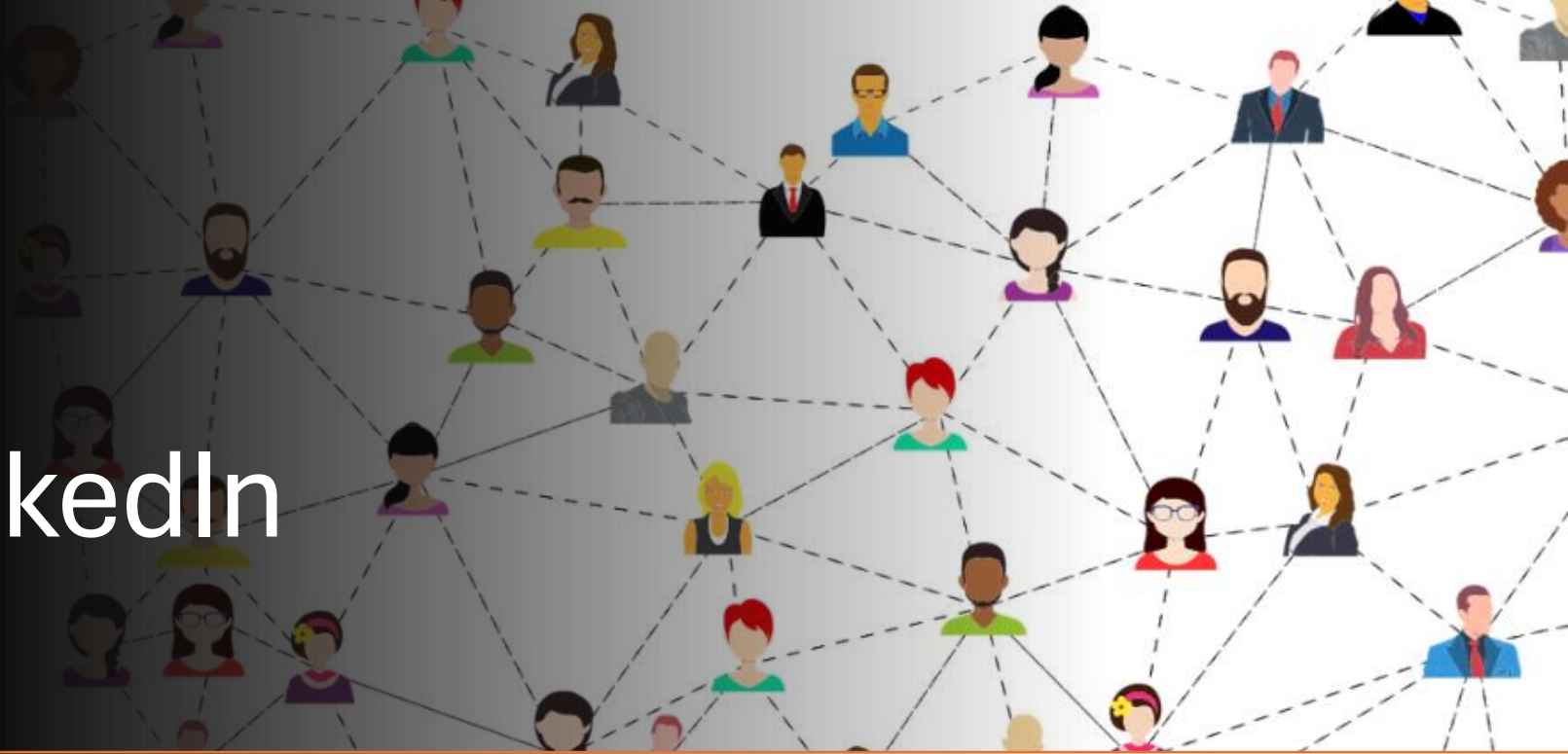


Leveraging LinkedIn

Advice with a Slice
October 3, 2024



Meet your hosts...



