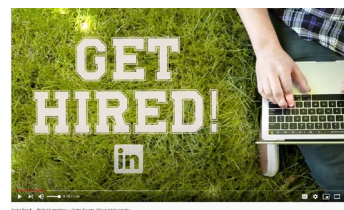




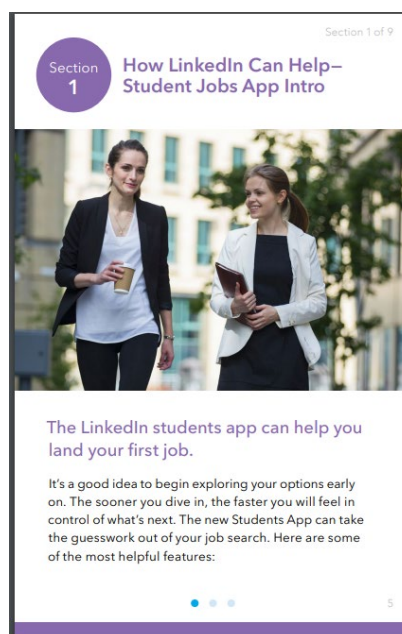
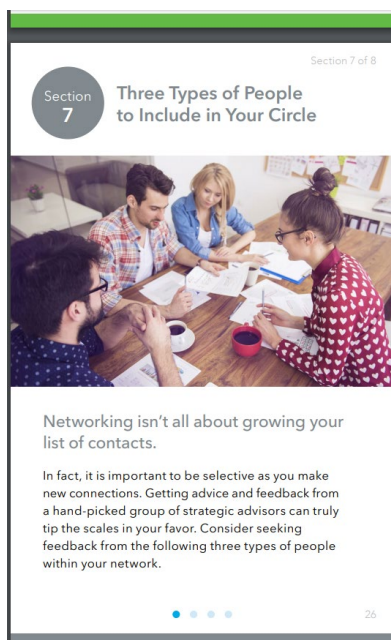
Career Development ToGo – Digital Packs [[LinkedIn – Next Level](#)]

This ToGo pack includes a variety of resources to help you **in the next level – using LinkedIn effectively**.

You created an impressive LinkedIn profile – now what? This guide gives you some ideas to actively use LI for networking and your internship/job search. View these videos for great ideas. The first two videos review what LinkedIn is for and how to create your LinkedIn profile. The third video gives you ideas to make your profile stand out. Want more info? You can find thousands of great videos on a variety of topics at our [CandidCareer](#) platform.



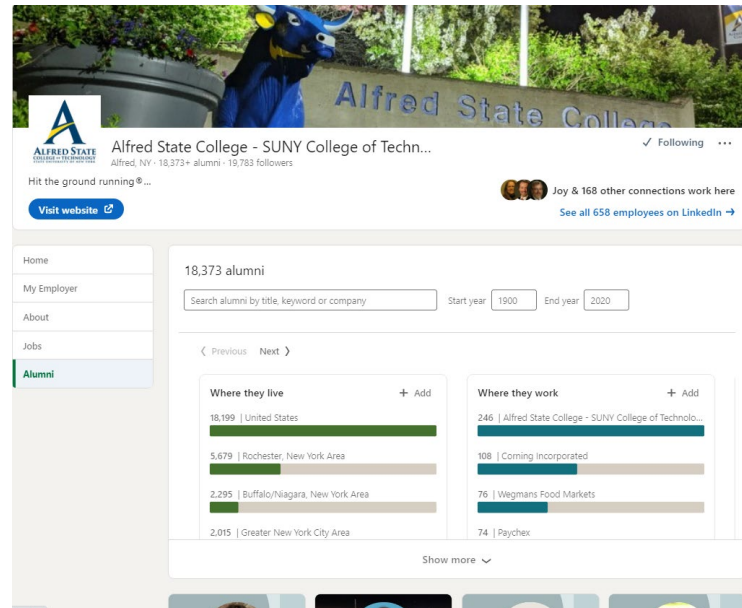
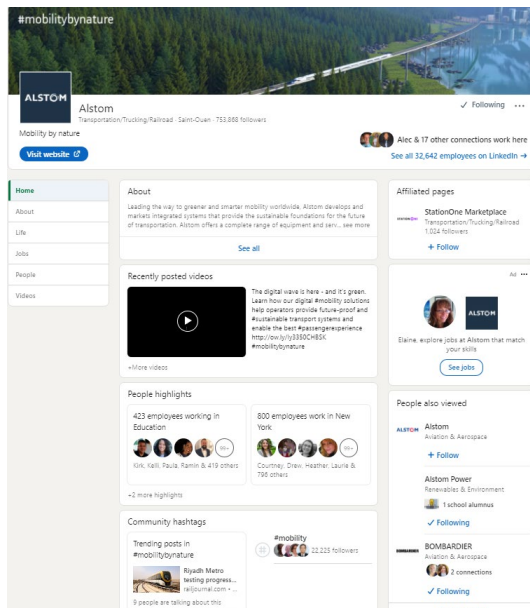
LinkedIn offers an extensive collection of resources to help you use their platform to network and search for internships and jobs. The first icon below was taken from [The Student Job Hunting Handbook \[part 1\]](#) which includes detailed info about building your network. The next icon was taken from [The Student Job Hunting Handbook \[part 2\]](#) which offers extensive guidance on using the Student Jobs App. You can find these and many other resources on the [LinkedIn Higher Education](#) page.



Once you build your profile, don't expect job offers to start pouring in to your news feed! It is your job to be active through outreach, networking and sharing. Here are five ways to use LI effectively:

1. Build your **network** – start with family, friends, professors and then expand to the second level connections. Customize your invitation; be sure to be courteous and explain why you're connecting.
2. Join **groups** – there are thousands of groups to choose from, join those that relate to your industry [1st pic]

3. **Contribute** – have an interesting post to share? You can share to your feed and/or to specific groups.
4. **Research & Follow Companies** – Many employer now recruit directly through LI. Research their company, employees and job openings by searching for their company. Also check out the list of “people also viewed” companies in the lower right [new leads for your job search!]
5. Find **Alumni** and connect with them or see where they found employment for more leads [2nd pic]
6. **Search for and apply for jobs** right in LI by going to the Jobs tab on the individual company page or search directly in the search bar from the LI home screen. You can **indicate that you are “open to work”** in your profile settings and receive job announcements based on your criteria.



Remember that networking isn't a one way street – be sure to help others and share valuable content or thank contributors for their posts; and always send a “thank you” to those who helped you!

Top 8 Skills Employers are Seeking

Compiled by NACE [National Association of Colleges and Employers]

1. Critical Thinking/Problem Solving
2. Oral/Written Communications
3. Teamwork/Collaboration
4. Digital Technology
5. Leadership
6. Professionalism/Work Ethic
7. Career Management
8. Global/Intercultural Fluency

Schedule an appointment with the CDC via [JobLink](#)



To schedule your mock interview or for help with any career related topic! We are here to help you.

[Career Development Center](#)

Student Leadership Center (SLC) Room 404



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