



Ways to Use LinkedIn during Your Job Search

What is LinkedIn? - Professional networking site

Why Join? - Location where students can network/ connect with other professionals, alumni, organizations, and be visible to recruiters pro-actively recruiting for various openings.

LinkedIn 1-2-3 guide to get started - <http://learn.linkedin.com/new-users/>

Video of how to use for new grads - <http://grads.linkedin.com/gradstudents/>

Steps to use LinkedIn

1. Create a Profile at www.linkedin.com
 - a. Remember this is your professional profile in terms of wording, photos, interests, goals, etc.
 - i. You will want to use a professional photo (no big earrings; no beer bottles; no facebook photos that you have cropped)
 - b. The more complete your profile the better as this is something recruiters look for
2. Connect with People
 - a. Search by name
 - i. Sometimes individuals will not come up in a general name search, but will in an advanced search
 1. Use the Advanced Search to search more specifically by name in combination with company, and/or geographic location
 - b. You should not ask to join their network unless you truly know them, have worked with them, or have been introduced at some point
 - i. If the person is at a 2nd degree of separation, it is appropriate to ask the mutual friend to introduce you to this person
3. Connect with Groups
 - a. K-State and Kansas State alumni groups
 - b. Young Professionals in ____ (geographic location)
 - c. Professional Organizations – AMA, SHRM, NSPE, KNEA, etc. depending on major or professional interest(s)
 - d. Find others doing similar job(s) or working in an industry of interest
 - i. See what groups they belong to (scroll to very bottom of profile) and join those groups, if applicable
 - e. Participate in groups
 - i. Start or contribute relevant information to discussions
 - ii. Recommend new sub-groups for various groups such as a College of Engineering under the K-State Alumni Association group
4. Jobs
 - a. Under each group is a “JOBS” category
 - i. These jobs are posted by members and are ONLY visible to group members
 - b. Jobs section at top of page - If jobs are posted specifically in LinkedIn, it will show connection(s) you have with company and/or person who posted job
 - i. If there are no jobs posted in LinkedIn matching search criteria, the returned jobs will be from the Simply Hired job site