Marcy Binkley



Jamie Leddin



Ethan Fesperman




Brad White

in **LinkedIn** Bingo 89

16	15	6	16	10	10
16	10	50	10	10	16
16	16	16	16	10	16
6			6	10	10

LOUNGE
DIERMEIER



Connected with a Professor	Posted an Article on LinkedIn	Updated LinkedIn Profile Picture	Joined a LinkedIn Group	Requested feedback on profile from a mentor
Liked a classmate's LinkedIn post	Customized LinkedIn URL	Shared an article related to their field	Created 100+ Connections	Researched and followed influencers
Joined a LinkedIn Group	Listed 3+ Skills		Connected with an Alumni	Asked a professor for a recommendation
Crafted a personalized "About" section	Used LinkedIn to Apply for a Job	Endorsed Someone's Skill	Listed relevant coursework	Asked a manager for a recommendation
Posted new certification badge	Followed a company of interest	Received a Recommendation	Updated location to match job search	Written a compelling headline

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Step 1 - Explore Alumni and Build Connections

-
- Use the new Commodore Compass to find alums in your desired career path, location, or employer.
 - Send personalized connection requests:
"I came across your profile, and as a fellow Vanderbilt person, I'd love to learn about your experience in [ROLE]. Any chance you have 10 minutes to chat?"

Step 1 - Explore Alumni and Build Connections



Ask thoughtful questions during the chat:

- Key Responsibilities
- Time Management
- What they love vs. what frustrates them

Step 2 – Compare Alumni Insights to Your Strengths



- Reflect on the alumni's responses:
 - Do they enjoy this role?
 - Is there anything that frustrates them?
- Compare their experiences with your own strengths and weaknesses.

Step 3 – Reach Out to Multiple Alumni

Reach out to at least three alumni.

Write a thank-you note after each conversation.

Keep the connection alive by staying in touch.

Step 4 - Engage with LinkedIn Groups



- Join groups related to your field of study or career path.
- Participate in discussions, ask questions, and connect with professionals.

Step 5 - Follow Companies and Industry Leaders



- Follow companies you admire and leaders in your field.
- Engage with their posts to stay updated on trends and make your presence known.



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Step 6 – Optimize and Position Yourself on LinkedIn



- **Optimize Your Headline:** Include your desired job title and key skills.
- **Flesh Out Your Summary:** Highlight accomplishments, key skills, and career goals.
- **Detail Your Experience:** Focus on key achievements and results.

Step 6 – Optimize and Position Yourself on LinkedIn

-
- **Max Out Your Skills Section:** Include up to 50 relevant skills.
 - **Professional Profile Photo:** Make sure your photo is clear, professional, and appropriate.
 - **Ask for Recommendations:** Request recommendations from professors, supervisors, or clients.

Step 7 – Share Your Work

- Regularly post about projects, internships, or articles that reflect your career goals.
- Share insights to demonstrate thought leadership and proactivity.



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Step 8 – Use LinkedIn’s Job and Internship Search Tools

-
- Set up job alerts for roles that match your career interests.
 - Regularly check the “Jobs” section and apply to entry-level roles or internships.

Step 9 – Take Action

- Explore alumni connections and groups.
- Optimize your profile to position yourself for success.
- Use LinkedIn's job search tools to find and secure opportunities.
- Challenge: Connect with three alumni and update your LinkedIn profile by the end of the week.



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Did you know?

