



# MVCC

Career  
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## LINKEDIN 101

### What is LinkedIn?

Like Facebook, Instagram, and many others, LinkedIn.com is a social network. The difference between LinkedIn and most other social media sites is that LinkedIn focuses on professional networks and is the world's largest professional networking site on the internet. You can use LinkedIn to display your goals, experiences, skills, etc., and you can also use LinkedIn to search for jobs, and build and strengthen professional relationships.

### Why join LinkedIn?

It is worth taking the time to join LinkedIn and use it regularly to build relationships with other LinkedIn users. But why build your connections? Why specifically LinkedIn?

- It is estimated that 60-80% of current employees got their position through networking.
- LinkedIn has a large user base: 675 million users worldwide and 310 million monthly active users. Among the users, about 150-160 million are from the U.S. (Data last updated: February 2020)
- 51% of U.S. college graduates use LinkedIn.
- 90 million LinkedIn users are senior-level influencers and 63 million are in decision-making positions.
- More than 95% of recruiters use LinkedIn regularly.
- LinkedIn has over 30 million companies with 20 million open job listings.

### How do I build a strong profile?

A strong LinkedIn profile includes detailed history and shows your interests and goals. It is positive, engaging, and professionally written with a variety of action verbs, and looks appealing to employers.

On LinkedIn, you can choose to write in either first-person or third-person narratives. Use third-person to avoid sounding egotistical; use first person to allow readers feel like you are speaking directly to them. Whichever kind of narrative you choose, stick to it. Do not switch back and forth between the two.

### When developing your profile sections, consider the following suggestions:

- **Profile photo:** Having a profile photo makes your profile more likely to be visited by recruiters! It doesn't need to be fancy, but it needs to be a current and professional picture of you. You should be the only person in the photo and the photo should not be blurry. Make sure to smile to show that you are approachable.
- **Headline:** Your headline is the first written description people read about you on LinkedIn. It should be concise but informative with highlights of your skills and/or your goals/interests. For example, it could be "Human Services graduate and aspiring Social Worker."
- **Summary:** A summary should describe what motivates you, what you are skilled at, your professional background, and what your future goals are. It doesn't need to be wordy, but it should be eye-catching, prompting the reader to continue reading your profile.
- **Education:** Include all your education experience with all appropriate elements like your graduation or expected graduation dates, your degree title, field of study, related academic activities, honors and awards, GPA (if above 3.0), etc.



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- **Experience:** List any jobs you've held, whether they were full-time, part-time, internships or temporary, and describe what you have accomplished at each. Use action verbs to demonstrate your achievements and your technical and transferable skills.
- **Consider adding other sections:** Include your relevant courses, list your skills, showcase your volunteer experience, etc. Further enhance your profile by solidifying endorsement on your skills from your connections and also recommendations from your professors and previous employers.

### How do I effectively network on LinkedIn?

Now you have created a strong and professional LinkedIn profile. How do you use the platform to network?

#### Build your connections.

- You can start with connecting with your classmates and friends who are also on LinkedIn, and invite those who are not to join LinkedIn. Connect with your professors, counselors, and other professional staff you have worked with at the college. If you have work experience, connect with your co-workers and supervisors.
- You don't have to know a person in real life to add that person to your network. You can connect with your "secondary" connections (meaning you share one or more mutual connections) or professionals in your career field. Always send a personalized note when you are sending connection requests. You can quickly explain who you are and why you would like to connect. They may not always accept your connection request, but adding a note will definitely help your chances!

#### Curate your online presence.

- Follow companies and influencers in your industry. You will be able to find meaningful content shared by those companies and influencers. Viewers of your profile can also see who you have followed, which can be a good demonstration of your career interests and goals.
- Be generous with your use of the "Like" button, and add comments to start meaningful conversations with your connections and other professionals on the platform. Share relevant content with your network. Networking is about creating relationships and if you are a silent connection, your relationships will never grow.

#### Join the MVCC professional networking group.

- The "MVCC Student and Alumni Career Network" is a group for you to network and build connections with other MVCC students, alumni, employers, faculty, your Career Development Center staff, and professionals from a variety of fields. You can also share career resources and ask career-related questions! To join the group, visit: <https://www.linkedin.com/groups/8933355/>.