

BUILD A PROFESSIONAL NETWORK

When building a professional network on LinkedIn, it is important to be deliberative and selective about who you choose to connect with. Rather than adding everyone and anyone you can, focus on building quality connections over pure quantity. For building quality connections, LinkedIn recommends you consider these three types of people: the Advocate, the Strategic “In”, and the Subject Matter Expert.

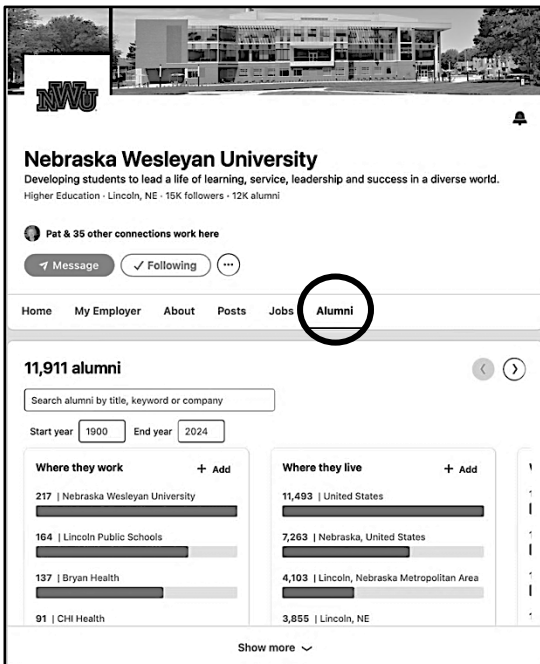
| THE ADVOCATE | THE STRATEGIC “IN” | THE SUBJECT MATTER EXPERT |
|---|---|---|
| <p>Typically someone you know on a personal level, this person can act as a trusted sounding board for advice and ideas:</p> <ul style="list-style-type: none"> • Classmate • Friend • Family member | <p>Typically someone you know on a professional level, this person is well-connected in your field of interest and is willing to make connections on your behalf:</p> <ul style="list-style-type: none"> • Professor • Internship advisor • Former boss • Alumnus | <p>This person can offer superior insight into a specific industry and can give an unbiased opinion.</p> <p>To find these connections, search specific companies and jobs in your field of interest and “Follow” them so that their posts appear more frequently on your LinkedIn feed. Then, “Like”, share, and/or comment on their posts to demonstrate interest in their insights in their industry.</p> |

USE “MY NETWORK” TO FIND QUALITY CONNECTIONS



LinkedIn will suggest profiles for you to connect with based on various aspects of your completed profile. For example, it may show a category called “People you may know from Nebraska Wesleyan University” and include current students, faculty, and staff that you may know based on other connections you have already made. Other categories might include “People you may know in Lincoln, NE (or whichever city you have listed in your profile)”, “People with similar roles” based on positions you have listed in your Experience sections, or “Groups you may be interested in”, to name a few. Again, it is recommended to avoid adding everyone and anyone and instead strive to make quality connections with the types of people listed above.

Use the “Manage my network” tab to see all your connections, followers, followings, groups, events, pages, newsletters, and hashtags you may be following.



SEARCH FOR QUALITY CONNECTIONS WITH THE ALUMNI TOOL

The Alumni tool on a university’s LinkedIn page is a powerful resource to research alumni and their careers. Additionally, fellow alumni from your university are often open to connecting and sharing advice with students from their alma mater as they may share some similarities to your educational journey.

The Alumni tool will show where they work, where they live, what they do, what they are skilled at, what they studied, and how you are connected.

To narrow down search results, you can search alumni by typing in a title, keyword, or company. For example, if you type in “graphic design”, it will show alums that have graphic design in their profiles. You can also narrow your search by location if you are looking to work in a specific location and want to see which alums are working in the area. As well, you can narrow by graduation year if you wish to find someone who is established in their career.

