Linked in.

Introduction to LinkedIn

Updated 1.31.19
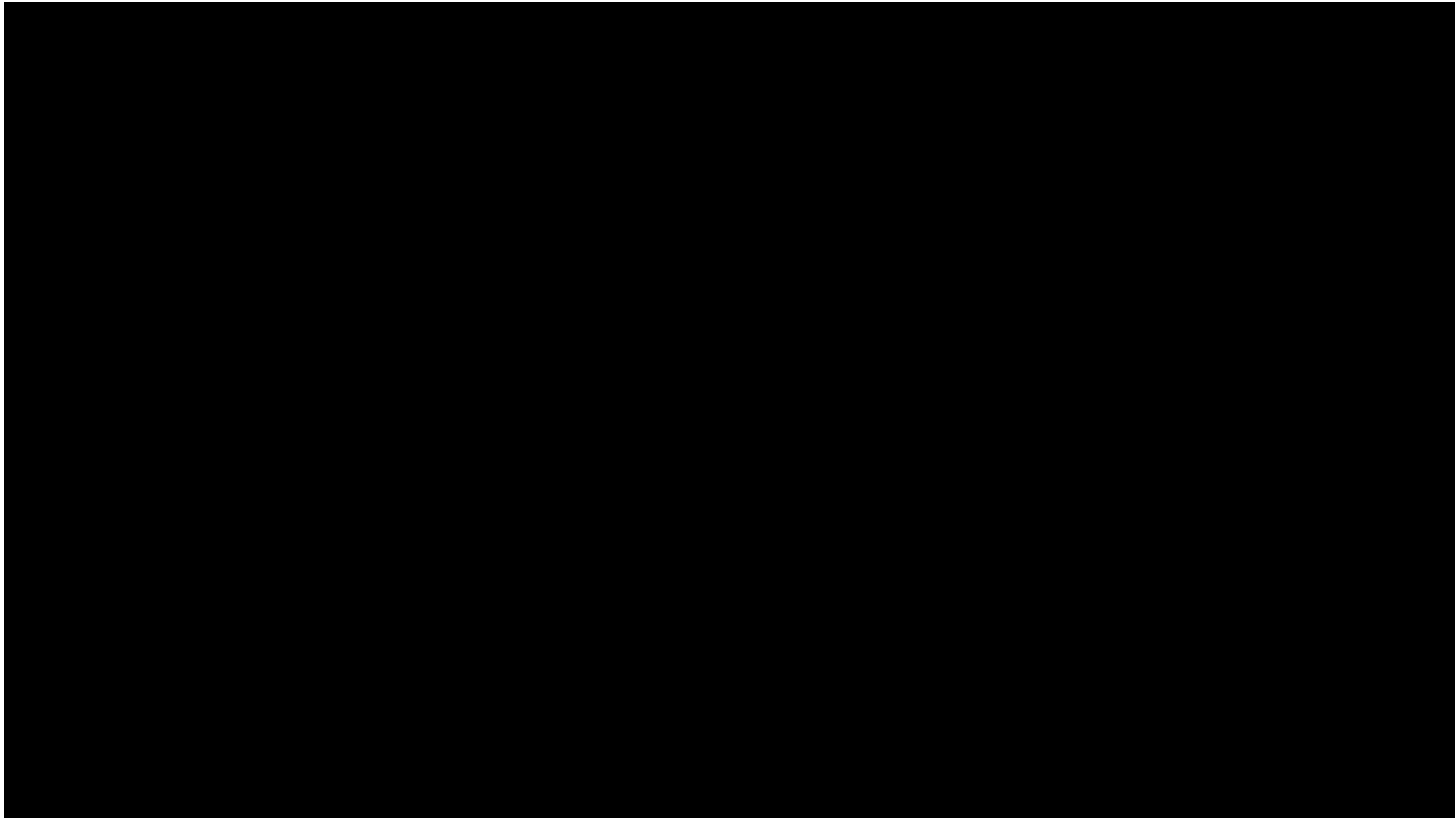
