



LINKEDIN



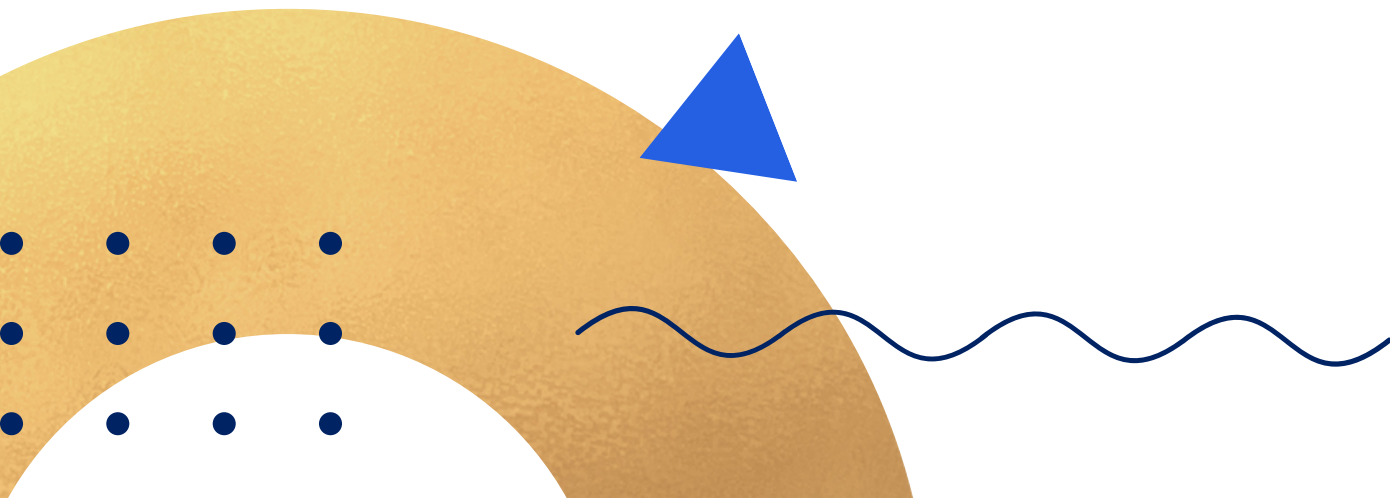
LINKEDIN



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! The free version of a LinkedIn account is appropriate for your needs as a student.

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.

VMock also provides a tool for improving your LinkedIn Profile called Aspire. Access it by going to the VMock website and clicking on the Aspire tab on the left-hand side. [Click here](#) for a series of video tutorials on Aspire and VMock.



YOUR PICTURE

Your profile picture should be of only you, not of you and your spouse. Your picture should reflect the job you want to have. For example, 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. If you don't know what attire to wear to reflect the job you want to have, search for someone else that already has that job and see what they are wearing.

Make sure your eyes are visible in your picture. 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!



