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Here are some of the reasons you should use LinkedIn:

Find jobs relevant to your Major:

Filtering through the wide variety of options allow for a completely customized job search in the fields and locations that you really want. You can discover new options and pathways that you originally never considered for your career.

Identify your strengths and weaknesses:

If you have updated your profile, LinkedIn can show you the qualifications that you do or don't have for a particular role. Looking at the job description shows you the areas that you satisfy and the areas you may need to work on.

Land Internships:

Companies post a wide-variety of internships meaning that you can use LinkedIn to broaden your horizons and get the experience you need before completing your degree.

Broaden your Network:

Gaining new insights into businesses and stakeholders in your field can help create new opportunities and learning experiences that extend way beyond the classroom.

Professional Development:

LinkedIn offers free courses for premium users so that you can become proficient in the areas that you have dTJ1-79.need.

(Source: <https://99rms.com/blog/linkedin-statistics>)

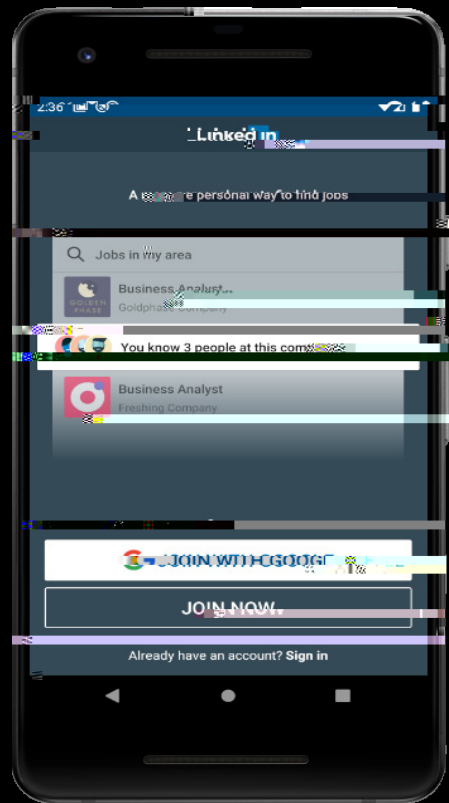
- LinkedIn is responsible for more than 80% of a business social media leads! All the other social media platforms put together only amount to 19.67% of leads.
- 77% of users said that LinkedIn helped them research people and companies. So use relevant keywords so that your profile shows up in the first list of search results.
- 76% of respondents find who's view our profiles helpful

We will be using Mobile UI since it is simple to use to create a LinkedIn Profile:

Lets Get Started-

Once you open up the app, you will be greeted by the LinkedIn signin page. You can head easily with “Join with Google”. Here are few key points to be considered while completing your profile.

Headline:





Here you should include (if available); Email Address, Phone Number, Twitter Handle, and Personal/Company website, and Professional Portfolios. Make sure your contact information is upto date and where you can be reached easily.

[Source \(https://www.themuse.com/advice/5-templates-thatll-make-writing-the-perfect-linkedin-summary-a-breeze\)](https://www.themuse.com/advice/5-templates-thatll-make-writing-the-perfect-linkedin-summary-a-breeze)

is is very important. It should tell your personal story or “WHY” behind choosing your career field. The about section sums up your professional history (story), qualifications, transferable soft skills and personality. Plus, it can (and should) give viewers a clear idea of what they should do next—whether that’s accepting your connection request, recruiting you for a job opening, or reaching out for networking purposes. Below is a short example:

Use keywords in your bio, experience, headline, posts, hashtags and comments to get more attraction from the people within your field.

Give in-depth and specific information on how you performed tasks in an active manner. Use bullet points for each specific piece of information

List accomplishments and integrate any key skills; how you demonstrated them (pertaining to your industry). That way, employers can see real proof of your competencies.

There will also be a section for volunteer experiences and licenses/certifications. It's very important to list these to further advocate for your skills/qualities.

Including hobbies and interests outside of your career can be a useful way to give employers a more holistic overview of your personality. Document these in a bullet point format on the about section as well using the interests section to elaborate on organizations you support.

Join Groups

LinkedIn allows you to join groups that you're interested in, which can help expand your knowledge and network through interacting with other's interested in your field.

NEED HELP?

ULM Career Center
Sandel Hall 139
Monroe, LA 71209

Office Hours:
Mon- Thurs: 7:30am-5:00pm
Fri: 7:30am-11:30am

318-342-5338
careercenter@ulm.edu

OUR SERVICES:

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- Career Fairs
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- ULM Mentorship Program
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- Resume Writing
- Interview Skills
- Mock Interviews
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- Career Style Show
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- Internship Search
- Career Workshops