

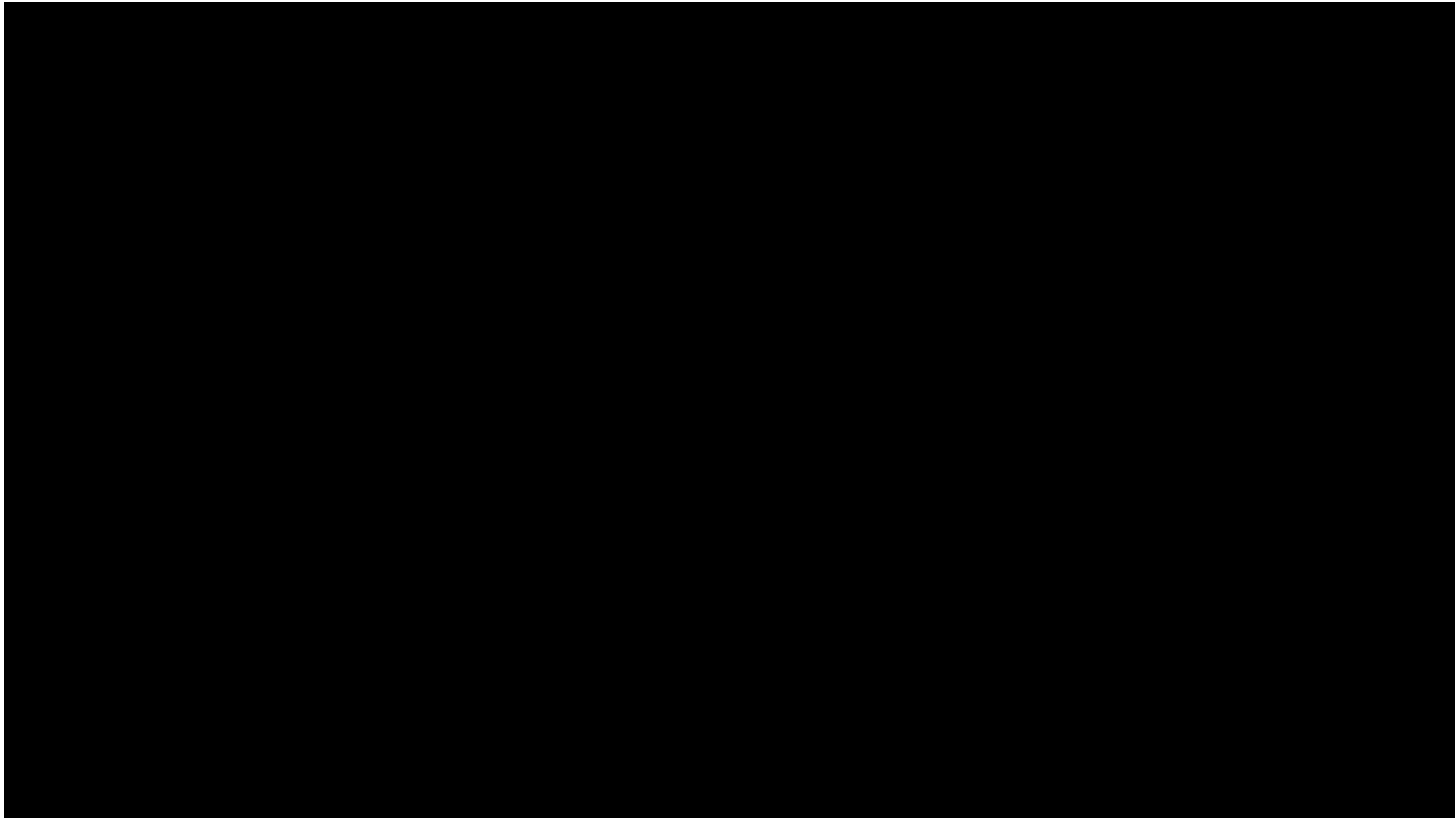


**Linked in.**

## Introduction to LinkedIn



# LinkedIn Intro



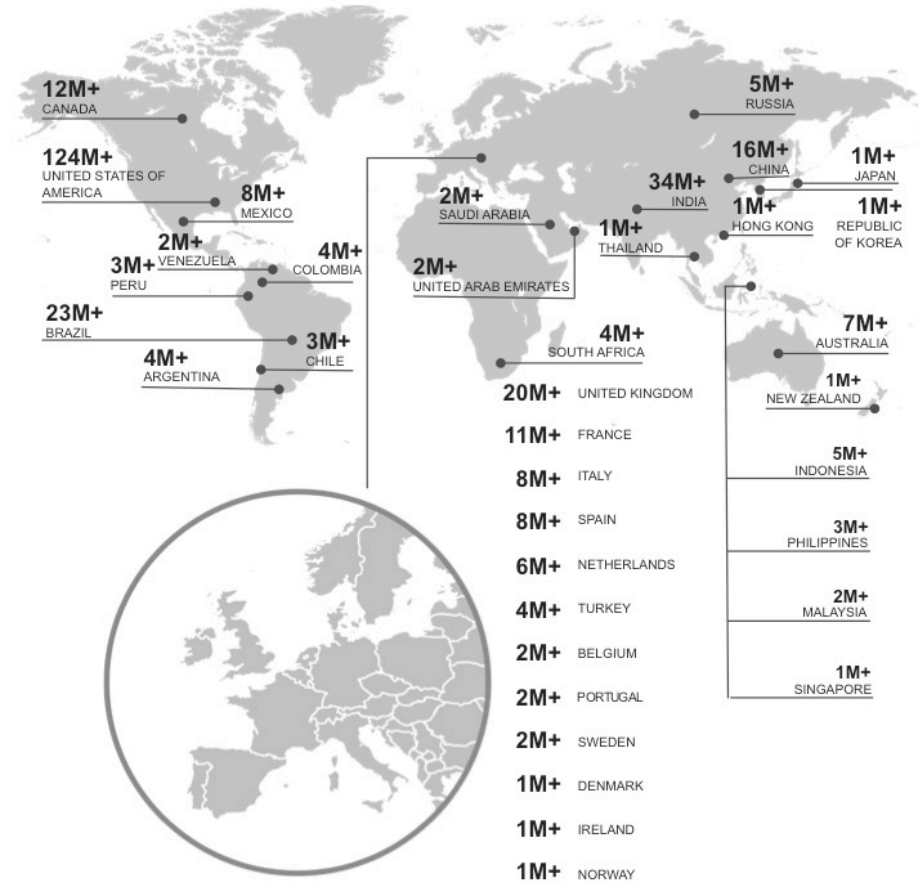
[https://youtu.be/YWp6AN00D\\_c](https://youtu.be/YWp6AN00D_c)

# Who Uses LinkedIn?

- **414 million+** professionals
- Over 150 industries
- Executives from every Fortune 500 firm
- **39 million+** students and college grads
- 28,000+ college and university alumni groups
- People are joining LinkedIn at a rate faster than 2 new members per second!

