



# Reaching Out to Your Network

*How to Connect and Build Relationships on LinkedIn*

Lily Huang

Associate Director, Career Advising

Gies Business Career Services


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# Agenda



- **Why LinkedIn? LinkedIn Profile Scorecard**
- **LinkedIn Techniques – Beginners**
  - Building an Attractive Profile
  - Aligning Your Resume with Your LinkedIn Profile
- **LinkedIn Techniques – Advanced**
  - Using LinkedIn in Your Job Search and Beyond!
  - Networking and Connecting Professionally on LinkedIn
  - Job Searching on LinkedIn
  - Professional Social Media Engagement on LinkedIn


# About Me










[Add profile section](#) [More...](#) 


**Lily Huang** 黄俏力

Career Strategist | International Educator | Higher Education Professional | Social Media Enthusiast | MBA Candidate


Champaign, Illinois · [500+ connections](#) · [Contact info](#)

[Open to job opportunities](#)  
[See all details](#)

 Only recruiters





### About



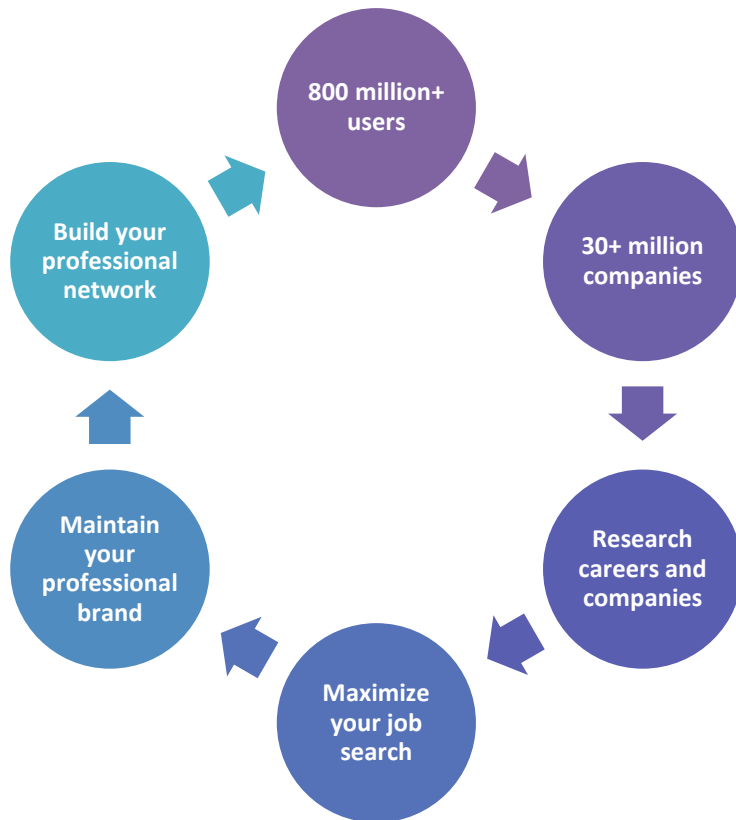
I am currently working as Assistant Director, Business Career Services at the Gies College of Business, where I advise graduate students on career strategy and the job search in a global market. I previously served as Assistant Director, ... see more

### Featured



Challenge to leadership everywhere; this year on Juneteenth, and every day for that matter, create the performance and success metrics that seek to remedy systemic racism and actually commit to achieving them. Not for bragging rights, but because it is the right thing to do.

# Why is LinkedIn Important?







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# Building an Attractive LinkedIn Profile

# Profile Photo



# Name and Headline

## Name

- YOUR identity
- Consistent with your resume

## Headline

- Your tagline
- Your most recent experience/position (automatic)
- Concise professional statement
- Keywords – desired industry, passion, interests
- What you are excited about now, what you want to do in the future

# Name and Headline

MS Accountancy Student – *poor*

MS Accountancy Student with a Data Analytics Focus – *okay*

MS Accountancy Student and aspiring audit professional with focus on Strategy and Risk Management – *better*

MS Accountancy Student | Data Analytics| Strategy| Risk Management| Social Media Expert – *best*

MS Accountancy Student | Passionate about creative data solutions to challenging business problems – *best*



# Location and Industry

## Location

- Current city
- Desired work location

## Industry

- Current industry
- Desired industry

# Summary

- Your “elevator pitch”
- Short, concise
- Authentic
- Share metrics, accomplishments
- Talents, interests
- Tell a story – use “I” statements!
- No spelling and grammar mistakes

## Recommended summary content

- 2-3 paragraphs
  - 1<sup>st</sup> paragraph: describe current situation
  - 2<sup>nd</sup> paragraph: articulate your professional aspirations, brief work history/accomplishments
  - Optional 3<sup>rd</sup> paragraph: some personal information, interests
  - Optional list of skills/specialties

