



**TU Dublin Career Development  
Centre [www.tudublin.ie/for-students/career-development-centre/](http://www.tudublin.ie/for-students/career-development-centre/)**



## Why use LinkedIn

- **Networking**
- **Research**
- **Keep up with developments in your area**
- **Jobhunting**
- **Online presence**



<https://students.linkedin.com/uk>

See this link for lots of help and hints

<https://university.linkedin.com/linkedin-for-students>



# Overview

- **Key elements of a LinkedIn profile**
- **How to use LinkedIn to make connections and build your network**
- **LinkedIn Groups**
- **Research companies**
- **Job hunting - advertised and not advertised**



# How to get started on LinkedIn

- Go to the LinkedIn website: [www.linkedin.com](http://www.linkedin.com) and create a profile

**LinkedIn**   [Forgot your password?](#)

**Join the world's largest professional network.**



**Get started – it's free.**

Registration takes less than 2 minutes.

By clicking Join Now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

**Find a colleague:**

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

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## Developing your LinkedIn profile

[https://www.youtube.com/watch?v=1\\_xMLTN8Upw](https://www.youtube.com/watch?v=1_xMLTN8Upw)

- ***photo***
- ***headline***
- ***summary***
- ***experience***
- ***skills***
- ***education***
- ***recommendations***



**Aim for something like...**





# Develop a professional summary statement

Introduce yourself

Use keywords to increase your search rankings

Keep it brief – people scan profiles, make it quick and easy for them to see your strengths

Say something about the type of industry you are interested in or what area your course is in.





# Sample student summary statement

*A second year Business Administration undergraduate student at TU Dublin with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, developing marketing plans, digital marketing, and conducting customer research.*

## **Specialties:**

- Event planning
- Social networking and marketing
- Account management
- Microsoft Offices (Word, PowerPoint, Excel)
- Adobe CS5.5 Suite (Photoshop, Flash)



## Show off your education



- Your degree and any relevant qualifications/training
- Sample of subjects and any key projects , results if strong
- Include any previous qualifications/study abroad
- Awards, competitions, scholarships




# Experience



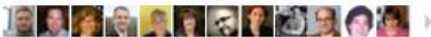






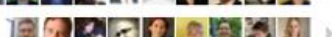
- Include details of paid and unpaid work
- Give job titles, dates, and details where relevant
- Focus on achievements – quantify these if possible
- You can include volunteer roles within this section
- You don't have to include everything you've done – focus on creating a professional profile




# Skills

 Skills & Expertise

Most endorsed for...

28	Blogging	
20	Editorial	
19	Social Media	
13	Journalism	
13	Social Networking	
12	Editing	
11	Facebook	
10	Writing	
10	Copy Editing	
9	Publishing	



- Include your top skills
- Think about what a recruiter or hiring manager might type into a search engine to find a person like you
- Look at job descriptions/other profiles for ideas
- Using keywords will increase your chances of coming up in searches
- Include technical skills (if appropriate)



## Share your work



- Another way to enhance your LinkedIn profile is to add examples of your writing, design work, project work or other accomplishments
- By including URLs, you can direct people to your website, blog, or twitter feed.
- You can share PowerPoint or a downloadable version (pdf) of your work, e.g. executive summary of your final year project



# Customize your public profile URL



- Make your URL easier to remember and to come up if when you do a google search on your name:
- [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)
- Click edit profile
- *Click URL*
- Choose your name or options suggested to you



