STRENGTHENING YOUR LINKEDIN PROFILE

RECOMMENDATION

How to Ask for a Recommendation

- Ask managers, professors, classmates, or anyone who you have worked with closely in a professional setting.
- Only ask for recommendations if you could write one for them as well; aim to reciprocate whenever possible.

Steps to Ask for a Recommendation

- Go to the person’s profile page that you would like to request a recommendation from and click the More button the right of their profile picture.
- Select Request a Recommendation from the drop-down menu.
- Make sure to personalize the request!

NETWORKING

DO’s

- Connect with people you know or people you are interested in learning more about for informational interviews.
- Add a note when connecting with others to stand out — LinkedIn has a standardized message, so personalize whenever possible.
- Join and participate in LinkedIn groups, such as UT/McCombs groups, groups in a specific industry, or areas of interest (i.e. McCombs BBA Career Management Mentor Network is great to connect with employers and alumni).
- Have your LinkedIn profile reviewed by BBA Career Management. Treat LinkedIn content as you would your resume in regards to your attention to detail and accuracy.

DON’Ts

- Avoid sharing highly religious, political, or inappropriate posts – share industry/professional related content.
- Refrain from posting your birthday/marital status (Contact & Personal Info section).
- Do not lie on your profile – it is easy to confirm anything on the Internet and it’s a sign of how ethical you are.
- Do not treat LinkedIn like other social media. Remember that LinkedIn is your professional network, so your interactions with connections should be more professional than the way you interact on other social media sites.

RESEARCH YOUR DREAM JOBS

- Explore the career paths of alumni from your alma mater.
- Check out similar companies on the right-hand side of the company page.
- Conduct an advanced search for people who previously or currently work at your dream employer.

LinkedIn is an important resource that can enhance your portfolio to recruiters and businesses. After creating your profile, utilize these additional tips to maximize your engagement.
RESEARCH PROFESSIONALS

- Utilize Boolean search tactics to find the person who has the job you want.
- Use AND, OR, and NOT keywords in your search and use quotations for exact words/phrases.
- Check out their profile to get ideas for your:
  - Cover Photo
  - Rich media (photos, videos, etc.)
  - Skills
  - Education
  - Groups to join
  - Companies to follow
- Identify any mutual connections by filtering by 2nd Connection and click Mutual Connections.
- Send the mutual contact a message for an introduction, and potentially include an email for them to forward.

**Ex:** Advanced Search in the search box for someone who works in Marketing at Nike and went to Stanford type:

```
google AND marketing AND stanford
```

LET RECRUITERS KNOW THEY ARE ON YOUR LIST

- Search for and select a company in the main search bar (e.g., Deloitte).
- Click the Jobs tab in the left-hand menu.
- Click Create Job Alert.
- Turn on the switch for Let recruiters know you have created job alerts for their companies.

JOBS AND INTERNSHIPS

- Search for jobs and internships on LinkedIn in the search bar.
- Include the time frame and the position.
- Filter by experience level, companies and relevancy with the bar underneath the search bar.
- Click Apply on the position(s) you want and follow the steps of application for the position(s).
- Easy Apply is a feature available on LinkedIn where your LinkedIn profile will be sent as part of the application to shorten the process.

GENERATING CONTENT

- Determining what to post on LinkedIn can be a difficult process. However, genuine and appropriate content can be helpful to highlight your profile and ideas from others.
- Be authentic!
- Be respectful and mindful of the professionalism of the platform.
- Some of the topics that can feature your posts:
  - Announcements of accepted offers
  - Recruiters appreciation
  - Recognition of company
  - Seeking opportunities
  - Congratulations to colleagues
  - Helpful tips for other LinkedIn users