

# LinkedIn & Job Searching

Maximize Your Return on Investment

Stephanie Jurgens, UW-Whitewater  
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LinkedIn's Mission...

...to connect the world's  
professionals to make them more  
productive and successful



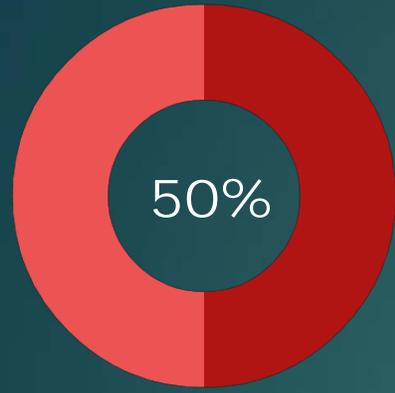
WHY SHOULD YOU JOIN  
LinkedIn?

Because  
347 million  
people can't  
be wrong.

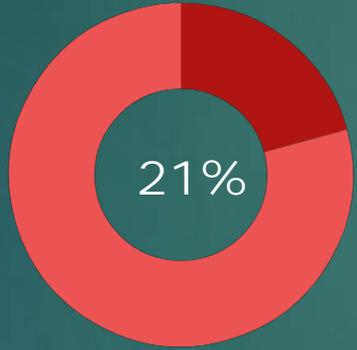
- ❑ LinkedIn connects the world's professionals to make them more productive and successful
- ❑ It has worldwide membership,
- ❑ executives from every Fortune 500 company,
- ❑ world's largest professional network on the Internet,
- ❑ diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products



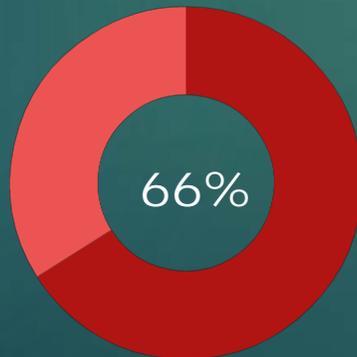
SURVEY SAYS  
106 RESPONSES



**53** HAVE SERVED ON A SEARCH COMMITTEE



**11** have actively sought candidates on LinkedIn



**35** review LinkedIn profile in the hiring process

# THINK CRITICALLY



**Profile Strength**

All-Star

**Who's Viewed Your Profile**

9 Your profile has been viewed by 9 people in the past 30 days.

▼ 7 Your rank for profile views moved down by 7% in the past 15 days.

 Unlock the full list with LinkedIn Premium

**Notify your network?**

No, do not publish an update to my network about my profile changes.  No

## AS IN LIFE, AIM FOR 100%

LinkedIn will grade your profile and provide you suggestions for ways to make your profile more complete

