



# LinkedIn [2] – Navigating Resources and Building Brand

*Understand the options and tools available to build your professional reputation using LinkedIn.com.*

LinkedIn.com is a social media platform for the professional world with increasing numbers of people using it for career purposes. In this tipsheet, we will share some strategies for building your unique brand on LinkedIn using the site's many features and tools. To effectively use the tools and strategies in this tipsheet, we highly recommend that you develop a strong LinkedIn profile -- for help, see the LinkedIn 1 – Developing Your Profile [tipsheet](#) or attend the LinkedIn 1 workshop.

## Guiding Principles

Keep the following tips in mind as you research information and engage with the community on LinkedIn.

- Learning how to use LinkedIn strategically is worth your time.
- Be proactive in building your brand/professional network! Engage with newsfeed content, connect with others in your field, and refine the content in your profile.
- Develop a job search strategy that goes beyond the use of LinkedIn. Consider the advantages of incorporating other social media, job boards, e-mails and other ways of communicating with people in your field of interest.

## Networking Etiquette

Here are a few suggestions as you reach out to other professionals on LinkedIn:


- When using the “connect” function, take advantage of the “Add a note” button to introduce yourself and explain why you’re interested in connecting.
- Be mindful and targeted in your requests! If you are trying to connect with anyone and everyone, LinkedIn may remove your account due to ‘spamming.’
- Focus on gathering information — avoid asking directly for a job opportunity unless you have a strong and established relationship with that person.
- When building a professional relationship, find ways to add value when engaging with them. Share articles, insights, and updates that are interesting and mutually beneficial.
- Follow up and express gratitude for others’ comments on your post and in direct messages.

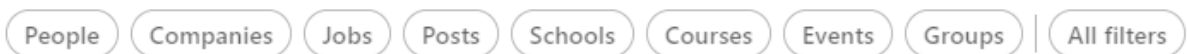
Add a note

Send

## Canadian Expectations

- Canadian culture is often viewed as polite or considerate compared to other cultures. Express gratitude and respect other peoples’ time and efforts when engaging with newsfeed content, groups, and/or direct messages.

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- Roughly 80% of jobs in Canada aren't publicly posted. They are filled through networking.
  - It's common for people to set up information interviews (15-20 minutes) with other professionals to learn more about their relevant career experiences in certain jobs and at specific companies. This information can inform your applications and help you to stand out. Do your homework before meeting with other professionals and have questions prepared. Check out our [information interviews tipsheet](#) for more tips!
  - If you are an international student, try to get some initial experience working or volunteering in Canada while pursuing your degree. It will allow you to be more competitive when applying for future jobs.



## Search Bar



Search for jobs, skills, companies...

Here are a few things to keep in mind when using the search bar:

- Explore the filters by clicking the "All Filters" button! People searches offer the most options.
- If you find a course you'd like to take, you will need to [log into LinkedIn Learning](#) using your Queen's email.
- If you are exploring content and/or trying to build up your newsfeed, try a variety of keywords related to skills, interests, and values that align with your career goals.
- View profiles of active and influential people in your field of interest to find groups, influencers, hashtags, and companies you may want to follow.

## Queen's Connects Student and Alumni Network

This is a private group on LinkedIn specifically for Queen's students and alumni. You won't be able to search for it publicly on LinkedIn. You will need the specific [link](#) to locate it:

- Please allow us 5-7 business days to process your request as we check the official Queen's database for authenticity.
- Alumni Mentors facilitate the group each month. They will share insights and perspective from their career endeavours and are available to engage with you.
- Scroll through the content already posted to learn from past discussions and insights from previous Alumni Mentors.
- A perk of Queen's Connects is that you can now direct message all other members of the group even if they aren't a connection in your network.

- We encourage you to seek out guidance for your career endeavours by asking this community a question with some brief context. **There is a 100% response rate!**
- Queen’s Connects members may post career opportunities, but the group is designed to be discussion focused while minimizing promotions and advertisements.
- For more information, visit the [LinkedIn web page on Career Services website](#).

