

Using LinkedIn® in Your Career Search



Alumni &
Career Services

(804) 289-8547 | careerservices.richmond.edu

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

WHY LINKEDIN®?

LinkedIn® is currently the most popular online professional networking service, with over 610 million subscribers in more than 200 countries and territories worldwide. Review the information below for suggestions on how to use 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, AKA 2nd and 3rd degree connections
- “Follow” companies to learn about their culture, 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 and complete as much of your profile as possible; check for grammar and spelling by using Word first. Next, click the drop down menu under “Me” (with your profile picture) to find your account and privacy settings.

CONNECTING WITH INDIVIDUALS

Q: Should you import your email contacts?

A: Remember to 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 their email addresses. 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 by writing a specific personal note rather than using the auto-generated message.
- 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.

**For more helpful tips and strategies while building your profile and learning how to use LinkedIn
university.linkedin.com**

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HOW TO USE 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 and you can use the various filters for advanced searches.

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

To find UR alumni, find the University of Richmond page and click the alumni tab for a searchable database. This will give you access to all UR alumni who are on LinkedIn and you can search through the listings by location, industry, company, major, skills, and relationship 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:

- Go to their profile and click “Connect”, and be sure to add a personal note!
- Customize this message along with the connection request; briefly introduce yourself, share what about them/their career interests you, and why you’re connecting.

- For example:

Hi Taylor,

I’m a rising junior at UR pursuing public health and find your current role at the NIH very interesting. I would like to connect and learn more about your career path and experience in the field.

Best, Shayna

- The next step is to wait for an accepted request and then you can send a longer message requesting time to speak on the phone or meet in person for an informational interview.
- Always send a note of appreciation for their time or anticipated guidance on your job or internship search.

**Before sending a connection request and/or message to anyone on LinkedIn®, review their “Advice for contacting” section if it’s available on their profile page to ensure that they are receptive to receiving the type of message you are sending.

Step 3: Follow up and stay connected

As you expand your network of contacts, you are responsible for keeping your contacts informed of your job or internship progress, providing career updates, and practicing 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 page sharing information about industry-related articles, books and news that you find interesting.
- Start your own career-related blog, and connect it to your LinkedIn® account.
- Add visuals to your profile to really showcase your talents, i.e. pictures, PowerPoints, videos.
- Actively participate in industry specific groups by contributing to Groups 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!