

# LinkedIn [2] Develop a LinkedIn Strategy

*Understand your options and develop your career using LinkedIn.com*

LinkedIn.com is a professional social media tool which increasing numbers of people are using for career purposes. This Guide describes LinkedIn features and tools that will help you use your LinkedIn profile for career networking within the limitations of a free user. In order to be able to use the strategies in this Guide, you will need a LinkedIn profile -- for help, see LinkedIn Tipsheet 1.

## LEARN HOW TO USE

- Resources to get you started
- Accessing the Alumni Tool
- Groups – in particular groups for Queen’s
- Companies – how to follow organizations of interest
- Find resources related to key skills
- Jobs Tool
- Mobile Apps

LinkedIn is a dynamic environment which is constantly evolving and the specific steps outlined in this guide may have changed since publication. You may need to experiment with commands to access the main tools and functions.

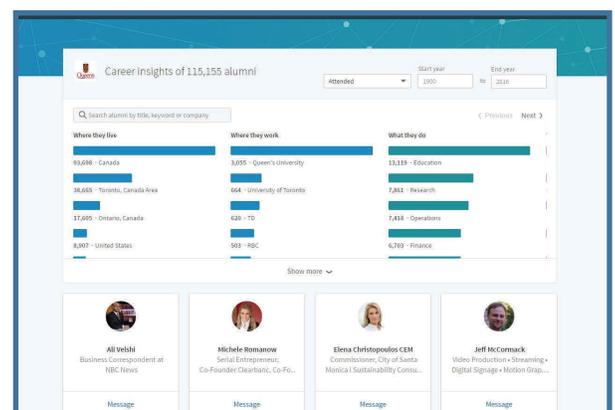
## MAIN PRINCIPLES

- Learning how to **use LinkedIn strategically** is worth your time
- **Be proactive about engaging**, rather than hoping a recruiter will discover you: LinkedIn is more than posting a profile and crossing your fingers
- Engaging with Queen’s alumni is easier than you think, and can be effectively started through **Queen’s Connects Career Network for Students and Alumni**
- Joining **groups of common interest** helps you integrate and learn about important trends, problems, and issues in your intended field
- **Showing interest and asking questions** in groups are strategies students use early on as students to start the slow transition to work (or further education)
- **Job Postings** can help you focus your search as well as enabling you to apply for work
- **The company tool** enables you to learn important information and following companies or organizations that appeal to you may alert a recruiter of interest
- Developing a **job search strategy** goes beyond using LinkedIn and may incorporate other social media
- Career Services has **processes and resources** to support students who are facing decisions that require judgment

## EXPLORE THE CAREER PATHS OF QUEEN’S GRADS [ALUMNI TOOL]

How to access this tool: <http://www.linkedin.com/school/queen's-university/>

**Note:** You can change the default institution displayed by selecting the dropdown option “Change University”.

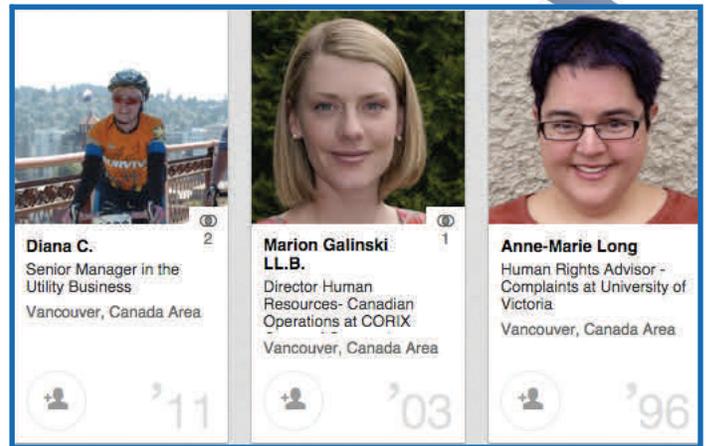


Find Queen’s alumni using the Alumni Tool



### Why use the Alumni tool

- See diverse career outcomes for your discipline
- Explore career paths of alumni with common interests
- Reinforce your sense of options
- Explore patterns of hiring for graduate or professional programs you are considering (this requires changing the setting for the university)



### Tips for using the Alumni tool

You can search by:

- where they live
- where they work
- what they do,
- what they studied
- what they are skilled at
- how you are connected.

- Select from the 6 filters, to find alumni profiles that interest you. Don't overfilter: experiment with filters to gauge how to get

optimal results.

Link to alumni profiles to see more information

### Example:

Interested in using specific skills (e.g. analysis— use the “What they're skilled at” and “Where they work” filter to see the organizations that hired Queen’s grads with analytical skills. Scroll down to the bottom of the page to link to the actual profiles.



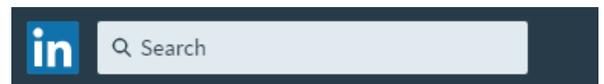
### Connection Requests - Don't rush to

**send a request “to connect”.** Inviting people to connect is only intended for people that know you. Inviting strangers can result in result in complaints that may result in your account being frozen. This tipsheet will show more effective ways to reach out.