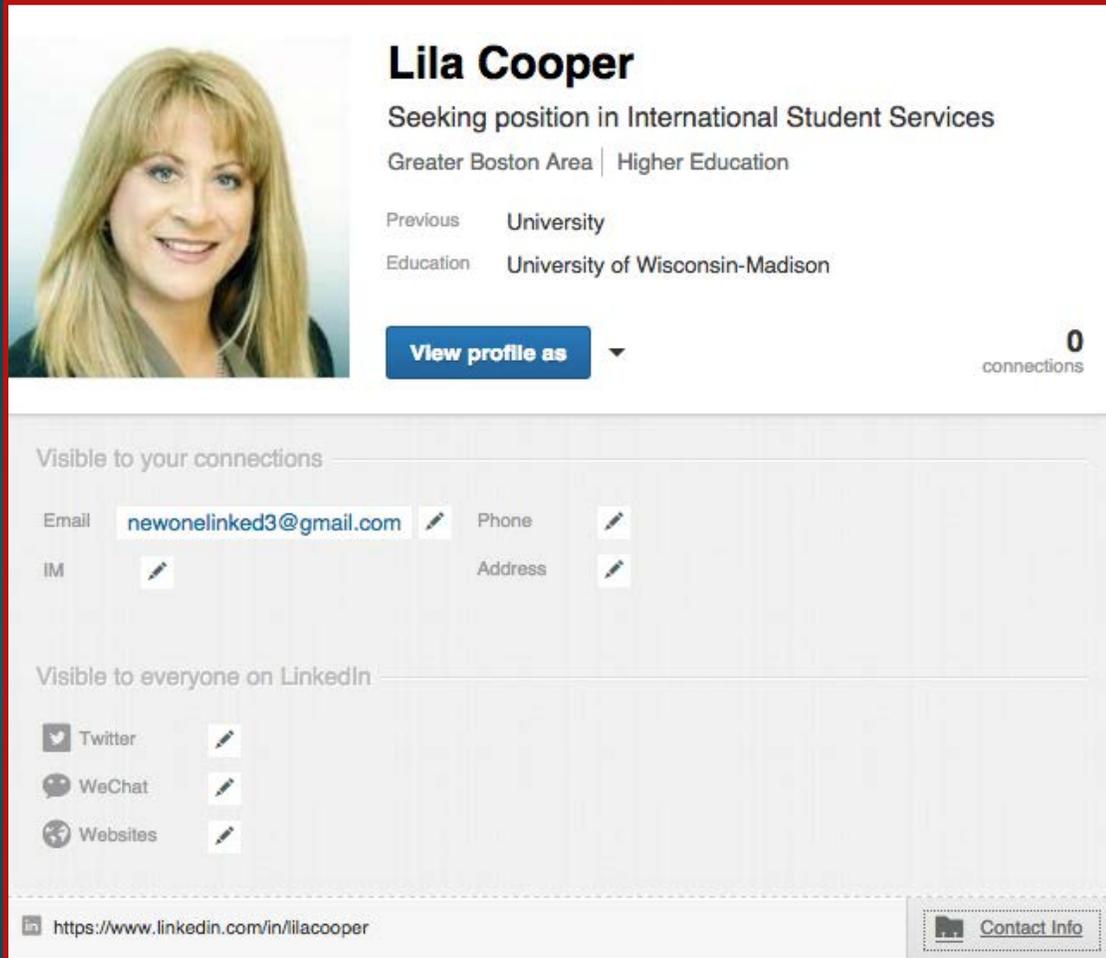
## AVOID DATED INFORMATION

Mid level or seasoned professionals should remove High School or even college work

Recent grads are free to showcase coursework, awards, grades, academic organizations & test scores

## TURN OFF NOTIFICATIONS

# ACT PROFESSIONAL



**Lila Cooper**  
Seeking position in International Student Services  
Greater Boston Area | Higher Education

Previous University  
Education University of Wisconsin-Madison

[View profile as](#) 0 connections

Visible to your connections

Email  Phone   
IM  Address

Visible to everyone on LinkedIn

Twitter   
 WeChat   
 Websites

<https://www.linkedin.com/in/lilacooper> [Contact Info](#)

## PHOTO

No selfies or faceless profiles.

