

Did You Know?



Recruiters have stated that they will research **a students social media presence** before calling them in for an interview .

#HireHighlanders #UCRCareerReady

 Join our fan page:
UC Riverside Career Center

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UC Riverside Career Center

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 UNIVERSITY OF CALIFORNIA
UCRIVERSIDE | Career Center

Did You Know?



INTERESTING LinkedIn FACTS

11X

Increase in LinkedIn views by including a photo



1 OUT OF **3**

professionals on the planet are on LinkedIn



Mashable

Company page with the most engaged following



200

Conversions per min occurring in LinkedIn groups

41%

Percentage of LinkedIn visits via Mobile



1 IN **20**

LinkedIn profiles belong to Recruiters



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Did You Know?



There are currently **79,238**
UCR Alumni on LinkedIn.

#HireHighlanders #UCRCareerReady



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GET CONNECTED

#HireHighlanders #UCRCareerReady

Visit Us On Social Media!



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UCR Career Center



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UC Riverside Career Center



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**Connect.
Inspire.
Empower.**

LINKEDIN

Mastering LinkedIn

TODAY'S AGENDA



- **6 MUST have components to make your profile stand out**
- **Additional Profile Enhancing Tips**
- **How to Leverage your network**
- **Utilizing the resources to find your next opportunity**



LinkedIn: Who, How and Why

Leverage Your Network

20 million+ students
37,000 college & university alumni groups
200 million+ professionals
Over 150 industries
Executives from every Fortune 500 firm

Connect to Opportunities

- Generate leads and join groups
- Research company/employee information
- Establish and maintain connections

Create Your Profile

1. Promote yourself
2. Centralize accomplishments
3. Add another tool to you're networking resource kit



1 Photo and Headline

- Wear a nice shirt and smile (Business Casual)
- LinkedIn Photo Booth @ Career Fairs



2nd

Student Sample

Social Media Branding Specialist | Seeking Marketing Internship

The Highlander Newspaper • University of California, Riverside

Greater Los Angeles Area • 6

Send InMail

Connect

- Current status (Major/Degree, Internships)
- Future career goal

- Searchable Content

SAMPLE STUDENT A second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experienc... [See more](#)

#2 Summary

SAMPLE STUDENT

A second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, developing marketing plans, digital marketing, and conducting customer research.

Specialties

- Event planning
- Social networking and marketing
- Account management
- Microsoft Offices (Word, PowerPoint, Excel)
- Adobe CS5.5 Suite (Photoshop, Flash)

Describe what motivates you, what you are skilled at, and career aspirations

3 Experience

- Current and previous experiences
- Accomplishments
- Attach photos, presentations and videos



Experience

Advertising Account Executive

The Highlander Newspaper

October 2011 – Present (3 years 11 months) | UC Riverside

- Manage more than 100 clients and their advertising needs.
- Design advertising campaigns and marketing related plans utilizing AdPro software.
- Create and work with designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

Advertising Intern

Young & Rubicam

June 2010 – September 2011 (1 year 4 months) | Irvine, CA

- Provided customer support for accounts including Hilton, Jenny Craig and Southern California Edison.
- Collaborated with a variety of departments including Account Management, Public Relations and Finance.
- Prepared briefs, PowerPoint presentations, competitive reports and presentation boards.
- Promoted company brand, cross-promoted industry collaborations, and engaged fans through Facebook and Twitter.



Add experience



Title

Company

Location

From

Month



Year



To

Month



Year



☐ I currently work here

Description

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link

Supported formats

#4 Education



Education

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

University of California, Riverside

Bachelor of Science in Business Administration, Marketing, Sophomore

2011 – 2015



- ▶ 1 project
- ▶ 2 organizations
- ▶ 3 courses
- ▼ 1 recommendation



Stephanie Reyes

Assistant Director of Employer Relations, Career Center at California State University, Fullerton

Student is a passionate, motivated, and enthusiastic individual. I have had the pleasure of working with student at the career center and have witnessed student's drive and passion to reach a designated career goal. I am positive that student will... View ↓

#5 Skills & Expertise

- Searchable Content



The screenshot shows the LinkedIn 'Skills & Expertise' section. At the top, there is a header with a pencil icon and the text 'Skills & Expertise'. Below this, it says 'Most endorsed for...'. A list of skills is displayed on the left, each with a blue square containing a number and the skill name: '12 Economics', '11 Start-ups', '10 Due Diligence', '10 Venture Capital', and '10 Management'. To the right of the list, there are five horizontal rows of small profile pictures of people who have endorsed the user for those skills. A red arrow points from the 'Searchable Content' box to the top row of profile pictures. Another red arrow points from the 'Add at least 5 key skills...' box to the 'Management' skill entry.