LinkedIn Intro
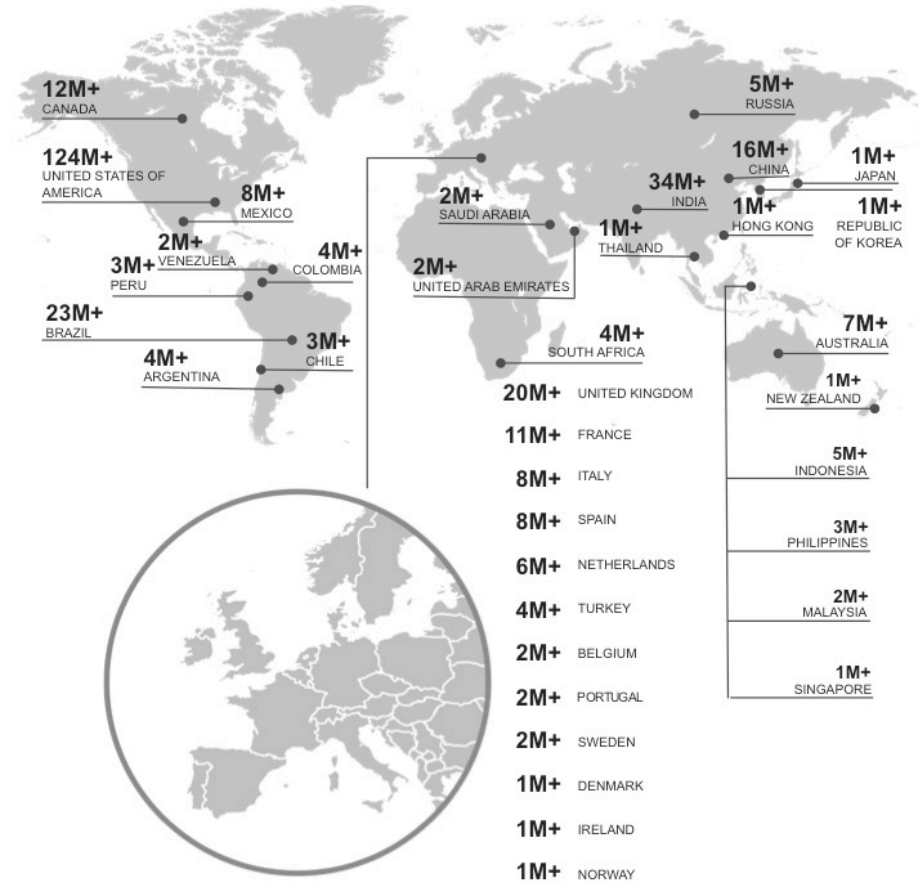
https://youtu.be/YWp6AN00D_c