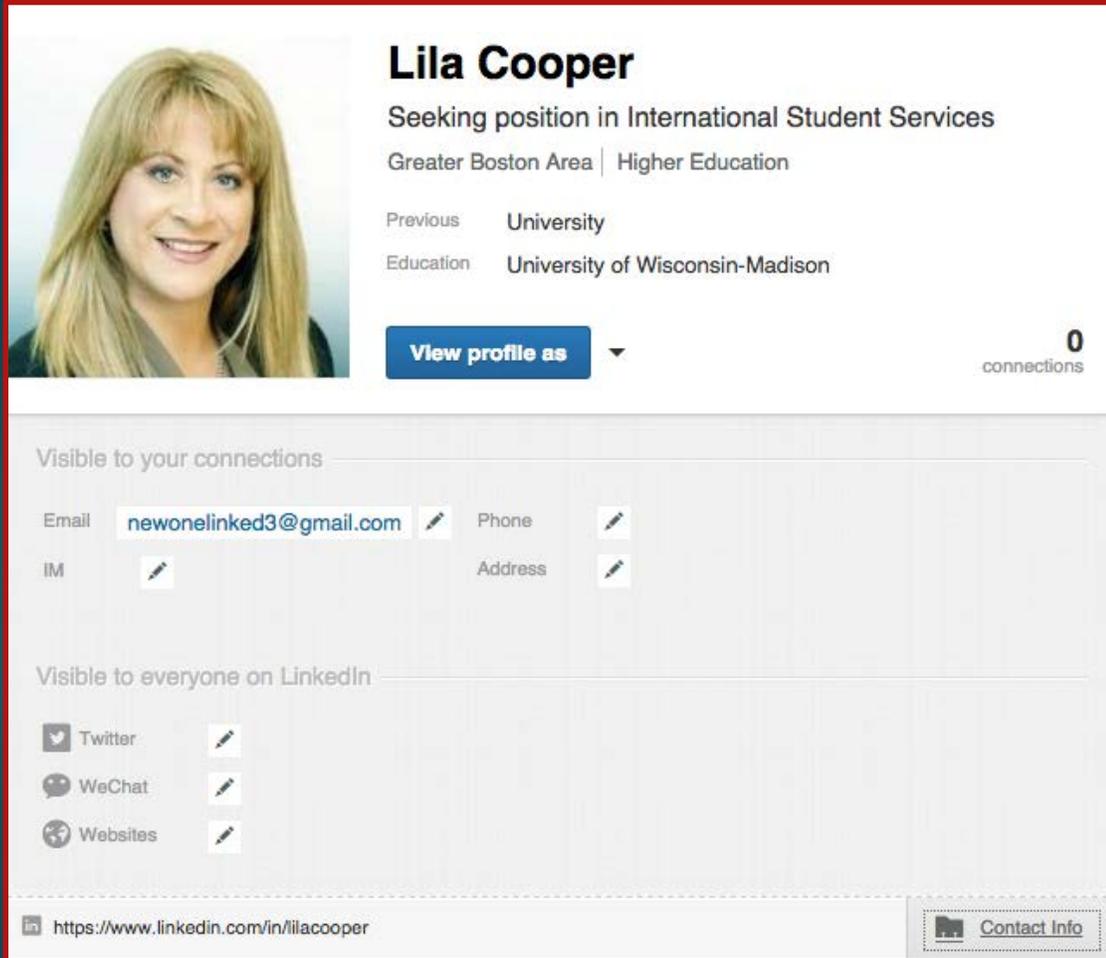
Attire in your photo should reflect your desired position and should have ideally been taken in the past two years

## CONTACT INFO

Email/Social Media/Website screen names and descriptors should be professional in nature

Be mindful of how much information you want your connections and the public to see

# STRATEGIZE



**Lila Cooper**  
Seeking position in International Student Services  
Greater Boston Area | Higher Education

Previous University  
Education University of Wisconsin-Madison

[View profile as](#) 0 connections

Visible to your connections

Email  Phone   
IM  Address

Visible to everyone on LinkedIn

Twitter   
 WeChat   
 Websites

<https://www.linkedin.com/in/lilacooper> [Contact Info](#)

## ❑ NAME

Include any title you may have

## ❑ HEADLINE

Job seeking? Insert it

## ❑ LOCATION

Input the location where you would like to work, not your current location

## ❑ INDUSTRY

Choose this wisely. It determines how you can be found in searches

## ❑ URL

Customize it for easier navigation and include it on your business cards

# TELL YOUR STORY

## Summary ↑

Having acquired a solid foundation in F and J visa regulations and established advising technique, I am looking for an entry to midlevel International Student Services position where I will be able to improve processes and participate in forming office policy.

**Add Media:** Document Photo Link Video Presentation

## ■ SUMMARY

Avoid using clichés like ‘self-starter’ & visionary

Try to explain where you have come from and where you would like to go

As in a cover letter you will want to identify a strength you will be bring to the office

# BE PRECISE

## Experience

### International Student Advisor

#### University

March 2013 – March 2014 (1 year 1 month) | Somewhere

Advising of international student population of 300+ on F and J visas and evaluation and processing of all documents related to these non-immigrant statuses. Maintains federal reporting compliance through SEVIS (real time) in the capacity of 'Designated School Official and Alternative Responsible Officer. Aids in planning and implementation of International Center Programming: new student Orientation, Welcome Back Bash, OPT/CPT/AT workshops, International Education week, International House, International Dinner Dance etc. Banner, Oracle, Web CMS, Microsoft Outlook, Word, Excel used.