Skills & Expertise

Most endorsed for...

- 12 Economics
- 11 Start-ups
- 10 Due Diligence
- 10 Venture Capital
- 10 Management

Add at least 5 key skills. This will allow your connections to endorse you for those skills.

#6 Recommendations

Recommendations

Received (5)

Given (6)

Ask to be recommended

- Can be found at the bottom of connections page
- Ask managers, professors, or classmates who've worked with you closely to write a recommendation.
- This gives extra credibility to your strengths and skills.

Recommendations

Received (1) ▼

Bachelor of Science in Business Administration

University of California, Riverside



Stephanie Reyes

Assistant Director of Employer Relations, Career Center at California State University, Fullerton


“ Student is a passionate, motivated, and enthusiastic individual. I have had the pleasure of working with student at the career center and have witnessed student's drive and passion to reach a designated career goal. I am positive that student will reach great heights and will be an asset to any company student chooses to work for.


April 27, 2012, Stephanie advised Student at University of California, Riverside


Additional Profile Enhancing Tips

Add new profile section

Background

 Work experience
5 positions on your profile

 Education
2 schools on your profile

 Volunteer experience
Highlight your passions and how you like to give back.

Skills

Accomplishments

Volunteer Experience & Causes



Volunteer Experience & Causes

Volunteer

Habitat for Humanity

July 2011 – August 2011 (2 months)

- Participated as international volunteer in Costa Rica for four weeks.
- Collaborated with team members to build decent houses for families in need.

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.

Honors & Awards



Honors & Awards

The Achievement Award Program

UC Berkeley

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

Organizations



Organizations

Delta Upsilon Fraternity

Vice President

Starting September 2011

- Established a mentor program in which members partner to provide tutoring and offer personal support.
- Developed online server to upload and share notes and readings from all classes taken by members.

TOMS Club

Member

Starting December 2011

- Fundraised and created awareness to support projects and companies that help those less fortunate.
- Volunteered time, money and resources to help manage events and programs.

- On or Off Campus Clubs/Organizations
- What did you do with each organization?
- Did you take on a leadership role?

Courses & Projects



Projects

Global Challenge Business Simulation Project

December 2008 – December 2008

- Forecasted markets, implemented new technology initiatives, maintained budget and managed production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stock price.

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.



Courses

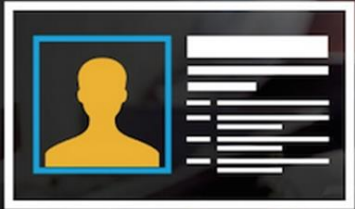
University of California, Riverside

- Financial Evaluation
- Marketing Management
- Strategic Analysis

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

Ways to Leverage LinkedIn in Your Job & Internship Search

Be ready
when opportunity
comes knocking.



A complete profile will make
you more likely to receive
opportunities through LinkedIn.

Increase Your Profile Views...

12x by adding your two most
recent work positions

13x by listing your skills

14x by including a photo

70%

of employers have rejected a job candidate
because of information they found about that person online

85%

of employers say that a positive online
reputation influences their hiring decisions

The “Home” Page

The screenshot shows the LinkedIn Home page interface. At the top is a dark navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, More, and Sales Nav. The Home icon is circled in red. Below the navigation bar is a banner ad that reads "Are You a Consultant? - Partner with the original source of DISC® profile solutions. Inquire today! | Ad". The main content area is divided into three columns. The left column features a profile for Sue Gresham, a Premium member, with a bio circled in red: "I'm 'The LinkedIn Lady,' a LinkedIn Expert, Trainer, Consultant, Speaker & Coach helping you achieve LinkedIn success". Below her bio are statistics: 290 "Who's viewed your profile" and 85 "Views of your article". The middle column has a post input field with the text "Share an article, photo, or update" and a "Post" button. Below this is a post by Bob McIntosh, CPRW, MBTI, with the text "I'm leading an Advanced #LinkedIn workshop with some very bright people. There is a question of how valuable Twitter is in the job search. Thoughts?". The right column contains an advertisement for POWERADE, asking if the user is interested in getting a free sample. At the bottom of the page is a blue box containing the text "Reading the new Enterprise Holdings online marketing campaign and highly recommend it!" and the URL "https://www.enterpriseholdings.com/press-room/".

