BUILDING YOUR LINKEDIN NETWORK
QUICK START GUIDE

◉ QUICK START

1. Take a professional photo (head shot). Your photo and headline are what people will see most on LinkedIn so make a good impression.

2. Create a free user account: www.linkedin.com ⇥ join now

3. Create your profile (click on photo in upper right of screen ⇥ view profile; to edit click on the pencil to the right of your picture in the profile view). Enter your skills, expertise, jobs, volunteer experience, languages, travel, etc. Note that you can also add documents (such as a resume), photos, etc. to create an online portfolio. A profile checklist is available at university.linkedin.com

4. Set your security and privacy settings (click on profile photo in upper right of screen ⇥ settings and privacy

5. Create a customized LinkedIn URL that you can use on your resume: From the profile edit view click on click on the pencil icon under "Edit URL" on the right side of the screen. This URL will give employers direct access to your profile information.

◉ BUILDING YOUR PROFESSIONAL NETWORK

1. Connecting to Other LinkedIn Users: Home ⇥ My Network The system will automatically suggest possible connections to other LinkedIn users. To send a connection request simply click "connect" under a users name/picture. You can also accept invitations to connect from others (top of screen).

2. Connection Types (see icon next to the person's name):
    a. 1st Degree – People you are directly connected to.
    b. 2nd Degree – People who are connected to your first order connections. You can connect to them using the "connect" button.
    c. 3rd Degree – People who are connected to your second order contacts. If their first and last names are displayed you connect to them using the "connect" button (make sure to include short, professional note explaining the reason for the connection request). Otherwise, you will need to contact them via InMail.
    d. Out of Network – Must be connected via InMail (requires premium subscription).

⦿ LOOK UP WSU ALUMNI BY MAJOR

1. Home ⇒ Search for "Weber State University" ⇒ Select Weber State's School Page (the one with the purple shield by it) ⇒ See Alumni ⇒ Search for your major

2. On top of the screen will be graphs of where alumni work, where they live, what they do, etc. (click the back arrow to view some fields). Select "show more" at the bottom of the graph to view the top 25 rankings for each category.

3. Scroll down to view profiles of WSU alumni (with higher-order connections listed first). Click on their name to view their full profile.

⦿ SEARCH FOR JOBS

1. Home ⇒ Jobs ⇒ Enter Keywords in the "Search for Jobs Box"

2. Set Job Preferences: Click on "Career Interests" and fill in preferences for location, seniority, company size, and industry. The system will automatically bring up job openings that may interest you based upon your preferences and profile.

3. View Job Details: Click on a job title to view it's full description.

FOR ADDITIONAL SUGGESTIONS FOR USING LINKEDIN AS A STUDENT
GO TO https://university.linkedin.com/linkedin-for-students

WEBER STATE
U N I V E R S I T Y
Career Services

WILDCAT
handshake