**414,000,000+**

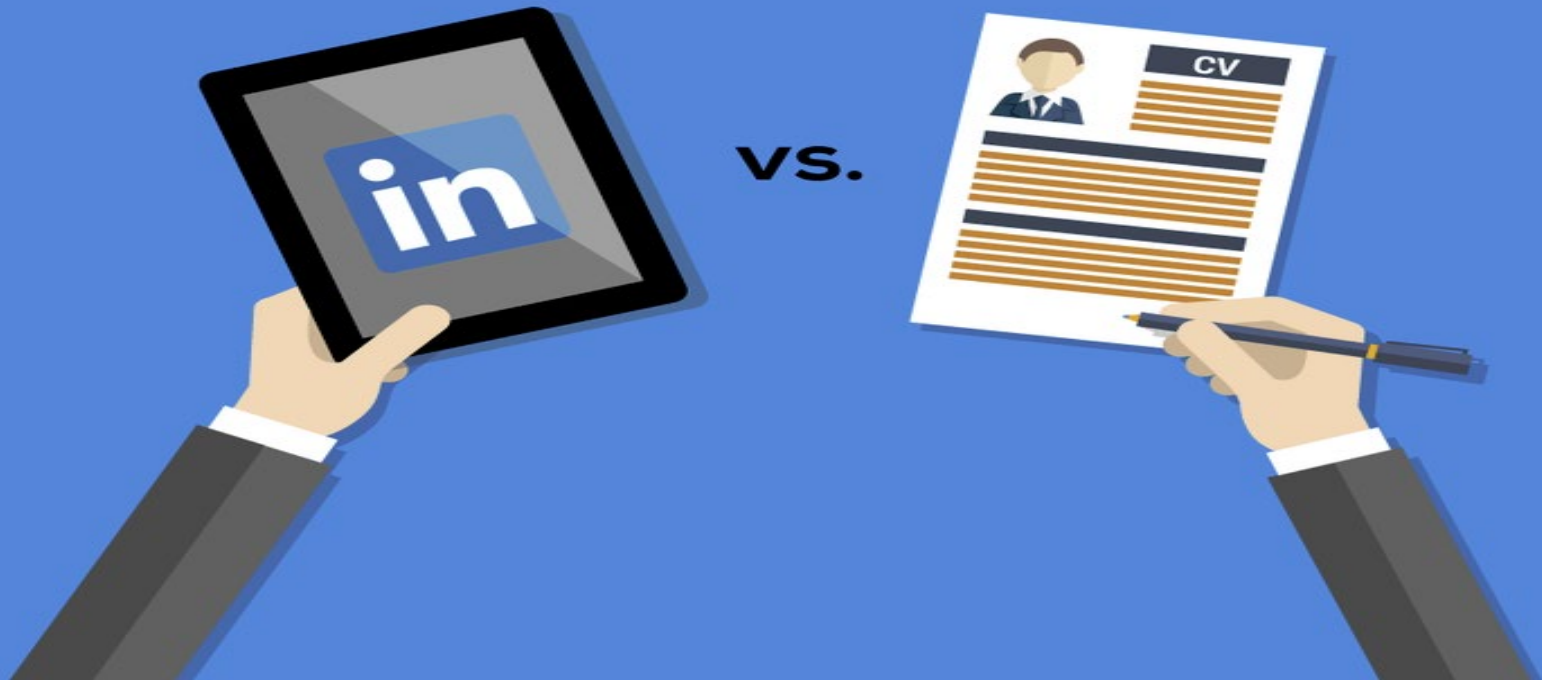
REGISTERED MEMBERS



# LinkedIn From a Recruiters Perspective

- Nearly all (93%) of recruiters are using LinkedIn to discover talent
  - 2011 it was 87%
  - 2010 it was 78%