Are You a Consultant? - Partner with the original source of DISC® profile solutions. Inquire today! | Ad

Share an article, photo, or update

Write an article Post

Sue Gresham
PREMIUM
I'm "The LinkedIn Lady," a LinkedIn Expert, Trainer, Consultant, Speaker & Coach helping you achieve LinkedIn success
290 Who's viewed your profile
85 Views of your article

Bob McIntosh, CPRW, MBTI
Career Strategist ~ LinkedIn Training | LinkedIn Profiles | Workshops | Blogging on th...
1d
I'm leading an Advanced #LinkedIn workshop with some very bright people. There is a question of how valuable Twitter is in the job search. Thoughts?
5 Likes · 7 Comments
Like Comment Share

Jamie J. Harris likes this

Cara Sawyer csawyer@watsondwyer.com

Sign up for more info and get a free sample to hydrate your team w...
Interested in getting POWERADE® on your sideline?
Get a Free Sample

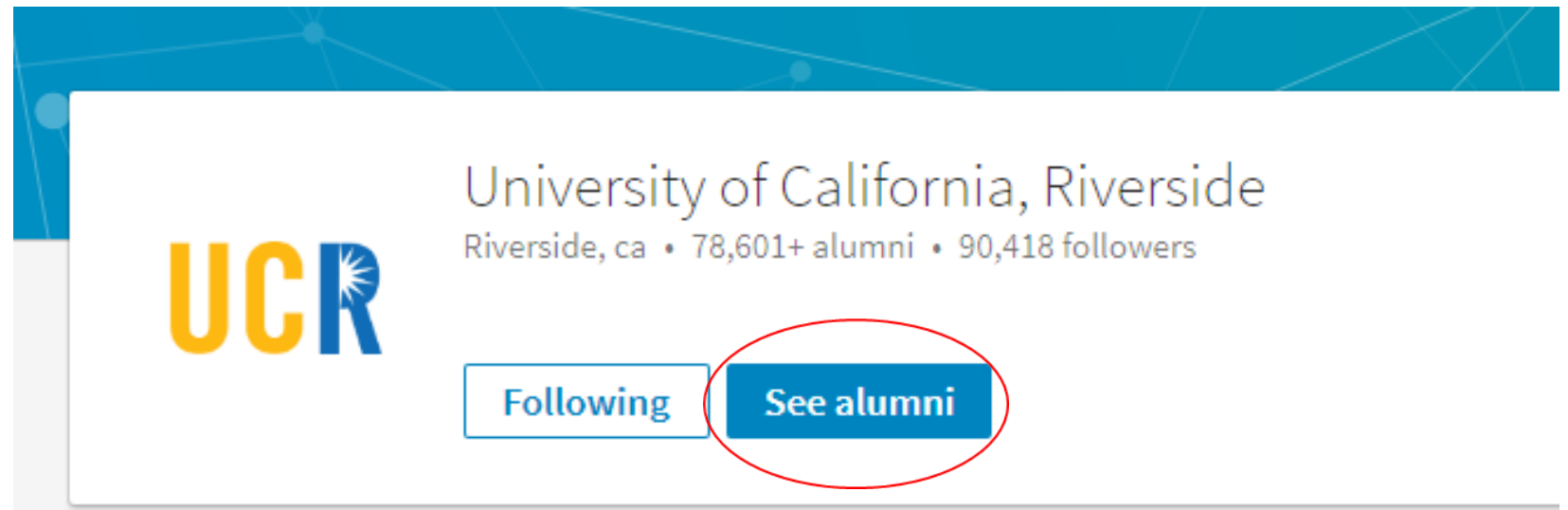
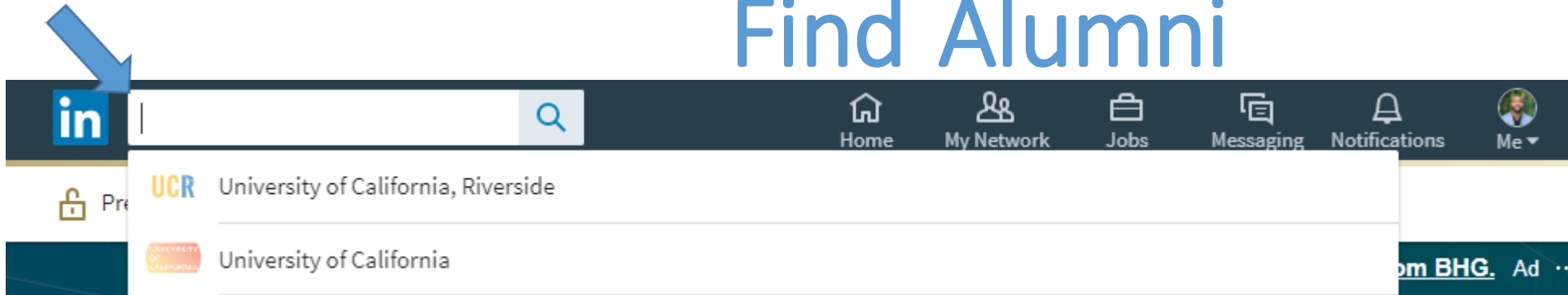
About Help Center Priv...
Advertising Business Serv...
LinkedIn Corporation

