

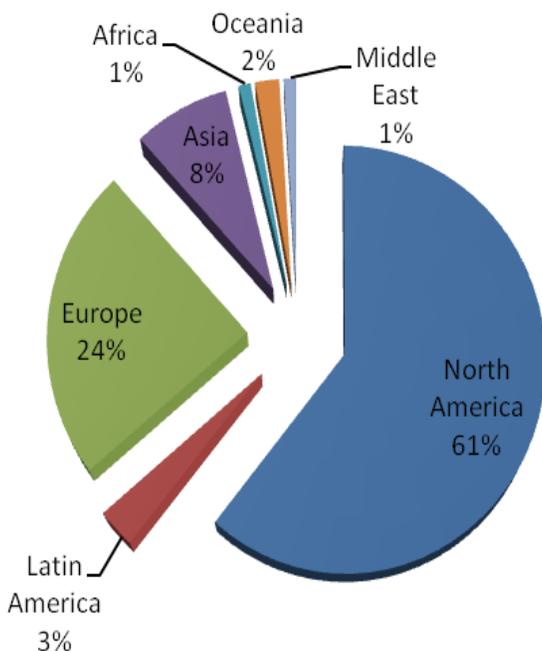
Tap into LinkedIn®



UNIVERSITY OF BRIDGEPORT - CAREER SERVICES CENTER

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What is LinkedIn?



LinkedIn is world's largest professional network and provides unparalleled access to more than 60 million professionals. LinkedIn has been providing a solid platform for various groups of students and working professionals by exposing them to various jobs and professional relationships since the day of inception. LinkedIn gives you the keys to control your online identity.

Have you Googled yourself lately? You never know what may come up. LinkedIn profiles rise to the top of search results, letting you control the first impression people get when searching for you

- More than 60 million Professionals
- Roughly 1 new sign-up per second
- Covers over 150 industries
- Executives from every fortune 500 firms
- 2.1 million students
- 37,000 colleges and alumni groups

Why should you join LinkedIn?

In modern era it's really important that job seekers have real-world contacts in order to be the "right candidate with right contacts & knowledge and right skills at right time!"

LinkedIn is a great way to get started on your network. It will help you create your own job network and provide the right launchpad to start off your career with flying colors.

As your network begins to

grow - you can actually SEE who your connections know.

Think about this - if you are looking, for example, to talk with your college senior in Banking, you can browse through your connections and see who they know.

It is a permission based network. LinkedIn gives you a place to market yourself and your expertise without sounding like a

salesperson, which is a big deal for beginners like you. Signing up in LinkedIn is really easy for any student. But what's next? Here are a few of the tips that students can use in order to make a strong presentation on the network.

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The 5 Golden Rules of LinkedIn Profiles

1. Fill out your profile to 100% completion
 - Photo
 - Headline
 - Keyword-rich summary
 - All experience
2. Upload your resume
3. Claim your custom URL
www.linkedin.com/in/YourName
4. Request recommenda-

5. Keep your profile up-to-date

Add LinkedIn to your e-mail signature

For example,

Jane Doe
Director, National University
Career Center
Ph: (800) 555-1234
Fax: (800) 555-5678



Fellow students from class/activities, former co-workers, supervisors or close family friends may be good choices

Get Connected!

The very first step you can take is to import all the contacts from your address-book or the email client account in the LinkedIn. You can invite all of those imported contacts to join LinkedIn. You may be able to find some of your friends already on LinkedIn through this process. The rest can join the network they way you did!

You can search for connections through your current and past schools & employees

Invite the friends “sparingly”

- When you import the contact from the contact list, LinkedIn selects all the imported contacts by default. Uncheck all the contacts in the imported list. So that you can select the people with whom you want to be *professionally connected*.
- There might be many junk contacts auto saved to your email account or a few might be just casual/chat friends, who may not be appropriate in the professional context.
- Employ professional and personalized approach towards sending messages when you invite people to connect rather than using the default message, especially if you have not seen them in a while.

Get introduced through a connection



You might find certain person’s profile very much interesting, and you want to get in touch with that person. Sometimes that person is out of your reach as you don’t know him/her directly. However, you might find that person knows somebody from your contacts.

LinkedIn provides the help of getting introduced through that connection.

Just go to the profile you are interested in. On the right hand side of the profile you will find the option of “Get introduced through a connection”. You will be prompted to write a personalized message to the profile you are interested in. And also you will be prompted to write your primary contact why you want to get introduced.

- ✦ [Send InMail](#)
- ✦ [Get introduced through a connection](#)
- ✦ [Add Nipun to your network](#)
- ✦ [Forward this profile to a connection](#)
- ✦ [Find references](#)
- ✦ [Save Nipun's Profile](#)

Search Groups

University of Bridgeport

Alumni Group

All languages

Search

Join relevant groups

What are LinkedIn groups?

LinkedIn Groups are communities of like-minded professionals who share a common experience, passion, interest, affiliation, or goal. Groups provide members with a private and focused space to discuss relevant topics, share news stories, network, and collaborate with others.

Benefits of Joining Group:

Groups can prove to be real catalyst in the quest of building network. In a specific group you may

find different people on different experience level with the same interest in that particular field. The group member experience will vary from beginner to the advance level.

Sometimes you may find a mentor, future employer or somebody who can really help you launch your career from the group member.

Try out some other groups that may interest you.

Here is a list of some Groups:

- University of Bridgeport Alumni Association
- University of Bridgeport Career Services Net-

working Group

- University of Bridgeport - School of Business
- University of Bridgeport - Knight Watch
- Sports Industry Network
- Consultant Networks
- The Job Board

Joining relevant groups will allow you to view and participate in discussions, and allows you to get to know the members of the group.

Question and Answer Section

The Question and Answer is great tool to have an exposure to potential recruiters and mentors from your field. It also helps you clarify your understanding on certain points. Ask relevant question to your area in the sections.

For category of **Career and Education** Questions, the questions may be...

- What are the best Ma-

jors and Minors to study to work on Wall Street?

- What would you tell a college student about how to find a job after graduation? What would you tell a high school student about how to find a job after they graduate college?

These kind of questions

may clear some of your doubts and help you make the right decision to help you transit from student to real-world scenario.

In this section, you don't have to ask questions all the times...

Insightful answers may be chosen as the best answer, which shows up on you profile for potential recruiters to see!!!!

Why should you participate in the Q&A ?

Ask relevant questions to the particular section.

- Make your question concise. As casual or foul language may affect your professional image in front of the user community.
- You may also want to answer the questions which you feel you are knowledgeable in. This may give you a chance to be recognized as having the "Best Answer". This recognition will be added to your profile.
- This can establish you as an expert in certain area.

Categories of Questions and Answers

- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Non-Profit
- Health
- Hiring and Human Resources
- International
- Law and Legal
- Management
- Marketing and Sales
- Non-Profit
- Personal Finance
- Product Management
- Professional Development
- Startups and Small Businesses
- Sustainability
- Technology
- Using LinkedIn