



SDSU Career Services



LinkedIn Workshop

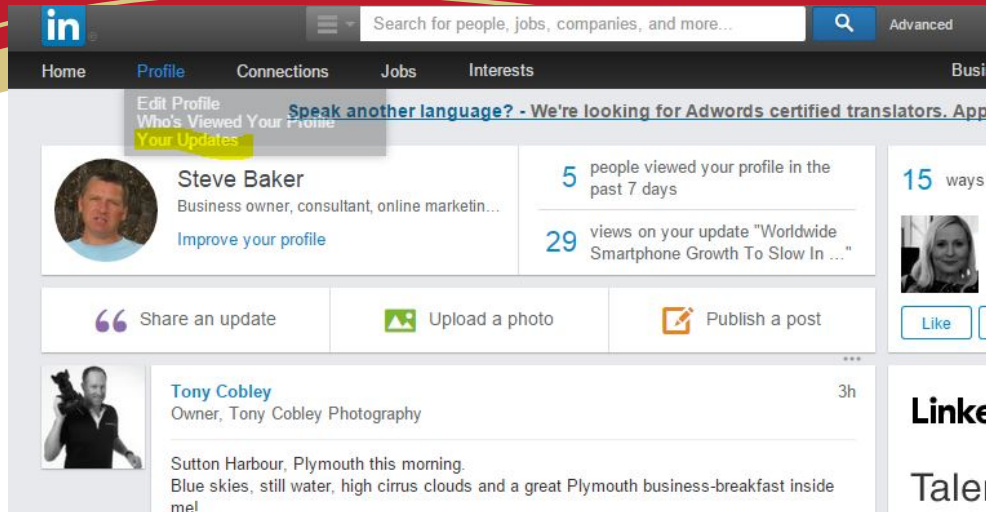
Agenda

- Why Use LinkedIn
- Things to Keep in Mind
- A Few Resources
- LinkedIn Profile Sections
- Questions

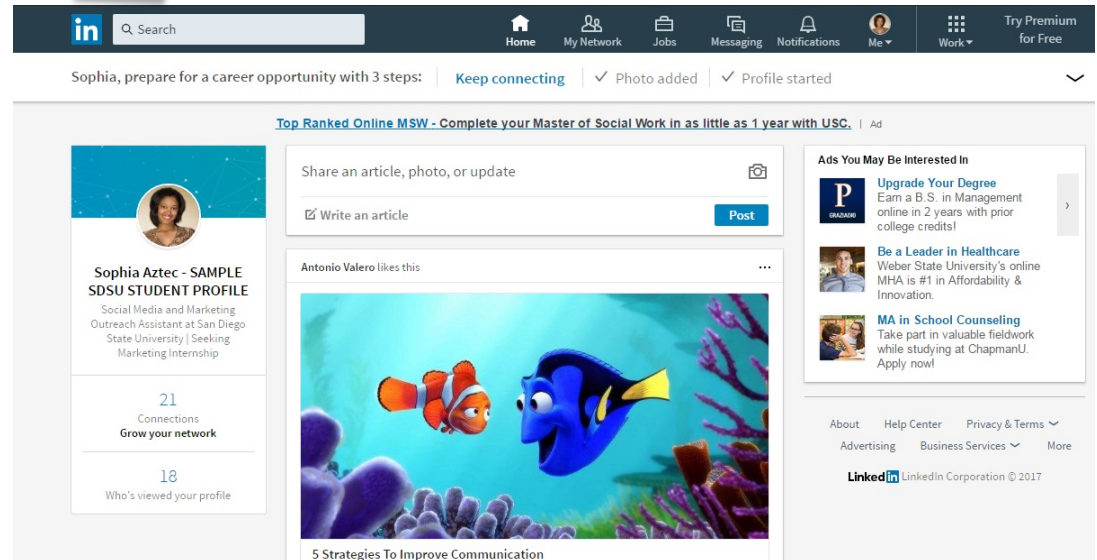


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Changes to the layout



This screenshot shows the old LinkedIn interface. At the top is a search bar with the text "Search for people, jobs, companies, and more..." and an "Advanced" link. Below the search bar are navigation tabs: Home, Profile, Connections, Jobs, Interests, and Business. A banner for "Speak another language? - We're looking for Adwords certified translators. Apply" is visible. The main content area features a profile for Steve Baker, a business owner and consultant, with statistics showing 5 profile views and 29 update views. Below the profile are buttons for "Share an update", "Upload a photo", and "Publish a post". A post by Tony Cobley, owner of Tony Cobley Photography, is also visible, mentioning Sutton Harbour in Plymouth.



