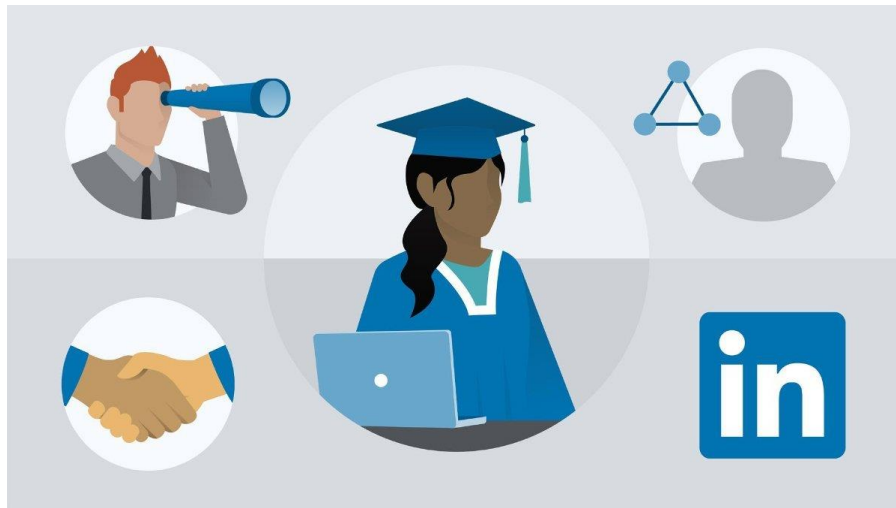




LINKEDIN GUIDE



Use LinkedIn to develop a digital footprint, which is essential to your personal brand. LinkedIn is a tool that will allow you to establish a professional network, research companies and industries, as well as find and apply for jobs.



Creating a LinkedIn Profile

*Make sure your LinkedIn profile is as complete as possible!
Unlike your resume, you are not limited to a specific amount of content.*

1. Upload a professional photo

- a. Make sure your photo looks like you! Choose a photo that is up-to-date (within the past few years) and reflects how you look on a daily basis – your hair, glasses, makeup, etc.
- b. Make sure your face takes up at least 60% of the frame. Crop the picture from the top of your shoulders to just above your head so that your face fills the frame.
- c. Choose the right expression. You want to appear warm and friendly! You don't have to wear a big goofy grin if that feels unnatural, but don't look too serious either. Exude approachability.
- d. Given that this is a professional profile, appropriate professional attire is strongly encouraged.
- e. Choose a background that isn't distracting and don't include other people in the picture.

2. Write a headline

- a. Add your specialty. For example, instead of just saying "Social Worker," try "School Social Worker" or "Social Worker Specializing in the Field of Geriatrics".
- b. Incorporate your future job. For example, even though you may not have any concrete experience in content strategy, you could add "Content Marketing Enthusiast" to your headline.
- c. Include what you do. If you're currently in an internship, add a line about an accomplishment you achieved while in the internship. For example, "Boosting customer experience as an account intern at Octagon".

3. Write a summary

- a. Including a summary is highly encouraged.
- b. Start strong. Think about what sets you apart from everyone else. What combinations of skills help you achieve results? Why do you *love* your work (or future industry)? What have you accomplished and/or hoping to accomplish while at SHU?
- c. Make your summary keyword rich. Review job descriptions that interest you and take note of recurring hard skills and keywords. If applicable, add these words to your summary.
- d. Describe what motivates you. Don't be afraid to show your personality!
- e. Sell yourself. Think about major successes achieved in internships or past relevant positions.
- f. Keep it readable with short paragraphs or bullet points.



4. Share your experiences

- a. List the jobs you've held, including part time positions and internships, along with what you accomplished at each position. You can be more descriptive in this section than the bullets on your resume.
- b. You can include photos, videos, and links from your experiences.

5. Adding organizations

- a. Have you joined any clubs at SHU or within the community? Be sure to share with readers!
- b. Describe what you did and/or accomplished within each organization.

6. Education information

- a. Starting with your most recent college experience, list all the educational experiences you've had – you can include summer programs and study abroad as well!
- b. You can include high school. Use your discretion when adding former institutions that you did not receive a degree from (consider length of time).

7. Volunteer experiences

- a. Be sure to share any volunteer experience – it is often as valuable as paid work!

8. Skills & expertise

- a. Add at least 5 key skills. Think about skills you've gained in the classroom, internships, and jobs. Consider what skills are valued in the industry you want to work in.

9. Honors & awards

- a. If you've earned an award or scholarship be sure to share!

10. Courses

- a. List classes that show the skills and interests most relevant to your targeted industry.
- b. Be sure to add this section especially if you do not have any relevant work experience or internships in the industry.