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

12M+ CANADA

124M+ UNITED STATES OF AMERICA

8M+ MEXICO

2M+ VENEZUELA
3M+ PERU

23M+ BRAZIL

4M+ COLOMBIA

4M+ ARGENTINA

3M+ CHILE

2M+ SAUDI ARABIA

2M+ UNITED ARAB EMIRATES

1M+ THAILAND

4M+ SOUTH AFRICA

5M+ RUSSIA

16M+ CHINA

34M+ INDIA

1M+ HONG KONG

1M+ JAPAN

1M+ REPUBLIC OF KOREA

7M+ AUSTRALIA

1M+ NEW ZEALAND

5M+ INDONESIA

3M+ PHILIPPINES

2M+ MALAYSIA

1M+ SINGAPORE

20M+ UNITED KINGDOM

11M+ FRANCE

8M+ ITALY

8M+ SPAIN

6M+ NETHERLANDS

4M+ TURKEY

2M+ BELGIUM

2M+ PORTUGAL

2M+ SWEDEN

1M+ DENMARK

1M+ IRELAND

1M+ NORWAY

LinkedIn From a Recruiters Perspective

- Nearly all (93%) of recruiters are using LinkedIn to discover talent
  - 2011 it was 87%
  - 2010 it was 78%
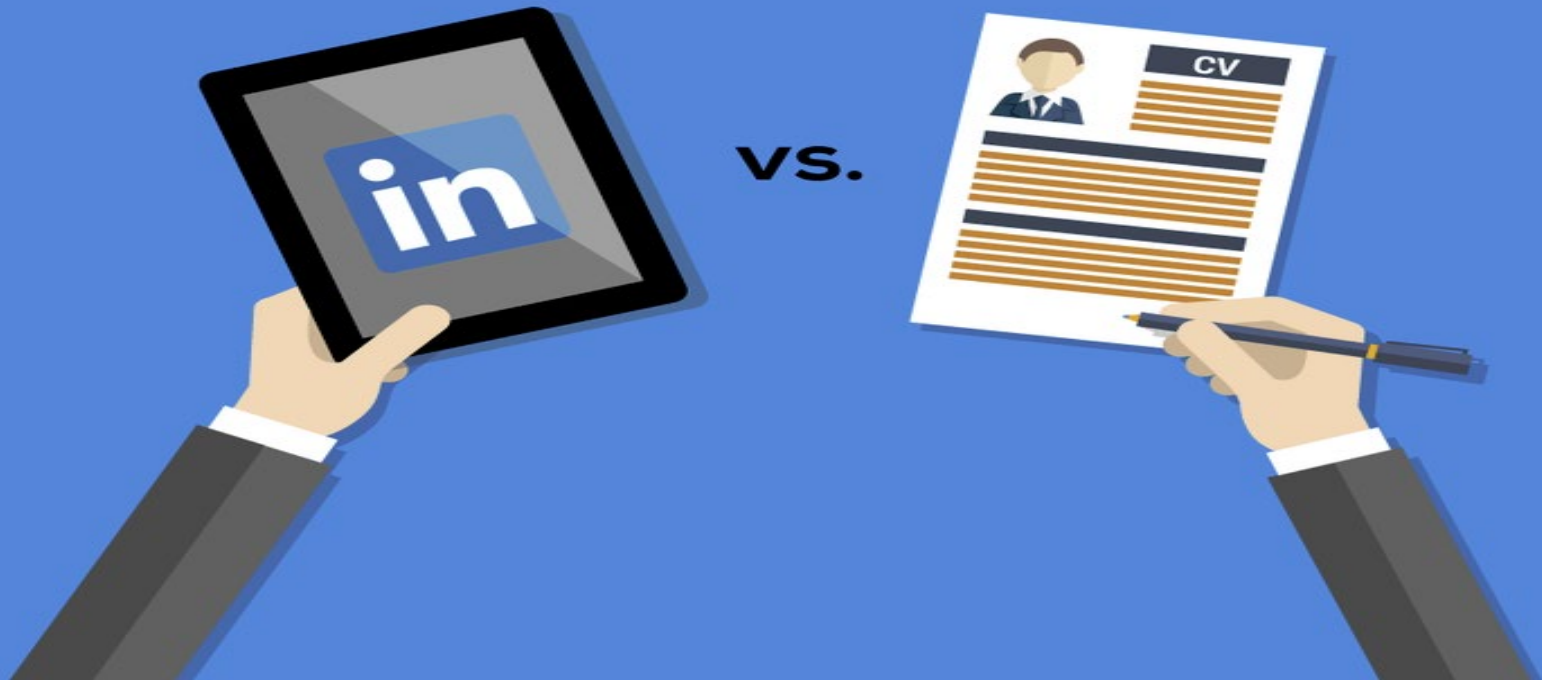
LinkedIn vs. Paper Resume
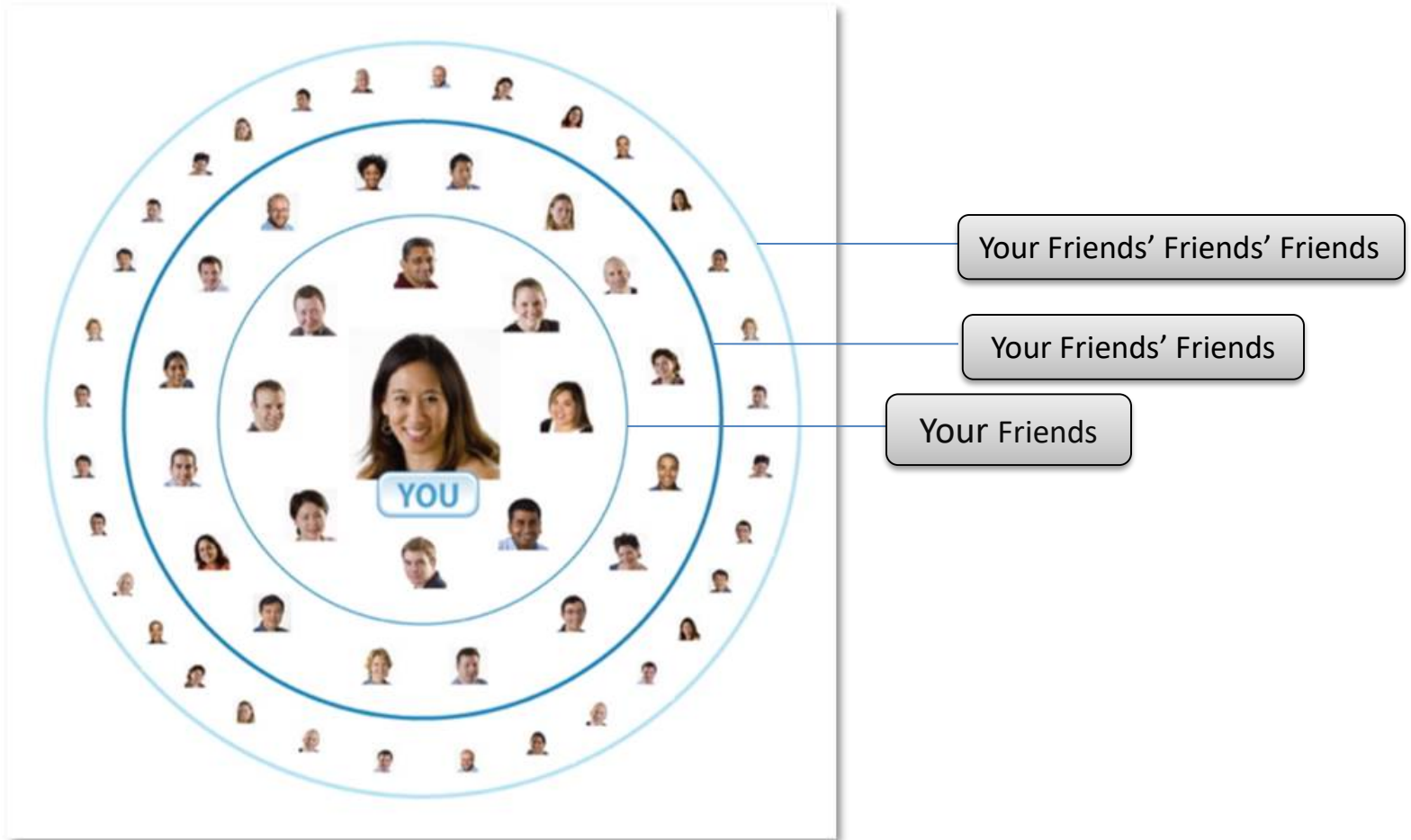
Who Should You Connect With

