

Revamp Your LinkedIn Profile

**Reid Grawe, Director of
IS Placement**

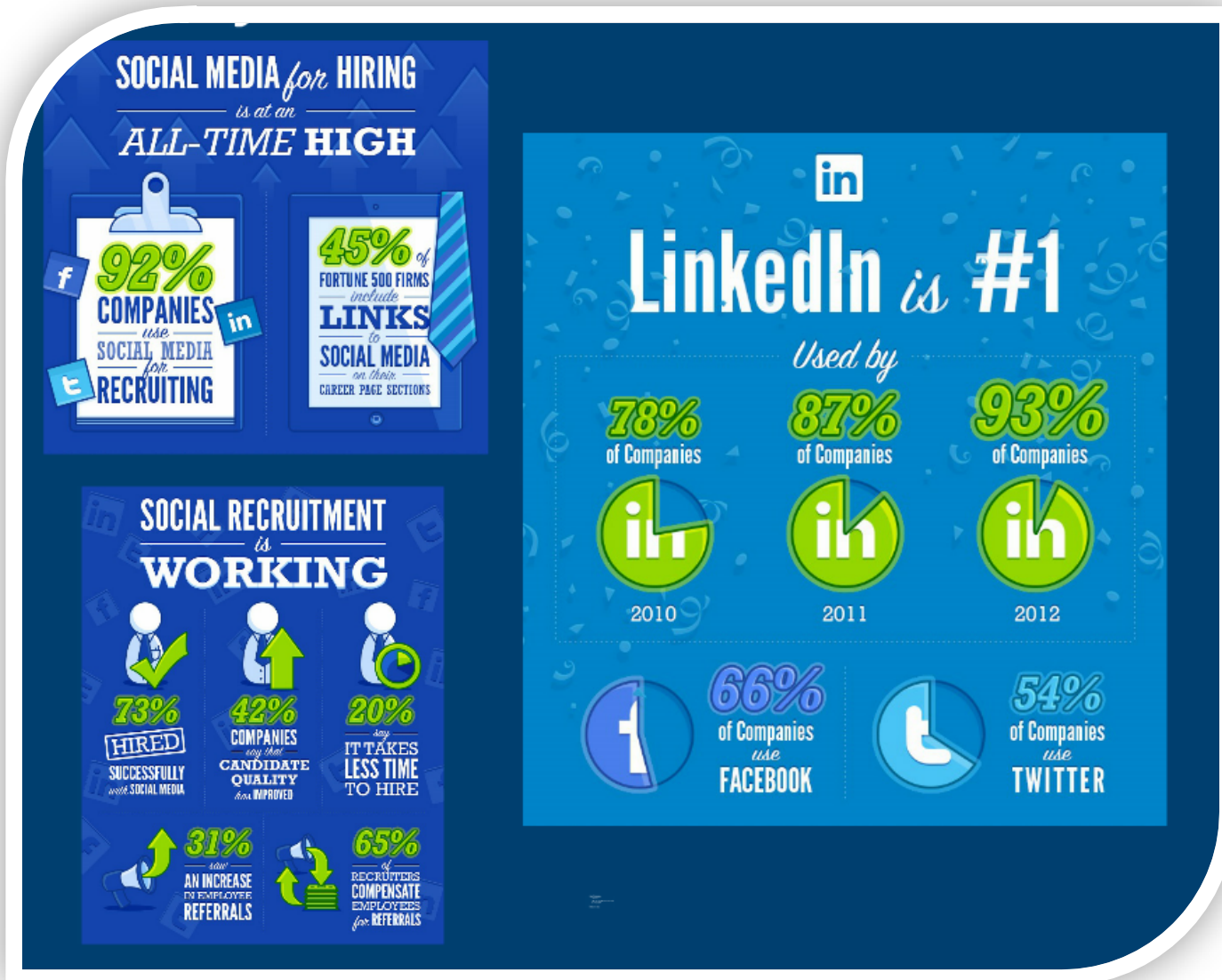
Materials compiled by:
IS Careers Advisory Staff