## How to keep yourself visible on LinkedIn

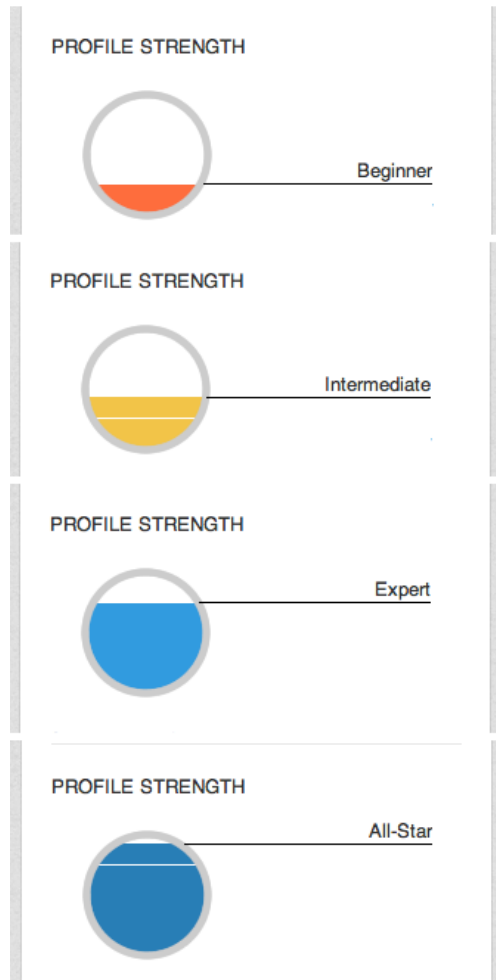


- Add a new skill
- Add a project you have completed
- Update a job title
- Comment on a discussion
- Add a PDF
- Share an update - make a comment on what's happening in your sector or reference an article
- Publish a post

However, be careful, every time you make a change on your profile, it appears in all your connections newsfeed. So don't do this all the time, as it might just annoy the people you're connected to, be judicious



# Completing your profile



- The main reason to complete your profile as much as possible is to ensure that you will appear in LinkedIn search results or in google

*“..while not having a LinkedIn profile in the first place means you are missing out on a large percentage of opportunities to land a new job, having a bad or incomplete LinkedIn profile can mean the same thing.....”*

**Social Talent, Dublin**





## How to connect



- Link with work colleagues, friends, classmates, academics, TU Dublin graduates, careers adviser
- Send a LinkedIn request to join your network
- Choose how you know them
- **Send a personalised message to the relevant individual**
- Join a group that this person is a member of



# How to connect



## Invite **Julia** to connect on LinkedIn

### How do you know Julia?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
- Other
- I don't know Julia

### Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.  
Here's a personal note to say hello!

- Cat Knarr

**Important:** Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)



## Introductory message


Seeking advice, guidance, help...

- Hi John, I'm a final year electrical engineering student in TU Dublin, and am interested in knowing more about .....(company name). I see that you've been working there for a number of years and might have some insights I could use before I send off my CV. I'd really appreciate if you could connect with me. Many thanks, Joe



# Always Say Thank You

Compose your message You can add **49** more connections

**To:** Nate Johnson ✕ 

Start typing the name of a connection

**From:** Lindsey Pollak  
lindsey@lindseypollak.com ▼

**Subject:** Thank you

Hi Nate,

Thank you so much for taking the time to speak with me today. I really appreciated your advice on entering the online marketing field. I've just subscribed to the two blogs you mentioned.

Thanks again and I will keep you posted as my job search progresses!

Best regards,  
Lindsey

Allow recipients to see each other's names and email addresses  
 Send me a copy

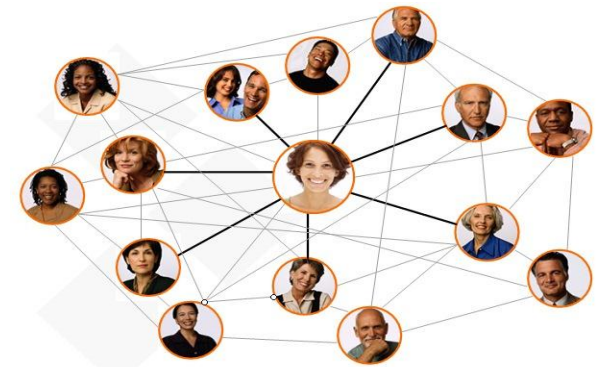
**Send** or Cancel



# LinkedIn Groups

- Informal communities formed around industries, professions, niche topics, etc.