# Sample Summary

*I am a graduate student at the University of Illinois, Gies College of Business. I am working towards a Master of Science in Accountancy, with a concentration in Data Analytics.*

*Currently, I am seeking a full-time position where I can utilize my international background and talents in the areas of strategic thinking, cultural competency, and relationship building for the summer of 2022. During my summer internship at the Hope Bank of New York, I received a lot of hands-on training with customer service in an financial institution. After that, I knew I made the right choice in pursuing an accounting degree and the exciting industry of business analytics.*

*As an undergraduate student at the University of Hawaii, I have engaged in multiple campus activities. I was an active member of the Cultural Ambassador Program and Student Union Programming Board. I also spent the Fall semester of 2018 studying abroad in Kyoto, Japan where I enrolled in multiple classes including Japanese history, society, and language.*

# Experience, Organizations, Volunteering and Causes



- Dates of employment/involvement
- Employer/organization name with logo
- Add photos, videos, links of your work
- Details about your work responsibilities
  - Mention the most relevant experience; okay to leave off experiences
  - Include internships, part-time jobs, unpaid jobs
  - 2 writing options:
    - Short, single line bullet points (similar to resumes)
    - Full sentences, short paragraphs (preferred)
  - Focus on major achievements
  - Do NOT copy from your resume


# Sample Description

*In this position, I **led a 5-person team** that managed a **50+ client portfolio**, **launched** the firm's first app download campaign and partnered with stakeholders to **minimize risk** and **streamline client communication**. Through my efforts, my team **increased** annual revenue **by 150%**, and team performance **by 33%**.*





# Education

- Both undergraduate and graduate education must be listed
- Use the schools' logos!
  - Links to your school's page
  - Very helpful when trying to connect to alumni and when recruiters are looking for you!
  - **Pro-tip: type in "Gies" to get the specific Gies logo!**
- Add achievements or narrative


 **Lily Huang 黄循力**  
Career Strategist | International Educator | Higher Education Professional | Social Media Enthusiast | MBA Candidate

Education +

 **Gies College of Business - University of Illinois Urbana-Champaign**  
Master of Business Administration - MBA  
2018 – 2020

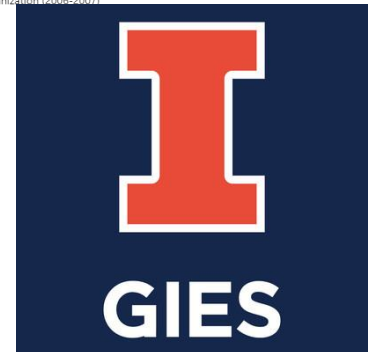
 **Loyola University of Chicago**  
Master of Education (M.Ed.), International Higher Education  
2012 – 2014

I graduated in the first class of Master's of Education in International Higher Education cohort (2012-2014), the first blended online program of its kind. Due to our academic concentration, practical experience in international education was built in. We participated in an education exchange with Loyola University's Beijing Center and various institutions of higher learning in Beijing, China. We also studied various education abroad models through partnerships with Loyola University's Rome Center.

 **University of Illinois at Urbana-Champaign**  
Bachelor of Arts (B.A.), East Asian Languages and Cultures, Asian American Studies, Psychology  
2005 – 2009

Activities and Societies: Multicultural Advocate, Residential Life, Undergraduate Housing, Chinese Undergraduate Student Association (CUSA), Asian American Student Housing Organization (AASHO), Study Abroad Office, Peer Advisor

\* Graduated with Distinction  
\* Dean's List 2008-2009  
\* Studied abroad four (4) separate times in Paris, London, Shanghai, and Beijing  
\* Awarded the Beatrice Hight Scholarship for promoting international and international campus  
\* Asian American Student Leader Award  
\* President of Chinese Undergraduate Student Association (2006-2007)  
\* Co-Founder and Student Advisor of Asian American Student Housing Organization (2006-2007)



# Skills and Endorsements

## 2 kinds of skills

- Transferrable skills
  - Writing, analysis, research, problem solving
- Industry/job specific skills
  - Project management, Python, financial management

## Recommendation for identifying skills

- Look up a desired job description
- What are the required and preferred skills they are looking for?
- Transfer them onto your LinkedIn – if you have those skills!

# Skills and Endorsements

The screenshot shows the LinkedIn 'Skills' section for a user named Shawna. At the top, there's a search bar and a 'PREMIUM' label. Below the 'Skills' header, the 'Top Skills' are listed with their endorsement counts and a grid of endorsing members' profile pictures. The skills listed are: Talent Management (99+), Executive Coaching (98), Organizational... (98), Leadership Development (82), Career Development (50), Strategic Planning (35), Outplacement (33), Succession Planning (32), Employee Training (32), and Training (25). Below this, a section titled 'Shawna also knows about...' displays a grid of related skills with endorsement counts: Change Management (24), Career Management (22), Organizational... (18), Team Building (18), Career Counseling (18), Job Search (18), Interviews (17), Human Resources (16), Leadership (16), Executive Search (15), Management Consulting (13), and Management (11).

in PREMIUM Search for people, jobs, companies, and more...

