

COLUMBIA COLLEGE
CAREER SERVICES



Becoming Linked **in**

Presented by:

Dan Gomez-Palacio

Director

Grossnickle Career Services Center

careerservices@ccis.edu

573-875-7421

How LinkedIn Works

Not a typical social media site

Centers solely on professional connections



How is different?

Facebook: Don't you love cupcakes? Here's a pic of my kid/cat/dog eating one!

Twitter: Candidate "X" loves/hates cupcakes!

Instagram: Check out this awesome artisan cupcake I baked from s!

LinkedIn:

- I want to open up my own cupcake store - where can i get help?
- I have a skill set in baking, kitchen management, and distribution - who wants to collaborate?
- I'm looking for a job in the dessert industry - check out these recommendations!





700M+
PROFESSIONALS



2 NEW MEMBERS
PER SECOND



60K+ COLLEGE AND
UNIVERSITY
ALUMNI GROUPS



70% USERS
OUTSIDE THE
U.S.



150+ INDUSTRIES

WHO USES LINKEDIN?



30M+ EMPLOYERS
WITH MILLIONS OF
OPEN JOBS

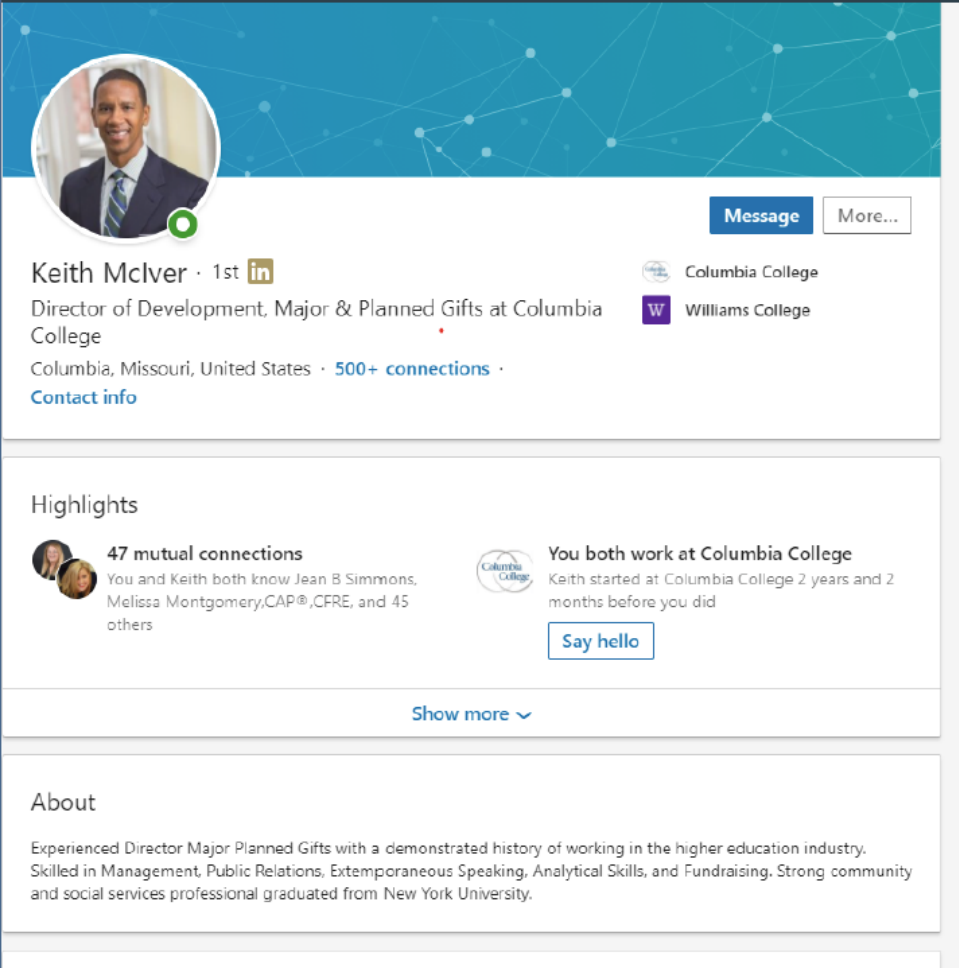


9/10 EMPLOYERS
USE LINKEDIN
DURING THE
HIRING PROCESS


SOURCE: LINKEDIN

Resume and Profile?

- Not limited by space
- Can contain recommendations and endorsements
- Details about the organizations you worked for




The image shows a LinkedIn profile for Keith McIver. The profile header includes a circular profile picture of a man in a suit, a 'Message' button, and a 'More...' button. Below the picture, the name 'Keith McIver' is followed by '1st' and a LinkedIn icon. His current position is 'Director of Development, Major & Planned Gifts at Columbia College'. To the right, two education institutions are listed: 'Columbia College' and 'Williams College'. The location is 'Columbia, Missouri, United States' and he has '500+ connections'. A 'Contact info' link is visible. The 'Highlights' section shows '47 mutual connections' with a list of names and a 'Say hello' button. A 'Show more' dropdown is also present. The 'About' section contains a paragraph describing his experience in higher education.


