



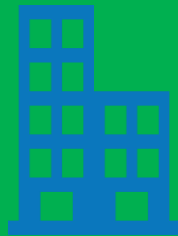
NEXT STEPS IN YOUR CAREER

Making the most out of LinkedIn

Linked



**MILLIONS
OF
CAREER
PATHS**



**OVER 30
MILLION
COMPANIES**



**YOUR
ONLINE
CV**



**756 million
members –
lots of
contacts**



What we will cover in this session:

Top tips for your profile/skills section

Functions:

- Schools (universities/alumni/graduates)
- Groups
- Companies
- LinkedIn learning – online training
- Jobs
- LinkedIn Talent solutions (what recruiters use)

Top Tips in setting up a good profile/presence on LinkedIn

- The more complete your profile, the higher it appears in searches and employers are more likely to look at a finished profile
- **Customize your public profile URL.** The address should look something like: *www.linkedin.com/in/yourname* - go into edit function and right click, and it should do this for you
- **Include this tiny url in your cv - makes it easy for potential employer to toggle from your cv to your profile**
- **Enhance your profile with additional sections** Accomplishments, volunteer experience, certifications, expertise etc. can also increase the amount of times people view your profile – can include pdfs, photos, projects etc.



Skills/industry knowledge/tools & technologies

- **Keywords** will increase your chances of coming up in searches by potential employers
- What would a recruiter or hiring manager might type into a search engine to find a person like you
- Look at job descriptions and other profiles for ideas – www.prospects.ac.uk or www.Targetcareers.co.uk, www.gradireland.com (for ideas)
- Look at profiles of people and tudublin grads who currently holds the kinds of jobs you want
- Look at relevant job Listings





[TOP FIVE PROFILE 'TO-DOS' ON LINKEDIN](#)

What else is useful on LinkedIn ?

- **Alumni - graduates from your college**
- **Groups – join many/contribute to a few**
- **Companies – follow**
- **LinkedIn Learning – training courses**
- **LinkedIn Jobs**

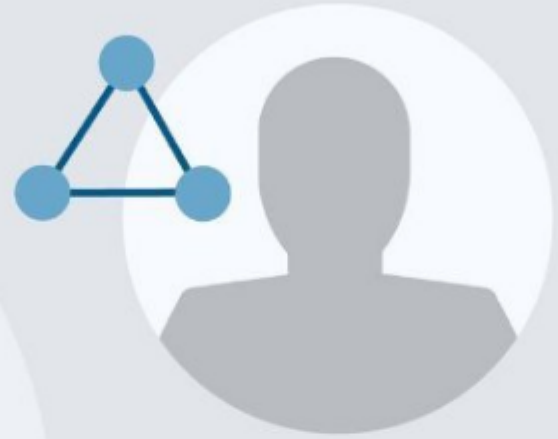
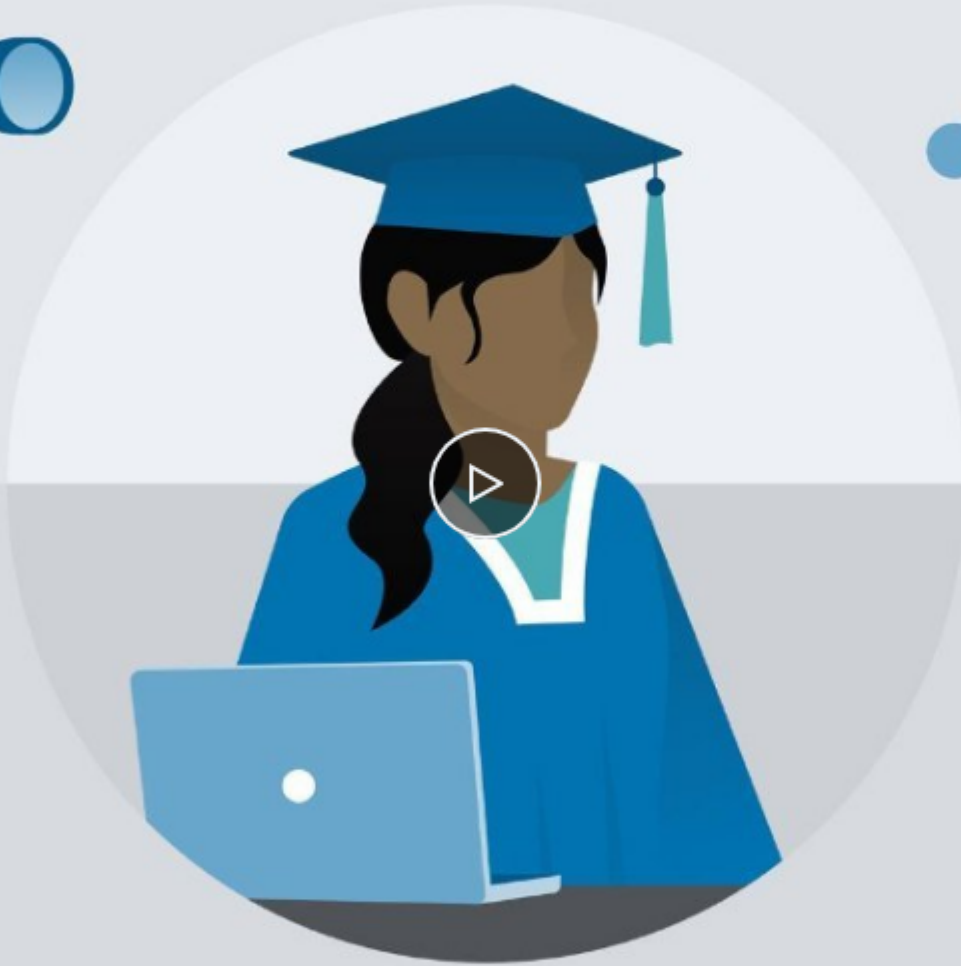