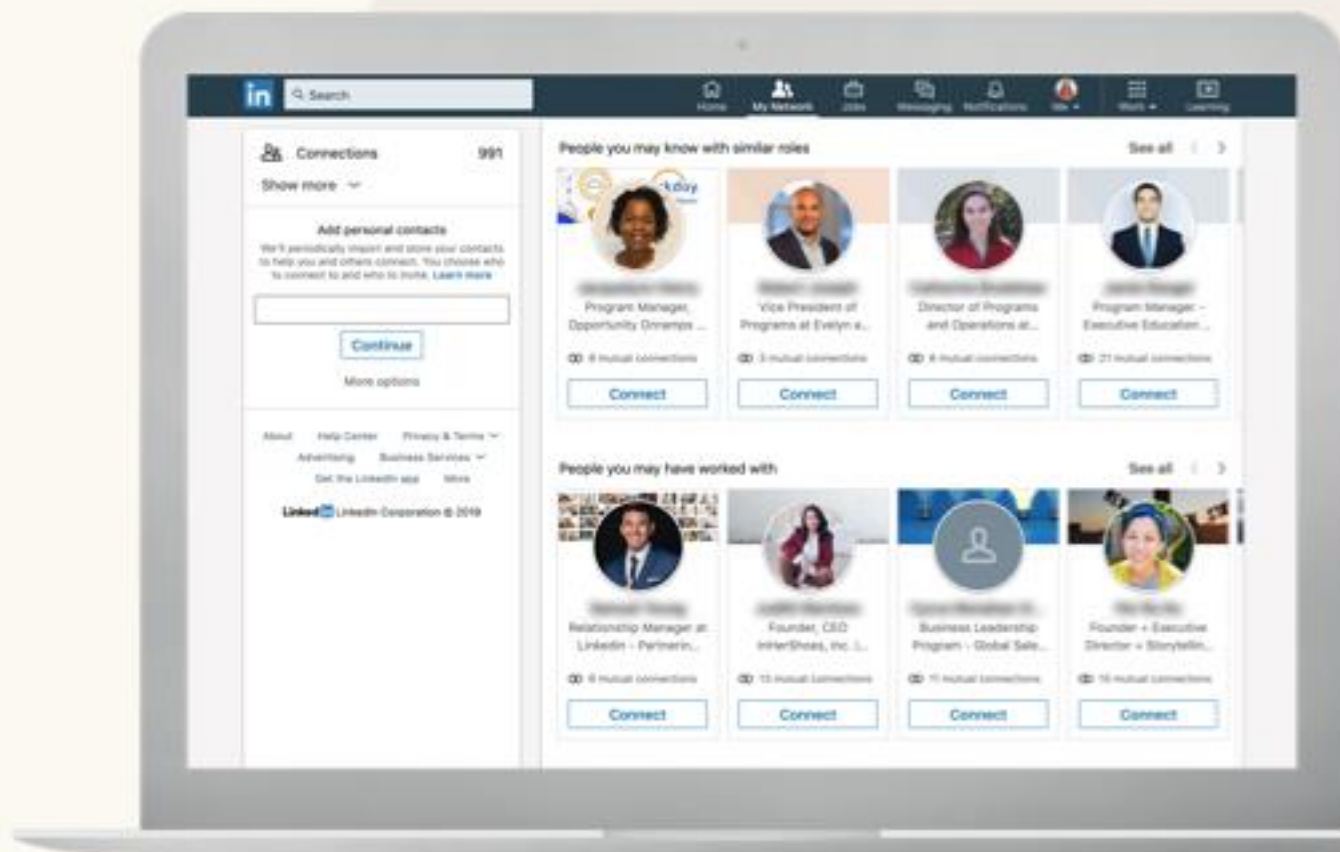
**50%+ of hires
result from
a personal
connection**