**HOW TO JOIN:**  
Queen’s Connects

- Create your LinkedIn profile (if you do not yet have one).
- Go to [LinkedIn.com/groups/8154377](https://www.linkedin.com/groups/8154377)

[Request to join](#)

## Alumni Search

Use the general search bar to find Queen’s University’s “school” page. Select the alumni tab and it will bring you to the Alumni Search tool. Also, here are some benefits of using the alumni search tool:

**Alumni**

- Queen’s alumni community is known to be supportive of current students.
- Learn about diverse career paths, employers, and job titles you may want to target.
- Filter your alumni search with keywords, start/end dates of their degree, where they live, where they work, what they do, what they studied, and skills. Consider reviewing the [Queen’s Skills Cards](#).
- You may find someone with a unique career path that interests you. Try connecting with them to set up an information interview!
- LinkedIn profile search results will appear directly below the filter options provided.
- Consider exploring other school’s Alumni Search tool to see what kinds of jobs alumni from the programs you are considering have attained.
- Explore the Alumni Search tool for schools in your location to network in your area.

Start year

End year

## LinkedIn Learning

Queen’s University provides free access to LinkedIn learning for all students, faculty, and staff to have access to the LinkedIn Learning platform. You will need to [log into LinkedIn Learning](#) using your Queen’s email. Here are a few tips when exploring LinkedIn Learning courses:

- Upon completion of a course, LinkedIn will provide a certificate. It will provide options for you to download it, add it to your profile, and share it with your network.
- If you completed a course and want to download the certificate or add it to your profile:
  - Sign into your LinkedIn Learning account.
  - Select the “My Learning” button at the top.



- Navigate to the “Learning History” tab.
- Select the “More” drop-down menu on the course of interest.
- Select “Add to Profile” or “Download Certificate”
- LinkedIn Learning courses are a nice way to show some initiative and interest in learning certain topics related to your career goals.
- Course certificates are less substantial than a degree or academic course for credit.
- Employers may have different opinions on the value that LinkedIn courses provide for demonstrating your competence and knowledge.

## Managing Your Network



Everyone has their own personal policy when it comes to managing their network. Select the “My Network” button at the top of the page to view a summary of your network and to see some suggestions that LinkedIn has for you based on your current connections and activity. Here are some considerations for managing your network:

- Remember to utilize the “Add a note” option when requesting to connect with people and explain your reason for wanting to connect with them.
- You can always unfollow an influencer, page, newsletter, or hashtag.
- Your network by default impacts your newsfeed, but that can be managed. If you select the “contacts” option on the left, it will allow you to view connections based on other avenues such as your e-mail and phone contacts. You can also “Add more contacts”, “Export Contacts”, and “Manage synced sources” if needed with the buttons on the right.
- Building authentic connections that will support your career goals requires more than a social media connection. Engage with them over time!

## Managing Your Newsfeed



Home


To view your newsfeed, select the Home button at the top of LinkedIn or the LinkedIn symbol left of the search bar. Here are a few tips to help you manage your newsfeed:

- Content will appear based influencers, companies, and hashtags you follow, and the LinkedIn activity of the people with whom you are connected.
- You can remain a connection with someone but unfollow their content if it’s not of interest. View their profile and select the “More” button. If the “Follow” option has a “✓” to its left, then you are following them; if it has a “+,” then you are not following them.
- Some content will be “Promoted” content which means that LinkedIn has included it as an advertisement. This is indicated under the company name and the number of followers.
- Consider your personal policy for influencing the content on your newsfeed.
  - How will you decide what content is of interest?
  - What kind of content is not of interest?



Manage my network

- Connections
- Contacts
- People I Follow
- Groups
- Events
- Pages
- Newsletters
- Hashtags

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- Over time, explore and play with a variety of sources that might add value to your newsfeed!