Classmates

Coworkers

Professional Organizations

Recruiters

Alumni Associations of Your College

Current / Previous Employers

How Connections Work

Your Friends' Friends' Friends

Your Friends' Friends

Your Friends

YOU

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

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

- 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

Beginner

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
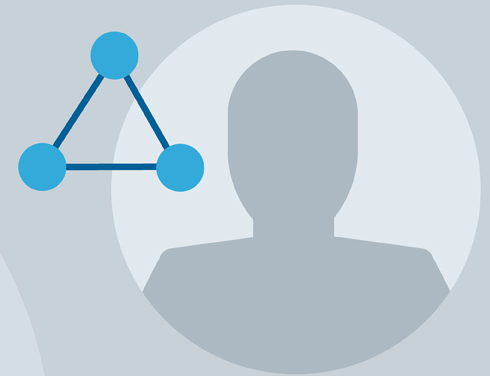
Media (1)

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

Skills and Recommendation Section

Skills & Expertise / Recommendations

- 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

University Page
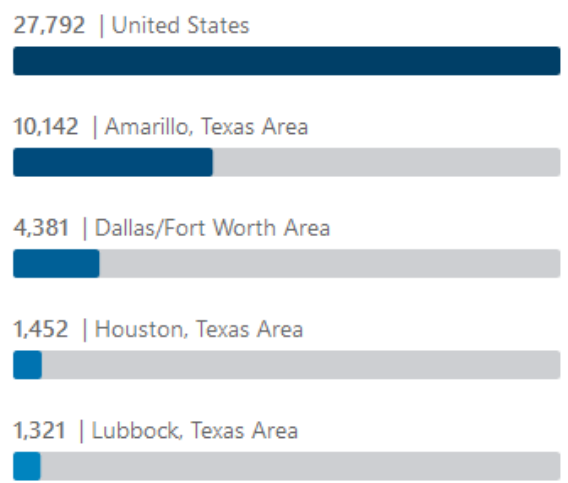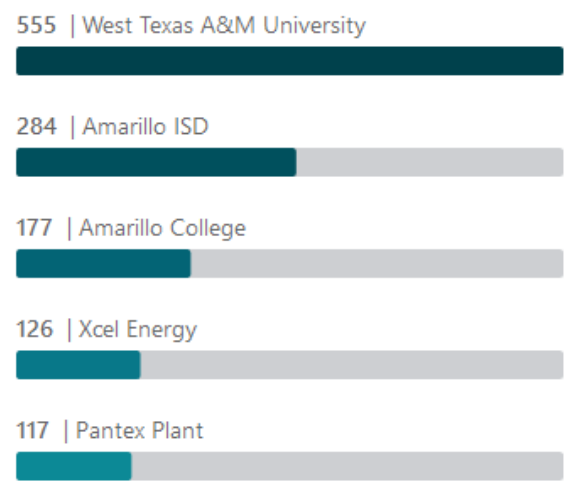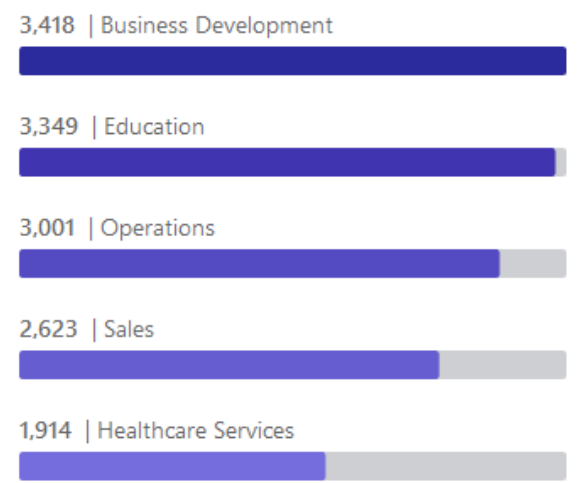
Career Insights