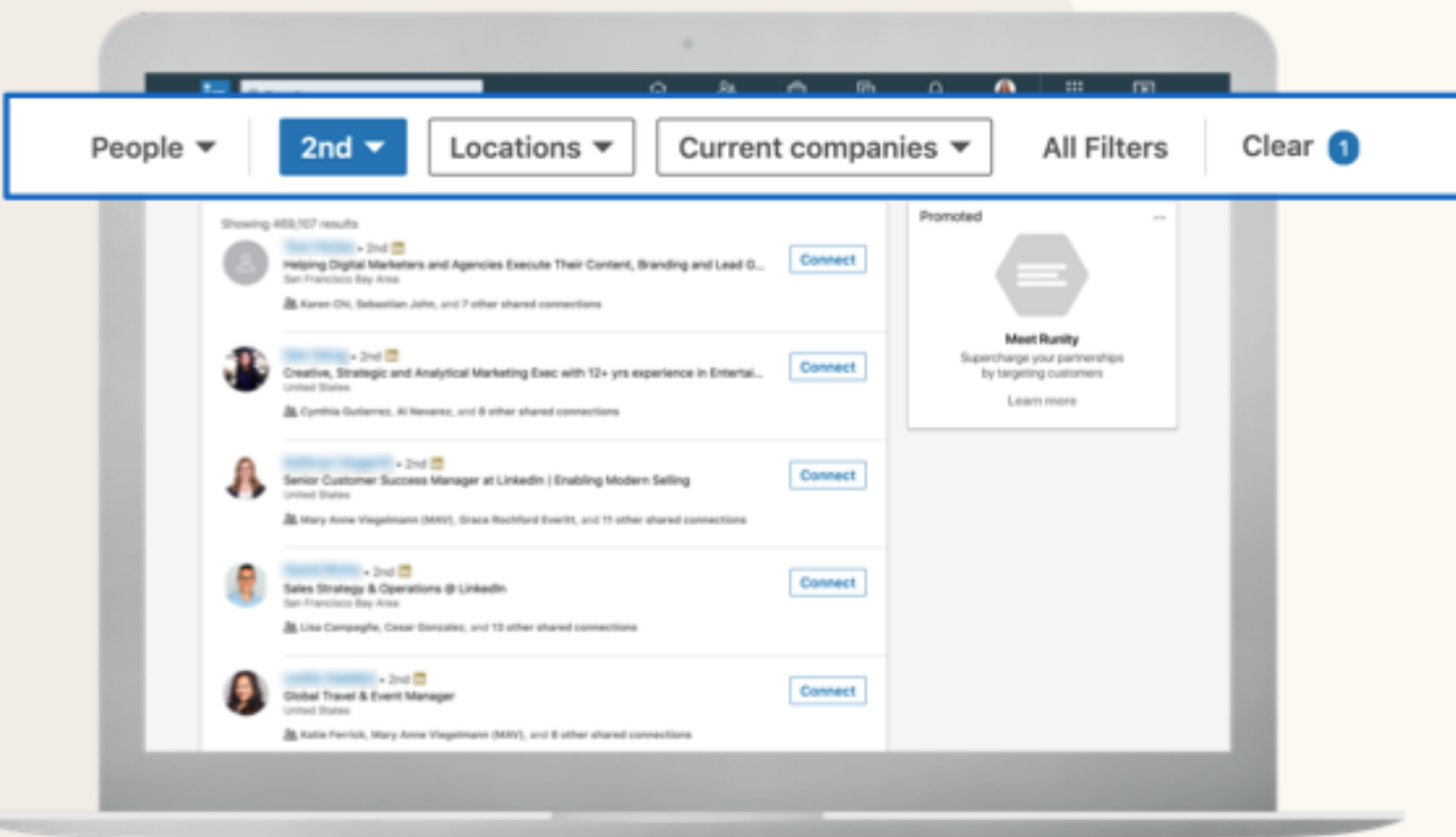
Discover existing connections

Click "My Network" in the top navigation to find people you already know, including:

- ✓ Friends and family
- ✓ Current and former colleagues
- ✓ Current and former managers

Our "People you may know" feature improves over time as you build your network.





Search for new connections

Use the search bar in the top navigation to find new connections by:

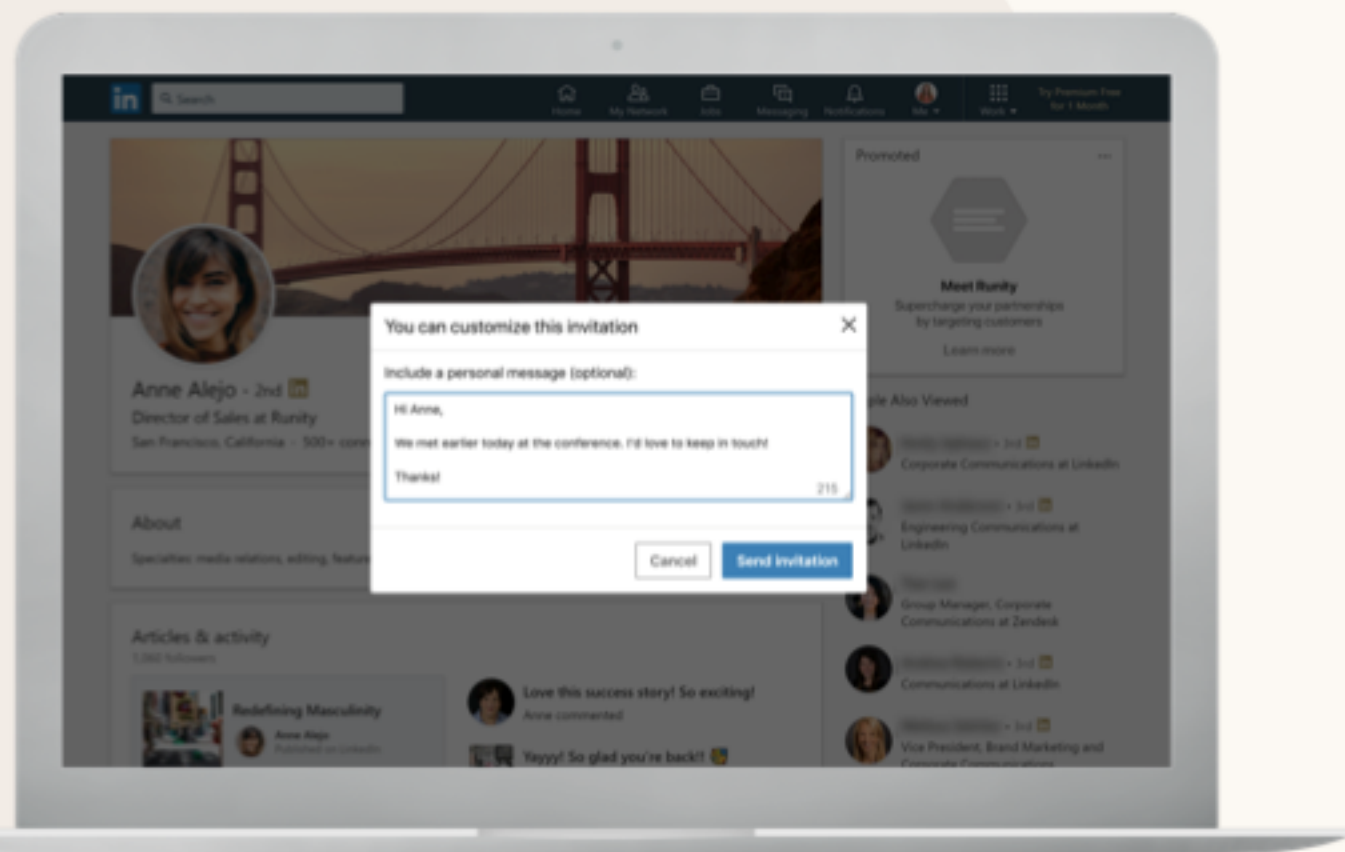
- ✓ Name
- ✓ Company
- ✓ Location
- ✓ Keyword

Search for new connections

After clicking "Connect," you can send your invitation immediately or personalize your invitation request by selecting "Add a note."



We recommend that you always add a personalized message to make it clear to the other person why you are reaching out.



Expand your network strategically

Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What should I say?

- Who you are
- How you came across their profile
- How they can help you






Why Networking Is Essential




Did you know?

LinkedIn members
are 9X more likely
to get hired
when referred

Erin King
Mobile • 12m ago


Erin King · 1st
Brand Communications Director, Runity

DEC 18

 **Kate Kiefer** • 10:10 AM
Hi Erin,

I'm currently exploring careers in communications, and admire your experience and accomplishments in the industry. I'd appreciate the opportunity to hear about your career journey.

Would you be available for a 20-minute chat over the phone or in person in the next few weeks?

I look forward to hearing from you.

- Kate

Ask for informational interviews


The purpose of an informational interview is for you to:

- ✓ Gain advice on your career path
- ✓ Learn about an industry you are interested in
- ✓ Learn about a specific company you'd like to work for
- ✓ Establish a professional bond




After an informational interview, professionals may also consider you for future job openings they learn of.