## LinkedIn vs. Paper Resume



## Who Should You Connect With

Classmates

Coworkers

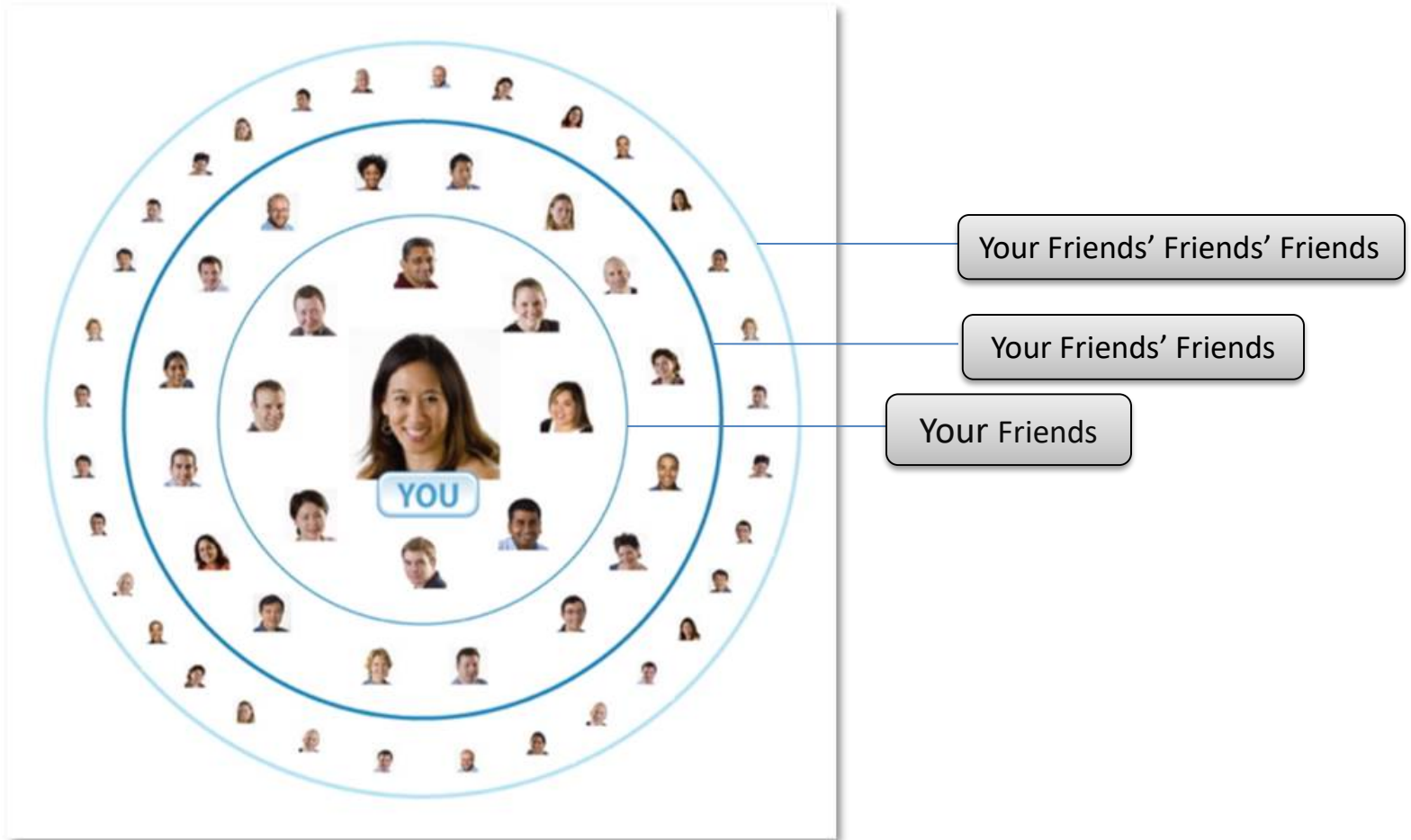
Professional Organizations

Recruiters

Alumni Associations of Your College

Current / Previous Employers

# How Connections Work



# Building Your LinkedIn Profile

- Photo, Headline & Summary
- Experience
- Education & Courses & Projects
- Volunteer Experience, Causes & Organizations
- Skills & Expertise
- Honors, Awards & Publications
- Recommendations




Users who have a complete LinkedIn profile are **40 times** more likely to receive opportunities through LinkedIn



# Profile Completion Steps

Profile Strength: **Beginner**




Which university or school did you attend?  
Add your school so that others can easily find you

Steps completed

- ✓ Location
- ✓ Industry
- ✓ Position
- Education
- Photo
- Skills (5+)
- Summary

Does not apply [Add education](#)

< Previous Next >




**INTERMEDIATE**


You reached a new level!

You're 8x more likely to get noticed by hiring managers and recruiters, and 10x more likely to be contacted.

**Additional benefits**  
Expect more relevant feed updates, improved job recommendations, and refined connection suggestions

[Got it!](#)



**Congratulations! You're an All-Star** 

You have now made it easier for your colleagues and recruiters to find and recognize you on LinkedIn. Keep building your profile to expand your reputation and reach.

[Got it!](#)



**Photo, Headline, Contact Info**

# Photo, Headline, Contact Info



Brooke DePue (Wilson)

Career Information Specialist at West Texas A&M University

West Texas A&M University • Tarleton State University

Amarillo, Texas Area • 354 

- List your full name, location and industry
- Professional looking headshot
- Title of current job or current student or Current Student
- Contact information

# Summary

- Add a Summary
- Grab the readers attention
- List where you are now (currently studying...)
- Where you are going (seeking employment in the field of...)
- What you aspire to be (long term goal of ...)
- Any noteworthy accomplishments or strengths to mention right off the bat








## Experience Section


# Experience


Experience

 **Career Information Specialist**  
West Texas A&M University  
Sep 2015 – Present • 1 yr 6 mos • Canyon, Texas  
[See description](#) ✓

