LOVE YOUR CAREER

TU Dublin Career Development Centre

Carol Kelehan – Career Coach
TUDublin – City Campus

11th February

Making the most from Linkedin as a college student

Make the most of Linkedin as a College Student

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Career Coach
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OLLSCOIL TEICNEOLAÍOCHTA
BHAILE ÁTHA CLIATH

TU DUBLIN

TECHNOLOGICAL
UNIVERSITY DUBLIN

What we will cover in this session:

- Why use Linkedin
- Who should I connect with
- Resources to help develop my profile
- Useful functions:
  - Schools (universities/alumni/graduates)
  - Groups
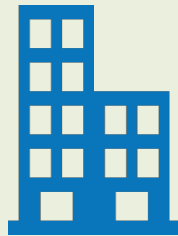 - Companies
  - Linkedin learning
  - Jobs

  Demonstration

Individual guidance

Class workshops

Careers website

Employer presentations

Career Fairs

CV Clinics

JobScene

Publications

Career info emails

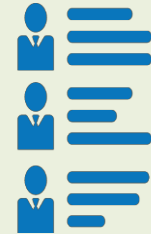Graduate Data

MILLIONS OF CAREER PATHS

OVER 30 MILLION COMPANIES

YOUR ONLINE CV

660 million members in 220 countries

EMPLOYERS SEARCHING FOR CANDIDATES

What can Linkedin do for me?

- A professional online presence (vs. Instagram or snapchat, much more work related)

- Build relationships with people in your area of interest

- **Great tool for research : people, career paths, companies, trends, subject matter/disciplines, etc.**

- [Source of advertised/unadvertised opportunities; more than **90% of recruiters** use LinkedIn regularly]

Difference between CV and Linkedin profile

- More depth than CV – can elaborate
- Add multimedia
- Easy to be found using key words or skills on your profile
- Dynamic platform, not static
- Others can interact with you

Who will I connect with?

- Family, friends, classmates, workmates
- TUDublin graduates
- Professionals in your field(s) of interest (can also find via groups)
- College staff, especially lecturers, tutors, supervisors, school management team, career coach and recruiters

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

Key sections

- **Good photograph –** how do you want to be viewed

- **Headline -** what you're doing now and how you want to be thought - use key words **Summary** - a place to express yourself

- **Education** - course details with achievements, skills, knowledge - attach photos, presentations   or samples of your work

- **Experience -** include paid and unpaid (like CV)

- **Skills** - include at least 5 that truly reflect your ability

Profile recommendations

Customize your public profile URL. The address should look something like: *www.linkedin.com/in/yourname*

Enhance your profile with additional sections Accomplishments, skills, volunteer experience, certifications, expertise etc. can also increase the amount of times people view your profile

Elaborate on your work history in the "Experience" section. Use targeted keywords and strong action verbs, like a cv

Customize your "Skills & Endorsements" section Having a relevant list of skills on your profile allows others in your network to endorse you.

Include recommendations These should come from former supervisors, co-workers, lecturers etc.

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

m Q. Search

Home   My Netwo d<   Jobs   Messaging   Notifications   Me●   Work●   Learning

Following

I11   Techno log ical University **Dublin**
Dublin 7. Dublin · 119,789+ alumni• 143,852 followers

The University where the Arts, Business, Science, Eng in eering and Technology converge.
#InfinitePossibilities

Learn more   ft

Mark & 261 othe r connections work here

See all, 2 660 employees on LinkedIn

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119,789 alumni

Search alumni by title, keyword or company   Start year 1 1900   J End year   2021

(Previous Next)

Where they live   + Add   Where they work   + Add

91.332 Ireland   1,240 Technological University Dublin

5.027 County Dublin, Ireland   684 AIB

4,948 United Kingdom   496 Accenture   Messaging

II   P Type here to search   0   i   O: ""   1   F   w   CJ   A 02/2/2021

Add note / After you connect ....

Hi John, I'm a final year .... student in Technological University Dublin, Grangegorman, and am interested in knowing more about (organisation name).

I see that you've been with …………. for a number of years and might have some insights I could use before I send off my CV.

Any advice would be great.

Many thanks,

Aoife

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

Linked in Groups

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

Excellent sources of information and discussion forums

Group members get 4x the number of profile views

Group members can connect with one another
easier than if not connected – and easier for recruiters to contact you

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 on the group page

in | Q Search for posts in this group

Home | My Network | Jobs | Messaging | Notifications | Me ▼ | Work ▼ | Learning

Carol Kelehan
Joined group: Apr 2012

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iii Interior Design
iii Music Industry Network
iii Music Psychology
iii Addiction Professional
📅 Graduate 2021 Virtual Career...

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Interior Design

iii Listed group

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✏ Start a conversation in this group

🖼 Photo | ▶ Video | 📊 Poll

All | Recommended

Rob Curedale • 2nd
President at Design Community College
2d

+ Follow •••

162,282 members

Including Audrey Gaffney and 77 other connections

+74

See all

About this group

Contact Group manager Robert Curedale if you would like to sponsor a group activity or to find interior design talent for your organization.
https://www.linkedin.com/in/curedale
...

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Admins

Messaging 🖉 ••• ⌃

17:47

linkedin.com/company/accenture/

Let there be change

Accenture

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We deliver on the promise of technology and human ingenuity. Let there be change.