Seth Soon
Mobile • 30m ago



Seth Soon · 1st
Program Manager, FixDex Communications

JAN 12



Kate Kiefer · 2:02 PM

Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,
- Kate

Request referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- ✓ Why you are interested in the specific role
- ✓ Your appreciation for your connection's consideration

DID YOU KNOW? More than **60%** of the workforce has referred someone to work at their company.



Search



Vanderbilt University

The official LinkedIn presence of Vanderbilt University.

Higher Education · Nashville, Tennessee · 190K followers · [99K alumni](#)

Eiman & 27 other school alumni work here

✓ Following
Invite
⋮

- Home
- My Employer
- About
- Posts
- Jobs
- Life
- Alumni**

99,446 alumni



Search alumni by title, keyword or company

Start year End year

Where they work + Add

3,108 | Vanderbilt University

Where they live + Add

93,451 | United States

V

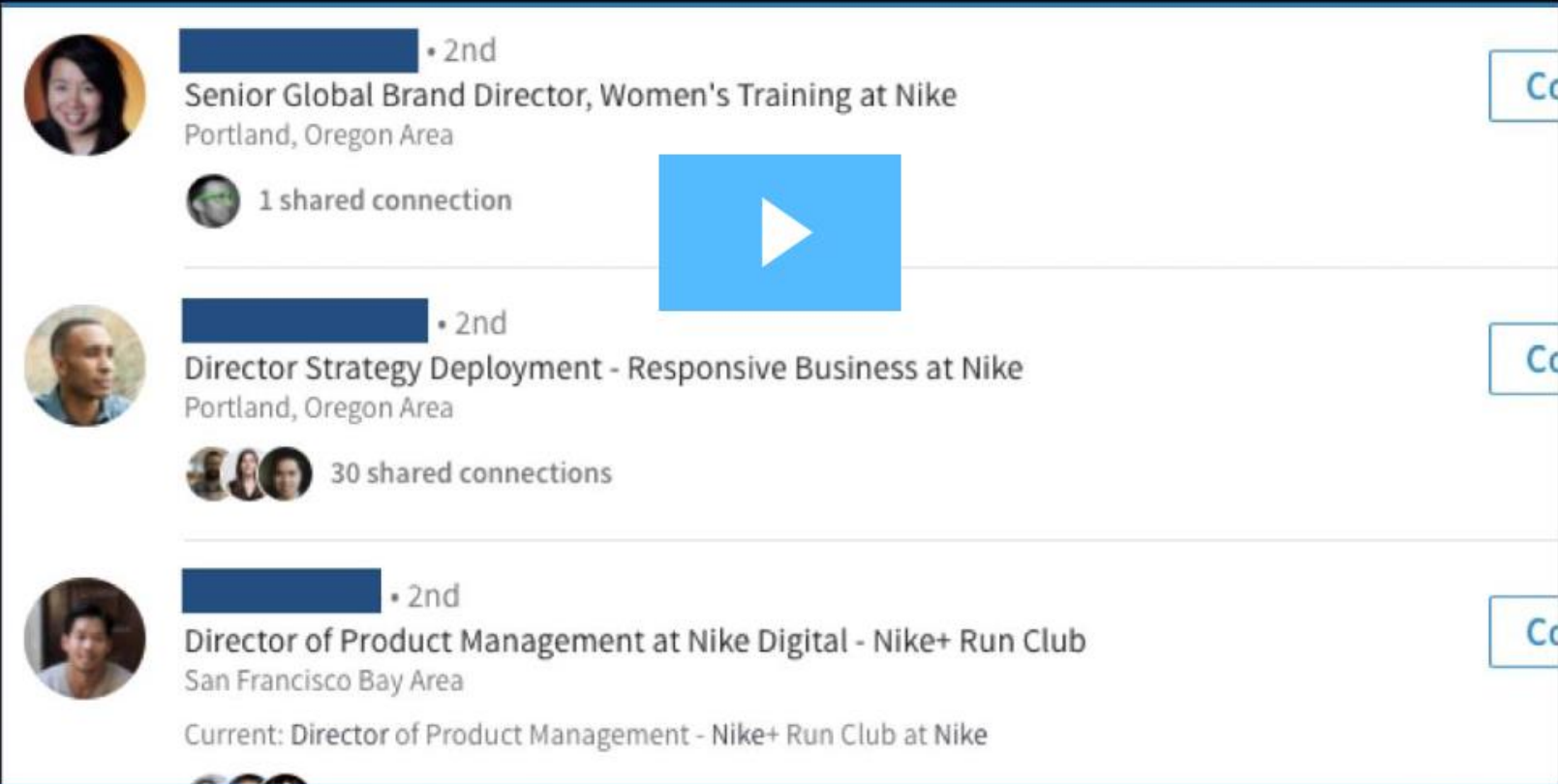
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[LINKEDIN.COM/SEARCH/RESULTS/INDEX/](https://www.linkedin.com/search/results/index/)