## Job Search Tools




Jobs

Select the “Jobs” button at the top to access LinkedIn's job board. This job board functions like most job boards, but there are a few aspects that differentiate it from others. Here are a few considerations:

- When you find a job of interest, be sure to “Save” it for later. You can then view it again using the “My Jobs” button on the starting page.
- Consider setting up a “Job Alert” based on search criteria. LinkedIn will notify you when a new job is posted that fits the criteria you have set. These can be managed through the “Job Alerts” button on the starting page.
- As you start typing a keyword into the search bar, LinkedIn will offer suggestions for you based on previous searches and commonly used keywords.
- Often, job postings will direct you to apply directly on a company's website. If an “Easy Apply” option to share your profile is available, still apply directly to the role on the company website to ensure they receive your application.
- Make the most of the filters available. Explore the “All Filters” option!
- When using the “experience level” filter, always include an option above what seems best as there may be opportunities in that category that you can apply to.

 My Jobs

 Job Alerts

 Easy Apply

Jobs ▾

Date Posted ▾

Experience Level ▾

Company ▾

Job Type ▾

Remote

Easy Apply

All filters


## Building Your Brand

While we aren't branding experts at Career Services, here are some tips we have gathered from the LinkedIn community:

- Define your objectives: What purposeful impact would you like to achieve? While metrics and outcomes are helpful to consider, focus on setting process goals to achieve them.
- Build a compelling organic presence:
  - Authenticity is key.
  - Share your professional story!
  - Promote your academic and professional work on your profile and in your newsfeed.
  - Provide content based on current topics in your field of interest.
  - Complete your profile page! Attend our [LinkedIn 1 workshop](#) and review its corresponding LinkedIn 1 – Building Your Profile [tipsheet](#).
  - Use the content and hashtag suggestions provided on the “My Network” page.



My Network

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- Engage and re-engage with your newsfeed audience weekly.
  - Directly engage with people bi-weekly or monthly based on how active they are.
  - Keep track of relationship-building efforts, including dates, on an Excel spreadsheet.
- Target with precision: Hyper targeting is more effective than taking a broad approach, but this can also limit reach. Tweak your approach over time to find the right balance of content specificity.
- Choose your format mix:
- When creating newsfeed content, consider what methods of communication (i.e., videos, posts, articles, other media) play to your strengths and demonstrate your key messages most effectively.
  - Feature your best content on your profile.
  - Consider how often you will leverage groups and direct messages in your approach.
  - Factor in how much time it takes to create that content as you develop a plan.
- Monitor feedback from the community:
- The free version provides engagement statistics for the last 90 days through the “Your Dashboard” feature, which can be found when viewing your own profile. Use this information to see what content sparked the most engagement.
  - Try new things! Take strategic risks and explore new branding strategies.
  - Observe what is successful for others. Borrow strategies and make them your own.

## Want to learn more?

Check out our [LinkedIn 2: Navigating Resources and Building Brand](#) workshop or book a [Career Counselling Appointment](#) for more information and guidance on navigating LinkedIn and engaging with its community. Also consider the LinkedIn 1: Developing Your Profile [tipsheet](#) and [workshop](#).

Career Services offers [Drop-in Career Advising](#) to answer quick questions related to all aspects of your career planning and job search - Monday to Thursday from 1:30pm to 3:30pm Eastern time.

For more in-depth information, consider taking these LinkedIn Learning courses (you will need to [log into LinkedIn Learning](#) using your Queen’s email).

- *LinkedIn courses:*
  - Creating Your Personal Brand
  - Transform Your Personal Brand
  - Writing to be Heard on LinkedIn



- The Step-by-Step Guide to Building your Thought Leadership on LinkedIn
- Finding a Job on LinkedIn
- How to Use LinkedIn Learning
- *Helpful Links:*
  - *Character Limits (Feb 2021):* <https://influencermarketinghub.com/linkedin-character-limit/>
  - In-depth branding for content creators: <https://members.linkedin.com/linkedin-creators-home>