11. Projects & research

- a. Add any relevant projects in this section. Projects can be from the classroom or a professional experience.
- b. Whether you led a team assignment in school, or built an app independently, talk about what you did and how you did it.
- c. Whether you've completed research under a professor, or wrote a dissertation independently, you can include that here.



LinkedIn Profile Checklist

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ **ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

David Xiao
Econ Major and Aspiring Financial Analyst
San Francisco Bay Area | Financial Services

Previous Education | Berkeley Ventures | University of California, Berkeley

153 connections

www.linkedin.com/in/davidxiao/

Contact Info

Background

Summary

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

Experience

Venture Capital Internship
Berkeley Ventures
May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

INTRODUCTION TO VENTURE CAPITAL
David Xiao

A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

Organizations

Berkeley A Capella
Lead Singer
March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>



CENTER FOR CAREER AND PROFESSIONAL DEVELOPMENT

Sacred Heart University

McMahon Commons, 2nd Floor
CareerDev@sacredheart.edu
Sacredheart.edu/career

☐ **EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

☐ **VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

☐ **SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

☐ **HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

☐ **COURSES:** List the classes that show off the skills and interests you're most excited about.

☐ **PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

☐ **RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)



Volunteer Experience & Causes

Big Buddy

Skyline High School

September 2012 – May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.



Skills & Expertise

Most endorsed for...



Honors & Awards

The Achievement Award Program
UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.



Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)



Projects

Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao
Econ Major and Aspiring Financial Anal...



Paul Smith
Student at UC Berkeley

Recommendations

Received (2)

Venture Capital Internship
Berkeley Ventures



Tim Lee
Partner

“David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Want more LinkedIn tips for students? Check out students.linkedin.com





How to Best Use LinkedIn

1. Begin making connections (networking)!

- a. Connect with companies that interest you.
- b. Only connect with people you know:
 - i. Professors, classmates, family-friends

Approximately 70% of people were hired at a company where they had a connection.


35% of surveyed professionals say that a casual conversation on LinkedIn messaging has led to a new opportunity.

(Source: TheBalanceCareers.com)

2. Let LinkedIn do the work for you (job search)!


- a. Utilize alerts/notifications/advanced filters to find full-time jobs or internships that meet your search criteria.

i. To search for a job/internship on LinkedIn:

1. Click the  **Jobs** icon at the top of your LinkedIn homepage.
2. In the **Search jobs** field, type a job title, keyword, or company name.
3. You can use the **Search location** field to type a city name, state/province/territory name, or country name.
4. Click **Search**.
5. Use filters at the top of the page to further refine your search by **Date Posted**, **Company**, **Experience Level**, and more. Click **All filters** to view additional filter options.
 - a. You can click **Sort by** dropdown at the top of your search results to sort your search results by **Relevance** or **Post Date**.
6. Click a job title to view job details.
7. Click **Easy Apply** or **Apply**.
 - a. Before you apply to jobs on LinkedIn, be sure your profile is complete.
 - b. We strongly encourage that you supplement your LinkedIn application by also applying to the position through the company website.



ii. To set-up a job alert:

1. Search for a job on LinkedIn.
2. At the top of the left panel of the job search results page, switch the  **Job alert** toggle to **On** to create job alert for your current search criteria.
3. You can also set-up a job alert by switching the **Create alert for this search** toggle at the bottom left of the search results page to **On**.
4. In the **Create search alert** pop-up, select how often you'd like to receive alerts about new jobs on LinkedIn that fit those specific search parameters from the **Receive alert** dropdown. The available options are daily or weekly.
5. Select how you'd like to get notified from the **Get notified via** dropdown. The available options are email, notifications, and email & notifications.
6. Click **Save**.

3. Discover your earning potential

- a. Use LinkedIn Salary (www.linkedin.com/salary) to find average salary data for specific job titles (based on experience level, industry, company size, location and education level).

4. Connect with alumni

- a. Search for "Sacred Heart University" in the search bar.
- b. Once on the University's page, click "Alumni" on the left hand side to see all past alumni.
- c. You can filter through the alumni search results by location, company where they work, the industry they work in, what the majored in at Sacred Heart University, and more.

5. Seek advice from others

- a. More than 80% of professionals on LinkedIn have stated that they want to have a mentor or be one to others.
- b. When reaching out to individuals, ask for advice – not a job!

6. Increase your profile views

- a. Look at other individual's profiles.
 - i. The profile's you look at will be able to see that you viewed their profile.
- b. Liking and commenting on content:
 - i. Interact/share posts, articles, and links
- c. Join/participate in groups.



Recap