Agenda

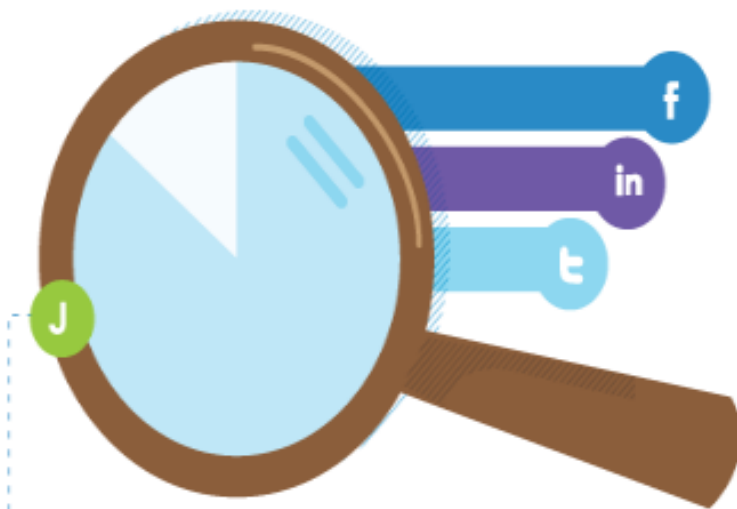
- Why?
- Google
- Students App
- Remember
- Wrap up

Why should I use LinkedIn?



Why should I use LinkedIn?

YOUR PROFILE MATTERS MORE THAN EVER



86% of recruiters review candidates' social network profiles—whether or not candidates share those links.

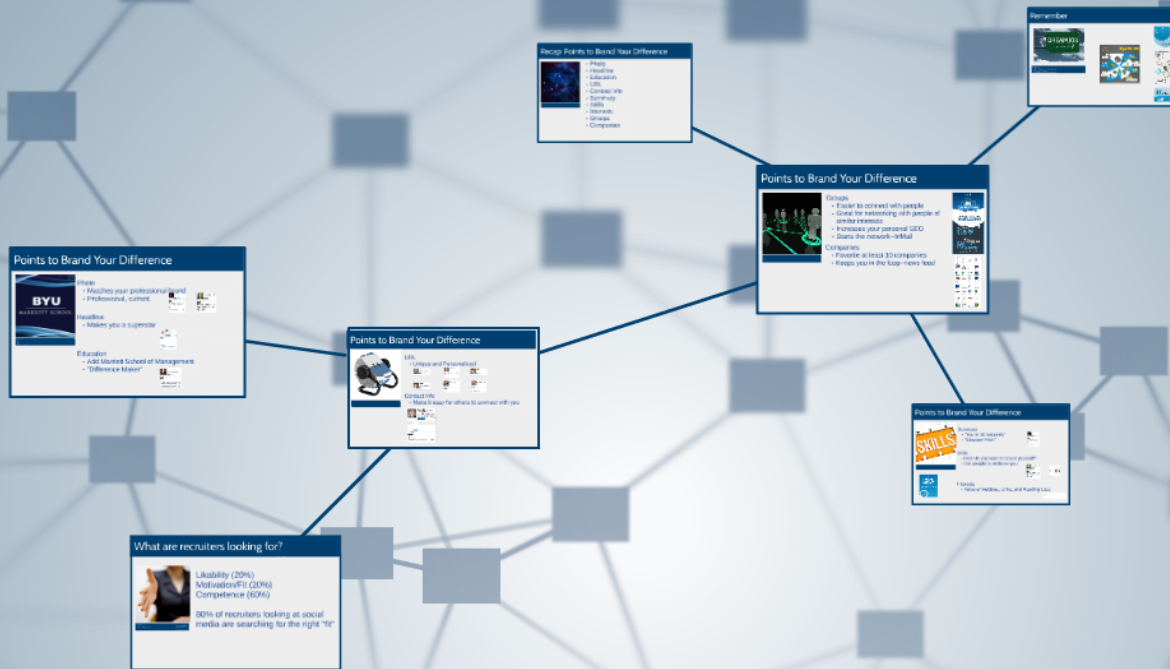


TIP:

Prevent recruiters from mistaking another person's profile for yours. Include links to your LinkedIn, Facebook, and Twitter profiles on your résumé.