Read the new Enterprise Holdings online marketing campaign and highly recommend it!
<https://www.enterpriseholdings.com/press-room/>

Share articles, motivational quotes, etc.

See new jobs posted, like & share connections' updates

Find Alumni



Find Alumni

Start Networking Now!



Career insights of 78,675 alumni

Attended

Start year

1900

End year

to

2017

Search alumni by title, keyword or company

< Previous Next >

Where they live

70,587 · United States

38,401 · Greater Los Angeles Area

7,294 · San Francisco Bay Area

6,513 · Orange County, California Area

Where they work

2,296 · University of California, Riverside

379 · Kaiser Permanente

198 · Wells Fargo

157 · Amazon

What they do

9,251 · Education

6,109 · Business Development


5,431 · Operations

5,124 · Sales


Show more

Personalize It!

ALWAYS Personalized Message



Scotty Highlander · 2nd
Your connection to a network of
over 100,000 fellow alumni.

 12 connections in common

Connect

You can customize this invitation



LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now

You can customize this invitation



Include a personal message (optional):


Hi John,
I am (name) majoring in (major) and will graduate from UCR in 20... I have
aspirations to work in... and your profile shows you have experience in this
field. I would like to connect to ask a few questions about this field of work.
Looking forward to connecting with you. Best, Derrin