This screenshot shows the new LinkedIn interface. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A search bar is present. Below the navigation bar, there are status updates: "Sophia, prepare for a career opportunity with 3 steps: Keep connecting", "Photo added", and "Profile started". A featured advertisement for "Top Ranked Online MSW - Complete your Master of Social Work in as little as 1 year with USC" is displayed. The main content area shows a profile for Sophia Aztec, a sample SDSU student profile, with 21 connections and 18 profile views. Below the profile is a post by Antonio Valero, featuring a video of Nemo and Dory from the movie Finding Nemo. On the right side, there is a section for "Ads You May Be Interested In" with three advertisements: "Upgrade Your Degree", "Be a Leader in Healthcare", and "MA in School Counseling". The footer includes links for About, Help Center, Privacy & Terms, Advertising, Business Services, and the LinkedIn logo with copyright information.



Learning Outcomes

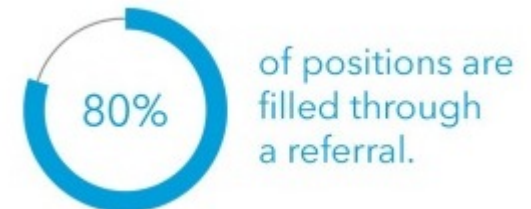
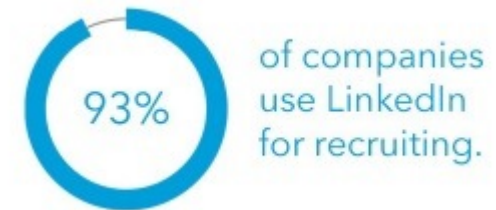
- 1) Become familiar with the different sections
- 2) Be able to fill each section with relative information
- 3) Identify several effective strategies for job search

What do you hope to gain from this workshop?



Why Use LinkedIn

- It's more than your digital resume
 - Evidence of your skills
- Build your network
- Could be the first place someone else looks
 - Employers are also posting jobs!



* LinkedIn (2016). The Higher Ed Professional's Guide to the LinkedIn Students App [3]
Retrieved from [https://university.linkedin.com/content/dam/university/global/en_US/site/img/banners/LinkedIn-Higher-Ed-eBook-040816-\(1\).pdf](https://university.linkedin.com/content/dam/university/global/en_US/site/img/banners/LinkedIn-Higher-Ed-eBook-040816-(1).pdf)

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Things to Keep in Mind

- Quality not Quantity of Connections
 - Make sure you follow-up

Hello _____:

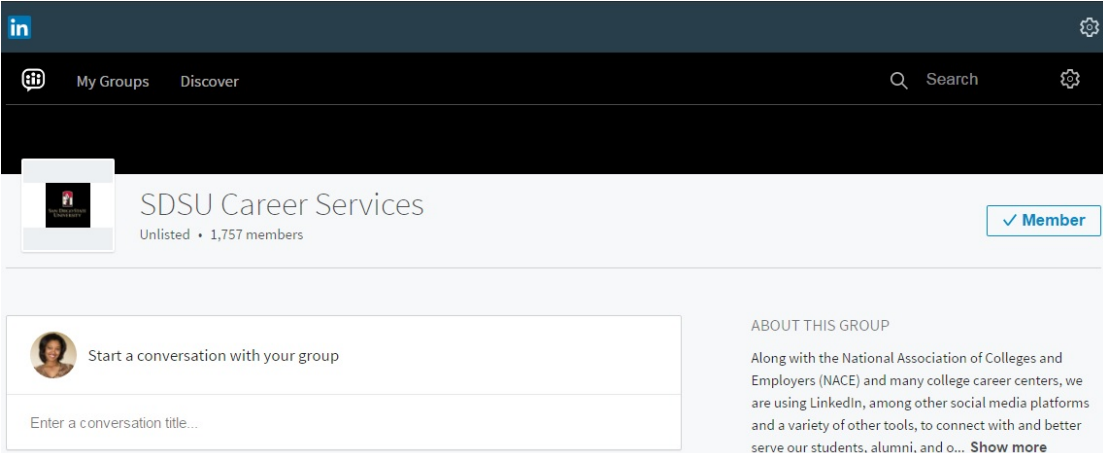
My name is Sophia Aztec, and I am currently studying Marketing here at San Diego State. I came across your profile and saw that you are an alumni of SDSU and are currently working at_____. As I am currently finishing my junior year, I was curious if you had any advice for preparation before entering the marketing field.

