Did You Know?

#HireHighlanders  #UCRCareerReady
Did You Know?

There are currently 81,000+ UCR Alumni on LinkedIn.

#HireHighlanders  #UCRCareerReady
Connect. Inspire. Empower.

LINKEDIN
Mastering LinkedIn
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
Leverage Your Network

40 Million Students & College Graduates

500 Million Professionals

Over 150 Industries

3 Million Jobs Listed

122 Million People Got an Interview from Their Profile

Reference: ADSCODE
Why Create A Profile?

Promote yourself
Centralize your accomplishments
Add another tool to your networking resource kit
Generate leads for opportunities
Join groups
Research company/employee information
Establish and maintain connections
Photo and Headline

Photo Tips
- Smile
- Business Casual
- LinkedIn Booth @ Career Fairs

Searchable Content

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

- Current and previous experiences
- Accomplishments
- Attach photos, presentations and videos
Starting with college, list all the educational experiences you've had - including summer programs.

**Education**

**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↓
Add at least 5 key skills. This will allow your connections to endorse you for those skills.
• 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.
Profile Enhancing Tips

Volunteer Experience & Cause

- **COURSES**: List the classes that show off 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.

**Honors & Awards**

- 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.
- If you earned a prize in or out of school, don’t be shy. Let the world know about it!

**Courses & Projects**

- **COURSES**: List the classes that show off 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.
The "Home" Page

Share articles, motivational quotes, etc.

See new jobs posted, like & share connections’ updates

Reading the new Enterprise Holdings online marketing campaign and highly recommend it! https://www.enterpriseholdings.com/press-room/
Know The Difference

Status Updates on Your Personal/Social Profiles

Donuts on other social media

- I like donuts
- Watch me eat a donut
- Here’s a cool photo of my donut
- Here’s a donut recipe
- I’m listening to “Donuts”
- Anyone want a donut?
Status Updates on LinkedIn

1. I hope to operate a donut franchise one day.
2. I'm looking for a job at a donut company.
3. I have three years experience making donuts.
4. My top skills are donut production and sales.
5. Here are 3 recommendations from former donut colleagues.
# Find Alumni

![Image of University of California, Riverside Career Insights](https://example.com/image.png)

<table>
<thead>
<tr>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
</tr>
</thead>
<tbody>
<tr>
<td>78,248</td>
<td>United States</td>
<td>2,550</td>
</tr>
<tr>
<td>42,476</td>
<td>Greater Los Angeles Area</td>
<td>433</td>
</tr>
<tr>
<td>8,438</td>
<td>San Francisco Bay Area</td>
<td>208</td>
</tr>
<tr>
<td>7,282</td>
<td>Orange County, California Area</td>
<td>189</td>
</tr>
</tbody>
</table>

84,740 alumni

Search alumni by title, keyword or company

Change university

Start year: 1900
End year: 2018

Previous  Next
Personalize It!

You can customize this invitation

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

[Add a note button]

Include a personal message (optional):

Hi John,
I am (name) majoring (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

[Send invitation button]
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
Leveraging Enhancing Tips

Join Groups

- Follow Companies

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

**TIP:** You can send a direct message to any professional you are in a group with.

Follow Hashtags

- #whatinspiresme
- #strategy
- #socialentrepreneurship
- #professionalwomen
- #philanthropy
- #personalbranding
Utilizing Resources for Opportunities

- Traditional Job Search vs. LinkedIn Job Search
  - LinkedIn Job Search

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

ADVERTISED JOBS

HIDDEN JOB MARKET
Job Search Tools

[Image of LinkedIn job search interface with filters and job listings]

- Intern at Lookout Entertainment: Hermosa Beach, California
  - Description: Lookout Entertainment is seeking a hardworking, motivated intern looking to learn about how a production company operates. Main responsibilities include daily...
  - Date: 3 weeks ago • Easy Apply

- Intern at West: San Francisco, CA, US
  - Description: We're looking for individuals who maintain a friendly and positive demeanor with excellent organizational skills that keep you, and therefore the team around you,...
  - Date: 2 weeks ago • Easy Apply

- Intern at MP Advertising, Inc.: San Jose, CA, US
  - Description: Participating in product/service/brand knowledge training provided to on-site promotions and sales teams on behalf of management. Ensuring the highest level of customer service ...
Job Search Tools

Populate your relevant job searches

Increase your chances of landing a job by using your network

We didn’t find any relevant jobs.

Companies in your network

The Walt Disney Company

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

Safeway

Retail

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

Primera

Financial Services

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

Connect with Recruiters

What job titles are you considering?

What locations would you work in?

What types of jobs are you open to?

- Full-time
- Part-time
- Internship
- Remote
- Freelance
- Contract

Show company preferences
TAKE YOUR LINKEDIN SKILLS TO UCR HANDSHAKE
A modern, on-the-go platform designed especially for college-based recruiting for jobs, internships, events and resources.

- Students gain access to job/internship postings from 200,000+ employers around the world, including all Fortune 500 companies!

- Employers enjoy a faster, more user-friendly experience to post jobs and view applicants.
Take It Off Line

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

Consider:

- Information Interviews
- Coffee/Lunch
- Mixers
- On-campus panels, career fairs and information sessions
Beware of Job Fraud

Learn the red flags to look out for in your job search.

- They’re asking you to shop for them.
- You have to send them money.
- The job sounds too good to be true.
- The job they offer isn’t the one you applied for.
- They won’t meet you in person.
- You can’t verify their information.
- They’re asking for personal information.
- You’ll be working from home.

Learn more about job fraud and how to protect yourself at careers.ucr.edu or contact a career counselor today.

UCR Career Center

CAREERS.UCR.EDU • (951) 827-3631
Questions?
Come Visit 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

Come See Us!

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