5


Cancel

Send invitation

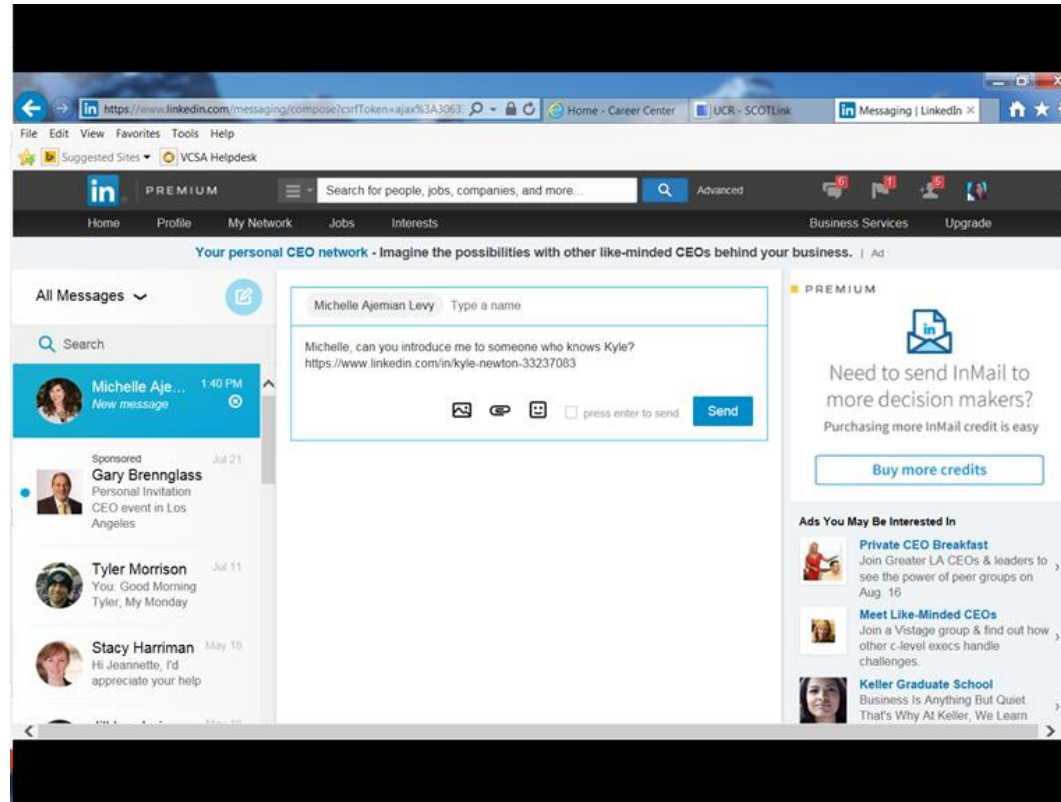
Get Introduced



Scotty Highlander · 2nd
Your connection to a network of
over 100,000 fellow alumni.

 **12 connections** in common

[Connect](#)



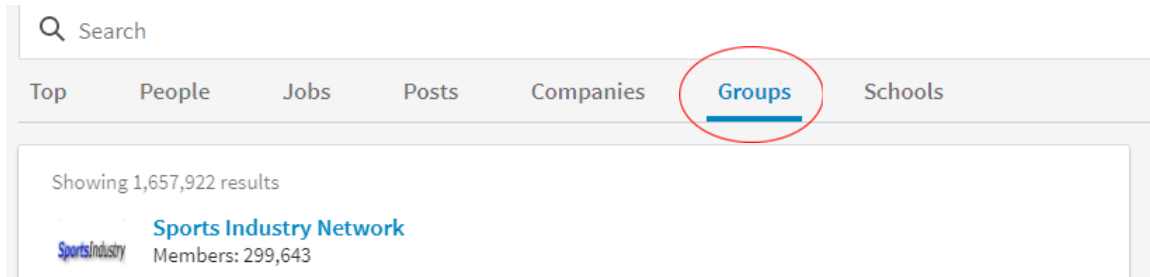
Increase chances of getting
new connections by being
introduced

- By-pass the 300
characters limit.
- Be able to elaborate
through an inbox message

Additional Leveraging Enhancing Tips

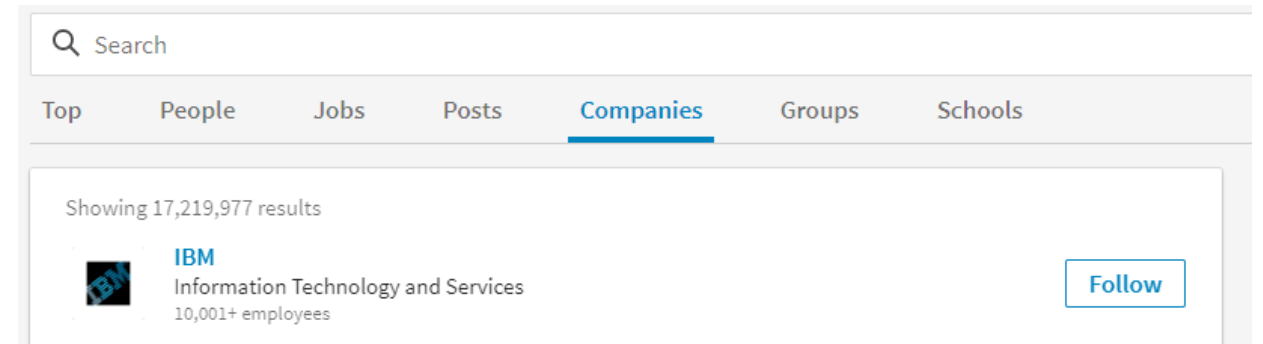
Let LinkedIn
Help You Out!

