

EY Center for Careers

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, GPAs, 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 ...
- c. 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