I look forward to hearing from you.

Respectfully,

Sophia Aztec

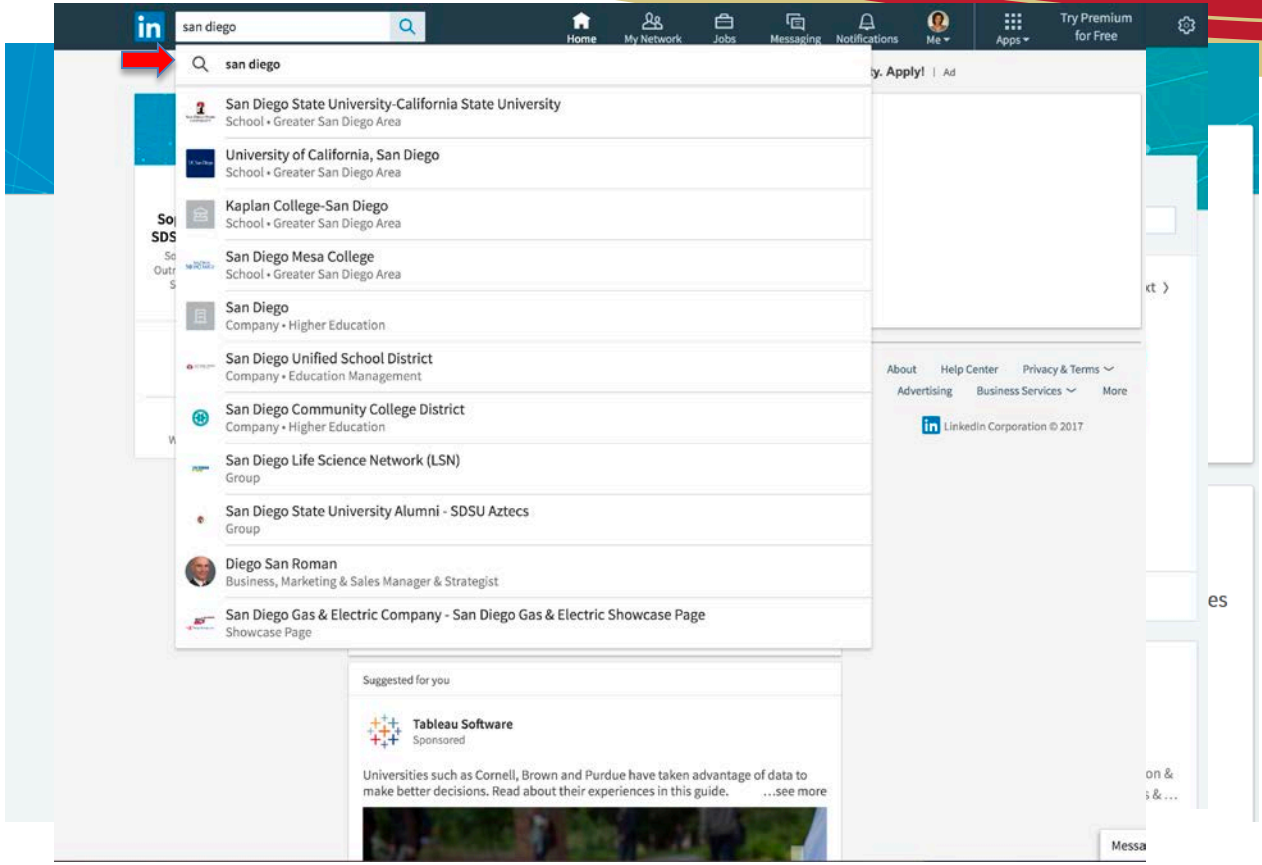
- Relevant Groups



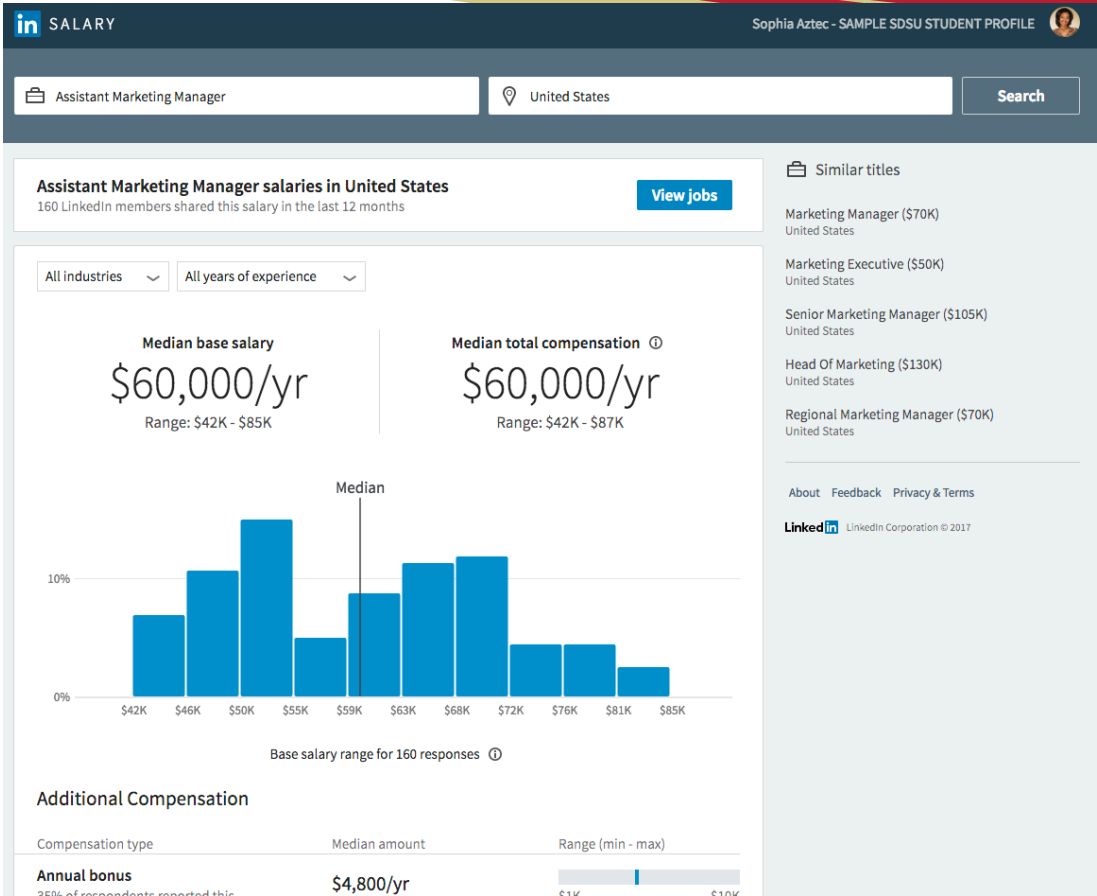
The screenshot shows a LinkedIn group page for "SDSU Career Services". The page header includes the LinkedIn logo, "My Groups", "Discover", a search bar, and a settings gear. The group name "SDSU Career Services" is displayed with a "Member" button. Below the group name, there is a section for starting a conversation with the group, featuring a profile picture and a text input field. To the right, there is an "ABOUT THIS GROUP" section with a brief description of the group's purpose and a "Show more" link.



The Alumni Tool



LinkedIn Salary



Other Tools

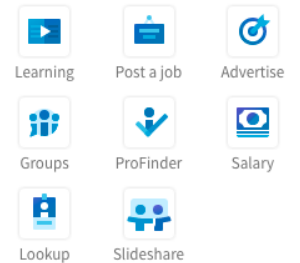
The screenshot shows the SlideShare website interface. At the top, there's a navigation bar with the LinkedIn logo, 'SlideShare', a search bar, and an 'Upload' button. Below the navigation bar, there are several featured presentations. The first one is titled 'How to Become a Thought Leader in Your Niche' by Leslie Samul, with 28,000 views. The second is '3 Things Every Sales Team Needs to Be Thinking About' by DMT, with 40,622 views. Other presentations include 'Visual Design with Data', 'Designing Teams for Emerging Challenges', and 'UX'. Each presentation card includes a thumbnail image, the title, author name, and view count.