Join Groups

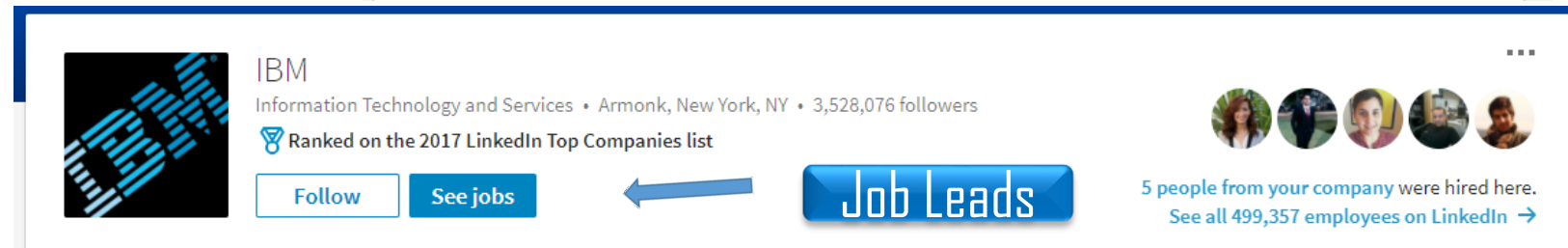


Click magnifying glass
To open "advanced" search

Follow Companies



TIP: You Can Send a Direct Message
to Any Professional You Are in a
Group With



The more companies you follow the more leads you
get, and it will begin to populate your home page with
affiliated companies

Utilizing the resources to find your next opportunity

Perspective



- Traditional Job Search vs. LinkedIn Job Search

LinkedIn Job Search

- Informal
- Multiple opportunities to connect or be connected with recruiters or talent acquisitions



Q Search

Click magnifying glass
To open "advanced" search

Date Posted

Experience Level

Industry

Job Function

Job Search Tools

Search jobs by title, keyword or company

United States

Search

Top

People

Jobs

Posts

Companies

Groups

Schools

Showing 4,976,448 results

Sort by: Relevance



Store Management

R.M. Williams Pty Ltd
Beverly Hills, California

1+ years' experience in a supervisory role preferred but not required. Excellent customer service and communication skills needed. Coach and support other team members.

Be one of the first 10 applicants

New · Easy Apply

Associate Resource Manager

POSSIBLE

POSSIBLE

Greater Los Angeles Area

POSSIBLE LA is looking for a contract-to-hire Associate Resource Manager to join the team! Who we are looking for:

2 alumni work here

New



Vice President of Operations - Demandforce

Internet Brands

Greater Los Angeles Area

We are looking for individuals with 10-15 years of proven leadership experience who are energized by the prospect of partnering with customers to drive value, are comfortable ...

1 company alum works here

New · Easy Apply

Saved job searches

Save this search to get notified as new jobs become available.

Create search alert

Location

- ☐ Los Angeles, California (46650)
- ☐ Riverside, California (5007)
- ☐ Ontario, California (3720)
- ☐ Torrance, California (3312)
- ☐ Thousand Oaks, California (2197)

+ Add

Company

- ☐ Internet Brands (129)
- ☐ AIG (85)
- ☐ Stratasys (63)
- ☐ Truenorth Executive Search, Inc. (19)
- ☐ ECA Recruiters (16)

+ Add

Job Search Tools cont.

Populate your relevant
job searches



We didn't find any relevant jobs.

Riverside, California · Any industry · 1 to 200 employees ... [Update career interests](#)



Companies in your network



The Walt Disney Company
Entertainment

From classic animated features and exhilarating theme park attractions to cutting edge sports coverage, and the hottest ...




2 connections work here



Safeway
Retail

Safeway is proud to serve neighborhoods across the country with the freshest groceries at a great value. We offer innova...

 3 company alumni work here

[Learn more](#)



Primerica
Financial Services

Primerica's roots date back to 1977 when the company embarked on a revolutionary crusade to transform the life insurance...



1 connection works here

[Learn more](#)

Increase your chances of
landing a job by using your
network

Career interests

[Privacy settings](#)

Let recruiters know you're open

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Off ☐



Share your career interests
Get surfaced in recruiter searches that match your career interests



Stand out in recruiter searches
Recruiters will see your profile marked as 'Open to new opportunities'



Receive more opportunities
Double your chances of receiving relevant messages from recruiters



Connect with Recruiters

What job titles are you considering?

[+ Add title](#)

What locations would you work in?

✓ **Riverside, California**

[+ Add location](#)

What types of jobs are you open to?

☐ Full-time

☐ Part-time

☐ Internship

☐ Remote

☐ Freelance

☐ Contract

[Show company preferences](#) ▼

Take It Off Line

Did you know that approximately 70% of jobs are filled through networking?

- *Bureau of Labor Statistics*

Consider:

- Information Interviews
- Coffee/Lunch
- Mixers
- On Campus panels, career fairs and information sessions

Questions?



Connect. Inspire. Empower.

Come See Us!

Hours:

Mon. - Fri. 8 am to 5 pm
except Wed. 9 am to 5 pm

Drop-In Hours:

Mon. - Thurs. 10 am-3pm
Fri. 10 am-12 pm



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