**Skills**

Top Skills

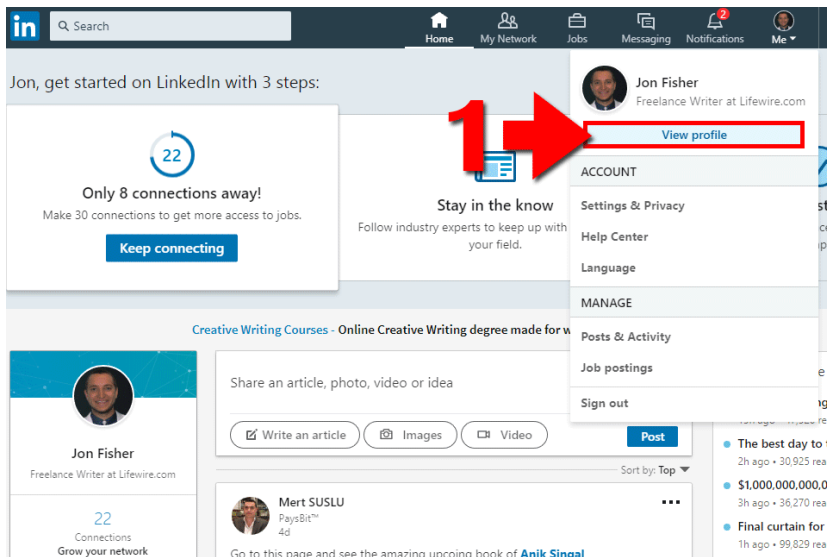
- 99+ Talent Management
- 98 Executive Coaching
- 98 Organizational...
- 82 Leadership Development
- 50 Career Development
- 35 Strategic Planning
- 33 Outplacement
- 32 Succession Planning
- 32 Employee Training
- 25 Training

Shawna also knows about...

- 24 Change Management
- 22 Career Management
- 18 Organizational...
- 18 Team Building
- 18 Career Counseling
- 18 Job Search
- 17 Interviews
- 16 Human Resources
- 16 Leadership
- 15 Executive Search
- 13 Management Consulting
- 11 Management

- Endorse the skills of your connections
- Request they endorse your skills
- Let LinkedIn do all the work

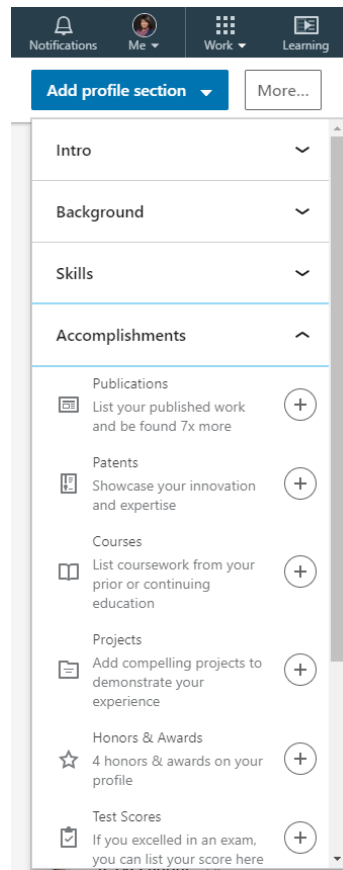
# Customized LinkedIn Profile Address



- Short and easy to type
- On your resume: replace your street address with your LinkedIn URL

# Other Important Profile Sections

- **Contact Info**
- **Education**
  - Include undergraduate and graduate degrees
  - Include majors, minors
  - Include your short-term, study abroad experiences
- **Accomplishments**
  - Honors and Awards
  - Languages
  - Courses
  - Projects
  - Certifications
  - Publications
  - Organizations\*
- **Recommendations**
- **Interests and Follows**