Keith McIver · 1st 

Director of Development, Major & Planned Gifts at Columbia College



Columbia, Missouri, United States · [500+ connections](#) · [Contact info](#)


[Message](#) [More...](#)

 Columbia College

 Williams College

Highlights

  **47 mutual connections**
You and Keith both know Jean B Simmons, Melissa Montgomery, CAP®, CFRE, and 45 others

 **You both work at Columbia College**
Keith started at Columbia College 2 years and 2 months before you did

[Say hello](#)

[Show more](#) ▾

About

Experienced Director Major Planned Gifts with a demonstrated history of working in the higher education industry. Skilled in Management, Public Relations, Extemporaneous Speaking, Analytical Skills, and Fundraising. Strong community and social services professional graduated from New York University.



ADJUST FOR WHERE YOU ARE

- Actively job searching
- Would consider another job
- Looking for a gig or side job
- Established professional not really considering

**BUILD A PROFESSIONAL
ONLINE PRESENCE**

START WITH A HEADSHOT



YES!

- > Professional
- > "In action"
- > Well-lit

NO!

"Selfie type"

Badly lit

Facebook/Instagram style

Symbols or images





HEADLINE/SUMMARY

HEADLINE

How would you introduce yourself?

If looking for work:

- Focus on your aspiration.
- Does it capture what a recruiter would care about?

Example:

- Established brand marketing professional
- Aspiring CPA with expertise in auditing and taxes

SUMMARY

Tell your story - but make it quick!

- 1 - 2 sentences on who you are
- 3 - 5 sentences about your experience, top skills and passions
- 1 - 2 about your goals and how members can engage with you

Hint! Summaries of 40 words or more will get shown in search results of over members

EXPERIENCE AND SKILLS

TREAT IT LIKE A RESUME

BE AGGRESSIVE WITH YOUR SKILLSET

Skills & endorsements

Add a new skill

Take skill quiz

Career Counseling · 99+

Endorsed by 39 of Dan's colleagues at Columbia College

Career Development · 76

Endorsed by Cheryl Stuart, who is highly skilled at this

Endorsed by 24 of Dan's colleagues at Columbia College

Resume Writing · 14

Endorsed by 6 of Dan's colleagues at Columbia College

Industry Knowledge

Student Affairs · 64

Event Planning · 38

Nonprofits · 20

Higher Education · 19

Recruiting · 12

Program Development · 11

Research · 9

Adult Education · 7

Grant Writing · 5

Student Recruiting · 4



CHECKLIST FOR A STRONG PROFILE



- Professional profile picture (no grayed out figures, party pics, blurred photos, images, bad proportions, or cropped "fun" shots.)
- Succinct, effective heading
- Descriptive but not overly long summary
- Treat your experience as your resume
- Add in your skills, volunteer service, certifications and trainings and any other pertinent professional information
- Typo-free and no grammar mistakes

**CONNECT IN A
MEANINGFUL WAY WITH
CONTACTS**






DON'T ALWAYS USE THE DEFAULT MESSAGE

"I'd like to add you to
my professional
network on LinkedIn.
-Dan"

CONNECT WISELY

RATHER:

- Remind them of where you met
 - Thank them for their time
 - Pose a question (invites a conversation)
- 

UNIVERSITY PAGE

- Find alumni in your field
- Link with warm connections
- Join specific groups and conversations with other alumni



Columbia College

Columbia, Missouri · 41,366+ alumni · 47,622 followers

✓ Following ...

Helping students advance their lives through higher education.

[Visit website](#) ↗



Dan & 14 other connections work here

[See all 1,835 employees on LinkedIn](#) →

FIND NEW OPPORTUNITIES

in Home My Network **Jobs** Messaging³ Notifications¹⁰ Me Work Try Premium Free for 1 Month

[Track my jobs](#) | [Career interests](#) [LinkedIn Salary](#) | Looking for talent? [Post a job](#)

Your dream job's just a search away...

[Search](#)

Next steps in your job search (4) ×

Where are you in your job search?

[Actively applying](#) [Casually looking](#) [Not looking, but open to offers](#) [Not open to offers](#) [Skip](#)

Your answer helps determine when we contact you about jobs. Your Career interests are private. [Learn more](#)

BECOME ACTIVE

- Join and be active in groups
- See where you can make connections
- Update when new opportunities come to pass
- Offer and request endorsements and recommendations



GROSSNICKE CAREER SERVICES CENTER

✉ CAREERSERVICES@CCIS.EDU

☎ 573-875-7425

🌐 CCIS.EDU/CAREERCENTER
CCIS.JOINHANDSHAKE.COM

Connect with me!

www.linkedin.com/in/dangomezpalacio

