

# BOSTON COLLEGE WORLDWIDE WEBINARS



*Presented by:*



# LinkedIn

## Maximizing your BC Connections

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# Overview

- **LinkedIn - What is it and why use it?**
- **Best practices for your LinkedIn profile**
- **How to use LinkedIn for your job search and find your BC connections**
- **How to get and stay connected and active on LinkedIn**

# Why LinkedIn for your job search?

- LinkedIn is a networking platform that you can use for your job search.
  - *IT IS NOT JUST FOR YOUR JOB SEARCH!*
- LinkedIn has over 550M users in over 200 countries.
- Over 90% of recruiters use LinkedIn to search/contact candidates, vet before an interview and post jobs on LinkedIn.

\*JobHunt-<https://www.job-hunt.org/linkedin-job-search/LinkedIn-job-search.shtml>

# Best LinkedIn profile practices

- You can increase your chances of getting contacted by a recruiter/hiring manager by doing the following:
  - Having a *professional-looking* photo
  - Impactful headline
  - *Key word* heavy summary
  - Skills and endorsement section built out
  - Brand yourself and stay active

# How to use LinkedIn and finding your BC connections

## ➤ Use LI for your job search

- Set up job alert
- Let recruiters know you are interested

## ➤ Find your BC connections

- Name search
- School search
- Company search
- By job title
- Upload a list
- LinkedIn will make some suggestions about who you may know
- Join groups-particularly BC groups (“Boston College Alumni Group” has over 28,000 BC alumni as members. There are many LinkedIn groups that are career specific.)

# LinkedIn job search etiquette and tips

- **Connection requests and/or conversation starters**
  - Find common ground: BC
  - Ask for advice/guidance if they cannot vouch for you professionally
    - *Statement of commonality – broad or narrow*
    - *Why them?*
    - *Call to action*
    - *Thanks!*

# LinkedIn job search etiquette and tips - Examples

## EXAMPLE:

I'm a fellow BC alum and was impressed by your profile/your article. I'm reaching out because I need advice. I'm in the midst of \_\_\_\_\_ and have some questions about \_\_\_\_\_. Would you mind a brief phone chat sometime soon? Thanks for considering my request and keep up the excellent work!

- I'm looking to make a career transition like you did, move back to Boston, have made it my New Years resolution to expand my network and get back in touch with BC alums

## EXAMPLE:

We are both in the Boston Networking Club, so I was hoping it would be okay if I reached out to you. [*Name of HR person*] posted a description for a [*Program Manager*] opening at your company today on LinkedIn that I am really interested in learning more about. Would you be able to tell me just a little bit about what it is like to work in that division on a daily basis? What the company culture is like? Thank you so much for any information you can give. I am really excited to learn more!

### **Be mindful of your ask!**

*Test yourself:* If you were face-to-face with someone would you have the same ask? How would you respond to your ask?

# Ways to stay active on LinkedIn

- **Share one piece of content daily...Article or quote-don't overdue it!**
  - You can see who shared/liked/commented on your posts, thank them, start a conversation.
- **'Like' a few pieces of content daily**
- **Check up on your LinkedIn groups**
- **Look at the notifications tab-reach out and start a conversation**
- **Check your private messages and InMails**
- **Write an article-showcase your expertise**
- **Endorse someone/write a recommendation or ask for a recommendation**



# Q & A

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