Alumni

- www.linkedin.com
- Technological University Dublin (school)
- Drop down left to Alumni
- Search by Key word(s)
- Filter search results by what people do/ where they work/ what they studied etc.
- Check dates attended (top right) to see more recent employers

You can also search from the main text box on home page and use filters





Add note / After you connect

***Hi there John. I'm business and management here in TUDublin,
Aungier Street***

***I'm very interested in the possibility of knowing more about
..... and working in the area of You might have
some insights I could use before I make contact.***

***I'd really appreciate it if you could help me/could connect with
me.***

Many thanks, Joe



LINKEDIN GROUPS

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

Excellent sources of information

Great discussion forums

Group members can connect with one another easier than if not connected

As a member of a group it's easier for recruiters to contact you and vice versa

Group members can send each other "private" messages without being connected on LinkedIn

Raise your profile by sharing useful articles and liking and commenting on other people's posts to the group page.



Which groups should I join?

- Start by typing in your area of interest into search box and see what groups emerge
- groups emerge according to the numbers of members
- Once you click on a group, you can see how many members of your network are in that group
- Industry groups related to your chosen career
- Professional Associations, Volunteer Groups , Country specific groups
- Start by commenting or liking a discussion
- **Technological University Dublin – Alumni Network** 17k
- Have a look at people in this group who have done your course and see what other groups they're in



Some LinkedIn groups - business & management

- **Technological University Dublin – Alumni Network**
- **Harvard Business Review Discussion Group**
- **Big Data**
- **Financial Risk Management**
- **Business Development**
- **LinkedIn HR**
- **HR Jobs and ideas**
- **Digital Marketing**
- **Social media marketing**



LinkedIn Company Pages

Showcase your business and connect to your target audience on LinkedIn.

Get started



A great way to do research

- Once 5 members of the same organisation set up a profile on LinkedIn, a company page is automatically created.
- Basic data about the company in terms of spread, specialities, staff numbers etc.
- News posts on company pages are often more up to date than on their website.
- If you click follow, every change that is made here will appear on your feed.
- You can see if you are connected with anyone in that company
- If you want to see who to send in your cv and cover letter to, go into search filters and use the string: *“human resources” OR recruitment OR personnel OR talent OR resourcing*
- Check out the names of people who are interviewing you



Some LinkedIn companies and influencers – Business & Marketing

- Deloitte Bernard Marr – business and data expert
- Accenture
- Ernst & Young Ryan Holmes – CEO hootsuite
- PWC
- IBEC Richard Branson
- Financial Times Arianna Huffington - publisher



LinkedIn Learning

Finding a Job during Challenging Economic Times
(linkedin.com)

itsupport.city@tudublin.ie



- Click on jobs
- Enter key words and/or locations
- Current interests
- Manage alerts

- Go into your profile and show recruiters that you're open to job opportunities



Linked in
Talent Solutions

Make the most of your activity on LinkedIn

- **Link with your careers advisor and all in your class, also try lecturers, guest speakers , alumni etc.**
- Don't just leave your account sitting dormant. Try to get a network of at least 100 key people
- Update your profile regularly (shows up on your feed)
- Comment, like share activity in your feed, and in your groups etc.
- Keep checking re new groups, companies, influencers etc. of similar grads to yourself
- **Be aware that LinkedIn features change regularly!**



Resources

- <https://students.linkedin.com/uk> – intro
- [LinkedIn Profile Checklist - College Students \(berkeley.edu\)](#)
- https://www.youtube.com/watch?v=1_xMLTN8Upw&index=2&list=PL7MtT0VRyvmLGTD05lKa0bdOsNbD5fn3l - building your profile
- LinkedIn alumni tool <https://youtu.be/jtbyqlvS8Wk>
- <https://www.linkedin.com/pulse/main-benefits-joining-linkedin-group-sarah-santacroce/>
- [For Your Students \(linkedin.com\)](#) – loads of resources
- <https://www.linkedin.com/learning/learning-linkedin-for-students/why-use-linkedin> (stop at 2.36)