CREATE A GOOD FIRST IMPRESSION WHEN CONNECTING

When requesting to connect on LinkedIn, especially with a Strategic “In” or Subject Matter Expert, be sure to include a well-written, personalized message to demonstrate professionalism and your interest in connecting with them. Here is a sample of what your message to connect might look like:

“Hi, Paula. I am a senior at Nebraska Wesleyan University majoring in Digital Marketing. I’m interested in pursuing the field you’re in and see you’ve had a lot of success. I would love to connect with you on LinkedIn and, if possible, meet with you via Zoom or a phone call for a quick chat to learn more about your career journey and any advice you may have.”

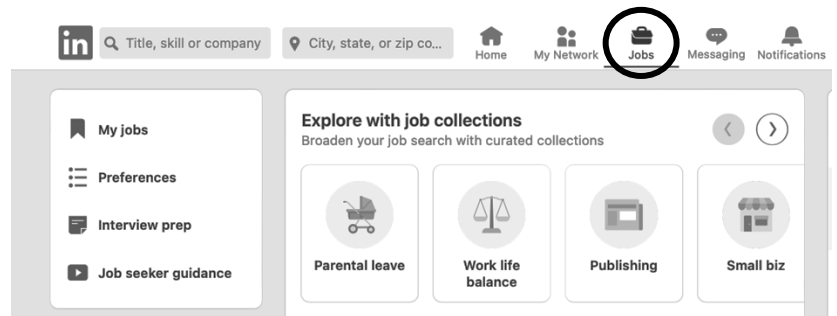
FIND JOBS & INTERNSHIPS

On the Jobs page, the “My jobs” tab is where you can easily find your saved jobs and create job alerts for jobs that you want to keep track of.

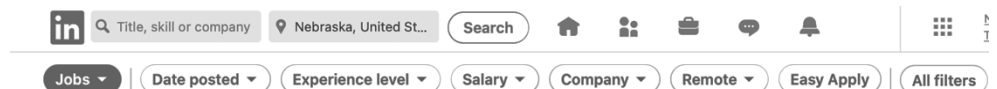
Under the “Preferences” tab, you can choose to let people know if you are open to work and what types of opportunities you are looking for (e.g., internship, part-time, full-time).

On this page, LinkedIn will provide recommended jobs based on your skills and experiences from your profile. You can also see jobs related to recent job searches and explore job collections curated by LinkedIn.

To search for opportunities, start by typing a job title (e.g., digital marketing intern), skill (e.g., graphic design), or company into the search bar.



To narrow your search:



- Use the Experience level (e.g., internship, entry-level), salary range, company, or remote opportunities filters.
- Use the “Date posted” filter to find jobs posted within the past 24 hours, past week, or past month. Always check for an application review date for any job posting to ensure a timely application. If an application review date is not stated in the LinkedIn job posting, go to the job posting on the company website (you can usually get there by clicking on the “Apply” button in the job posting).
- Under the “All filters” tab, further refine your search by job type (part-time, full-time, internship, volunteer), location, industry, and job function, among other filters.
- Select the “Easy Apply” tab to filter for positions you can directly apply to through LinkedIn (no link to outside website). Applications are sent securely to the job poster, and some of the skills from your LinkedIn profile are also shared.

BOOST YOUR SKILLS THROUGH LINKEDIN LEARNING COURSES

A wide variety of courses and certifications are available through the LinkedIn Learning page to enhance skills in research, writing, leadership, coding languages, computer programs, generative AI, public speaking, and so much more.

While some courses provide free access for 24 hours upon starting, others require a monthly paid subscription to a LinkedIn Premium account to gain unlimited access to their content. All new LinkedIn users are offered a free one-month trial of Premium, so you may consider using the trial to explore courses and other features to judge if continuing with a Premium account is worth the added expense. If you decide to discontinue the Premium account, be sure to cancel your subscription before your trial is over to avoid charges to your bank account.