 **Purchasing Administrator**  
Ryland Homes  
Jan 2014 – Aug 2015 • 1 yr 8 mos • San Antonio, Texas Area  
[See description](#) ✓

 **Purchasing Coordinator**  
Gehan Homes  
May 2013 – Oct 2013 • 6 mos • San Antonio, Texas Area  
[See description](#) ✓

 **Communications Assistant**  
Stephenville ISD  
Aug 2012 – May 2013 • 10 mos • Stephenville, TX  
[See description](#) ✓

 **Periodicals Worker**  
Tarleton State University  
Jan 2010 – Sep 2012 • 2 yrs 9 mos • Stephenville, TX  
[See description](#) ✓

- Up-to-date current position (with description)
- Each company has a page you will link to
- Expandable information
- No limit on the content length
- Place to link graphics / photos of your work

# Experience Expanded



## Career Information Specialist



West Texas A&M University

Sep 2015 – Present • 1 yr 6 mos • Canyon, Texas

The mission of Career Services is to empower students and alumni to establish long-term relationships by developing listening skills, strong written and verbal communication skills and add value to all interactions with current and future employers. We build relationships with employers to provide opportunities for student/alumni success and meet their industry's staffing demands.

### My duties include:

- Partners in reviewing student resumes on a weekly basis
- Collection and analysis of all student data upon graduation, producing analysis on over 3600 individuals
- Report all first destination data to the National Association of Colleges and Employers
- Presents Resume Workshops each month to the student body
- Conduct background checks for on campus student employees
- Develops info graphics from extensive data into easy to comprehend formats for students and employers to use
- Assists students in the job search process both before and after graduation
- Promotes career services events, resume workshops, job fairs, etiquette dinners
- Communicate with alumni to identify post graduation employment placements and opportunities

### Certifications / Memberships:

Six Sigma Green Belt Methodology Certified - February 2016

National Association of Colleges and Employers - Member

IRB Board Certified in Data and Specimens Research, Social and Behavioral Research

Texas Workforce Commission- Introduction Technology Security Awareness Training

Texas Department of Public Safety - Secure Site Criminal History Search Certified

### Media (1)

August 2014, December 2014 and May 2015



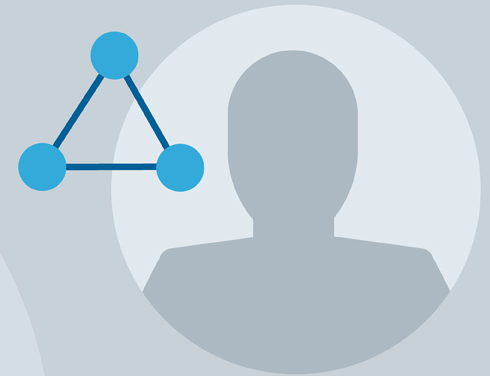
1863

Graduates \*



1815

Responses \*\*



## Education Section



# Education, Courses & Projects

## Education

### Tarleton State University

Master of Science (M.S.), Management and Leadership, 4.0

2012 – 2014

Building on my psychology undergraduate major and management minor, focused on organizational development, leadership, and working with people in organizational settings.

First student in the College of Business to elect and complete the thesis option. Honored as the Department of Management's Most Outstanding Student 2014.

Thesis titled "Conflict Management and Communication Medium" addressed people's choice of communication medium based upon their conflict management style when faced with conflict in the workplace.

#### Activities and Societies:

Member, Federation of Business Disciplines. Department of Management - Most Outstanding Student 2014

▼ 1 honor or award

#### **Outstanding Student of the College of Business**

Top Student in the College of Business at Tarleton State University 2014. First student in the College of Business to complete a Thesis. [View ↓](#)



Add Media: Document Photo Link Video Presentation


- Connect to your University link
- Major, dates of attendance, GPA (if above a 3.0)
- Honors / Awards
- Related course work
- Documents, Presentations, Photos

# Volunteering, Causes & Organizations

## Honors, Awards & Publications

- Add organizations, volunteer events and causes
- Link to groups to increase networking
- Add honors and awards
- List publications and projects

### Volunteering Experience & Causes


**Alumni Counsel**

Sigma Phi Lambda, Inc.  
Jul 2014 – Present • 2 yrs 9 mos  
Education

Oversee the current leadership of the Tarleton State University growth, outreach, and service initiatives.


