

LinkedIn and Networking

Your Professional Network

Not only is LinkedIn important to your professional image and brand, it is also one of your best resources for exploring careers, companies, and people to network with. The resources listed below will begin to introduce you to the ways LinkedIn can help in your career exploration and job search. Along with these resources are **Company Pages** where you can learn about an organization beyond their website. See who works there, along with other similar organizations for you to explore. **LinkedIn Groups** exist for a variety of professions and sectors that may serve as a networking resource for you. LinkedIn even has job boards of current vacancies and you can apply to a job directly using your **LinkedIn Profile**.

Advanced Search

Looking for contacts in a certain part of the country or world? Trying to identify people in your network employed at a particular organization? LinkedIn's Advanced Search is a great place to go when you are looking for a contact. **Search by company, title, location, and keywords** - just to name a few. LinkedIn will then populate your first, second, and third level connections that match your search criteria. With these results you can explore the career paths of people in your desired field and even contact these professionals for advice and resources.

Find Alumni

Another great resource for exploring professionals within your network is LinkedIn's Find Alumni tool. Visit the URL **LinkedIn.com/Alumni** to filter through alumni from Maxwell, Syracuse University, and your undergraduate institution. Filter by *Where they live*, *Where they work*, and *What they studied*. These searches will show you the top employers in particular locations around the world and tell you who works for these organizations.

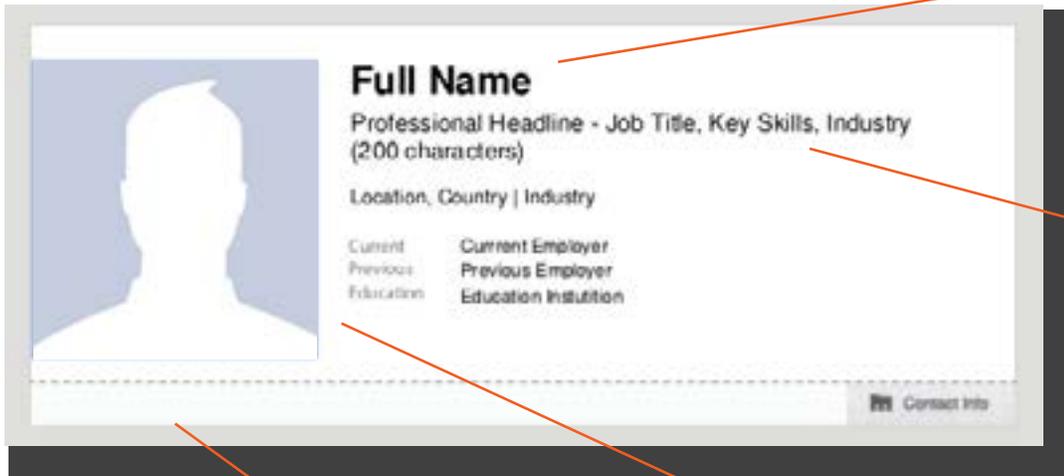
LinkedIn Messaging

In addition to utilizing contact information discovered online and through contacts, you can use LinkedIn to message people within your network. **Send an InMail** to people you are currently connected to, as well as people in your LinkedIn Groups. Click the Members List in your groups to search and the *Send a Message to a Member* button. You also have the option to include a message in Connection Requests to new connections where you may explain your interest in connecting. If you message someone through LinkedIn, be sure to personalize the default text that LinkedIn includes in your message.

Your LinkedIn Profile

There are many sections to build up in your LinkedIn profile from Volunteer Experience to Interests and Publications. While you do not need all of these optional sections, it is beneficial to build up several. In addition to a strong professional headshot, your **Professional Headline, Summary, and Experience** are among the key sections to pay attention to. Make your headline something related to your desired career. Use your summary to emphasize the experiences and skills you have, along with the ones you desire. And highlight your previous experience to provide viewers with a snapshot of your career.

Sample LinkedIn Profile



Use the name you will go by professionally in your profile.

Your headline is an opportunity to align with your field. A safe option is: “MPA/IR Student at Maxwell School,” but “MPA Candidate Focused on Non-Profit Fundraising and Outreach” might better represent your interests to those who view your profile.

Customize your LinkedIn URL to reflect your name. This way you can include your URL on things like a business card or resume.

Select a professional photo that is close up and cropped enough that you are recognizable. Your Maxwell composite headshot or another professional image works great.

Your Summary

Just as your Professional Headline is an opportunity to brand yourself professionally, your Summary is a chance to present yourself in a manner that aligns with your desired field. Using a version of your “elevator pitch” is one way to summarize yourself on your LinkedIn profile. Or think about mentioning something about your past, present, and future. Ex: “Currently I am a graduate student at the Maxwell School studying International Relations with a focus in post-conflict reconstruction (**Present**) after spending two years working for the Peace Corps (**Past**). Now I am hoping to leverage my background and experience into working for the US Federal Government or an international development organization doing post-conflict work (**Future**).”

Experience & Other Sections

You may choose to use the Experience section of LinkedIn to reflect your resume. Like your resume, you may choose not to list every job you have ever had, but the ones that represent the most relevance to your current and future career. While the Summary, Experience, and Education sections are probably the most important sections, there are many others that you can add. For example, by adding the Projects section you can represent relevant course projects you have completed, and upload documents. Or you might list Volunteer Experience or a Language section.