LinkedIn
Professional Networking Workshop
Michelle Burdick
• Building a Strong Personal Brand
• LinkedIn: what, why, & how
• Build your Profile
• Research & Explore
• Connect with Alumni
• Find a Job
• Have you *Googled* your name lately?
  – People are *Googling* you
  – Gain some control over what people find.

• LinkedIn is often one of the **first** search results that comes up.
  – LinkedIn gives you control over the information people learn about you online

If you find a search result you are not happy with, there is an option to request removal of search results from Google: [https://www.google.com/webmasters/tools/removals](https://www.google.com/webmasters/tools/removals) *not have to take off the search result but it can be requested*
LinkedIn – what is it

- Leading professional network on the web
- Great way to connect with and stay in touch with classmates and faculty professionally
- Way to research potential employers and identify key contacts at companies that interest you
- Learn about career paths and different industries
- Engage with environmental groups to keep up on industry trends
• Caroline Bergelin
  – 2012 MLA Graduate
  – Caroline works for Guzzardo Partnerships, Inc. where she does landscape design for private and public projects,

• “I was directly hired because of an alum connection via LinkedIn. I had an informational interview, and then 2 months later a job offer. LinkedIn is definitely a great resource for networking.”
The majority of our graduates first contact with their current employer was through

- Their personal network (17%),
- An online job posting including eRecruiter (20%),
- Previous work experience (15%),
- An alumni connection (14%)

Start building a quality network **BEFORE** you need it
• Saw job posting and reached out to SNRE alumni working at the organization.
• Talked to LOTS of [name of company] employees through my connections on LinkedIn.
• I found the organization through SNRE's LinkedIn page
• Knew alum who worked there and set up informational call and also knew a fellow classmate who interned at the company in a different office who was able to connect me with management for further discussion.
• I went to a lot of networking events and talked with people about their careers and companies. When it came time to apply, I already had relationships within my target companies.
• Exponential Network
  – Need at least 50 connections to be useful

• Three Levels of connections
  – First
  – Second
  – Third
Setting your profile:

- Import resume
- Add a picture - professional
- Custom URL
- Headline
- Sections (education, work experience, certifications, courses, projects) can change order
- Add summary – 2,000 characters
- Skills and Expertise
- Recommendations
- Additional Information – groups, honors, personal website

LinkedIn Settings:

- Profile preferences
- Email preferences for frequency and types of emails, etc
- Group companies and applications settings
- General account settings
• Join SNRE Alumni Group
  – Main way to find SNRE Alumni
• Narrows down who/what shows up on searches
• Environmental and natural resource jobs are changing every day!
  – Being active on social media helps to know what areas are trending and what jobs are popping up in the industry (or will be soon!)
Join LinkedIn Groups

Join other groups related to your field of study or interest:

**Some popular environmental groups examples include:**
- Cool Climate Jobs
- Environmental Careers Network
- GIS Professional & Networking
- Green Jobs & Career Network
- Sustainable Energy Development
- Green
- Sustainability Professionals
How To Use LinkedIn Groups

**Group Discussions:**
- Members can start discussions on the group topic ranging from an interesting article in the field, posing a question, posting a relevant upcoming conference or event, or posting an open job opportunity in that area
- Participation in groups: don’t ask for a job, ask for advice!
- In your settings, you can decide if (and how frequently) you want these discussion points emailed to you (daily, weekly, monthly, etc)
- Option to reply privately to one person instead of commenting for the whole group to see

**Search For Group Members:**
- Advanced search option to find group members by name, company, location or specific keywords (Ex. GIS, sustainability, etc)

**Jobs Tab**
- Looks for jobs posted by members in the group
LinkedIn Profile Status Updates

How does it work?
- Go to your homepage, share an update
- Option to connect this update to your twitter account as well
- Update status can be visible to everyone or just to your connections

What type of information should I share in this status update?
- Relevant industry articles, etc., professional blog posts or professional/career questions
- Networking events, meetings, or seminars you are attending
- Professional/career questions you have that your network can help you to answer

How can updating my LinkedIn status help me network?
- LinkedIn contacts will see your updates on their homepage stream. They are more likely to click on your profile and take a look at what you are up to, where you are working, etc.
- Similar to Facebook, your contacts can also comment or share your posts. If your contacts share your post, others are more likely to see your profile and connect with you as well.
• Several Methods
  – Group Search (SNRE Alumni)
  – Company Search (then advanced to pick school/group)
  – Network: Find Alumni (U-M)
• People with titles of interest
• People in companies of interest
• People who studied what you studied
  – Note: People can see you looked at their profile unless you change your privacy settings
Should you only connect with people you know? But then how do you find contact information? Here are a couple of options.

- **Preferred method:** Try to find their contact information through company websites, alumni directories (Career Services, Alumni Relations), etc.
- **Additional method:** Try connecting with them to get their contact information.

If you decide to connect with someone, here are instructions from the LinkedIn Help Center.

- **Connecting with LinkedIn Members** Click the connect button on LinkedIn and **customize** the personal note explaining (briefly) who you are and why you would like to connect.
- **Requesting an Introduction** In the right column will be a graphic showing you how you are connected to a person and an option to Get Introduced. Having someone you both know introduce you may increase the likelihood of making a connection.