Jobs you may be interested in

Any location · Training to CXO level · Any industry · 0 to 10,000+ employees ... [Update preferences](#)

The screenshot displays a grid of job recommendations on LinkedIn. Each job card includes a company logo, job title, location, number of alumni, and an 'Apply' button. Some cards also feature a 'Try Premium for free' button. The jobs listed include: 'Social Media Specialist' at Weik Resorts, 'Social Media / Content Marketing Specialist' at Satechi, 'Marketing Operations & Automation Manager' at Proficio, 'DIRECTOR, DIGITAL MARKETING' at Confidential, 'Marketing Content Manager' at Rosemont Media, 'Volunteer Virtual Classroom Speaker' at Nepris Inc., 'Marketing Coordinator' at WorkinSports.com, 'Social Media Specialist' at SleepScore Labs, 'Marketing Content Manager' at Rosemont Media, LLC, and 'Marketing Associate - Client Services' at Planet Interactive. A 'Mess' button is visible at the bottom right of the grid.

Visit more LinkedIn Products



LinkedIn's business services

Talent Solutions

Find, attract and recruit talent

Sales Solutions

Unlock sales opportunities

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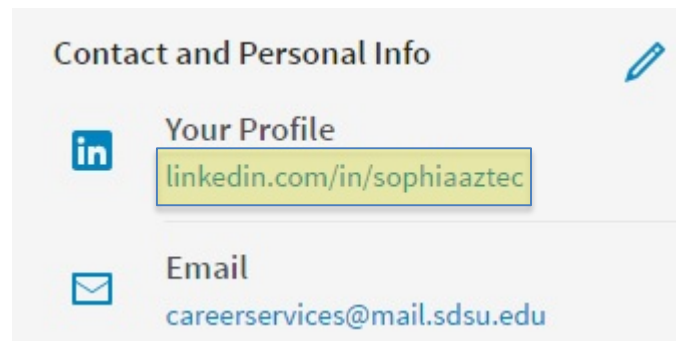
Introduction



A screenshot of a LinkedIn profile for Sophia Aztec. The profile includes a circular profile picture of a young woman with dark hair, a headline, a current position, and location information.

Sophia Aztec - SAMPLE SDSU STUDENT PROFILE
Social Media and Marketing Outreach Assistant at San Diego State University | Seeking Marketing Internship
San Diego State University • San Diego State University-California State University
Greater San Diego Area • 21 🌐

- **Picture**
- **Headline**
 - **Keywords**
 - **Experience**



A screenshot of the 'Contact and Personal Info' section of a LinkedIn profile. It shows a LinkedIn icon next to the profile URL and an email icon next to the email address.

Contact and Personal Info

Your Profile
[linkedin.com/in/sophiaaztec](https://www.linkedin.com/in/sophiaaztec)

Email
careerservices@mail.sdsu.edu



Professional Summary

Summary

Sophomore | Class of 2018 | San Diego State University | Journalism emphasis in Public Relations, Minor in Marketing

Seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, designing digital marketing concepts, and writing monthly newsletters.

Specialties:

- Digital Marketing
- Print Journalism
- Digital Journalism

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link to media

- Describe who you currently are
- If you're looking for a position
- What you're good at

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Education


Edit education

School
San Diego State University-California State University

Degree
Bachelor of Science in Journalism

Field of study

Education

 **San Diego State University-California State University**
Bachelor of Science in Journalism, GPA 3.40
2014 – 2018
Activities and Societies: Student Writer for The Daily Aztec, School of JMS Peer Advisor, Member of Honors' Program, Member of Associated Students.

Ex: Alpha Phi Omega, Marching Band, Volleyball

Time period

From Year
2014

To Year (or expected)
2018

Description

Your edits above won't be shared with your network.

Delete Save



- Highlight all aspects of your education
- GPA
- Extracurricular Activities

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Experience

Experience



Social Media and Marketing Outreach Assistant



San Diego State University

Jan 2015 – Present • 2 yrs 2 mos • SDSU Career Services, SDSU Campus

Under the supervision of the Associate Director of Career Services and Director of Technology at Career Services, responsibilities include:

- Create and implement strategies to provide Career Services Marketing and Outreach using social media channels
- Blogging, scheduling, and posting across social media channels via management platform to reach students on behalf of SDSU Career Services
- Collaborate with other staff members within Career Services to ensure all goals of Marketing and Outreach are being met.