Why should I use LinkedIn?



LinkedIn

Building Your Personal Brand



Did You Think to Pray?

There are 34,000 BYU Students

ONLY 3,000 MSM Students = 9% of
BYU

Thank the proper people for where
you are today 😊

Have You Googled Yourself Recently?

- What comes up? You're LinkedIn, Face Book, I'm a Mormon Profile, website? ■

Click Below:

A search bar with a blue border, containing a single vertical line cursor on the left and a microphone icon on the right.

Google Search

I'm Feeling Lucky

Have You Googled Yourself Recently?

- Likability (20%)
 - Motivation/Fit (20%)
 - Competence (60%)

80% of recruiters looking at social media are searching for the right “fit”

Introducing the New LinkedIn App for Students!

****Click here to access
New LinkedIn App
Website****
(students.linkedin.com)
→

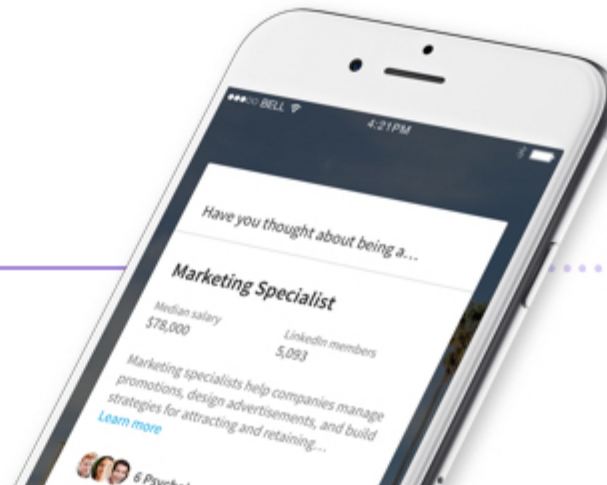


Introducing the New LinkedIn App for Students!

Download Me!

Introducing LinkedIn Students, the new app to launch your career

Discover career paths you didn't know were out there.



