

LINKEDIN



LINKEDIN is a widely used professional networking website. Over 150 million professionals use LinkedIn, spanning over 150 industries and includes over 25,000 Holy Cross Alumni.

LinkedIn is a tool that helps you connect with people who are in a role, industry or at a company that interests you.

HELPFUL HINTS

KEEP IT PROFESSIONAL

LinkedIn is a professional networking tool. Do not include any personal details.

UPDATE YOUR PROFILE REGULARLY

Recruiters use LinkedIn to search for potential candidates. Make sure your profile is up to date and reflects your interest areas.

CONNECT

When you find a potential connection, look to see if you have any common connections. If yes, reach out to that common connection to see if they can make a virtual introduction.

Stop in the Center for Career Development with any questions about LinkedIn, or to have your LinkedIn profile reviewed by a Counselor.

DROP IN HOURS

MONDAY-FRIDAY 1:00PM - 4:00PM
& WEDNESDAY 10:00AM - 12:00PM
HOGAN 203

LINKEDIN WORKSHOPS

MONDAYS 4:00PM | HOGAN 203

PURPOSE

*"75% of hiring managers report looking at LinkedIn profiles to learn about a candidate's background."
-LinkedIn*

CONNECT WITH ALUMNI & OTHERS IN YOUR FIELD

Networking is a key part of any successful internship/job search strategy. LinkedIn can help you identify and connect with people in your field of interest.

TAP INTO THE "HIDDEN" JOB MARKET

Some open position may never be posted to the general public. Employers may look to their existing employees first for recommendations and referrals.

Using LinkedIn to network with alumni and professionals in your desired field can ensure you are on that list of referrals!

LINKEDIN PROFILE

YOUR PICTURE

Dress professionally and have a roommate or friend take a picture of you from the shoulders up, against a neutral wall or background.

HEADLINE

Your headline should capture your role today. Example: "Third-Year Student at College of the Holy Cross majoring in History."

SUMMARY

Include a brief paragraph about who you are, your key skills, and what you are interested in professionally.

EDUCATION

Add College of the Holy Cross, the degree you are working towards and the timeframe.

SKILLS

You can add a list of skills that you have demonstrated under this section. As you connect with people, they may endorse you for one or many of the skills listed. You will receive an email letting you know that someone has endorsed you for a particular skill so you are able to approve it.

LEVERAGING YOUR RESUME

Pull information from your resume to populate the additional sections such as: Experience, Organizations, Volunteering and Causes, Honors and Awards, Courses, Languages.

LinkedIn will prompt you to input the role, name or organization and timeframe.

You do not need to use bullets on LinkedIn. Instead, highlight your experience in 1-2 sentences, as desired.

MAKE CONNECTIONS & NETWORK

EXPLORE THE ALUMNI TOOL

LinkedIn's Alumni Tool lets you explore alumni career paths from more than 23,000 colleges and universities worldwide, including Holy Cross.

GROUPS

LinkedIn Groups can help you form new connections. Start with Holy Cross groups and reach out to alumni. Find volunteer organizations and associations you belong to.

SEARCH

Search by keywords to focus on job roles and/or industries that interest you. If you have a target list of companies, search by company name. You can also enter "College of the Holy Cross" under school to find Alumni who might be related to a keyword search or at a company where you have interest.

GIVE BACK

As you build connections, think about how you can support others. Comment on a classmate's update or forward a job listing – your generosity will be returned!

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