INTERVIEWER PROFILES



The screenshot displays three LinkedIn profiles of interviewers at Nike. Each profile includes a profile picture, a name (partially obscured by a blue bar), a job title, and a location. The first profile is for a Senior Global Brand Director in the Portland, Oregon Area, with 1 shared connection. The second is for a Director of Strategy Deployment in the same area, with 30 shared connections. The third is for a Director of Product Management at Nike Digital - Nike+ Run Club in the San Francisco Bay Area, with 8 shared connections. A large blue play button is overlaid on the first two profiles. The bottom of the image shows a video player interface with a 4:10 duration, a progress bar, and icons for closed captions, volume, settings, and full screen.

Senior Global Brand Director, Women's Training at Nike
Portland, Oregon Area
1 shared connection

Director Strategy Deployment - Responsive Business at Nike
Portland, Oregon Area
30 shared connections

Director of Product Management at Nike Digital - Nike+ Run Club
San Francisco Bay Area
Current: Director of Product Management - Nike+ Run Club at Nike
8 shared connections

4:10

Using LinkedIn to Research Before Your Interview



- Contact search feature
- LinkedIn limits outreach on free accounts
- Workaround is outreach via professional email
- Sign up with Vandy email and school code Vanderbilt



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- Networking
- Career & Major Exploration
- Graduate School Advising & Pre-Law Advising
- Interview Prep
- Job & Internship Search
- Resumes, CVs, & Cover Letters
- Fellowship Opportunities



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10 Things to Remember

Explore and Build Connections

Utilize the alumni tool to find and connect with professionals in your desired career path. Send personalized connection requests and ask thoughtful questions during informational chats.

Compare Alumni Insights

Reflect on alumni experiences to gauge whether their career paths align with your strengths, interests, and goals.

Reach Out to Multiple Alumni

Aim to connect with at least three alumni. Follow up with thank-you notes and keep the connection alive for future networking.

Engage with LinkedIn Groups

Join and participate in LinkedIn groups related to your field. Active engagement in discussions increases visibility and helps build a network.

Follow Companies and Industry Leaders

Follow companies and influencers in your field. Engage with their posts to stay updated on industry trends and make yourself known.

Optimize Your LinkedIn Profile

Craft a compelling headline, highlight key achievements in your summary, and detail your experiences. Max out your skills section with up to 50 relevant skills and include a professional profile photo.

Request Recommendations

Seek recommendations from professors, supervisors, or clients to enhance your credibility.

Share Your Work

Regularly post about projects, internships, or articles related to your career goals to demonstrate thought leadership and engagement in your field.

Use LinkedIn's Job Search Tools

Set up job alerts for roles matching your career interests. Consistently check the "Jobs" section and apply for relevant internships or entry-level roles.

Take Action

Challenge yourself to connect with alumni and update your LinkedIn profile this week. Focus on exploring alumni, positioning your profile for success, and actively searching for job opportunities.

Start Now. Connect with us...



Marcy Binkley



Jamie Leddin



Ethan Fesperman



Brad White