Sigma Phi Lambda Leadership Training - 2014, 2015, 2016

[See less](#) ^

**Chapter Secretary**

Sigma Phi Lambda, Inc.  
Aug 2011 – May 2012 • 10 mos  
Education

[See description](#) v

**Member**

Lions Clubs International  
Sep 2015 – Present • 1 yr 7 mos  
Social Services




[See description](#) v




## Skills and Recommendation Section

# Skills & Expertise / Recommendations

### Featured Skills & Endorsements


- Leadership** · 99+  You and 99+ connections have given endorsements for this skill
- Public Relations** · 99+  Peter Vaught and 99+ connections have given endorsements for this skill
- Nonprofits** · 73  Peter Vaught and 72 connections have given endorsements for this skill

[View 47 more](#) 

---

### Recommendations

[Received \(18\)](#)   [Given \(43\)](#)



**Marta Stiglin**  
Brand Strategy &  
Organizational Effectiveness  
August 30, 2013, Jim was a client of Marta's

Jim Wilson is a self-motivated, forward-thinking team leader and senior contributor. I had the pleasure of working with Jim for an extended period when he was running the publishing and multi-media arm of the BSA. In that time, we partnered on everything

- List out your skills
- Minimum 5 skills
- Other members on LinkedIn can endorse that you have these skills.



# West Texas A&M University

Canyon, TX

[Home](#)

[Notables](#)

[Students & Alumni](#)

[Recommendations](#)



## University Page

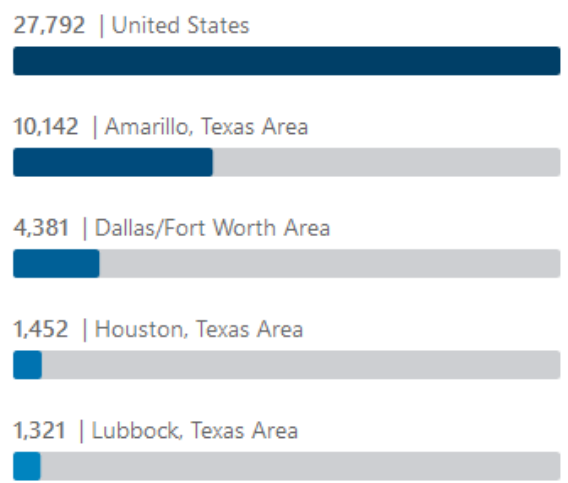


▾
 
 Start year
 
 End year
 to

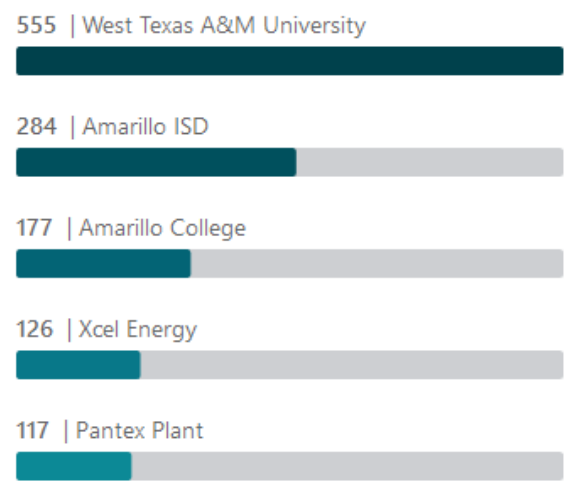
[< Previous](#)
[Next >](#)

