Building your LinkedIn Presence

1. **What is LinkedIn?**
   a. Largest Professional Networking Site (500+ million members) - for Networking and Job Search
   b. Searchable Database with People Profiles, Company Profiles, and Job Postings

2. **Develop your LinkedIn Profile**
   a. Headline (i.e., “Accounting / IS / CIT / MSA / MST Student at California State University, Northridge”)
   b. Photo (“Professional” headshot) - professionals want to know what you look like, and they will remember you
   c. Summary - introduce yourself (major, class level, grad date, GPA, CPA eligibility if relevant, career goals, other)
   d. Education - degree(s) and graduation date(s) (include overall & major GPA’s if 3.0 or above)
   e. Experience - include Work experience only (include volunteer experience only if similar to work experience)
   f. Organizations - include student & other organizations (do not put in Experience section) - emphasize leadership
   g. Volunteer - include volunteer activities (non-profits, religious organizations, fundraising, and related)
   h. Skills | Language | Certifications | Honors & Awards | Test Scores - include all relevant sections
   i. Personal Details - do not include your Birthday! (it is not relevant for LinkedIn and increases risk of identity theft)
   j. ** Only include what you want EVERYONE to know about you - do not share private information!
   k. Settings & Privacy: Click the Me icon in the LinkedIn menu to select / review your settings periodically

3. **Grow your LinkedIn Network**
   a. 1st = Direct Connection | 2nd = Connection of your #1’s | 3rd = Connection of your #2’s
   b. Connect with People You Know (students, professionals, professors, co-workers, friends, family, neighbors, other)
   c. Ask before inviting professionals, professors and others if you are not sure they will accept
   d. To invite, go to their profile, click “Connect”, and “Add a Note” to personalize the invitation
   e. Maintain a high level of acceptance (LinkedIn will monitor your track record to grant additional invitations)
   f. ** You do not need to accept invitations from people you don’t know, especially if their profiles look suspicious

4. **People Search for Networking**
   a. ** The Basic Account (which is free) has a monthly limit for People searches **
   b. Use the Search box (top left of the page) to search for People, Companies, Jobs, Groups, other
   c. To find CSUN alumni at companies of interest, use Company Search
   d. **Company Search**: Put the Company’s name in Search, select the Company page, click “See all ---- employees”
      i. Filter the list by Location (Greater Los Angeles) and School (California State University Northridge)
      ii. Start with CSUN alumni as they may be more likely to respond (do not limit to only CSUN alumni)
      iii. Make a list of names from your search list in an Excel spreadsheet (include: firm, name, position)
      iv. ** Do not click on profiles directly from your search list as you will exhaust your free monthly search limit
      v. ** Use the Excel list, and search by name using the Search box at the top, and select the correct profile
   e. **People Search**: Use the Search box at the top of the page
      i. Search by first and last name, and use filters on the right to narrow your search if necessary
      ii. You can filter by Location, Current Company, and School - use “+Add” to add a selection not in the list
      iii. Start with a wide search (with less filters) - you can add more filters to Search Results at any time
      iv. As you add filters, the Search Results will change according to your selection - you can also undo a filter
      v. Look at profiles based on Title and Relationship (level of connection - 1st, 2nd, 3rd) - 1st level, you are already connected | 2nd level, look at the Shared Connections (opportunity to request introduction) | 3rd level, you do not share any common connections (you cannot request an introduction)

5. **Networking (Reach Out and Make Contact after Searching)**
   a. Use internet search to find a company’s email structure. Find the company website (xxx.com), then use “@xxx.com email” to search for the email structure (e.g., firstname.lastname@xxx.com; firstinitiallastname@xxx.com; etc.)
   b. Send an email to make contact (Subject: “CSUN Accounting/IS/IT Student Interested in -----”) - include how you found them (LinkedIn), reason for making contact, and request to speak/meet at their convenience. If you do not hear back, follow-up once by email 7-10 days later. (** use the “Coffee Chat” guide on the EY Center website)
   c. Do not attach your resume for Networking.
   d. Keep track in your Excel list of all of your activity, including dates of emails, phone calls, coffee chats, etc.
   e. Be considerate, do not expect or demand anything, be patient, and always be clear as to your purpose

6. **Job Search**
   a. Select Jobs in the top menu and enter a title for the job you are seeking (try different titles).
   b. Use filters on the right to narrow your search for Location, Company, Date Posted, Job Function, Industry ... setup (“Create search alert”) to save a job search, and manage Job Alerts

7. **Posting** - Only post business-related content (on Home Page & in Groups) - only share what will interest your network