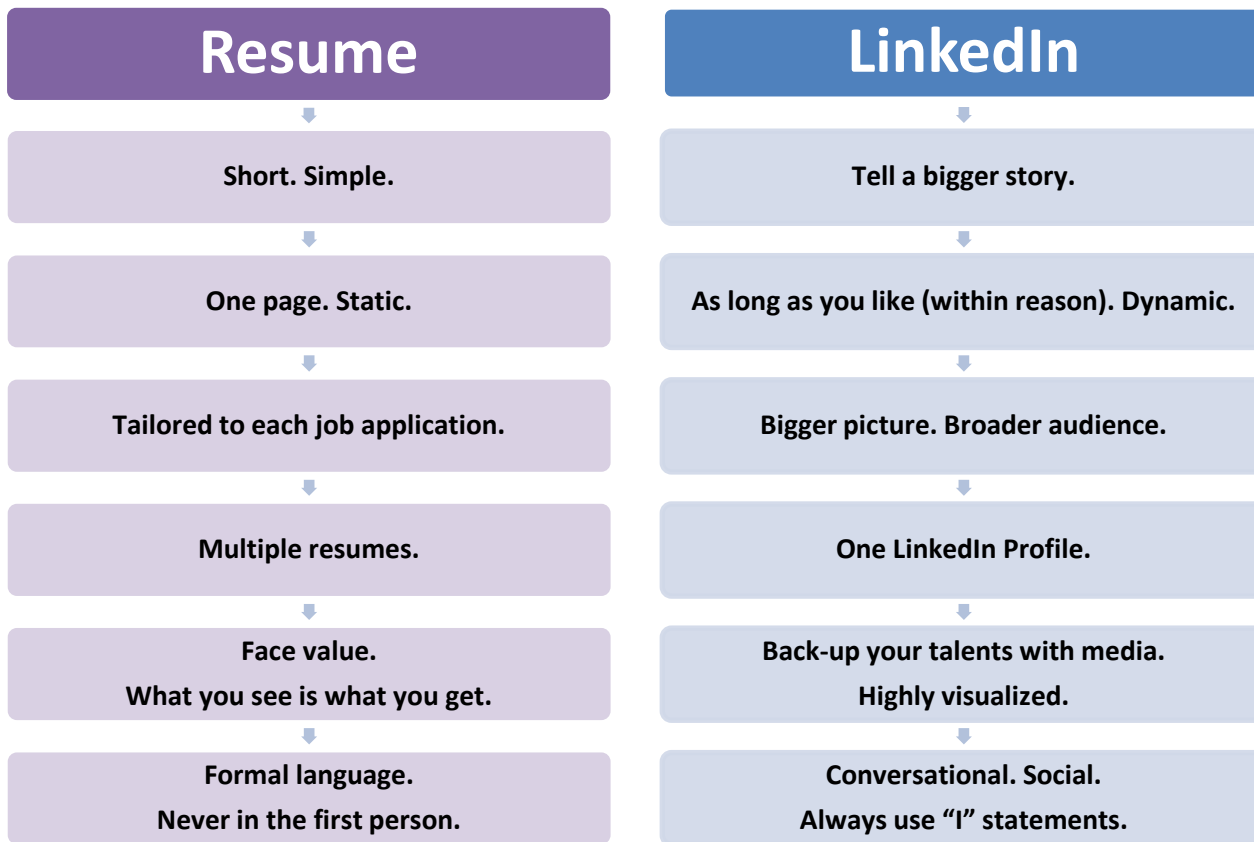


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# Aligning Your Resume and LinkedIn Profile

# Resume ≠ LinkedIn: 6 Key Differences



# Resume ≠ LinkedIn: Writing Styles



## Resume

### Unique Events

Event Coordinator

January 2019 – June 2019

- Planned and **executed 20 private** and corporate events
- **Learned to coordinate** all event details: Created client contract and payment system, designed floor-plan
- **Managed** relations with **10+ artists**
- **Enhanced** the organization of the event department by carrying out administrative tasks

## LinkedIn

### Event Coordinator

Unique Events

January 2019 – June 2019 · 6 months

In this position, I had the opportunity to **develop my event planning** and coordinating skills. My accomplishments include planning and **executing 20 private and corporate events**, and **managing relationships with 10 artists**. I also performed administrative tasks that **enhanced** the organization of the event department. Through this experience, I **learned** about all aspects of **coordinating a successful event**, and I gained confidence in my own abilities. I am so proud to be a part of this team!

# Resume & LinkedIn: It's Still YOU!



1. Names, dates, titles **HAVE to match!**
2. Highlights of your experiences are **complimenting** the accomplishments and duties written on your resume.
3. **Elaborate** on things you are proud of but could not include in your resume.
4. **Add the color** your resume lacks!
5. **Promote the same message** about you and your value.





# LinkedIn Techniques – Advanced

*Using LinkedIn in Your Job Search and Beyond!*

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# Networking and Connecting Professionally on LinkedIn

# Who to Connect with?

- Your classmates and other students
- Your professors and other faculty members
- Career Services and other Student Services professionals
- Recruiters, Human Resources Managers, and Interviewers
- Illinois and Gies Alumni
- Firm professionals
- RSO members
- Friends of personal social circle

# Adding New Connections

- Be strategic
- Don't be a LION
  - **L**inked**I**n **O**pen **N**etworkers
- Find new connections from your current connections
  - 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> level connections
- Always add a message!