## 28,424 alumni

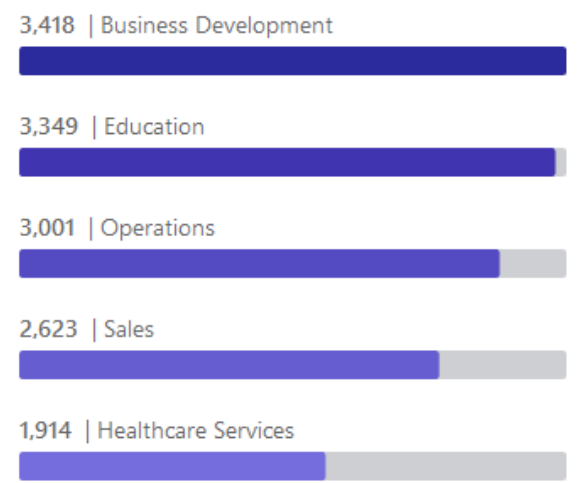
### Where they live + Add



### Where they work + Add



### What they do



# Career Insights

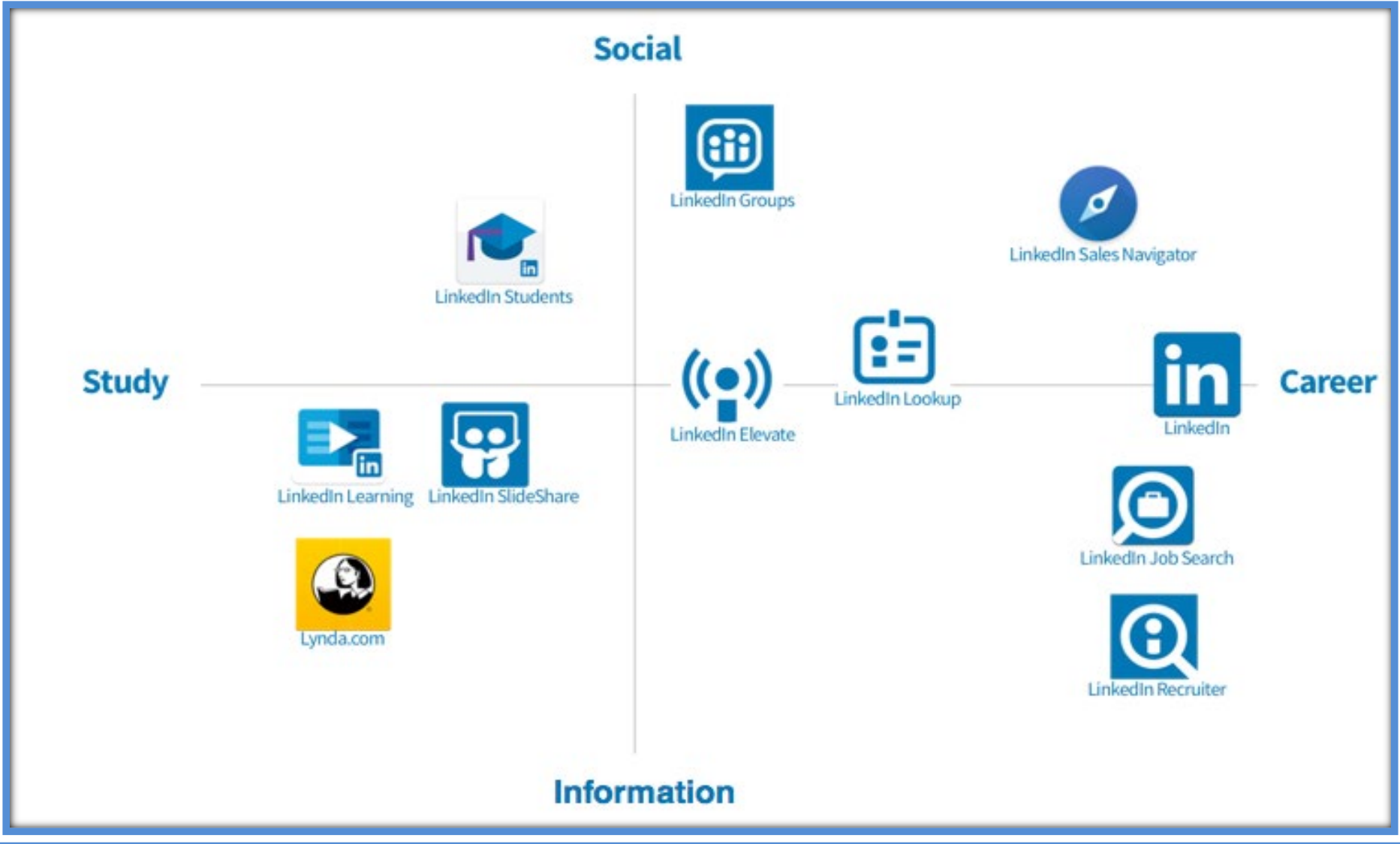