You may not be able to see the profile of a third level connection unless you enter their full name. Google to find more info.
• Request an informational interview to learn more
  – Via email – person can respond in their own time
  – Via phone – may be easier to find contact information and message may not get buried in 100’s of emails
  – Use Elevator Pitch as a guide

• Conduct Interview
  – See Job Search Handbook for questions

• Thank the person for their time

• Add them to your LinkedIn network

• Once again, start building this network before you need it
Follow companies of interest on LinkedIn

- Some companies will post blog/company updates to keep you in the loop on what they are up to (helpful for informational sessions and interviews)
- Companies list employees and you can see who would be a 1st or 2nd degree connection to you that you may know. If someone is connected to a contact of yours, LinkedIn will show who that connection is.
- Job postings: see up-to-date job postings for these companies

Examples of companies/organizations with LinkedIn pages:
Job Searching

• Jobs Tab

• Advanced Search
  – Industry, Function, More Options
  – Insights: people who viewed this job, also viewed....

• Less experience, consider
  – www.linkedin.com/studentjobs
LinkedIn Quick Tips Checklist

✓ Make sure your profile is complete, matches your resume and includes relevant industry key words throughout. Also make sure to include a professional picture!

✓ Utilize LinkedIn groups to keep up with industry updates and join the SNRE group to reach out to alumni and current students. Start early on during your time at SNRE to build relationships for internship and job searches.

✓ Make sure contacts you are emailing from SNRE LinkedIn group are targeted. You don’t want to bombard alumni!

✓ Add a personal touch to your emails on LinkedIn so it doesn’t sound like an automated response and is genuine. Look at their profile and see if there is anything in common (undergrad schools, research, personal interests, hometown, etc). Keep in mind that you only have a limited number of characters so keep it short and sweet!

✓ Ask for recommendations from previous and current peers, supervisors and colleagues to include as references on your profile.

✓ Include your LinkedIn URL on business cards and on your resume

✓ Remember that just setting up a profile is not enough! Make sure to log in often and monitor activity.
LinkedIn Testimonial

• **Ajay Varadharajan**, Business Analyst at Ford Motor Company (MS/MSE Sustainable Systems ‘12) talks about his experience using LinkedIn for networking:
Networking on eRecruiter

Why should I be on eRecruiter?

- Post new jobs and internships daily. Upload your default resume, that is visible to employers signed up on the system
- Over 5000 registered employees on system
- Find alumni through Employer/Contacts, SNRE Alum=Yes
- Employer Tab
  - View employers, star companies you are interested in working at and keep track of your favorites.
  - Research employers by FOS, sector, geographic area, etc.
- Jobs Tab
  - Shows all jobs and internships posted by field of study
  - Advanced Search – have the system email you job results based on saved search results and field of study. If you have multiple interests, it’s important to save more than one type of search.
  - Default – resume visible to employers
Click on **ADVANCED** to the right of search box on top of page

From the list under Groups, click on the **GROUP** “University of Michigan School of Natural Resources and Environment”

Click on **Search** on the left side of the screen

Review the search options on the left to find alums by industry, company, location, years of experience, function, etc.

**To Search for alums in a particular city**, enter the Postal Code in the box on the left. Note: there is a “lookup” link to the right of the box.

**Why search this way?**

There are over 1500 Members of the SNRE LinkedIn Group which includes students and alumni

You can search by Keywords or Postal Code if you are looking for someone with a particular skill or in a geographic area.

Note, you can search by Company, but this will provide you with a list of all individuals with this company anywhere on their profile, though this company may not be their current employer.
• Start by finding the company’s LinkedIn site by entering it in the Search box in the top center of the screen.
• On the right will be a link to How You’re Connected. Click See All
• At this point, you should see employees of the company you entered with your closest level connections appearing at the top. To find alumni, click on Advanced on the upper left side of the screen and then do one of the following.
  – Enter School information (e.g. University of Michigan) found on the left side of the screen OR
  – Select University of Michigan School of Natural Resources and Environment under Groups on the upper right side of the screen (must be a member of this Group).
• Why search this way?
• As long as the professional has an up-to-date LinkedIn profile, you should only see employees who currently work at this company that is of interest to you. Notice in this example, LinkedIn is showing you your search criteria (Current Company and Groups) and an option to reset.
• If you do not enter any Search Criteria, you may find people you would like to connect with, though they may not be SNRE or U-M alumni.
Under the **Network** tab is an option to **Find Alumni**. This site will default to the most recent school you have on your LinkedIn profile and the dates you attended.

- Verify you are searching the school you want to search and change (box on right side) if desired.
- Open up the date range (1950 – 2020) and check the box to include people with no dates.
- Click on the magnifying glass at the bottom of each column and search through the various options.
- A summary of individuals meeting your criteria show up on the bottom of the screen. Click on people with titles that intrigue you to learn more.

**Why search this way?**

- Great tool for career exploration
- Can easily and quickly modify search criteria
- Can change the school to search for alumni from your undergraduate institution.