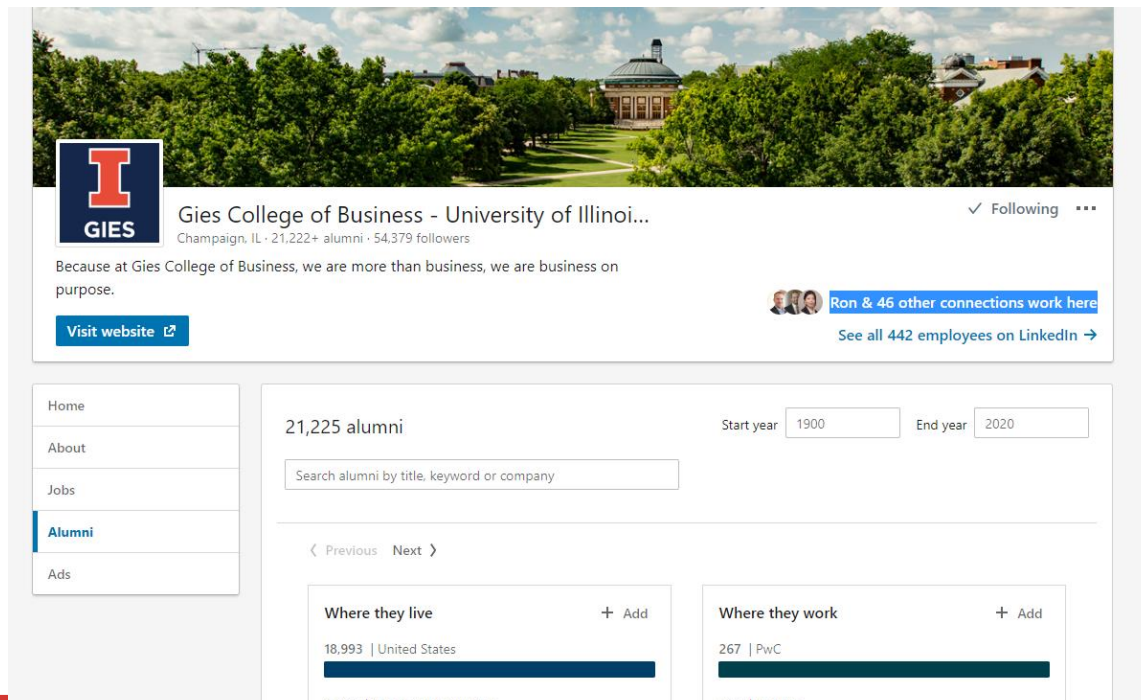
# Finding New Connections

- Using the LinkedIn search tool
- Using university and company pages, networks, closed groups
- LinkedIn's recommendations



# Finding Alumni Connections

- Using the LinkedIn alumni search tool



The screenshot displays the LinkedIn profile and alumni search interface for the Gies College of Business at the University of Illinois. The header features a banner image of the campus and the Gies College of Business logo. Below the logo, the text reads "Gies College of Business - University of Illinois..." and "Champaign, IL · 21,222+ alumni · 54,379 followers". A "Visit website" button is visible. The main content area shows the search results for "21,225 alumni" with filters for "Start year" (1900) and "End year" (2020). A search bar prompts users to "Search alumni by title, keyword or company". The results are categorized into "Where they live" (18,993 | United States) and "Where they work" (267 | PwC).

**Gies College of Business - University of Illinois...**  
Champaign, IL · 21,222+ alumni · 54,379 followers

Because at Gies College of Business, we are more than business, we are business on purpose.

[Visit website](#)

[Ron & 46 other connections work here](#)  
[See all 442 employees on LinkedIn](#)

Home  
About  
Jobs  
**Alumni**  
Ads

21,225 alumni

Start year: 1900 End year: 2020

Search alumni by title, keyword or company

< Previous Next >

**Where they live** + Add  
18,993 | United States

**Where they work** + Add  
267 | PwC

# Customized LinkedIn Invitations



## Connect with ... Alumni

Dear Steve,

*I see that you **graduated from my current university**, University of Illinois—go Illini! I am currently studying for my Master of Science in Finance degree and would be excited to hear more about your work with Chase Bank. I'll be in your area in a few weeks for vacation; Are you available the week of July 30th? I'd love to meet up for coffee anywhere convenient for you in town.*

*Thanks so much!*

*Lily Huang*

*- **P.S. Did you watch Saturday's game against Michigan? That last quarter was so tense.***

# Customized LinkedIn Invitations

Connect with ... Someone You Met at Networking Event

*Dear Mark,*

*It was great speaking to you at the International Networking Event in Chicago last week. The career advice you gave to international students was very inspiring! I would definitely like to stay up-to-date on your career.*

*Thank you,*

*Lily*



# Customized LinkedIn Invitations



## Connect with ... Someone in the Same LinkedIn Group

*Dear Megan,*

*I am also in the **Connect: Professional Women's Network** LinkedIn Group, and I've really enjoyed reading your posts. The piece you shared a week or two ago about diversity in HR was pretty thought-provoking. I'd love to keep in touch and **learn more about your work.***