Job Search Page

LinkedIn Salaries

LinkedIn Apps

To Do's

https://youtu.be/B8WZxYFaSmI
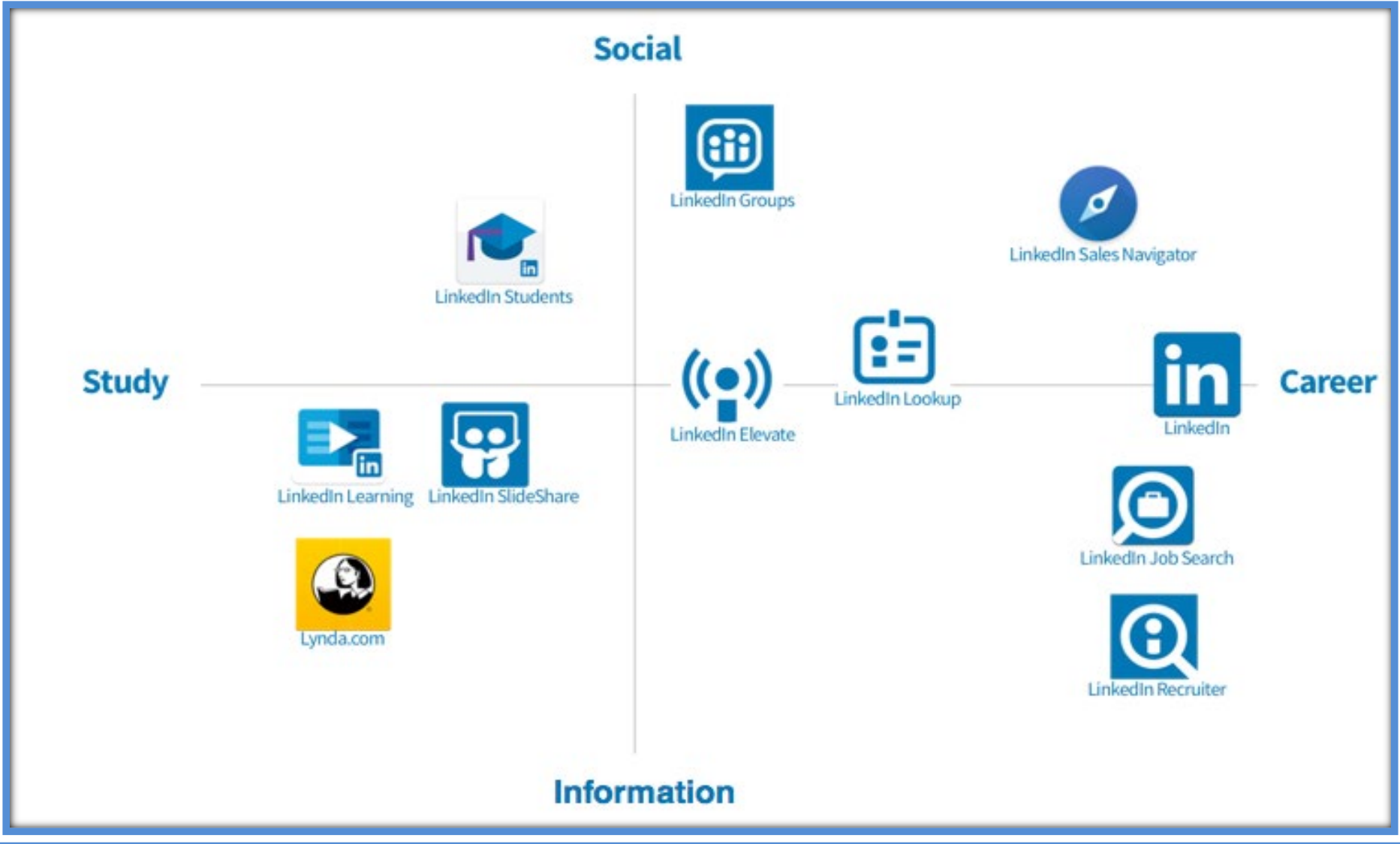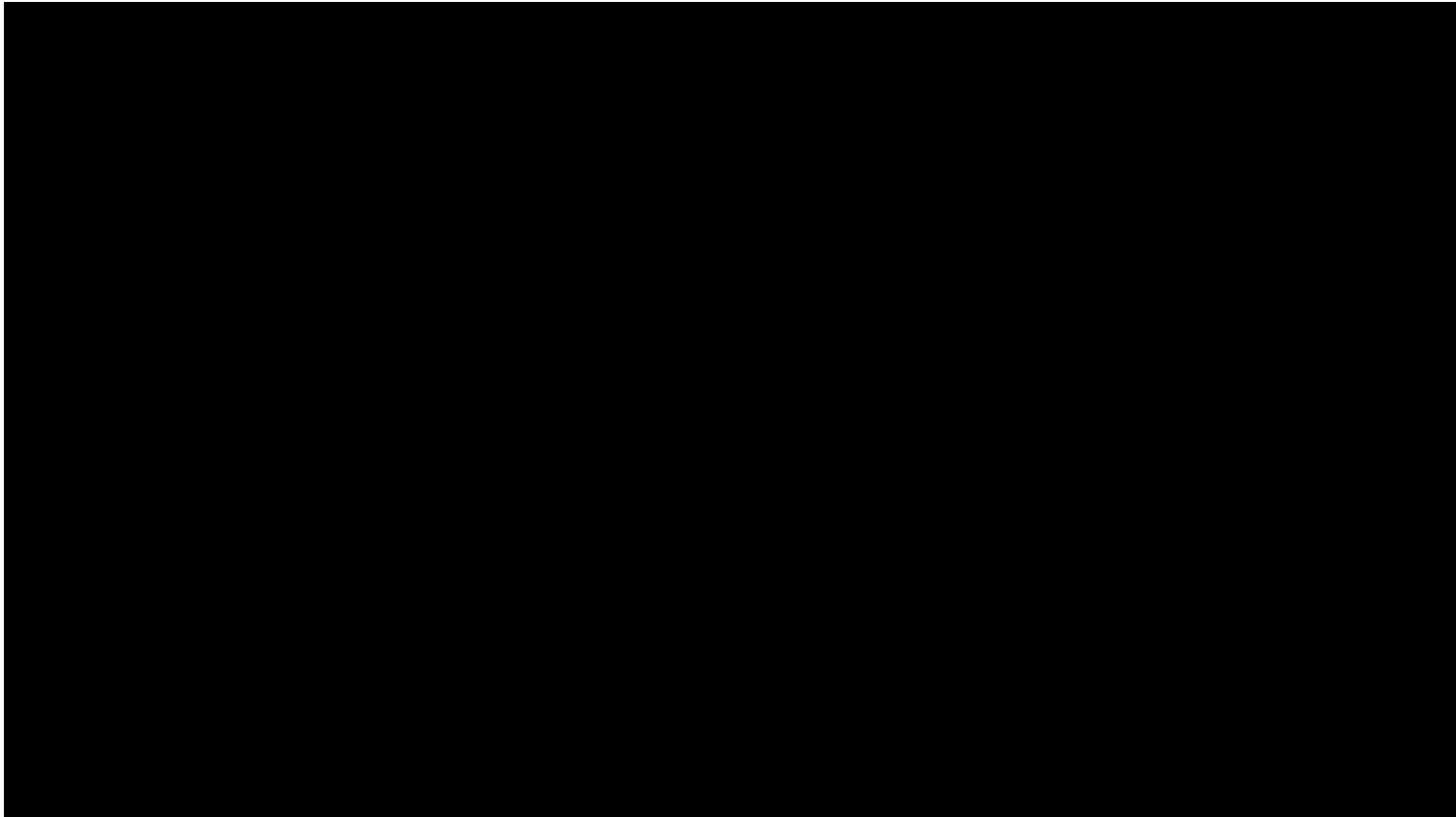
Remember to Update Your LinkedIn

Questions?