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See all 418,428 employees on LinkedIn →

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accenture.com	Grant US$ 6M

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← → C 🔒 linkedin.com/learning/search?keywords=critical%20thinking&u=87471130 ☆ ⁝

in LEARNING ☰ Browse 🔍 critical thinking

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Filter Results

197 Results for "critical thinking" Sort by: **Best Match** ▼

Content by ∧

☐ LinkedIn Learning (197)

▷ COURSE **POPULAR**

Critical Thinking

By: Mike Figliuolo · Updated 3 months ago

Type ∧ 59m

☐ Courses (35) ⊏━━━━━━⊐ 56m 44s left   🔖 Save │ More ▼

☐ Videos (159)

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☐ Links (0) **Critical Thinking for Better Judgment and Decision-Making**

☐ Documents (0) By: Becki Saltzman · Updated Jul 16, 2020

☐ Collections (0) 56m

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Level ∨

≡ LEARNING PATH

Time to Complete ∨ **Develop Critical-Thinking, Decision-Making, and Problem-Solving Skills**

Software ∨ Skills: Critical Thinking, Decision-Making

4h 52m

Subjects & Topics ∨

🔖 Save │ More ▼

Custom Tags ∨

▷ COURSE **UPDATED** **POPULAR**

Get Help

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C 🔒 linkedin.com/learning/search?difficultyLevel=BEGINNER&keywords=Python%20(Programming%20Language)&u=87471130 ☆

in LEARNING ☰ Browse   🔍 Python (Programming Language)

🏠 Home   📖 My Learning   Me ▼   🌐 EN ▼   T·DUBLIN

Content by ⌃

☐ LinkedIn Learning (994)

Type ⌃

☐ Courses (142)
☐ Videos (852)
☐ Learning Paths (0)
☐ Links (0)
☐ Documents (0)
☐ Collections (0)

Level ⌃

☑ Beginner (762)
☐ Intermediate (956)
☐ Advanced (343)

Time to Complete ⌄

Software ⌄

Subjects & Topics ⌄

Custom Tags ⌄

Beginner ✕

▷ COURSE **POPULAR**

Learning Python

By: Joe Marini · Updated 3 months ago

2h 27m

━━━━━━━━━ 2h 26m 31s left

🔖 Save | More ▼

▷ COURSE **POPULAR**

Python Essential Training

By: Bill Weinman · Released Jan 18, 2018

4h 45m

299,124 learners

🔖 Save | More ▼

▷ COURSE **POPULAR**

Python Quick Start

By: Lavanya Vijayan and Madecraft · Released Oct 8, 2019

1h 36m

47,047 learners

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▷ COURSE **NEW**

Learning Bash Scripting

Get Help

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LinkedIn
J O B S

- 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

linkedin learning most popular c

linkedin.com/jobs/search/?geoId=104738515&keywords=&location=Ireland

Search by title, skill, or company   Ireland   Search

Jobs ▾ | Date Posted ▾ | Experience Level ▾ | Company ▾ | Job Type ▾ | Remote ▾ | LinkedIn Features ▾ | All filters

Jobs in Ireland
36,012 results ⊙

Job Alert Off ⬤

Client Advisor
MARSH
Marsh
Dublin, County Dublin, Ireland

🎓 23 alumni work here

1 week ago · **12 applicants**

We are hiring! Join the Children's Health Foundation Team
Children's Health Foundation
Dublin, County Dublin, Ireland

👤 1 connection works here

4 days ago

Content Review Associate with English
Accenture
Dublin, County Dublin, Ireland

👥 16 connections work here

3 days ago

Research Manager
Maynooth University
Maynooth University
ounty Kildare, Ireland

https://www.linkedin.com/company/marsh/life/

Client Advisor
↱ ···

MARSH

Marsh · 📍 Dublin, County Dublin, Ireland

Posted 1 week ago · 235 views

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🟦 Try Premium Free for 1 Month

Job	Company	Connections
• 12 applicants	• 10001+ employees	👤 1 connection
• Full-time	• Insurance	🎓 23 alumni

Marsh is seeking candidates for the following position based in our Dublin (please note this will be worked remotely until further notice due to current COVID restrictions):

Client Advisor – Risk Management Team - Permanent

What can you expect:

Messaging ☑ ··· ⌃

Type here to search

18:01
02/02/2021

Top LinkedIn tips for students

- Get LinkedIn in your first year in TUDublin. Employers want to see it as an evolving online CV

- The more complete your profile, the higher it appears in searches and employers are more likely to look at a finished profile

- Don't just leave your account sitting dormant. Try to get a network of at least 100 key people

- Update your profile a couple of times a term. If you complete an activity such as a module, or training course etc., update it to show that, like or comment on discussions in groups or company updates – this way you appear on other peoples feeds

- Join relevant groups and follow companies other similar grads are working in

- **Connect with as many graduates from your course as you can** *They're more likely to want to help as they were once in your shoes*

- **Be aware that LinkedIn features change regularly!**

27

Useful Linkedin links for students

- **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**

- **For Your Students (linkedin.com) – loads of resources**

- **https://www.linkedin.com/learning/learning-linkedin-for-students/why-use-linkedin (stop at 2.36)**