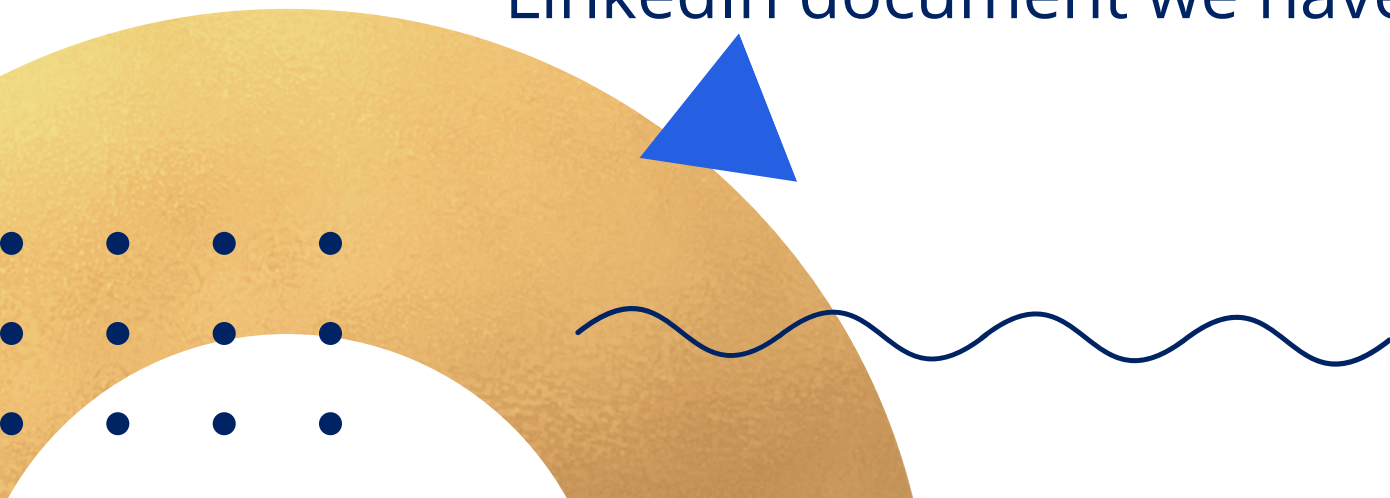
KEYWORDS ON LINKEDIN



When recruiters use LinkedIn to find potential candidates for jobs, they run the profile through an algorithm. This algorithm looks for job-specific keywords throughout each profile. These keywords will vary, depending on the job you are applying for. For example, if you want to be a web developer, some keywords may include development, Java, CSS, front-end, back-end, etc.

Once you have identified keywords for the job you want, you can add them to your LinkedIn profile. The most important place to put these is your headline. Within the headline, include the job title you are applying for as well as other relevant keywords. Other places within your profile to add keywords are your about section, your experience section, and your education.

To learn more about how to optimize your LinkedIn with keywords, check out [this](#) LinkedIn document we have created.



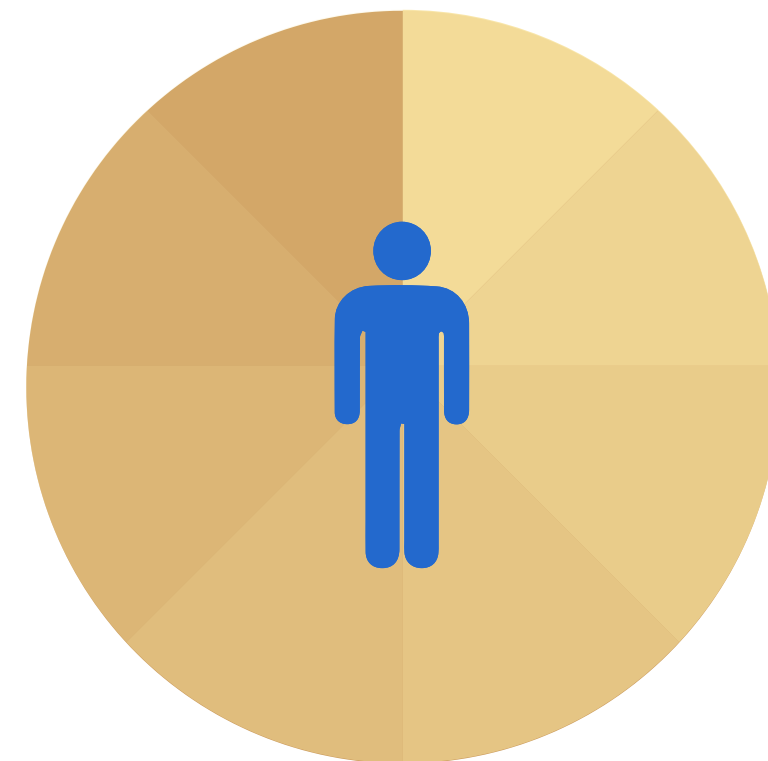
YOUR PERSONAL BRAND

When considering what to put on your LinkedIn profile, make sure that whatever you put up is consistent with your 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. 80% 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 [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.*** Your connections represent your professional network. Treat them as business connections, not as your typical social media 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 internships 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 Business](#)
 - [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
 - Use [this resource](#) to find Alumni
- **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)