*Best,*

*Lily*

# Customized LinkedIn Invitations



## Connect with ... Someone You don't Know

*Dear Christie,*

*I **read your article** on LinkedIn about companies' social responsibility and it really helped me gain more insight about how companies build sustainable and impressive businesses by being good corporate citizens. I'd be honored if we were able to connect.*

*Best,*

*Lily*

# Job Searching on LinkedIn

# Using the LinkedIn Job Search Tool



in Home My Network Jobs Messaging Notifications Me Work Elevate

Track my jobs Career interests LinkedIn Salary Looking for talent? Post a job

in freelance photographer United States Search

Jobs Most relevant Date Posted LinkedIn Features Company Experience Level All filters

Freelance photographer in United States 153 results Job Alert Off

Suggested job searches

freelance photographer photo editor photo assistant photographer photography specialist staff photographer event photographer

Senior Photographer at Kanan Patel

Connections 10 Grow your network

Access exclusive tools & insights Try Premium Free for 1 Month


Jobs recommended for you

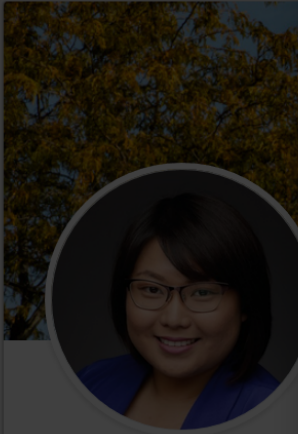
Real Estate Photographer - Plymouth, MA Planomatic • Plymouth, MA, US

NYC taps brakes on cars 18h ago • 3,816 readers

Uber drives deeper into staffing 5h ago • 4,797 readers

Facebook targets Snapchat (again) 5h ago • 4,020 readers

 Search



Lily Huang 黄佳

Career Strategist | Professional | Social Media Specialist

Champaign, Illinois

Open to work

[See all details](#)

## Edit job preferences

### Job titles\*

Add title +

### Job locations\*

Champaign, Illinois, United States ✓

### Start date

- ☐ Immediately, I'm actively applying
- ☐ Flexible, I'm casually browsing



**Share with recruiters only**  
People using LinkedIn's recruiter product

### Choose who sees you're open\*



**Share with all LinkedIn members**  
Adds the #OpenToWork photo frame  
This could include people at your current company, recruiters, and anyone who is signed in to LinkedIn.



**Share with recruiters only**  
People using LinkedIn's recruiter product  
We take steps not to show recruiters at your current company you're open to new jobs, but we can't guarantee complete privacy.

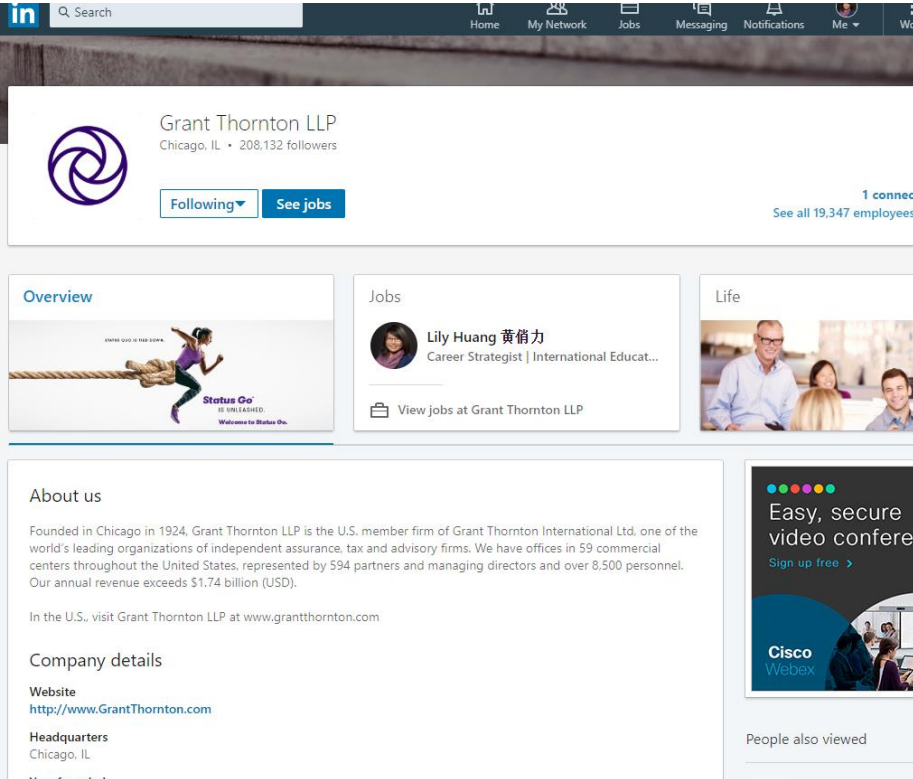
[Learn more about your privacy](#)