See less ^



Barista

The Coffee Bean & Tea Leaf

Aug 2014 – Dec 2014 • 5 mos • Downtown San Diego

- Demonstrated patience and active listening skills when interacting with customers
- Worked 20 hours per week while attending school full time
- Prepared and served drinks and food in accordance with health codes and café standards.
- Performed weekly inventory of supplies
- Maintained café cleanliness at all times, including cleaning tables, maintaining condiment bar, and removing trash.

See less ^


➤ Just as in your resume

➤ Verb tense


➤ Duties


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Skills

Featured Skills & Endorsements Add a new skill 

[View 1 pending endorsement](#)

Public Relations · 5  Antonio Valero and 4 connections have given endorsements for this skill


Social Media · 4  Antonio Valero and 3 connections have given endorsements for this skill

Facebook · 4  Antonio Valero and 3 connections have given endorsements for this skill

Sophia is also good at...

Event Planning · 4	Social Media Mark... · 4	Journalism · 3
Customer Service · 3	Teamwork · 3	Public Speaking · 3
Marketing · 2	Microsoft Excel · 2	Research · 2
Higher Education · 2	Community Outre... · 2	Project Managem... · 1
PowerPoint · 1	Microsoft Office · 1	Digital Marketing · 1
Management · 1	Blogging · 1	

[Adjust endorsement settings](#)

[See less](#) 

- List what you're good at
- Reach out and get endorsed

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Other Sections

Background



Work experience
List your work history including any contracts or internships.



Education
Get 11x more profile views by adding your school.



Volunteer experience
Highlight your passions and how you like to give back.

Add new profile section

Background

Skills

Accomplishments



Publications
List your published work and be found 7x more.



Certifications
Members with a certification get 5x more profile views.



Courses
List coursework from your prior or continuing education.



Projects
Add compelling projects to demonstrate your experience.



Honors & Awards
Feature the recognition you've earned.



Patents
Showcase your innovation and

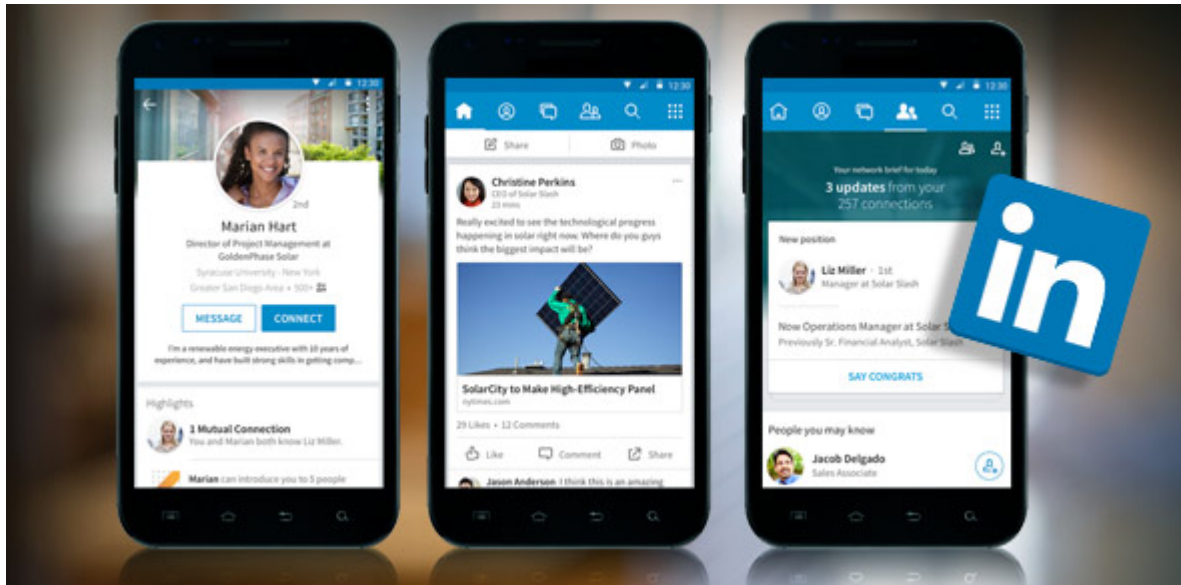
Skills



Skills
Showcase your strengths as a professional.