Add Media:  Document  Photo  Link  Video  Presentation

### Practicum Student

#### University

January 2012 – May 2012 (5 months) | Somewhere

Investigation of support resources at the country, city and university level for students with perceived barriers to study abroad with focus on LGBT, special needs, and non-traditional students; recommendations on website placement, formatting and accessibility of resources. The goal of this project is to paint a more realistic picture of each study abroad environment so that students are making more informed decisions when choosing a study abroad program.

Add Media:  Document  Photo  Link  Video  Presentation

## EXPERIENCE

Formatting can be more narrative than the bullet points in a resume which allows for explanation and better understanding of job responsibilities or projects

Use concrete numbers. How many students did you advise? How big of an office did you do this thing in?

Technology is key in any workplace. Include any software you used regularly

# BE COMPLETE

## Education

### University of Wisconsin-Madison

Master's Degree, French & International Education

2010 – 2012

[Add Grade](#) ?

[Add Activities and Societies](#) ?

[Add Description](#) ?



Add Media: [Document](#) [Photo](#) [Link](#) [Video](#) [Presentation](#)

### Boston University

Bachelor's Degree, French Language and Literature

2006 – 2010

[Add Grade](#) ?

[Add Activities and Societies](#) ?

[Add Description](#) ?



Add Media: [Document](#) [Photo](#) [Link](#) [Video](#) [Presentation](#)

[Add education](#)

## EDUCATION

Excluding certain information appears that you have something to hide. According to recruiters dates are one of these items.

Dates also give a greater possibility of linking to other alumni

# HUMANIZE YOUR PROFILE

## Additional Info

### Interests

Dead lifting, herb gardening, biking (fixie)

## Volunteer

+ Add volunteer experience



### Teacher

Center for English as a Second Language

June 2010 – May 2012 (2 years) | Education

Administrative and general support including reception, maintaining accurate and up-to-date records of student attendance, accompanying students on field trips and providing counsel on everyday life in the United States.

### Causes you care about:

Topics and causes that matter to you.

- Education
- Social Services

## ❑ INTERESTS

Recruiters look for hobbies and/or interests that will allow them to connect with an applicant

## ❑ VOLUNTEERING

Can be comparable to job experience. If it is not related it still shows initiative and personality

## ❑ CAUSES

Not necessary

# BECOME PROFESSIONALLY ACTIVE

## Organizations

**Nafsa: Association of International Educators**

Member & KCISSS Knowledge Community, Region V Liaison

**MAIE: Michigan Association of International Educators**

Member

**WAIE: Wisconsin Association of International Educators**

Member

## ❑ ORGANIZATIONS

Regional Organizational Membership is generally free, conferences rates are reasonable and they are great places to build your network.