***Excellent sources of information - great if you're looking for help with your final year projects***



- Many professional bodies have groups, e.g. Engineers Ireland, SCSi
- It's easier to make connections with other group members, and you can also send them messages, without being connected on LinkedIn
- As a member of a group it is easier for recruiters to contact you



## Which Groups should I join?

- TU Dublin Graduate network -[linkedin.com/alumni](https://www.linkedin.com/alumni)
- Industry groups related to your chosen career or college course - check out groups and will give you list of suggestions
- Professional Associations
- Volunteer Groups
- Country specific groups (if travelling)
- Start your own group around an area of interest
- Look at other similar profiles and see what groups are mentioned – but don't join too many!



## LinkedIn university (new feature)

- Allows you to see details of anyone who has studied in DIT and who have a LinkedIn profile (over 51k)
- Drop down box at the top, click and go to University and type in TU Dublin
- Click on students /alumni
- Search by key word, e.g. “electrical engineering”
- Results in graphic form looking at:
  - Where they’re based
  - What company they work for
  - What they studied
  - What they are skilled at







## Advertised job vacancies

- On your profile page – brings you to LinkedIn jobs
- In one of your groups - however as vacancies have to be paid for using this function, many groups don't advertise jobs
- Have a look at the discussions, often scattered within these – that way they don't have to pay



# Employer Research

- **Click on top search box**
- **Click on ‘companies’**
- **Type in name of company**
- **Follow your target company**
- **Research the people interviewing you, research people already in that role, latest news and information about the company**

[Degree in Digital Skills - 1 Year, Online & Part-Time. Designed for Working Professionals. Apply Now!](#)



**PM Group**  
Architecture & Planning  
1001-5000 employees

13,428 followers

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an international project delivery firm providing professional services in architecture, and construction. Headquartered in Ireland, PM Group's 2,100 multi-disciplinary personnel flex capital projects to clients worldwide across a variety of sectors including

[See more](#)

Updates

Congratulations to the Lions Auckland Brewery winners of the iChemE Global Food & Drink <https://lnkd.in/bPJQvDA>



**PM Group sponsors IChemE Global Awards 2015**  
[pmsgroup-global.com](http://pmsgroup-global.com) · PM Group continued their involvement with IChemE as the official sponsor of the Global Food and Drink

**How You're Connected**



**10** first-degree connections  
**298** second-degree connections  
**1,683** Employees on LinkedIn

[See all](#)

**Careers**



**Interested in PM Group?**  
2 jobs posted

[See jobs](#)

**Ads You May Be Interested In**



**Co-Dependency v Recovery**  
Co-dependency inhibits recovery. My course tells why &



## Job Hunting using advanced search (for non advertised jobs)

- If you want to send a speculative application to a company, it's important to sent it to an individual if you can.
- Using advanced search type in name of the company
- In keyword box use the string: ***human resources” OR “human resource” OR HR OR recruitment OR personnel OR talent OR resourcing***
- ***In the message, you can ask re opportunities, or if they are the right person to send in your CV/cover letter etc.***



## Summary

1. **Complete your profile so it appears higher in searches**
2. **Join groups, e.g. TU Dublin Graduate Network, industry groups**
3. **Update your status from time to time this way you appear on other peoples pages**
4. **Customise your url (so that it includes your full name)**
5. **Use LinkedIn to research companies and search for opportunities**
6. **Make specific request to link and say thanks**
7. **Be comfortable about what you put on your profile and on-line**
8. **Be aware that LinkedIn features change regularly**



# LinkedIn Resources

<https://university.linkedin.com/linkedin-for-students>

<https://www.tudublin.ie/for-students/career-development-centre/>

- LinkedIn - researching employers
- LinkedIn - how to network professionally
- LinkedIn - Job hunting tips
- LinkedIn - etiquette guide

[https://help.linkedin.com/app/answers/detail/a\\_id/530/~/linkedin-learning-webinars](https://help.linkedin.com/app/answers/detail/a_id/530/~/linkedin-learning-webinars)

<https://gradireland.com/careers-advice/no-idea-about-a-career/make-the-most-of-linkedin>