**Why Join LinkedIn--What are the benefits?**

- The ability to be known and enhance your personal brand, while controlling your professional on-line identity
- The ability to be found by recruiters, hiring managers, and others to open the door to new opportunities
- The ability to find others, including former colleagues and school contacts
- The opportunity to learn, share and make important connections to those with similar professional interests
- Helps in establishing yourself as an expert: Contribute your knowledge by answering questions
- Ask your question and get fast, accurate answers from your network and other experts worldwide
- Stay up-to-date on the latest in your industry and functional area
- Allows you to get connected to people that aren’t in your network
- The opportunity to show you are comfortable with current technology
- The opportunity to represent your career accomplishments

**What are the different ways I can use LinkedIn?**

- To identify careers that utilize your interests
- Allows you to help others and provide value
- For information interviews
- To identify target companies of interest
- To identify UT alumni and students working at companies of interest
- To look at career paths
- To learn more about what different jobs focus on and related skills
- To learn which job titles you may want to pursue related to your job search and what title require more experience than you may have
- To expand your network through groups and see the connections of others in your network
- To learn about jobs
- To get questions answered related to your career interests, invite people you meet who you would like to include in your network to link in with you

**How should I set up my profile to maximize my LinkedIn account?** Please include:

- A photo of yourself that looks professional
- Headline with your area of study, career ambitions or goals
- A keyword rich summary keyed to types of positions you're seeking and the content skills required
- Recommendations/endorsements from internship employers, part-time or full-time jobs, professors you've worked for related to on campus employment or work study, all your experience so LinkedIn can help you to find others you may know also on LinkedIn,
- Create a custom URL with your name at the end of your LinkedIn profile
- Your email and/or telephone, internships, part-time work, extracurricular activities, case competitions, Study abroad, clubs you've been a part of, or other related activities, volunteer activities, leadership
- **TIP:** Look at profiles of those who are working in the area of interest and how they set theirs up.
- **TIP:** Look at the groups they've joined and whether you qualify for those groups to join them as well.
- **TIP:** Remember to add your LinkedIn account to your email signature

**Who do I connect with?**

- Friends, parents, friends of parents
- People at internships you've done or volunteer work
- People you've met through part-time work, whether on campus or off campus
- People at organizations you've belonged to
- Undergrad or grad student peers
- Professors who know you
- People you meet through events on campus and networking groups off campus
- Speakers you meet at workshops
What are the different sections of LinkedIn and what are some searches that I should consider doing on LinkedIn?

**People** - People Search in the search box lets you quickly find the person you are looking for by title, company, school, name, or other characteristics. Just type in the relevant keywords and hit search. You can also quickly find one of your connections by typing their name and clicking on the suggestions that will be automatically generated. *For example, type The University of Tampa under school and the position title you’re interested in…*

**Groups** - Join up to 50 groups for free for your industry, preferred job title, schools and area. The Groups Directory allows you to easily find the right group. Click on the “Category” dropdown to sort by different group types (Alumni, Corporate, Non-Profit, Corporate, etc). Once you have found a group you are interested in joining, click on the “Join Group” link to request to join the group. Your membership may be subject to review by a group manager. *Remember to send a message to the group owner listed on the group information page to introduce yourself.*

**Companies** - Company Profiles are a great tool that can be used to find and research possible companies to work for or do business with. Profiles include an overview of the company, who you know at the company, and unique data from the LinkedIn network. Learn which companies are the most viewed, fastest growing, or most connected to your network. **TIPS:**
- Click on the “Companies” option on your top navigation bar to research companies.
- Click on the relevant industry for your career interest, put in the zip code of interest and view results
- In addition, the icon next to a company name within an individual profile provides data for each company. Click on company to view a company’s profile page.
- Click on company statistics to see stats for employees on LinkedIn from that company.

**Job Search** - **Networking is the most effective job search tool.**
- You can greatly increase your chances of finding job leads or even obtaining an interview by conducting networking conversations, which are also called Informational Interviews.
- By engaging people in an informational meeting, you can gain additional insight about a target company of interest which will help you write a great cover letter, learn salary ranges for your field and career interest, learn more about where positions are posted, and make decisions on your level of interest in the company.
- **Use the Companies option** in the search menu to locate people in your network who work at companies (including corporate, nonprofit, education and government) that you are targeting in your job search.
- **Search Jobs,** which are posted directly to LinkedIn by employers; often these jobs are posted only to LinkedIn and include contact information for the company. For each job listing, a link connects you to people in your network who work at that organization and often the individual posting the position.
- **Find executive search and staffing professionals,** as many have profiles on LinkedIn. Ask for an introduction to recruiters in your field through your connections. Find recruiters by using “Advanced Search” in the People search option. **Tip:** Put The University of Tampa in the school field to learn which recruiters are UT alumni.
- **Join LinkedIn Groups.** Many positions are posted for free to groups on LinkedIn. Joining groups also expands your network and allows you to observe and participate in discussions in your field.

**What is the etiquette related to using LinkedIn?**
- Only invite people to join your network whom you have met.
- Don’t use the default LinkedIn invite: “I’d like to add you to my professional network on LinkedIn”. Use your own wording and remind the individual where you have met.
- Call or email someone if you know them to ask them about introducing you to their contact versus using the LinkedIn intro, unless they request you utilize that method.
- **Remember: Don’t ask for a job; always ask only for advice**

For more information on how to use LinkedIn visit [http://learn.linkedin.com/](http://learn.linkedin.com/)