[I'm no longer open](#)

Save

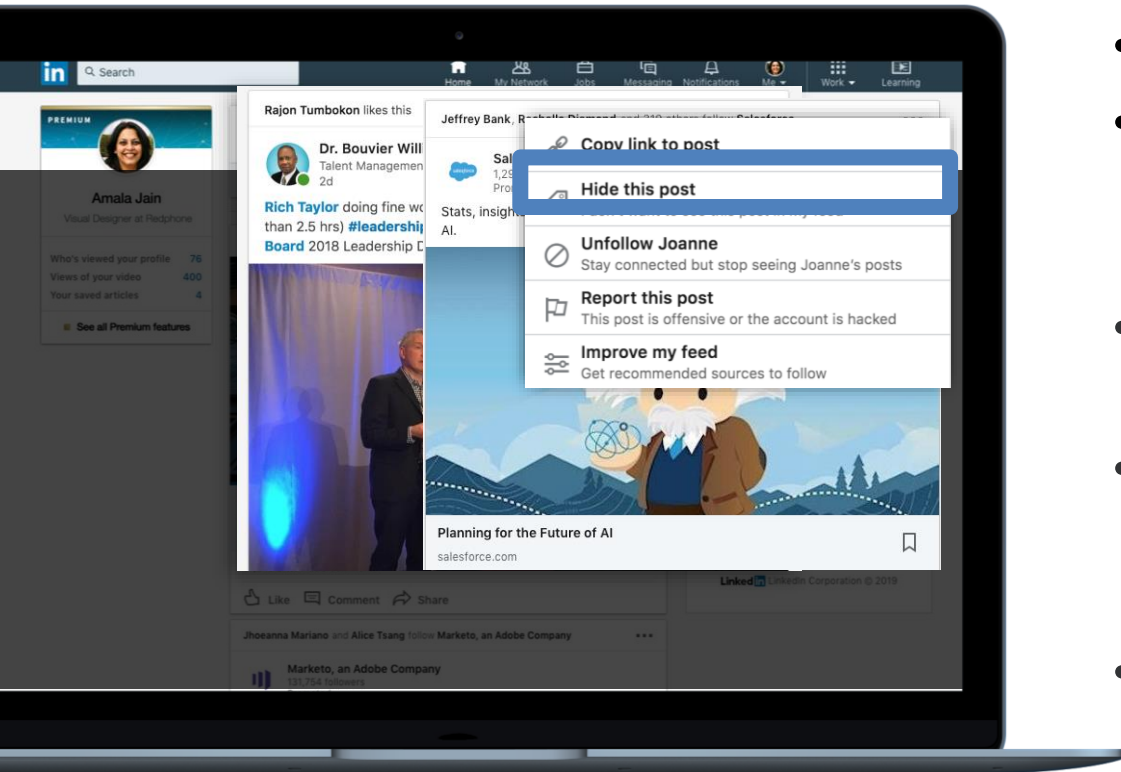
# Research Companies

- Brief overview of organization
  - Listing of products and services
  - Recent updates and news articles from the company
  - **Job postings**
  - Similar companies/competitors
- 
- **Find employees of company**
  - Skills of those who work there
  - Promotions



The screenshot displays the LinkedIn profile of Grant Thornton LLP. The header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, Notifications, and Me. The profile banner features the company's logo and name, "Grant Thornton LLP", along with its location "Chicago, IL" and "208,132 followers". Below this, there are buttons for "Following" and "See jobs". A section titled "Overview" shows a promotional image for "Status Go" with the text "ENTER GO IS THE GOAL." and "Status Go IS UNLEASHED. Welcome to Status Go." To the right, the "Jobs" section lists a job posting for "Lily Huang 黄倩力" as a "Career Strategist | International Educat...". Below the jobs section, the "About us" section provides a detailed description of the company, stating it was founded in Chicago in 1924 and is a U.S. member firm of Grant Thornton International Ltd. It mentions 59 commercial centers, 594 partners, and over 8,500 personnel. The "Company details" section lists the website "http://www.GrantThornton.com", the headquarters in "Chicago, IL", and the year "More founded". On the far right, there is a sidebar with a "Life" section showing a group of people and a "Cisco Webex" advertisement for "Easy, secure video conference" with a "Sign up free" link. At the bottom right, there is a section titled "People also viewed".