Pick your major



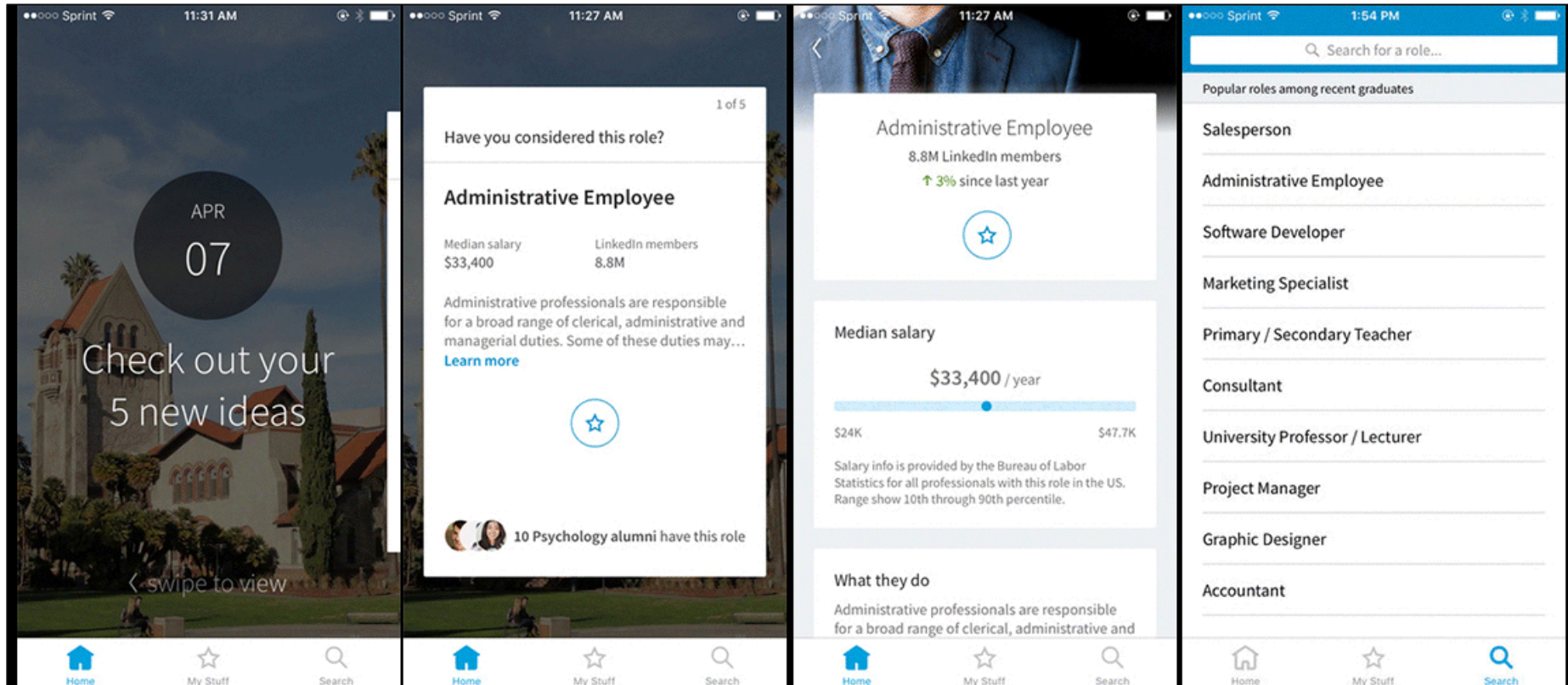
Get your degree



Land your dream job

Introducing the New LinkedIn App for Students!

Why download the app?



App gives you 5 new customized ideas or opportunities daily to get you thinking about your future!

Introducing the New LinkedIn App for Students!

- Scroll to the bottom of the page and you will see two super helpful tools
- Click on “See all the student jobs” to search for jobs on LinkedIn by state and/or industry
- Click on “See the Tips” button to view LinkedIn tips for students



LinkedIn is the perfect place to find your dream internship or job

50,000+

internships and jobs for students

All superstars start somewhere

There are thousands of internships and entry-level jobs at amazing companies on LinkedIn. Search by company, industry, or location and apply with one click.

[See all the student jobs](#) ▶

Curious about how to create your profile or add connections on LinkedIn?
Our tip sheets and videos will help you get started.

[See the tips](#)

Points to Brand Your Difference

Photo

Headlines

Education

URL

Contact Info

Summary

Skills

Recommendations

Interests

Connecting

Groups

Companies

The different sections help you be easier for recruiters to find → put the right information in the right sections

Photo

- Match your professional brand
- Make it Professional, current
- Just you, not your family or friends – those are for Facebook



Katherine Poulter

2nd

Masters Student and President of Women in Business Club at Brigham Young University

Provo, Utah Area | Information Technology and Services

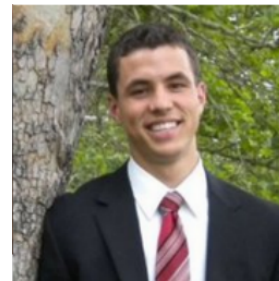
Previous Apple, Walmart, Information Systems Division, Utah Junior Golf Association

Education Brigham Young University

Connect

Send Katherine InMail

318
connections



Travis Selland

1st

Master's Student, Research Assistant, Difference Maker
Provo, Utah Area | Information Technology and Services

Current Marriott School of Management


Previous USAA, Kraniac Inc., Genworth Financial Great Lakes Agency, Inc.

Education Brigham Young University - Marriott School of Management

Send a message

410
connections


Headline




Reid Grawe 1st
Director, Information Systems Placement and Career
Advisor at BYU Marriott School of Management
Provo, Utah Area | Human Resources

Current BYU Marriott School
Previous BYU Army ROTC
Education Syracuse University - Martin J. Whitman School of
Management

[Send a message](#) 500+
connections

★ Relationship  Contact Info Last Conversation 13 days ago


Background

 Experience

Director, Information Systems Placement
BYU Marriott School
October 2006 – Present (8 years 2 months)

First tie to Information Systems students and technology cross-overs.
Develop IS, IT, and CS internship and career opportunities – both Master and Bachelor.
Career Advisor for technology, business and associated minors.
Connect with professionals, recruiters, faculty and alumni.