## INTERACT WITH PEOPLE USING GROUPS IN LINKEDIN [GROUPS]

### How to access this tool

- Press “ENTER” in the dialogue box
- Alternatively, type a key word or skill in the dialogue box.



### What is a LinkedIn Group?

LinkedIn Groups are a forum for people who have come together around a common interest to interact with each other, discuss an issue, ask a question or offer advice.

### Why Join a LinkedIn Group?

- Learn more about specific types of work or fields from professional conversations and discussions
- Discover paid opportunities being promoted informally
- Communicate and network with other people for free (through within group messaging)





## Tips for using LinkedIn Groups

There are currently 2 types of groups in LinkedIn:

### Listed Groups

Any LinkedIn member can request membership in this kind of group by clicking JOIN on the group Discussions page or anywhere you see the button. To find groups such as this, use key words in the dialogue box to find groups of interest, e.g., based on an industry, role or skill.

### Unlisted Groups

There are groups in LinkedIn that are not listed or searchable by key word but which can be very useful if you are successful in finding a way to secure an invitation from a group member or group manager.

- Learn how to ask questions that enable others to share their experiences—e.g., “Would anyone be willing to talk about the publishing industry?”
- When reaching out to a specific individual, consider starting with people closer to your stage of career. Finding common points of interest may be easier and you will learn valuable information that can help you later on when networking with decision makers
- In some cases, the actual conversation happens offline, by phone or in-person. Be mindful of security and personal safety when connecting with new people.
- Avoid asking directly for a job or opportunity , e.g., “Does anyone know of any jobs in the insurance industry?”
- Consider coming to a LinkedIn [2] Strategy workshop to see relevant examples of outreach messages.

## Queen’s Connects Career Network for Students and Alumni (Recommended LinkedIn group)

This is the first group that we recommend for you. This group is maintained by Queen’s University (Canada) for Queen’s students and alumni. Designed to make a difference in the lives of students and graduates, this group facilitates conversations about career

### HOW TO JOIN: Queen’s Connects

- ➔ Create your LinkedIn profile (if you do not yet have one).
- ➔ Go to [tinyurl.com/QueensConnects](http://tinyurl.com/QueensConnects)
- ➔ Select “ASK TO JOIN” to request admission to the group.

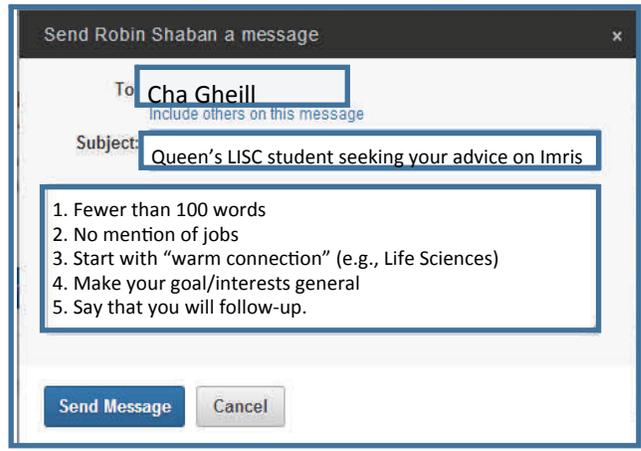
### STUDENT EXPERIENCES

*“I asked about careers in Human Resources from a social sciences degree and received a response and connection to a successful alumna. I found her experiences really similar to mine. I admit to being nervous about reaching out to someone who I don’t know to ask for advice, but I found the conversation was truly rewarding. We continue to stay in contact to this day.”*  
- BAH’18, Sociology

Student members can ask questions in a secure platform about strategies or activities that are important in career progression (eg. translating the value of experiences at Queen’s in ways that are meaningful for specific career goals.)

Alumni members can provide valuable insight, perspective, and encouragement on career paths and options.

A 5-point message as recommended by Dalton (2012) in his book, *The 2-hour Job Search*





## RESEARCH COMPANIES AND ORGANIZATIONS [COMPANY]

### How to access this tool

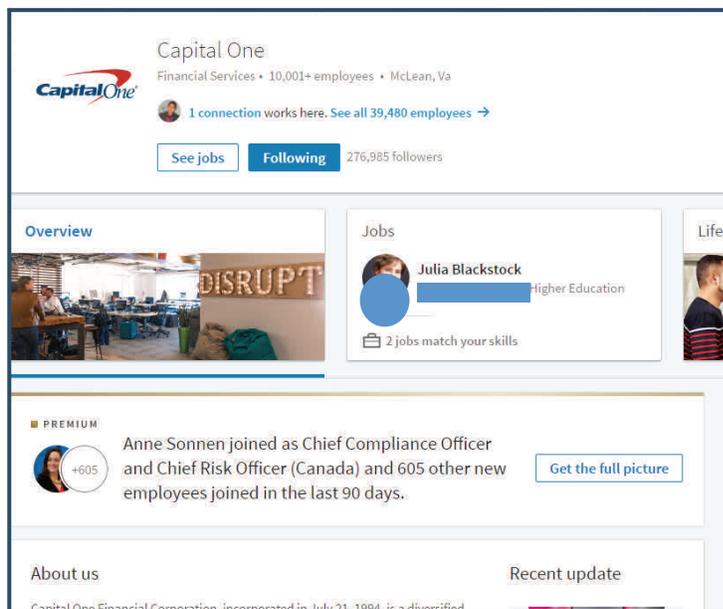
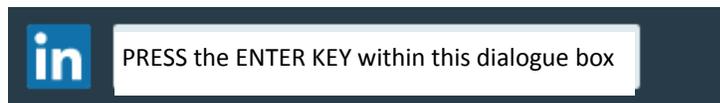
- Type the name of a company into the dialogue box.

