

LINKEDIN



LINKEDIN is a widely used professional networking website. Over 830 million professionals use LinkedIn, spanning over 150 industries and includes over 66,000 Holy Cross Alumni.

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. Update your LinkedIn profile every time you update your resume.

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. Make sure to "add a note" to each connection to explain the purpose of your interest in connecting with an individual. You have a higher chance of hearing from the person this way.

The Center for Career Development is here to help!

Schedule an appointment with a career counselor via **Handshake** to have your LinkedIn profile reviewed and/or to answer any questions about using the site.

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 positions may never be posted to the general public. Employers may look into 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."

ABOUT

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.

SKILL QUIZZES

Showcase your proficiency level in a variety of skill quizzes on LinkedIn. You can then share your results, which will be visible to recruiters and other members on the platform.

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. Navigate to the College of the Holy Cross LinkedIn page and choose "Alumni" from the left-hand menu.

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!

SAMPLE OUTREACH MESSAGES

Reaching out to a CLASSMATE:

"Hi NAME, We had CLASS together and I remember you had an internship experience at COMPANY. I would love to learn more about your experience. Thanks! NAME"

"Hi NAME, I met you at EVENT! I learned a lot from that conversation and was hoping I could add you to my network. I can't wait to see what you do after graduation! Thanks again, NAME"

Reaching out to ALUMNI:

"Hi NAME, I was looking at the Holy Cross Alumni group and saw that you majored in MAJOR and are working at COMPANY. I'm getting ready to graduate from Holy Cross with a MAJOR and was hoping to connect with you to possibly gain a better view of working in INDUSTRY/COMPANY. Thanks, NAME"

"Hi NAME, I recently attended EVENT where you served as a panelist. I was excited to learn about your experiences and would love to stay connected. If time permits, would you be able to take 30 minutes to speak with me about working in INDUSTRY/COMPANY? I am available TIMES/DAYS over Zoom or on the phone. Thanks!

Reaching out to a COWORKER:

"Hi NAME, I had a great experience working at COMPANY this summer! I was hoping we could connect and that I could keep you in my network. I learned so much from the team and I truly appreciate the opportunity to have you as a mentor. Thank you! NAME"

"Hi NAME, Congrats on your recent move to COMPANY! You had a major impact on me during the few months we worked together at COMPANY and I'd like to build on that relationship. Do you mind if I email or call you from time to time with career questions? Let me know. Best, NAME"

Reaching out to Someone with NO CONNECTION:

"Hi NAME, I was doing some research and saw your profile. Wow! You've had an amazing career. As an aspiring _____ and current student, I would love to talk to you about your roles and experiences in XYZ. Please let me know if you would be open to sharing your experience. Best, NAME"

"Hi NAME, I was doing some research and came across your profile. You've worked with amazing companies in really diverse roles. I would love to talk to you sometime about your ability to market your skills in various ways. Let me know if your schedule permits. Thanks! NAME"

What Happens Next?

- If they accept your connection, send them a thank you email and follow up on whatever it was you asked in the initial request.
- If they email you back, be sure to promptly return their email within 24 hours.
- If you only made a connection request, but would like an informational interview or their assistance, send them a longer message now that you are connected explaining what you are hoping for.