Using LinkedIn
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You will learn:
• What is LinkedIn and how is it being used at CSUF?
• How to build or improve your profile.
• How to stay in touch and connect with colleagues and friends.
• How to find experts and ideas.
• How to explore career opportunities.

What is LinkedIn?
• 1. Build a professional online presence
• 2. Stay in touch with colleagues and friends
• 3. Find experts and new ideas
• 4. Explore career opportunities

10 LinkedIn Profile Tips
• Display a professional photo (just yourself)
• Create a complete and truthful profile
• Headline with area of study and/or career ambitions
• Upload a professional resume
• Ask for recommendations from faculty, advisors, employers
• Make your connections public
• Join groups
• Use an adult email address
• Keyword rich summary including type of positions seeking
• Include all relevant experiences
What message are you sending with your profiles?

Professional

Profile

Name: [Name]
Industry: [Industry]
Company: [Company]
Location: [Location]
Profile: [Profile]

Non-professional

Profile

Name: [Name]
Industry: [Industry]
Company: [Company]
Location: [Location]
Profile: [Profile]

Search people by industry, company, education using advanced search
Reconnect with old friends
Review their job titles and expertise
Send a message asking to connect online, over the phone or in person
Discuss your interest in them or their company
Joining Groups

- Investigate Career Explorer:
  - www.linkedin.com/careerexplorer
- Use Skills function:
  - http://www.linkedin.com/skills/
- Explore other LinkedIn groups affiliated with your professional contacts
- Search for groups involved in the industry, job functions, and locations matching your interests
- Request to join those groups in which you are interested, after completing your profile
Join Groups

Job Seekers

• Ensure your profile is complete and up-to-date

Questions