▼ 1 recommendation

 **Tyler Aston**
Systems Integration Analyst at Accenture

Reid is an incredible advisor that knows how to prepare students to get the jobs they are looking for. He is very personable and goes out of his way to build a relationship with his students. His knowledge about the application process and how to... View ↓

Professor of Military Science
BYU Army ROTC
1999 – 2006 (7 years)

- Become an All-Star!
- State who you are (position) and your purpose
- Can use ‘|’ in between

Education

■ Add Marriott School of Management

■ Be a “Difference Maker”



Lee Perry

2nd

Dean at Brigham Young University's Marriott School
Provo, Utah Area | Higher Education

Previous Education
Brigham Young University/Marriott School, Marriott School
Yale University - Yale School of Management

Connect

Send Lee InMail

500+
connections



www.linkedin.com/pub/lee-perry/0/b54/86b

Background




Summary

Lee Tom Perry is the Dean and Marriott Professor at Brigham Young University's Marriott School of Management. He served twice as an associate dean at the Marriott, from 1998 to 2005 and 2012 to 2013. He holds a Ph.D. in Administrative Sciences from Yale University, and he brings nearly 30 years of professional experience as a professor, consultant, administrator, entrepreneur, and corporate board member to the problem of connecting strategy and execution. With Mark Hansen and Shane Reese, he is the recipient of the McKinsey Best Conference Paper Prize at the 22nd Annual International Conference of the Strategic Management Society in Paris, France. He was also honored as the recipient of the Marriott School Outstanding Faculty Award in 2005. Between March 1996 and July 1997, Lee took a leave from BYU and worked for Merck, the pharmaceutical giant, supporting the strategy and execution work for the company's thirteen affiliates in Central and Eastern Europe. In addition to Merck, he has consulted with several major corporations, including American Express, Taco Bell, and Exxon USA.

URL

■ Unique and Personalized




Tom Meservy 2nd
Assistant Professor at Brigham Young University
Greater Memphis Area | Information Technology and Services

Previous University of Memphis, HotlinkHR, Innovantage
Education University of Arizona

[Connect](#) [Send Tom InMail](#) 425 connections

☆ [Contact Info](#) www.linkedin.com/pub/tom-meservy/1/118/376



Steve Liddle 2nd
Professor at Brigham Young University
Provo, Utah Area | Information Technology and Services

Previous MatchMate, Inc., EnticeLabs, Utah Technology Council
Education Brigham Young University

[Connect](#) [Send Steve InMail](#) 500+ connections

☆ www.linkedin.com/in/stephenliddle

From this

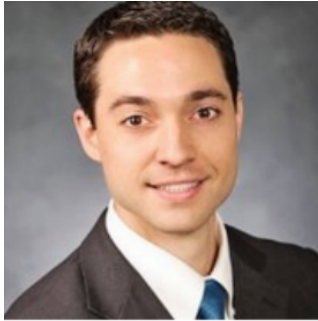
www.linkedin.com/pub/tom-meservy/1/118/376

To this

www.linkedin.com/in/stephenliddle

Contact Info

Make it easy for
others to connect
with you



James Gaskin 1st
Professor of Information Systems Management at
Brigham Young University
Provo, Utah Area | Higher Education

Current

Brigham Young University, Case Western Reserve University

Previous

Case Western Reserve University, Lakeshore Dance and
Gymnastics

Education

Case Western Reserve University - Weatherhead School of
Management

Send a message

447
connections

Connected 1 month ago

★ Relationship

🏠 Contact Info

⌵

Email

james.eric.gaskin@gmail.com

Phone

216-245-7050 (Mobile)

Birthday

10/18/1981

Address

20180 Hillcrest Dr. Euclid, OH 44117

🌐 LinkedIn

www.linkedin.com/pub/james-gaskin/20/712/374

🌐 Website

[Personal Website](#)
[Personal Website](#)

✎ Edit contact info

Background

📄 Summary

FYI: I never use linkedin. I never visit it. I never update it. The extent of my "usage" includes accepting invitations from those I know (or sometimes think I know). If you're looking for the most current information on me or what I'm up to, you won't find it here.