**Job Search Page**



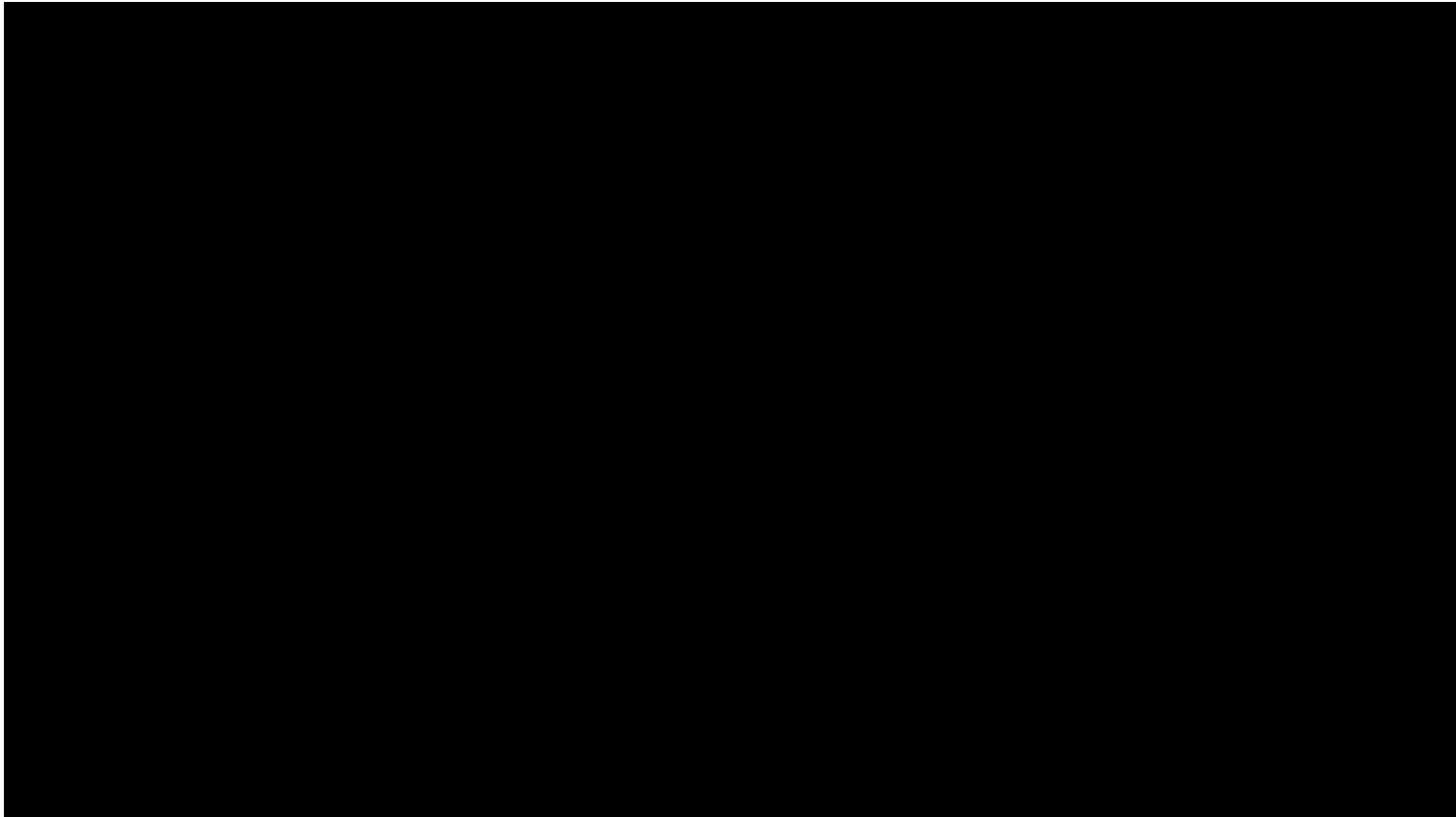
# LinkedIn Salaries





# LinkedIn Apps

# To Do's



<https://youtu.be/B8WZxYFaSml>



**Remember to Update Your LinkedIn**



Questions?