

LINKEDIN



LinkedIn can be a powerful resource for employers who are looking to learn more about candidates. On LinkedIn you can provide more details about yourself, your skills, and your accomplishments than you can on a one-page resume. If you don't have a LinkedIn profile, make one! If you already have one, make sure it's updated! (Having an accurate profile will be an assignment in IS 414.) The free version of a LinkedIn account is appropriate for your needs as a student. Use the new student app.

Reid is an extremely useful resource when it comes to developing your LinkedIn profile. He is often a guest lecturer in classrooms across campus and presents on how to effectively use LinkedIn. If you would like him to review your profile, send him an email with a link to your profile and include anything you want him to specifically look for.

YOUR PICTURE

Your profile picture should be of **only you**, not of you and your spouse. You're the only one interviewing for the position. Your picture should reflect the job you want to have. If you want a job as a river guide, your picture should show you in a kayak. If you want a job at a major accounting firm, your picture should be of you in professional attire. One of the most important parts of your picture is that your eyes are clearly visible. You can tell a lot about people by their eyes, so employers want to see them.



Note: Feel free to connect with Reid on LinkedIn. Be aware, however, that **he will not accept your invitation** to connect if you don't have a **picture** associated with your profile!

YOUR PERSONAL BRAND

When considering what to put on your LinkedIn profile, make sure that whatever you put up is consistent with your personal brand. Ask yourself the following questions:

- **What message do I want to send to employers?**
- **What do I want companies to know about my interests and motivations?**

Always be transparent and honest on your LinkedIn profile. Your summary should be similar to your *Me in 30 Seconds* (pg. 31). Eighty percent of employers are looking at social media to determine how you would “fit” with their organization’s culture. Your interests will help them determine this.

View the slide deck Reid uses in his presentations about branding your LinkedIn:

Link [here](#)

GET CONNECTED ON LINKEDIN

Your first objective on LinkedIn should be to find and connect with people you know. **You don’t have to try to get 500+ contacts right away.**

You shouldn’t connect with every person you think you might know on Facebook. Your connections represent your *professional network*. Treat them as business connections, not “friends.”



In addition to personal connections, take the time to follow a few companies you’re interested in working for. Oftentimes when employers are considering candidates for internship or job positions, recruiters will review the candidates’ LinkedIn profiles. You’ll score some major points if you follow the company on LinkedIn.

You should also join LinkedIn groups. Many of these groups represent people living your dream. If you aren’t connected with a person, you can’t send him or her a message; however, if you’re in the same group as that person, you can send a message.

Some groups that can connect you with people who are “living your dream” are found in the list below:

[BYU Information Systems](#)
[Marriott School of Management](#)
[BYU Management Society](#)
[BYU Alumni](#)

F.I.R.E. ON LINKEDIN

LinkedIn is a useful medium for connecting with alumni – especially the alumni who are “living your dream.” Alumni are generally happy to mentor and help students learn more about the company they work for or to help students along their career paths. Use the process below to find alumni to talk with about a position you might be interested in:

- **F**ind 10 alumni on LinkedIn who work in the companies that you want to work for
- **I**nformational interviewing (Live Research)
 - Identify those alumni/contacts who could provide you with the best information
- **R**each out and get introduced to an Alumnus/Mentor or Hiring Manager
 - If you find someone who isn't a first-level connection:
 - Ask for an introduction through another person in your network who is connected to that person or see if you're in a group with that person
 - Always include a key message of why you're contacting that person
 - Your introduction and message should be a professional message to have a conversation offline (i.e. Meet for lunch or a phone conversation)
- **E**ngage with that person offline (for less than 30 minutes)

COMMON SEARCHES

The main LinkedIn search bar provides a basic search, while the Advanced Search feature refines or narrows your search.

Often employers will post jobs to <http://www.students.linkedin.com/>. These are internships and entry-level job positions.

We also maintain a list called the “Top 10 Ways to Search on LinkedIn” in our Google Drive.

ACTION ITEMS

- Google your name; see what's out there about you. Make sure that information is true.
- Create an “All Star” profile:
 - Post a professional picture
 - Create an awesome summary (Google this; there are a lot of resources out there)
 - Connect with alumni and IS classmates
 - Customize your public LinkedIn URL (see: <https://goo.gl/VK0BCe>)
 - Join groups made up of people who are living your dream
 - Follow companies that you have an interest in working for