

# LinkedIn

## What is LinkedIn?

LinkedIn.com is a widely used professional networking website. Over 150 million professionals use LinkedIn, spanning over 150+ industries and including over 17,000 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.

## Getting Started

### Step 1: Create your Profile

**Your Picture and Heading.** Use a professional headshot. Dress professionally and have a roommate or friend take a picture of you from the shoulders up, against a neutral wall or background. 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.

**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, put your descriptions in short paragraph format.

**Skills and Endorsements.** 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 person has endorsed you for a particular skill so you are able to approve it.

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

## Purpose

**To build and manage your online presence.** In this age of the digital world it is important to create a professional social media presence. Recruiters and hiring managers look to LinkedIn to find potential candidates for positions.

**To make and maintain connections with Alumni and people in your field of interest.**

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

**To tap into the “hidden” job market.** Many times an open position is never posted to the general public. Employers are looking to their existing employees first for recommendations and referrals. Using LinkedIn to network with key Alumni and professionals in your desired field can ensure you are on that list of referrals!

## Step 2: Make Connections

**Add as many as you can.** Start with who you already know – friends, family, relatives, neighbors, people you’ve worked with, peers, etc. The more connections you have the more powerful LinkedIn can work for you as a networking tool.

**Send connection requests.** When you find someone to connect with, you simply click “Connect,” indicate how you know that person using the radial button choices, and write a brief note asking to connect. Always personalize your connection request.



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## Let's Get Networking!

### Use the Education page to find HC Alumni

Click on "Education" under the "Interests" tab. On this page, you can view Holy Cross Alumni and filter those Alumni by class year, location, employer, and industry.



### Use the Advanced Search function to find possible connections

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.

### Send a Connection Request

To connect with an Alumna/us, choose "classmate" and Holy Cross to indicate your connection. Personalize the note you will send. There is a character limit to the note so you must keep it brief. Explain that you are a current student at Holy Cross and you noticed that they are in a field and/or company that interests you. Once the connection is accepted by the Alumna/us, you can send a message to them through LinkedIn which is similar to sending an email. Use the tips in our Networking Handout to structure your email request for an informational interview.

How do you know Diana?

Colleague

Classmate

College of the Holy Cross

We've done business together

Friend

Other

I don't know Diana

Include a personal note: (optional)

Hi Ms. Smith,  
I am a junior at Holy Cross majoring in Psychology. I came across your profile on LinkedIn. I see that you're a HC Alumna working in the non-profit sector. That is the field I hope to get into after graduation. I would like to connect with you.

Regards,  
Julie Student

**Important:** Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

## Going a Step Further

### Groups

Use the Groups page under "Interests" to find and join groups that align with your interest areas. Search for groups that are tied to a particular industry or field. Also, look for Alumni groups that you might join. Reading the discussions posted by group members is a great way to stay on top of current trends or challenges facing that industry.

### Jobs

Use the advanced search under the Jobs tab to find positions that meets the criteria you are looking for. *Note:* there are very few internship positions posted on LinkedIn. Also, Employers must pay to post a position on LinkedIn. Use this as one of many resources when job hunting.

## Final Tips

**Keep it professional.** LinkedIn is a professional networking tool. Do not include any personal items.

**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.

**Check for common connections.** When you find a potential connection, look in the right-hand column to see if you have any common connections. If yes, reach out to that common connection to see if he/she can make a virtual introduction.

## Questions?

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

**Drop in hours:** Monday through Friday 1:00 to 4:00 PM  
Wednesday, 10:00 am to 12:00 pm

**Where:** Hogan 203