LinkedIn
LinkedIn is the largest professional social media site that enables you to connect with your classmates, faculty, and family as well as other professionals in your field of interest; find new opportunities for internship and full time positions and manage what potential employers learn about you from the Internet. There are:

- Over 100 million professionals
- Executives from all Fortune 500 companies
- 200,000+ Organizations
- Over 150 industries
- 2.1 million students
- 37,000 university groups

Why do I need a LinkedIn profile?
- 85% of employers say that a positive online reputation influences their hiring decision.
- LinkedIn is a great way to brand yourself online to potential employers.
- It allows you to showcase your experience and activities.
- To connect and network with colleagues, classmates, alumni, friends and employers.
- To join groups based upon industry and interest, follow organizations and find out who works there and who is hiring.
- To search for jobs and internships.

Setting up your LinkedIn profile
These simple steps will help guild you through the initial step up of your LinkedIn profile and enable you to begin building your online network.

1. Go to www.linkedin.com/reg/join to register. Begin by entering your name, last name, email and new password in the boxes provided.
2. The LinkedIn profile wizard will guild you through the steps of entering your region, industry, company, and current job title.
3. The following page will allow you to connect with your email contacts, which is usually done by giving LinkedIn access to your email contact list or address book. You may either connect with your contacts or “Skip this step” and connect with only certain individuals.
4. Once you complete the final steps, you will be directed to your homepage. A photo is imperative! One of the biggest mistakes made is not having a photo, as you're seven times more likely to have your profile viewed if you have one. It should be an individual headshot of yourself in appropriate clothing, a pleasant expression and a simple background.
Setting up your LinkedIn profile (Continued)

5. Next you must create a headline. Your LinkedIn headline draws people into your professional story, and moves beyond your job title or status as a student. Employers want to know about your skills, strengths and abilities. Put time into your headline, as it is a crucial aspect of your profile.

6. You must then compose a strong summary, experience, and education section in your profile. Once again, click on “Edit” near the top of your profile then scroll down to each section to begin.

1. **Summary.** Your Summary is the first chance a potential employer has to find out who you are beyond your photo and headline. Summaries should be **concise** and **specific** while describing your background, specialties and skills using **rich and descriptive language.** It is also your chance to not only say what you’re good at, but your opportunity to stand out from the crowd and differentiate yourself.

2. **Experience.** Although your resume is a good start, try to avoid copy and pasting it straight into your experience section. Instead, describe your skills, abilities and duties as if you were explaining them to someone you just met. Be sure to maintain use of powerful keywords, this allows your profile to rise to the top of the list on the Applicant Tracking System (ATS) and for being discovered by employers searching for talent on LinkedIn.

3. **Education.** Your LinkedIn Education section says a lot about you, especially to potential employers. You more than likely have already added your high school, undergraduate and post-graduate education. However, you can also include any vocational education that you may have done that relates to your career goals.
Setting up your LinkedIn profile (Continued)

7. Next you must compose your *Skills and Expertise* section. This section contains relevant information that can help you find a job and be visible in the Applicant Tracking System (ATS). If you are able to utilize this tool to its full potential, it will enable employers to match you with positions that best suit your skill set.

   - **Recommendations.** Your LinkedIn connections can quickly identify your abilities through this section and recommend you for positions that best suit you.

   - **Professional Categories.** With every skill you identify, you are automatically categorized into a group of professionals with the same skills and expertise. This allows recruiters to more easily find you.

   - **Endorsements.** It is easier than ever for your connections to advocate for your specific skills. Once you have completed your skills and expertise section, your connections can endorse your individual skills.

8. Over the last year, LinkedIn has added features specifically for the purpose of enhancing the ability for students to showcase all of their success, which can make the difference between you and the other potential LinkedIn members, recruiters, and employers look over.

   - **Projects.** By using a URL to guide viewers, implementing this feature allows you to exemplify your expertise in an area from past professional or academic experiences. You can also add “Team Members” from your LinkedIn connections to show colleagues that collaborated with you on the project.

   - **Honors and Awards.** This section allows you to showcase some of your accomplishments. For example, merit based scholarships and academic achievement awards such as the “Dean’s list”.

   - **Volunteer & Causes.** According to a LinkedIn Survey Report, “41% of the professionals surveyed stated that when they are evaluating candidates, they consider volunteer work equally as valuable as paid work experience. 20% of the hiring managers surveyed have made a hiring decision based on a candidate’s volunteer work experience”. St John’s University students have a great reputation of being involved in service work and this is something you should showcase!

   - **Test Scores/ Courses/ Certification.** Adding these sections can show more proof of your skills and success as it pertains to your career goals.
Using Groups
There are more than 1.5 million LinkedIn groups. To explore groups that relate to you start typing keywords that relate to your

St. John’s COACH Connect

- The COACH program is comprised of alumni of St. John’s University and other colleges representing diverse career fields nationwide who have offered to share their career experiences with students and other alumni. Getting a COACH is an excellent way to meet people in your field and learn about career opportunities. To learn more about the COACH program and get started join the COACH Connect LinkedIn group page.

Connecting with alumni
LinkedIn Alumni is a tool that provides you with information about where your fellow alums work, what they do and where they live. You can look at the big picture of where people work and live, then you can narrow the results according to your goals. To access this feature, click on “Network” and scroll down to “Find Alumni”

Explore alumni careers based on what they studied, their top skills, and how you are connected on LinkedIn. All the graphs are interactive. Click on the bars to identify the specific careers most interesting to you.

Visit us at Chiang Ching Kuo Hall (CCK) or contact us at (718) 990-6375, careers@stjohns.edu
Sample Profiles:
Below are examples of three St. John's University student and/or alumni LinkedIn profile page headlines and summaries. Each profile exemplifies a different stage of a St. John's Student's career development, as they start as a freshman, post-graduate and seasoned professional.

Headline & Summary

- Louis Dessein

Currently a St. John's University Student, I am aggressively seeking to further my professional experience in the field of finance through internship and part-time positions. Working at St. John's University Career Services, collaborating in the development of online resources to help educate St. John's students on building stronger resumes, effective interview skills as well as a more proficient ability to network. Also conducting outreach calls to thousands of alumni for participation in the "National Graduates(Outcomes) Survey. I look forward to using my abilities on a communication and project manage-

- Cara Friedman

I am currently working at Likeable Media, a social media and word of mouth marketing company, I am also a Law student at St. John’s University. I graduated from the University at Albany. I received my Master of Arts in Organizational Communication in May 2010. I received my Bachelor of Arts in Communication in December 2009. My interests include social media, corporate communication, marketing/advertising, and public relations.


- Xavier Williams

Experienced Human Resources professional with a background in staffing management. Skilled at recruiting active and passive candidates via online, colleges and job fairs for internships and permanent, full-time positions. My other areas of expertise includes applicant tracking systems (Authoria & Taleo), management training, staff development and employee recognition programs.

Specialties: Staffing, Online recruitment, Applicant tracking systems, Job posting aggregators, Drafting job postings, College recruitment, Campus recruiting, MBA recruitment, Journalist recruitment, Applicant Interviews, Resume writing, Resume critiques, Student internship programs, Staff Development Programs, Diversity, New Employee Orientation, Onboarding, Employee recognition programs, English, Writing, Media, Journalism.

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Sample Experience & Recommendations:

Xavier used organizations, awards & recommendations throughout his experience section to give evidence supporting his abilities.

Xavier uses rich and descriptive language throughout his experience summaries. This allows him to grab his readers' attention and also rise to the top of the Applicant Tracking System.

Recommendations affirm your skills, accomplishments and positive work style. They also support your candidacy for potential positions.

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