

# Using LinkedIn® in Your Career Search



Alumni &  
Career Services

(804) 289-8547 | [careerservices.richmond.edu](http://careerservices.richmond.edu)

Office Hours: M-F, 8:30 a.m. to 5 p.m. | Walk-in Hours: M-F, 2 to 4 p.m.

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## WHY LINKEDIN®?

LinkedIn® is currently the most popular online professional networking service, with over 150 million subscribers. Review the information below for suggestions on how to utilize LinkedIn® in your job or internship search.

### Benefits of using LinkedIn® in your job or internship search

- Find individuals that you know and connect with them.
- Research your contacts' connections.
- "Follow" companies to learn about their culture, mission statement, job openings, or typical career paths of employees.
- Join industry specific groups to network and increase your knowledge base. Specifically join the **University of Richmond Career Connections** to connect with Richmond Students and Alumni.

## BEFORE GETTING STARTED

Read all of the requirements on the website before creating an account. This is a sampling of rules and guidelines from the [LinkedIn® website](#) that you must agree to in order to create a LinkedIn® account.

Top five LinkedIn® rules, **DO NOT:**

1. Invite people you do not know to join your network.
2. Upload a cartoon, symbol, drawing or any content other than a head-shot photograph of yourself in your profile photo.
3. Share non-users' information without their express consent.
4. Include information in your profile or elsewhere, except in designated fields that reveals your identity or sensitive personal information or is confidential in nature including an email address, phone number or address.
5. Act dishonestly or unprofessionally by engaging in unprofessional behavior by posting inappropriate, inaccurate, or objectionable content to LinkedIn®.

## CREATING AN ACCOUNT (<http://www.linkedin.com/>)

Create a LinkedIn® account by visiting the link above and clicking "Join Now." Complete your profile as much as possible using correct grammar and spelling (hint: type information in Word first to check for spelling errors). Each account holder will be able to access and change his/her profile in the future if necessary. Next, click "Settings" located on the top of the page above the search box. Scroll down to Privacy Settings and review/select a setting for each topic.

## CONNECTING WITH INDIVIDUALS

Q: Should you import your email contacts?

A: Remember, only invite individuals that you know well. When you import your email contacts, they sometimes include individuals you have only emailed a couple of times but don't necessarily know. You will have more control over who you invite if you click, "Contacts" and add the email addresses of your contacts. This option will also allow you to customize each invitation to remind your contact about the context of your relationship. Remember to:

- Customize invitations to connect.
- Respond to connection inquiries or messages within three days.
- Stay active on LinkedIn®, as your activity could be included in a digest email sent to your contacts.

## ADDITIONAL TIPS FOR STUDENTS AND RECENT COLLEGE GRADUATES BY LINKEDIN®

Visit: <http://learn.linkedin.com/students/step-1/>

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## HOW TO UTILIZE LINKEDIN® IN YOUR JOB OR INTERNSHIP SEARCH

### Step 1: Locate contacts

LinkedIn® allows users to search for people, companies, and groups. The search box is located at the top right of each screen, and the category may be changed by clicking on the arrow. Users can also click “Advanced” beside the search box for specific search options. Use the “Advanced People Search” to locate people who are connected with you (i.e. a secondary connection or through a group) sorted by:

- Key word
- First or last name
- Location
- Title
- Company or school
- Industries
- Relationship type to you

### Step 2: Communicate with contacts

Search for individuals who are working at organizations in which you are interested, or people who work in your field of interest. Once you have identified individuals you are interested in contacting, craft a message that includes:

- An explanation describing how you know him/her or are connected.
- A description of what you would like from the individual (i.e. information about their company, questions about how he/she got started in the field, etc.).
- The next step (i.e. you will follow-up or will wait to hear from the contact).
- A note of appreciation for his/her time or anticipated guidance on your job or internship search.

When contacting an individual with whom you have a secondary connection (indicated by 2nd), click the “request an introduction” link and type a message to your primary contact (contact A) as well as a message for the secondary contact (contact B). Address the message to contact B as if you are sending it directly to him/her and utilize the bulleted tips above. The message to contact A should explain why you are interested in communicating with contact B and request that contact A forward the message to contact B. Contact A has the power to decide whether to forward the message to contact B. Messages are not sent automatically.

Before sending a message to anyone on LinkedIn®, review his/her “Contact Settings” to ensure that he/she is receptive to receiving the type of message you are sending. The “Contact Settings” categories include *career opportunities*, *job inquires*, *reference requests*, *new ventures*, *expertise requests*, and *getting back in touch*.

### Step 3: Follow-up and stay in touch

Now that you are expanding your network of contacts, it will be your responsibility to keep your contacts informed of your job or internship progress, to provide career updates, and practice reciprocity by giving back if a contact seeks information from you! Review the tips below for ideas on staying connected and being remembered by your contacts.

- “Post an update” on your LinkedIn® profile page detailing your progress, or share information about an event you plan on attending.
- Start your own career-related blog, and connect it to your LinkedIn® account.
- Add volunteer, internship, job experiences, or awards that you receive to your LinkedIn® profile.
- Actively participate in industry specific groups by contributing to discussions and submitting news article links.

Make sure to join the “**University of Richmond Career Connections**” group on LinkedIn to start connecting today with alumni, students, faculty and staff!