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LinkedIn Mobile



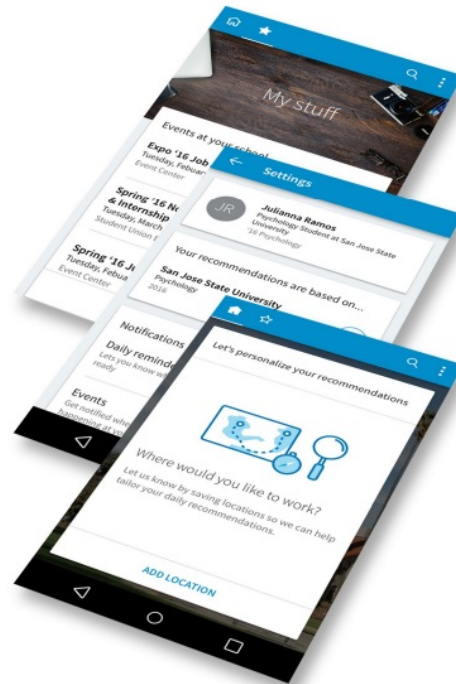
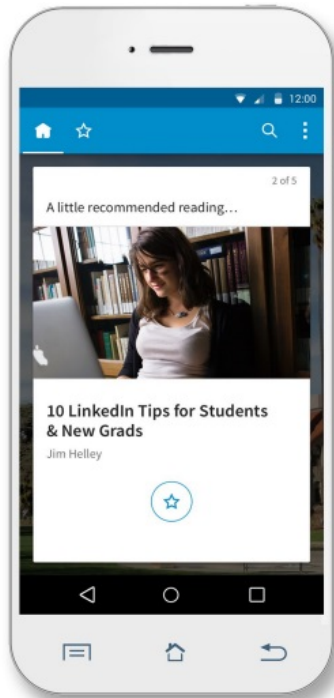
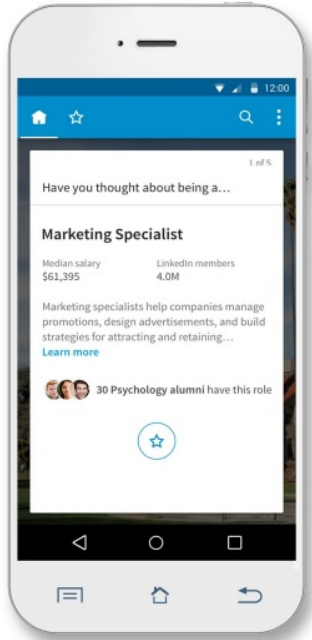
➤ Always with you



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* LinkedIn (2016). The Higher Ed Professional's Guide to the LinkedIn Students App [6-7,11]
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LinkedIn Students



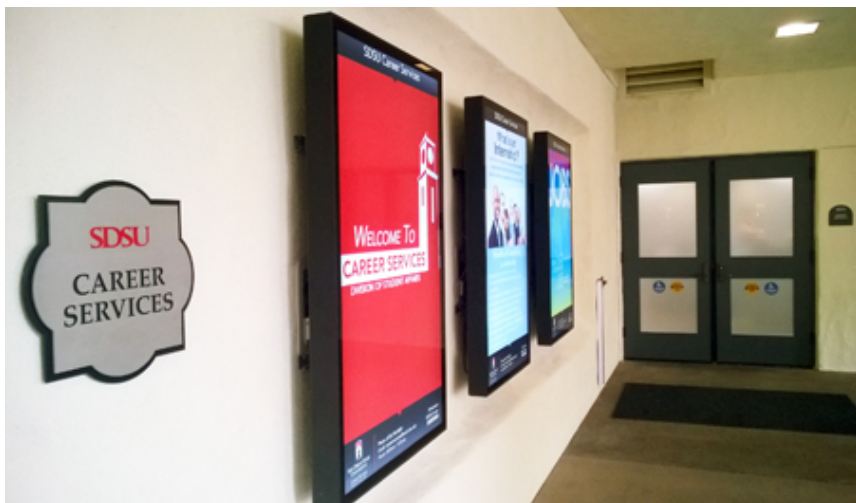
- Helpful Tip Cards
- Lists Current Job Postings



* LinkedIn (2016). The Higher Ed Professional's Guide to the LinkedIn Students App [6-7,11]
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Career Services



Office Hours:

Mondays-Fridays 8 am - 4:30 pm

Walk-ins (Fast 15) Hours:

Mondays–Thursdays 1 - 2:45 pm

Fridays 10 - 11:45 am

Location:

SSE-1200

Phone:

(619)594-6851

Contact Information

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