Summary

Draw them in

Use your “Me in 30 Seconds” or “Elevator Pitch”



Katherine Poulter

2nd

Masters Student and President of Women in Business Club at Brigham Young University

Provo, Utah Area | Information Technology and Services

Previous Apple, Walmart, Information Systems Division, Utah Junior Golf Association

Education Brigham Young University

Connect

Send Katherine InMail

318
connections



www.linkedin.com/in/katherineashbypoulter

Background



Summary

I am passionate about user experience and web development. I enjoy creating intuitive web apps that seek to solve problems related to improving peoples' productivity through the use of technology.

I love to learn and am currently a Master of Information Systems Management student at Brigham Young University while serving as the Women in Business Club president for the Marriott School of Management at BYU.

Skills

How do you want to brand yourself?

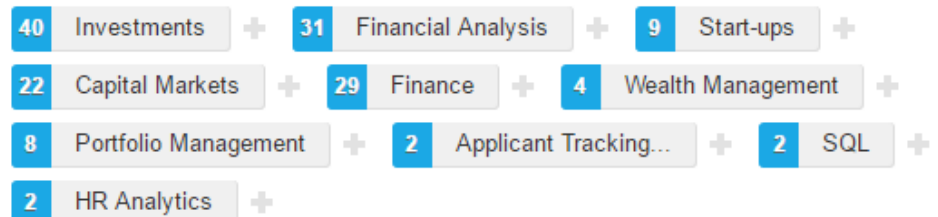
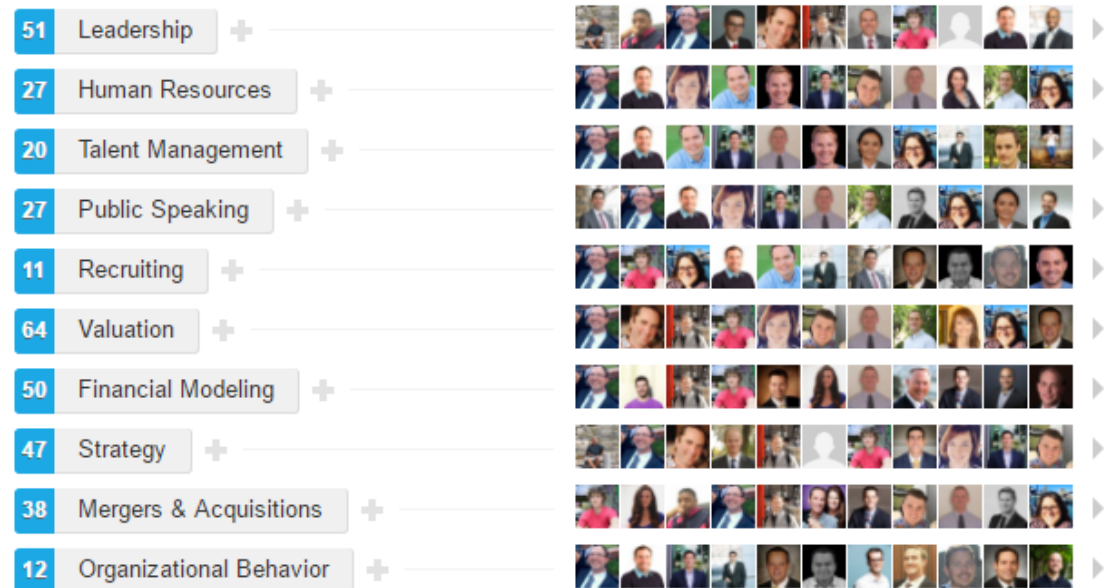
Hint: If you type the word “Sales”, you need to click on a term in the dropdown list. Otherwise, it is not searchable by recruiters.

Ask colleagues, classmates, and others to endorse you



Skills

Top Skills



Recommendations

Credible recommendation should come from your manager, subordinates, and/or customers

They should be able to speak to how you work

Their statement will carry more weight than what you have to say in your profile.

Example:

“Sterling is a quick, thorough, and detail-oriented learner that works hard in anything he takes on. We studied finance together as one of the prerequisite classes to apply to the Marriott School of Management at BYU. I am amazed by his ability to lead and serve others and ability to get work done. He will be a great asset to any company and I count myself lucky to have had the opportunity to work with him.”