## Immigration Advisor

Western Michigan University, Haenicke Institute for Global Education



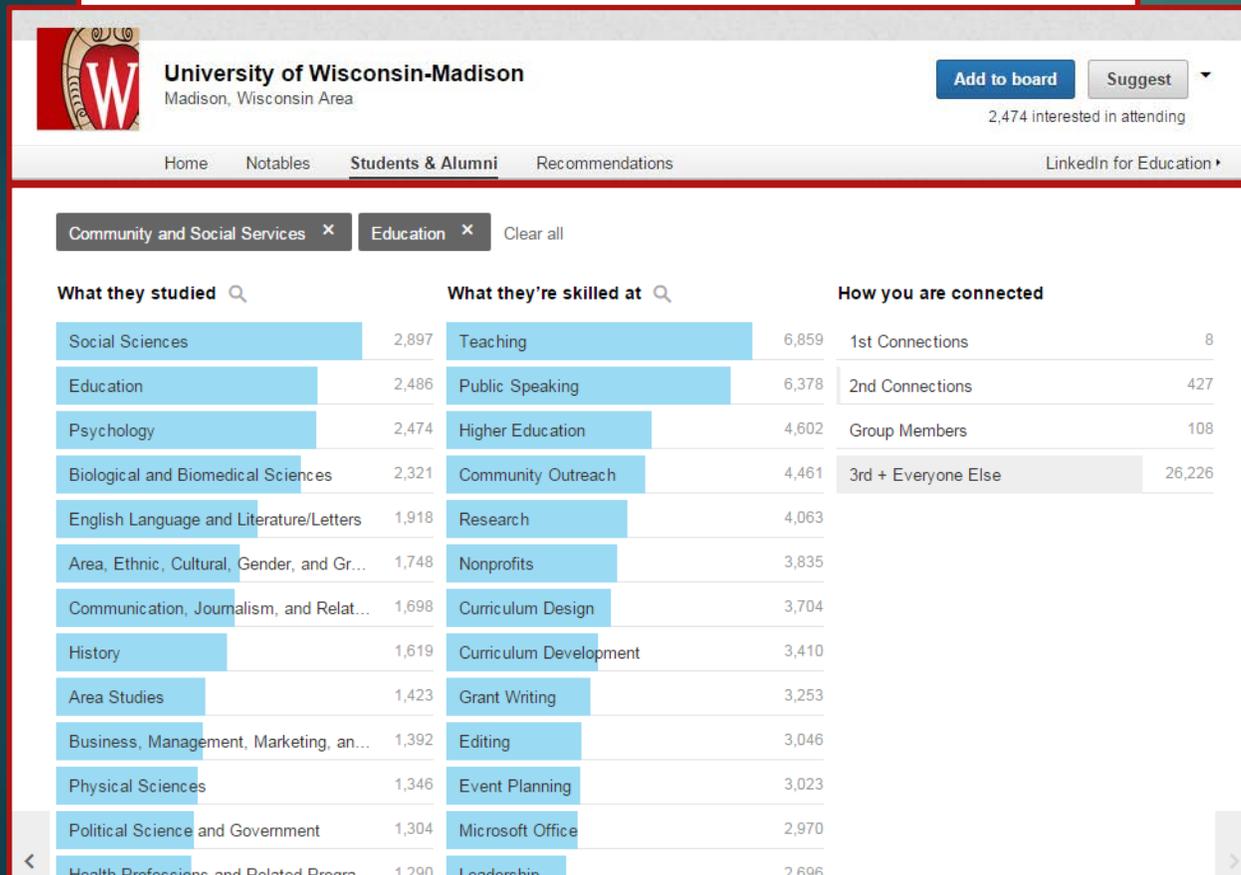
- Advises and counsels international students on matters related to OPT and compliance with federal immigration regulations and university policies and procedures.

- Advises and counsels international undergraduate and graduate students regarding the effect on their immigration status of academic course load, probation, employment, travel requirements, financial, medical and personal matters.

# CHOOSE YOUR VERBAGE

## SKILLS & ENDORSEMENTS

Look at job announces and seasoned professionals LinkedIn profiles to discern which skills are valuable



## Skills & Endorsements

+ Add skill

Public Speaking Intercultural... Advising Programming French  
Community Outreach Recruiting

Add skill

# SHOWCASE INTERESTS

## Following

Customize news

Customize companies

### News



**Leadership & Manag...**  
11,702,606 followers  
✓ Following



**Social Impact**  
1,307,543 followers  
✓ Following



**Careers: The Next L...**  
338,761 followers  
✓ Following

### Companies



**U.S. Immigration and...**  
Law Enforcement  
✓ Following



**Peace Corps**  
International Affairs  
✓ Following



**U.S. Department of S...**  
International Affairs  
✓ Following



**Rotary International**  
Nonprofit Organization  
Management  
✓ Following

### Schools



**University of Wiscon...**  
Madison, Wisconsin  
Area  
✓ Following



**Boston University**  
Greater Boston Area  
✓ Following

## Groups



**International Stud...**  
10,754 members  
Visible ▶



**NAFSA: Associati...**  
31,378 members  
Visible ▶



**NAFSA Region IV**  
96 members  
Private Group



**World University ...**  
2,948 members  
Visible ▶

## ■ FOLLOWING

The entities that you follow should be relevant to the field

News provides advice, tips & info you may be interested in

Companies post job listings that you can apply to through LinkedIn

Schools are added automatically when you input your education. They also post jobs when they are available.

