You will learn...

• What is LinkedIn and how is it being used at CSUF?
• How to build or improve your profile.
• How to search and connect with other professionals.
• How to join professional groups and benefit from this collaborative tool.
89% of employers reported they used Social Media to support their recruiting

Most often used platform = LinkedIn (87%)

Next most often used = Facebook (55%)

55% reported they are spending more this year than last on their use of social recruiting tools
Career Networking:
Building productive, mutually beneficial relationships to gain the information, insight, and introductions needed to advance your career.
How Can You Use Online Networks?

• 1. Build a professional online presence
• 2. Reconnect with past professional contacts
• 3. Research companies and individuals
• 4. Connect with professional groups to learn new best practices
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
Online Resources To Help You Get Started

- Introductory Videos from LinkedIn: http://learn.linkedin.com
- PWC (PricewaterhouseCoopers) Career Corner Resources:
  http://www.pwc.com/us/en/careers/pwctv/career-corner.jhtml
- Career Center Group: http://www.linkedin.com/groups?mostPopular=&gid=3274985
What message are you sending with your profiles?

Professional

Profile

Katie McGill
Associate Director, Alumni Relations at California State University, Fullerton
Greater Los Angeles Area | Fund-Raising

Current
- Associate Director, Alumni Relations at California State University, Fullerton
- Associate Director, Alumni Relations at Cal State Univ. Fullerton

Past
- Special Events Coordinator at St. Joseph Hospital
- Director of Member Services at KCLU Public Radio

Education
- California Lutheran University
- California Lutheran University

Connections 36 connections

Websites
- My Company

Public Profile
http://www.linkedin.com/pub/katie-mcgill/6/54/864

Non-professional

Profile

Peteris Krumins
hacker
Latvia | Computer Software

Current
- haxor at Plurk
- chief hacker at catonmat

Past
- self employed at self employed
- programmer at Mikrotik
- sysadmin at LF Dati / Datu Drošība

Education
- Latvijas Universitāte

Connections 17 connections

Websites
- good coders code, great reuse
- Free Science Online

Public Profile
http://www.linkedin.com/in/pkrumin
Finding Professional Contacts Through LinkedIn

- Search people by industry, company, education using advanced search
- 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
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

LinkedIn Account Type: Basic

Home  Profile  Contacts  Groups  Jobs  Inbox  Companies  More

Cal State Fullerton Career Center (CSUF)

Subgroups

Job Search Strategies for International Students
Job Search Strategies for International Students
Owner: Sean Gil | 56 members | Member | Share

Graduate School, When to Go and How to Apply
Graduate School, When to Go and How to Apply
Owner: Jim Case | 43 members | Member | Share

Transitioning Your Military Experience Into The Private Sector
Transitioning Your Military Experience Into The Private Sector
Owner: Jim Case | 31 members | Member | Share