Interests



Additional Info

- **Interests**

Antique car restoration, Double Bass, soccer, off-road motor sports.

Value in Hobbies, Links, and
Reading Lists

Gives you personality –
shows you have a life outside
of work and school



Connecting

Personalize the message → you will receive more responses.

For Example:

“Hi Amy. It was great to meet you at [place] on [day]. I enjoyed your [specific insights]. I would like to connect with you here on LinkedIn to stay in touch.”

Be careful about connecting on the app → usually you aren't able to edit your message

Connecting

Also, did you know that you can switch to anonymous when you want to view certain people's profiles?

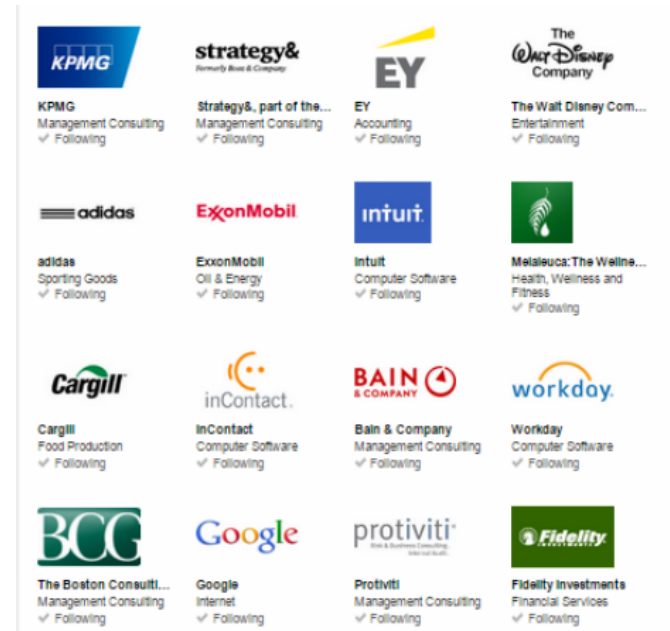
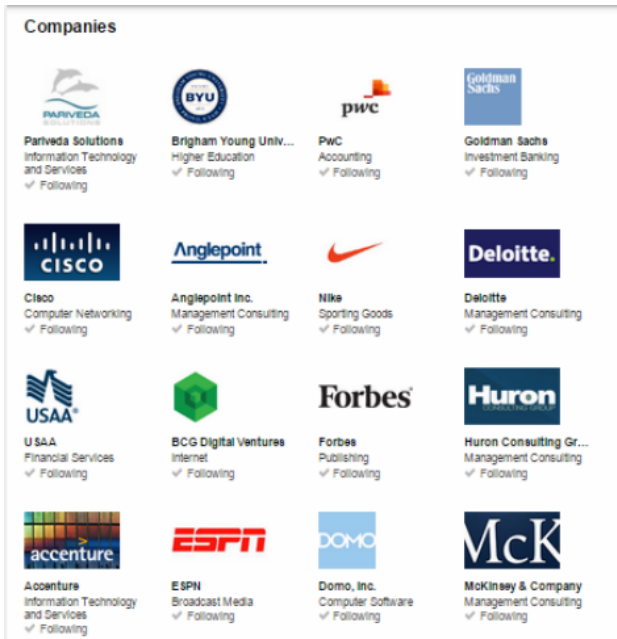
You can do this by clicking on "Account & Settings" in the top right-hand corner and clicking on "Privacy & Settings"

To search for people that have worked at specific companies, use "Advanced Search" next to the search bar.