### Why use the Company tool

- Gain insights into a company’s goals, values, culture and constraints
- Develop and test theories on what is needed for specific work based on actual career paths
- Find alumni who may be willing to talk to you
- Prepare for interviews by researching the role and background of interviewers
- Expand your company list systematically

### Tips for using the Company tool

- Look for diversity as well as patterns in the backgrounds of employees
- Look for job announcements as these may indicate areas of growth within the company
- Note LinkedIn’s recommendations of similar companies for you
- Evaluate the benefits of further education by looking at actual career paths
- Find out if the organization(s) you would like to work for hires graduates of the program you are considering



Seeking out the LinkedIn profile of a Queen’s Career Services “featured employer” (<http://careers.queensu.ca/students/featured-employers>)

## FIND JOB POSTINGS

### How to access the Jobs tool

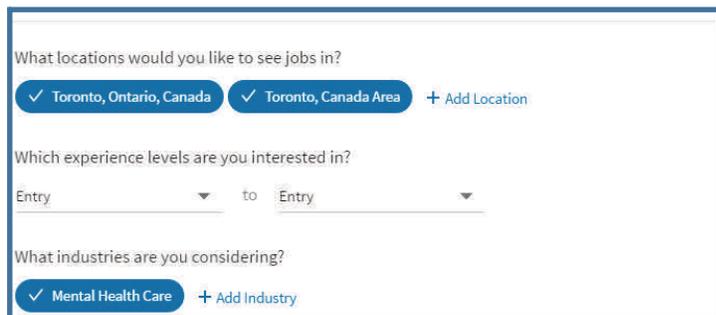
LinkedIn Home > Jobs

### Why use the Jobs tool

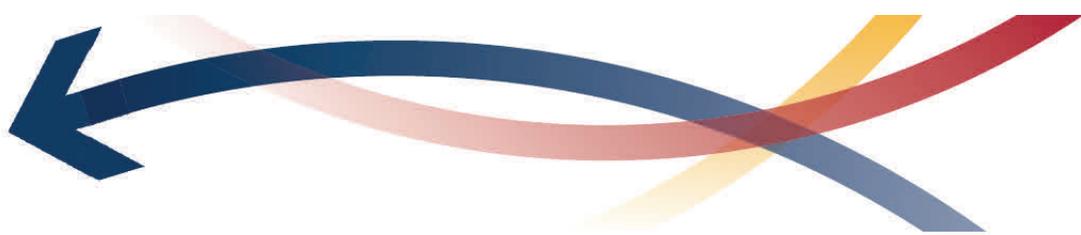
- Learn of relevant opportunities
- Gauge demand for certain roles
- Find language for skills and qualifications
- Better understand the competition for an application

### Tips for using the Jobs tool

- Edit your preferences, including level of experience and industry
- Remember that 80% of all jobs are never advertised, so this will only be one part of your strategy



Set your job search preferences



## FIND OUT ABOUT VOLUNTEERING OPPORTUNITIES

### How to access the Volunteer site

<https://linkedinforgood.linkedin.com/programs/linkedin-members>

### Tips for using the Volunteer site

- Be prepared for a variety of interpretations for common terms: (e.g., “internship”, “training program”)
- Clarify ambiguity prior to investing time and energy
- Know the laws governing unpaid internships, as they are changing



### FRAUD ALERT

Vetting the legitimacy of opportunities is important for any online posting, paid or unpaid. Career Services has suggestions to start you off, but you will need to stay informed, as that is your best protection. For more information, consult Career Services’ tipsheet *Recognizing Job Posting Scams*.

## FURTHER RESOURCES

- Check out LinkedIn related resources and events through Career Services at [careers.queensu.ca/linkedin](http://careers.queensu.ca/linkedin)
- Attend LinkedIn [1] Profile and LinkedIn [2] Strategy workshops
- Join Queen’s Connects Career Network for Students and Alumni (<http://tinyurl.com/QueensConnects>)
- Use [students.linkedin.com](http://students.linkedin.com) to access useful resources (e.g., slideshares)
- Get help with related career decisions in appointment (career consultation)
- Use Resume review appointments to convey *you* in your resume and cover letter (a useful platform for your LinkedIn Profile)
- Drop-in into Career Advising (Mon-Thurs, 1:30 – 3:30 PM) for quick questions