



## Using LinkedIn Successfully

### Part I: The Basics

#### Present Yourself

- **Tell your story.** Your LinkedIn profile is an interactive business card. Use it to describe your work experience, summer jobs, internships, volunteer positions, projects, or personal passions. You've already accomplished a lot. Now it's your time to shine.
- **Did you know?** LinkedIn profiles are often one of the first results in Google search. Make this work for you. If your name is searched, be sure your profile looks its best.

#### Get Connected

- **You've already got a network** Join the Career Services LinkedIn Group and connect with alums, employers, peers, and ERAU faculty/staff. (How to find us: Go to "Groups" and search "**Embry-Riddle Career Services, Daytona Beach**").
  - *What to ask alumni & employers:* Trends in their industry, the companies they most respect, and how they prepared themselves to succeed.
  - *What to expect from the group:* Industry news, Tips, Tricks, & Resources, Event Updates
- **Friends and Family plan.** Who are you close to? Do they work someplace interesting? LinkedIn lets you connect with family and friends. Your parents, your favorite professor, your hip aunt, and your entrepreneurial neighbor.
- **Did you know?** You're already in. Upload your address book to LinkedIn. In seconds you can connect to everyone from your classmates to your manager.

### Part 2: Enhance your Profile

#### Build the Good Word

- **Get a reputation.** We can't say this enough: LinkedIn recommendations look really, really good to employers. Plus they help you build a strong reputation, and they will always be a badge of honor on your profile.
- **Everyone matters.** Ask your professors. How about your internship supervisor? Or your campus job manager? They're already pleased with your work. Let them recommend you.
- **Did you know?** If you have a recommendation it will help your profile show up first in search results.

#### Show Off Your Best Work

- **Enrich your profile.** Show your best work by uploading a video or portfolio with [Box.net](#). Let your big ideas shine through with [Google presentations](#). Add an extra dimension to your profile.
- **Did you know?** Everything counts here. Your excellent report on China's economic future, your art portfolio, samples of design structures you have created, or even slideshows of important presentations

## Part 3: Find Employers & Jobs

### Find Your Way

- **Get in depth.** LinkedIn has over 150,000 Company Profiles. Find out who is hiring, and for what. And instantly see how you're connected to them – so you can get introduced.
- **Did you know?** Alums from your college are now working at companies around the world, look them up and make a connection. You never know where it might lead.

### Get Job Listings

- **Search.** [LinkedIn Jobs](#) has thousands of job listings for each category. You can search using keywords, title, company, and location to find the perfect opportunity for you.
- **Stand Out.** Leverage the elements on your profile to help make yourself stand out. Getting recommended and having a strong network builds your professional credibility and helps you get hired.
- **Message Key Network Contacts** Use an “inside connection” to help get you access to company or job you are interested in. When you browse to a job listing on LinkedIn Jobs, you can see which of your connections are at that company. Leverage these connections to help you find the right contacts at the company you are interested in.
  - You can also use the [Advanced Search](#) to find a user by keywords or companies. You can directly contact users through inMails or request an introduction through one of your contacts if you have common connections.

### Use the JobsInsider Toolbar

Once installed, the JobsInsider toolbar integrates into your web browser, so when you are viewing a job listing on an external job site, you can automatically see your inside connections at that company.

[Download the toolbar today.](#)

These inside connections can help you through informational interviews or by introducing you directly to the hiring manager.

**For more information and step-by step guides and instructions visit:**

**LinkedIn Grad Guide:** <http://grads.linkedin.com/>

**Free LinkedIn Training Webinars for Job Seekers:** <http://learn.linkedin.com/training/>

### Need Further Assistance?

Embry-Riddle Career Services Office

386-226-6054

<http://www.erau.edu/career/staff.html>