If you're searching for a job at a specific company, see their company page → you can see connections that work there and who posted the job

Groups

- Easier to connect with people and gives you personality
- Great for networking with people of similar interests
- Increases your personal SEO
- Starts the network – InMail
- Be active! Comment on posts and bounce around ideas



Remember

Assignment:

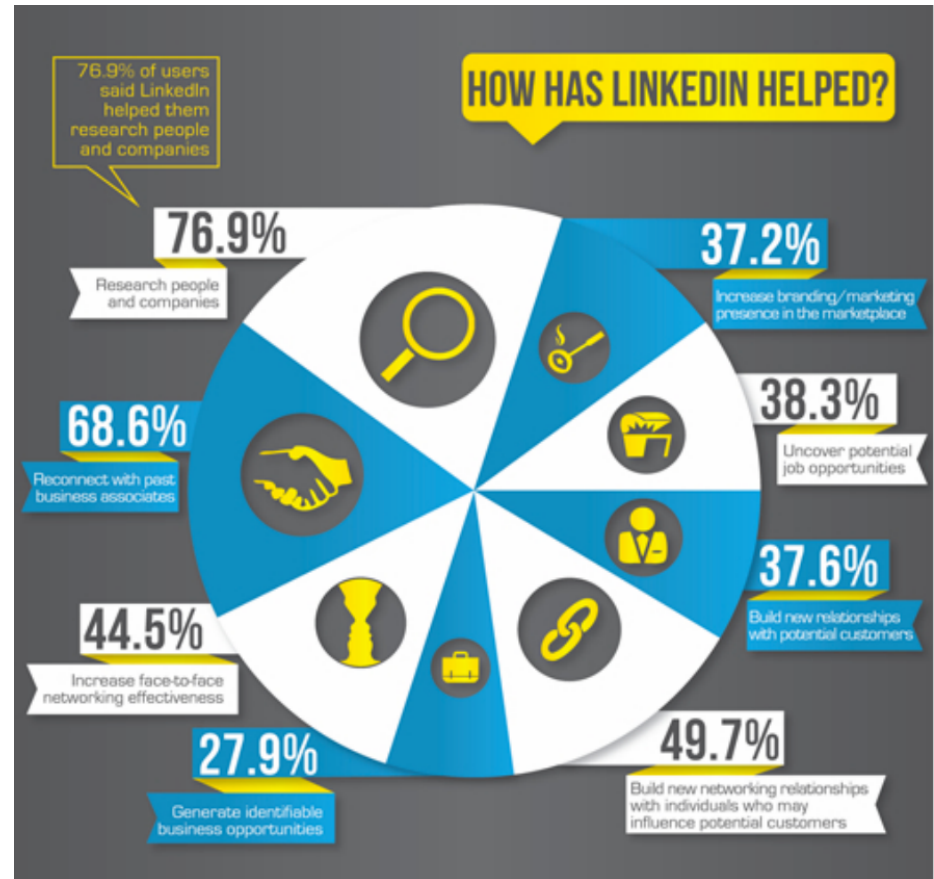
- Develop/Remake Your Personal Brand
- Join BYU MSM Groups
- Join Other Groups You Have Interest In
- Keep it updated –
LinkedIn Profile only
as good as what
others can see



Live Searches

Assignment:

- Find Alumni
- Who's Viewed Your Profile?
- Companies



Wrap up

Come see us for

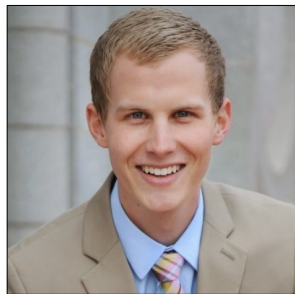
Resume Reviews
Mock interviews
Job search help and networking
Negotiation
Recruiter information
Location analytics

Contact info

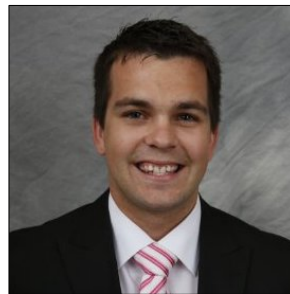
grawe@byu.edu
advisorassistant@byu.edu
801.422.5800
TNRB 436



Megan Mahrt



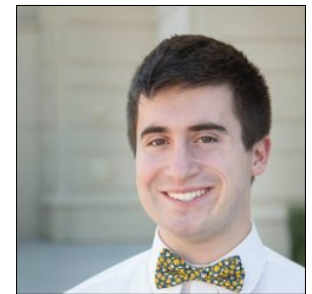
Taylor Curtis



Ben Willard



Thomas Fisher



Mitch Hussey

BYU

MARRIOTT SCHOOL
OF MANAGEMENT