# Train LinkedIn to Work for You



- **Customize** your feed
- **Manage** and update your preferences on suggested posts, news, people content
- **Follow** or unfollow people, companies and influencers
- **Hide** posts that aren't relevant
  - Click the 3-dots on the top right and select hide post
- **Report** inappropriate content

# Engage Your Connections

- Find alumni and employees of target companies
- Reach out on LinkedIn
- **Invite for informational interview** in person or over phone calls
- Like and comment on their posts
- Connect with their connections
- **Continue to engage with them over time**
- *Ask for referrals, recommendations, tips, etc.*



# LinkedIn Premium – is it worth it?



- Plans are \$30-\$120/month, \$360-\$1440/year
- LinkedIn Premium for Job Seekers benefits
  - **Direct messaging to recruiters** – 3 InMail credits
  - **Who's Viewed Your Profile**
  - **Featured Applicant** – recruiters may see you at the top of their pool
  - **Applicant Insights** – number of applicants, their titles and skills
  - **Online video courses** – LinkedIn Learning (you get this for free now!)
  - **Instant access to salary insights**
- Free trial for one month – charge for the entire year, no refunds!

# Professional Social Media Engagement on LinkedIn

# Using LinkedIn Beyond Job Search



1. **Reputation** – show off your expertise!
2. **LinkedIn Learning** – study new skills
3. **Market Research** – prepare for your “next play”
4. **Ongoing Networking** – for your next play or a rainy day
5. **Industry Trends** – stay up-to-date with your chosen field
6. **Contribute** – publish, post, comment, blog

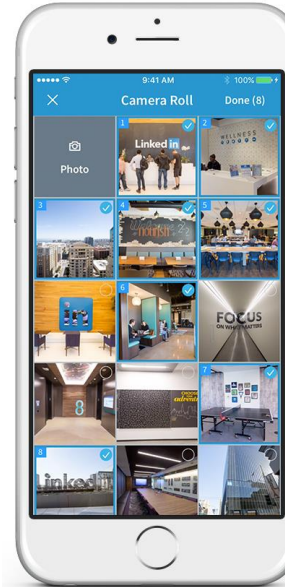
# Using LinkedIn as Your Professional Social Media Platform



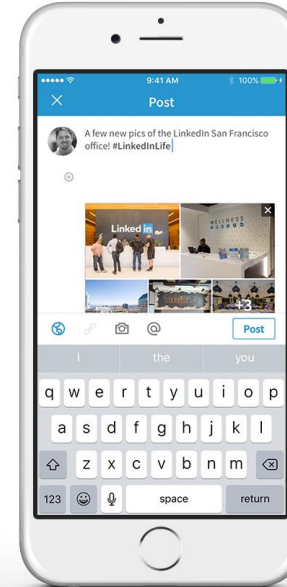
Easily share multiple photos

- Share updates, articles, photos, posts
- Use relevant has hashtags
  - #WeAreGies
  - #ILLINOIS
- Get involved in LinkedIn groups
  - Participate in discussions
  - Joining Groups
- Be professional and strategic

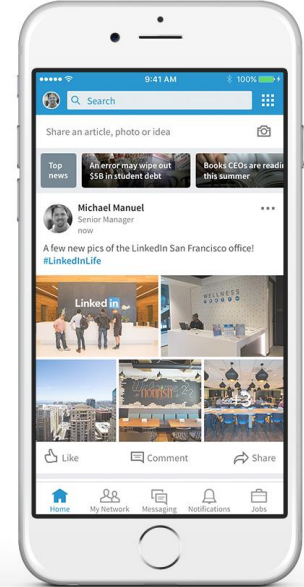
Pick



Preview



Publish



# Using LinkedIn Media Platform



Like

- Engage others
- React and comment
- Send direct messages
- Use LinkedIn support
- Participate and



Andrew Seaman • 3rd+

Editor for Job Seekers & #GetHired at LinkedIn News

1w • 🌐

+ Follow ...

I want to learn more about your job search. Let me know how long you've been looking for new work by taking the poll below. Also, feel free to add a bit more in the comments.

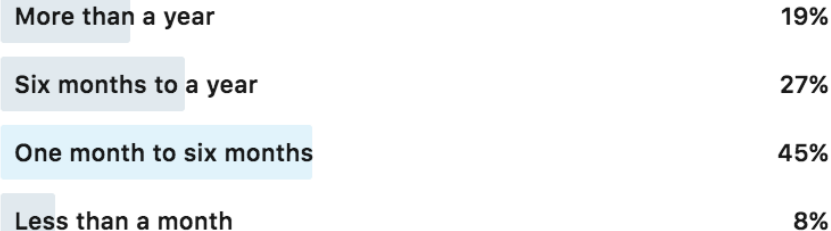
These conversations help me know which topics you'll find most valuable in [#GetHired](#). They also help me learn about the struggles and successes you're encountering during your search.

Regardless of how long you've been searching, please remember that we're rooting for you.

[#opentowork](#) [#jobs](#) [#hiring](#)

## How long have you been looking for a new job?

The author can see how you vote. [Learn more](#)



2,734 votes • Poll closed

👍 🗨️ ❤️ 179 • 174 Comments

# 1 Social



Curious





# Questions?

QHuang3@Illinois.edu

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