

Here are some tips to get the most out of using LinkedIn:

1. **DEFINE**- Understand what LinkedIn is and how it is used.
2. **LEARN**- Find out what you can do with LinkedIn.
3. **USE**- Create a profile that represents who you are.
4. **CONNECT**- Start reaching out to other professionals on LinkedIn.
5. **CHECKLIST**- See if you have included everything to make your LinkedIn profile stand out.

DEFINE- What is LinkedIn?



Fact Outlook

A new member joins LinkedIn

EVERY SECOND

00:00.01
00:00.02
00:00.03

LinkedIn has over

70 in **200**
MILLION MEMBERS COUNTRIES
WORLDWIDE

Executives from all

FORTUNE
500
companies are
LinkedIn members

LinkedIn:

- Is the world's largest professional network with over 120 million members
- Connects you to contacts
- Helps you exchange information, ideas, and opportunities with other professionals
- Is NOT Facebook- LinkedIn is a social networking site where you can post your resume and things related to professional development
- Takes a time investment to **consistently** and **continually** update your profile and network

Employers use LinkedIn to:

- Find candidates
- Get to know candidates in a personalized way
- See additional accomplishments or professional interests, groups, and connections
- Find information about candidates that may not be on their resumes

LEARN- Below are some things YOU can do with LinkedIn:

1. Create a professional profile that allows people to form a good first impression
2. Stay in touch with coworkers and friends you already know
3. Find new contacts in your industry
4. Learn new ideas and gain knowledge through discussions
5. Explore opportunities



USE- Here are some pieces of information you should include to maximize your profile on LinkedIn. Represent who you are as a job seeker and make sure that the right people and opportunities find you!

1. **Profile photo-** Many people never forget a face! Your photo should be professional and current!
2. **Summary paragraph-** This is similar to your 30 second professional introduction and should be written in first person (i.e. "I" statements)
3. **Education**
4. **Current & past work experiences**
5. **Volunteer experiences**
6. **Recommendations from trusted contacts**
7. **Domain name-** Create a customized URL

CONNECT- *Create an online network with connections that you know and trust.*

1. **Webmail import:** See the people you know who are already on LinkedIn and select who you want to invite into your network.
2. **Join groups:** Become part of a group on LinkedIn and start conversations
 - a. Find out what professional groups are talking about
 - b. Like and comment on discussions and see who else has liked or commented on a discussion
 - c. Follow influential people in your groups by checking the Top Influencers board or liking their profile image to see their activities
3. **Find alumni:** Use the advanced search to find South Seattle College alumni at various companies
4. **Follow companies:** Discover news and information about companies you're interested in

Find & Follow a Company:

- LinkedIn Header: Companies tab and click "Search Companies" or use the search box in the navigation bar.
- Other members LinkedIn profile: Put your mouse and cursor over a company on a LinkedIn profile and click through the company page or click "Follow Company"
- From the Company Page: If you've searched and found the business, simply click "Follow Company" to receive status updates.
 - Following companies helps you track companies that interest you and find out about job opportunities or business trends.
- Find a job: Use the advanced job search to seek a job or keep tabs on your industry.
 - Search using specific keywords such as experience level or job title
 - Other criteria you can use to search:
 - Location
 - Experience level
 - Company
 - Job Functions
 - Date posted
 - Industry
 - Title
- Get your questions answered:
 - Enter your question and select the category to place it under
 - Email a question
 - Types of questions:
 - Knowledge
 - Experience
 - Opinion
 - You CANNOT use the "Answers" function to recruit, advertise, or announce your job search
 - These questions will be flagged and removed



LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

David Xiao
Econ Major and Aspiring Financial Analyst
San Francisco Bay Area | Financial Services

Previous: Berkeley Ventures
Education: University of California, Berkeley

153 connections

www.linkedin.com/in/davidxiao

Background

Summary
I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?
As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

Experience

Venture Capital Internship Berkeley Ventures
May 2013 - September 2013 (5 months) | Berkeley, CA
Conducted research on 26 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

Organizations

Berkeley A Capella
Lead Singer
March 2012 - Present
Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>

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

VOLUNTEER EXPERIENCE & CAUSES: 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.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the 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.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

 **Education**

University of California, Berkeley
Economics, B.A.
2010 - 2014 (expected)

 **Volunteer Experience & Causes**

Big Buddy
Skyline High School
September 2012 - May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

 **Skills & Expertise**

Most endorsed for...

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

 **Honors & Awards**

The Achievement Award Program
UC Berkeley

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

 **Courses**

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (180)
- Public Economics (206A)

 **Projects**

Venture Capital Financing in India
May 2013

For our International Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members


David Xiao
Econ Major and Aspiring Financial Anal...


Paul Smith
Student at UC Berkeley

Recommendations Received (2)

Venture Capital Internship
Berkeley Ventures


Tim Lee
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Want more LinkedIn tips for students? Check out students.linkedin.com