## ■ GROUPS

Activity in Groups can give you name recognition

# MAINTAIN YOUR WORK



**Kimberly Reisman**  
Manager of Marketing at Greenberg Glusker ...  
[Your recent activity](#)

New jobs from POSSIBLE, Nordstrom, Skadden, Arps, Slate...  
6 people viewed your profile in the past 3 days

Share an update   Upload a photo   Publish a post

1 new update

 likes this 17h

**A.T. Kearney** [Follow](#)

Beyond the usual marketing commentary, the Mayweather-Pacquiao "fight of the century" offers some surprisingly ground-breaking business lessons that are changing traditional perspectives: <http://ow.ly/MHoqi>

 **Top 3 Business Lessons From Mayweather-Pacquiao**  
huffingtonpost.com • The latest 'fight of the century' ended as many have before - collective viewer boredom followed by...

Like • Comment • Share • 18

**Optum** shared: Sponsored [Follow](#)

<https://lnkd.in/eAf4HMi>

 **3 ways big data is helping to create better, more affordable hospitals**

10 ways to keep in touch

 has a work anniversary.  
Celebrating 9 years at Purple Communications

[Like](#) [Comment](#) [Skip](#)

You might like to follow

**Special Counsel**

Kimberly, get the latest on Special Counsel Jobs, News & more!

[+ Follow](#)

# BASIC VS PREMIUM

## Free

- ✓ Request 5 introductions at a time
- ✓ Search/view profiles of other LinkedIn members
- ✓ Receive unlimited inMail messages
- ✓ View 100 results per search
- ✓ Save up to 3 searches and get weekly alerts on those searches

## Job Seeker

- ✓ 3 inMail credits
- ✓ See who has viewed your profile in last 90 days & how they found you
- ✓ Featured Applicant: Move to the top of recruiter's applicant list
- ✓ Applicant Insights: See how you compare to other candidates

## Business Plus

- ✓ 15 InMail messages
- ✓ See who has viewed your profile in last 90 days and how they found you
- ✓ Advanced Search filters
- ✓ Unlimited profile search – view unlimited profiles from search results up to 3<sup>rd</sup> degree



Search for people, jobs, companies, and more...



Advanced



Home

Profile

Connections

Jobs

Interests

Business Services

Try Premium for free



## Jobs

Search by job title, keywords, or company name

Search

Advanced search

### Jobs you may be interested in

Preferences:

Your job activity is private.

Sponsored



Tax Director  
Greater Boston Area



Director of Special Education  
Greater Chicago Area



International Tax Accountant  
Glenview, IL



International Tax Manager  
Chicago IL US

### Are you hiring?

Reach the right candidates with LinkedIn Jobs

Post a job

### Saved jobs (0)

Save jobs you're interested in and get back to them later.

[See all saved jobs](#)

### Saved searches (0)

Save your searches and we'll let you know when new results match your criteria.

### Applied jobs

Review your past job applications here.

[See all applied jobs](#)

Feedback



Search for people, jobs, companies, and more...



Advanced



Home

Profile

Connections

Jobs

Interests

Business Services

Try Premium for free



## Jobs

Search by job title, keywords, or company name

Search

Advanced search

### Jobs you may be interested in

Preferences:

Your job activity is private.

Sponsored



Group X Sales Specialist  
Madison, Wisconsin Area



Senior Software Development  
Engineer  
Madison, WI



Playworks Corps Member  
Boston, MA



Travel Services Agent/Key  
Account Manager  
Waltham, MA



Full Time Management  
Trainee Intern - Boston...  
Boston, MA, MA

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Feedback



Search for people, jobs, companies, and more...



Advanced



Home

Profile

Connections

Jobs

Interests

Business Services

Try Premium for free



## Jobs

Search by job title, keywords, or company name

Search

Advanced search

### Jobs you may be interested in

Preferences:

Your job activity is private.

Sponsored

**SHOPBOP**  
EAST DANE

Senior Software Development  
Engineer  
Madison, WI



Group X Sales Specialist  
Madison, Wisconsin Area

Sorry, no jobs match your current preferences

Try broadening any of your criteria to get more results. For example, instead of "Manhattan," try "New York City."

### Are you hiring?

Reach the right candidates with LinkedIn Jobs

Post a job

### Saved jobs (0)

Save jobs you're interested in and get back to them later.

[See all saved jobs](#)

### Saved searches (0)

Save your searches and we'll let you know when new results match your criteria.

### Applied jobs

Review your past job applications here.

[See all applied jobs](#)

Feedback

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