find:
  - Contact info, employment info, etc.
- Update your profile & privacy settings
  - Networking is a two-way street
- Live Demo: Keyword search in B Connect

# Search for Alumni & Others on LinkedIn



- People you know
- [LinkedIn.com/alumni](https://www.linkedin.com/alumni)
- Advanced people search
- Live Demo: Sample searches

# Following LinkedIn Company Pages



- Follow them like Twitter
- Round out your brand
- Get important updates
- News
- Jobs
- Insights
  - Similar companies
  - Employee transitions
- Live Demo: **Liberty Mutual Insurance**

# Finding & Joining LinkedIn Groups



- Join groups by:
  - Industry
  - School
  - Interest area
- Mirror groups of other like-minded professionals/goals
  - To contact them
  - To explore fields
  - To build your brand
- Join Brandeis-affiliated groups
  - *Brandeis University Career Connections*

# Participating in LinkedIn Groups



- Post a discussion
  - Request expertise/professional opinions
  - Share knowledge/resources
  - Promote relevant events
  - Pose a question/poll
- Take advantage of the Jobs tab
  - Post jobs for members
  - Search jobs posted by members
- Message individual members

# Reaching Out to Alumni & Other Contacts



POLL QUESTION #3

# The Art (& Etiquette) of Connecting



- Introduce yourself
- Why this person?
- What do you want to talk about (specifically)
- Your availability
- Means of communications



# Sample Outreach Message (Student)



- Select appropriate relationship

*Dear Ms. Smith,*

*I am a junior at Brandeis and found your profile in the Brandeis University Career Connections LinkedIn group. I am intrigued by your career in graphic design and hope to pursue a similar path with my Studio Art degree. Would you be willing to connect with me and possibly offer some advice by email or phone? I would greatly appreciate your time.*

*Thank you,*

*Your First and Last Name*

*Contact info (phone, email) if you wish to provide this information*

# Sample Outreach Message (Alum)



- Select appropriate relationship

*Dear Mr. Smith,*

*I am a fellow Brandeis alum (class of 1999) and found your contact information in the alumni directory in B Connect. I am relocating to the Seattle area this summer to pursue a career change in publishing and saw that you are currently working at Seattle Publishing. Would you be willing to speak with me via email or phone about your career path and what to expect of the publishing industry on the West Coast? I would greatly appreciate your time and advice.*

*Thank you,*

*Your First and Last Name*

*Contact info (phone, email) if you wish to provide this information*

# How to Reach Out



- B Connect – Email, phone
- LinkedIn keeps contact info private
- LinkedIn Message (via group)
  - “Send InMail” (must upgrade account, not recommended)
- “Connect” button
- Request an introduction
- Get creative – alternate ways to find contact info
  - E.g. Company website

# Serve as a Resource for Others

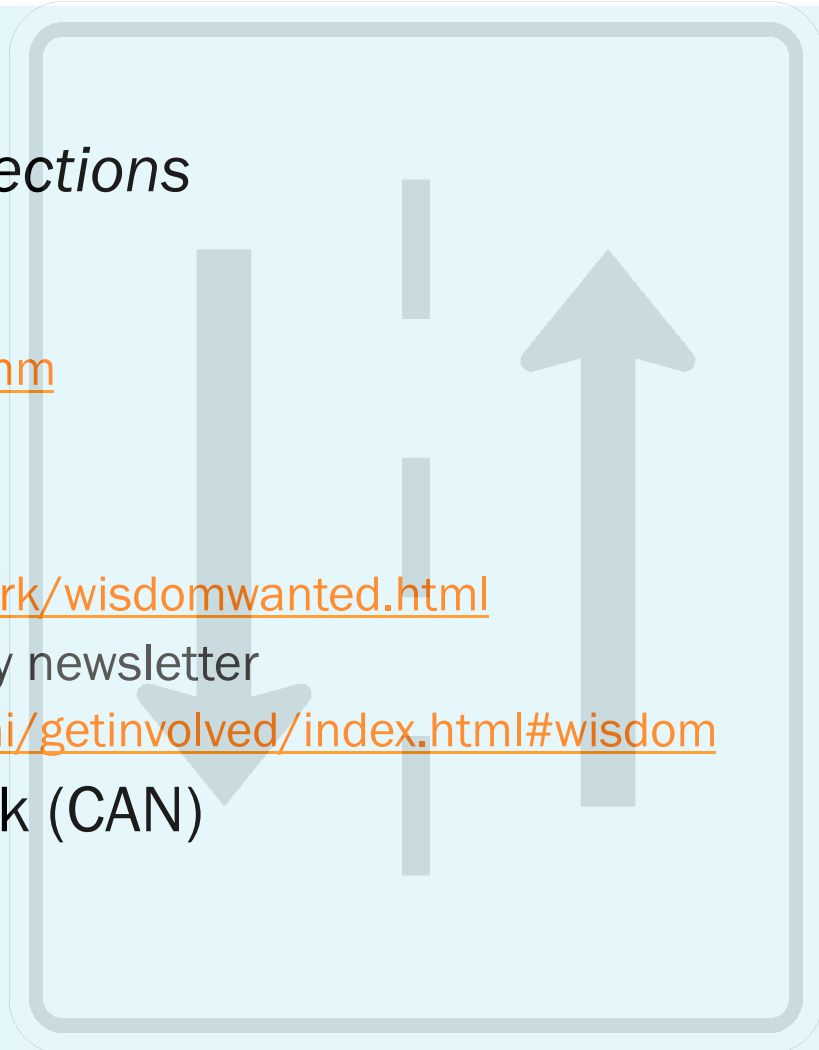


POLL QUESTION #4

# Brandeis-specific Programs for Alumni-Student Networking



- Networking is a two-way street!
- *Brandeis University Career Connections*
  - Join today!
    - ✦ [http://www.linkedin.com/groups?home=&gid=1117347&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&gid=1117347&trk=anet_ug_hm)
- Wisdom Wanted
  - Students: Submit your ad
    - ✦ <http://www.brandeis.edu/hiatt/network/wisdomwanted.html>
  - Alumni: Sign up to receive the quarterly newsletter
    - ✦ <http://www.brandeis.edu/hiatt/alumni/getinvolved/index.html#wisdom>
- Brandeis Career Advisory Network (CAN)
  - *Coming soon!*



# Contact me



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[www.facebook.com/hiattcareercenter](http://www.facebook.com/hiattcareercenter)

# Resources For You



- **From LinkedIn**

- Learning Center - [learn.linkedin.com/](https://learn.linkedin.com/)
- Job Search Check List  
<http://responsys.hs.llnwd.net/i5/responsysimages/content/linkedin/LIJobSearchTipsChecklist4-3-13.pdf>

- **Networking 101 on Hiatt Career Center Website**

- [www.brandeis.edu/hiatt/network](http://www.brandeis.edu/hiatt/network)

- **Additional Brandeis Alumni Networking Groups**

- [Brandeis University Alumni Networking Group](#)

- **Networking strategy appointments**

- LinkedIn profile reviews, one-on-one outreach, sample searches, etc.
- Available in-person, over the phone, via Skype
- Alumni career counselor: Lisa Blacher
- Call (781) 736-3618 to make an appointment