Please describe your current LinkedIn usage.
- Building a strong profile
- Settings and privacy
- Building your network
- Job search
- Staying engaged
- LinkedIn Learning
Tell us about your profile.
LinkedIn 101

- Use for professional networking
- Keep a current profile
- Have an attention-grabbing headline
- Always have a nice, clean headshot
- Find information about hiring managers and/or potential interviewers
- Ask for advice

21x More views with a profile photo than without

172,000+ Pitt Alumni online

87% of recruiters use LinkedIn to scout talent
Which Photos are LinkedIn Ready?
Write an attention-grabbing headline!

Student at the University of Pittsburgh

Better Ex) Communications Student at the University of Pittsburgh

Explain what it is you do

Show your passion and value

Get creative
Networking = Relationship building
Who do you already know?
3 Types of Networks

1. **Personal Network “The Advocate”**
   Friends, Family, Roommates, Neighbors, Close contacts

2. **Professional Network**
   People you’ve worked with in past and present through jobs, academics, organizations, etc.

3. **Strategic Network**
   Those who help you prepare for future jobs, those who work at companies you are interested in, alumni who have jobs you are interested in, etc.
Who do you already know?
✓ Building a strong profile
✓ Settings and privacy
✓ Building your network
✓ Job search
✓ Staying engaged
✓ LinkedIn Learning
One more poll:
Based on this presentation, do you intend to do any of the following in the next week or month?
Alyson (Wallach) Kavalukas
Internship Coordinator and Connector
Pittsburgh, Pennsylvania, United States · 500+ connections · Contact info