

The background is a solid blue color with a collage of numerous small, semi-transparent profile pictures of people scattered across it. In the center, the word "LinkedIn" is written in white, with the "in" part inside a blue square. Below it, the number "101:" is written in white.

LinkedIn

101:

Ways LinkedIn can Help Students Build a Professional Brand and Land a Job

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Career Center at UMBC

What is LinkedIn?





LinkedIn

FACTS 2018



Over **500 Million** people use LinkedIn



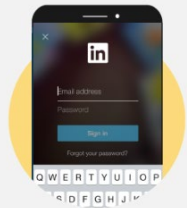
More than **260 Million** use LinkedIn every month



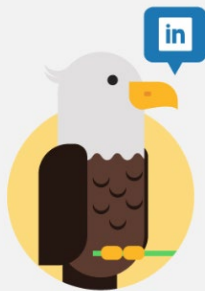
40 million students and college graduates use LinkedIn



87 Million Millennials use LinkedIn



40% of LinkedIn users log in every day



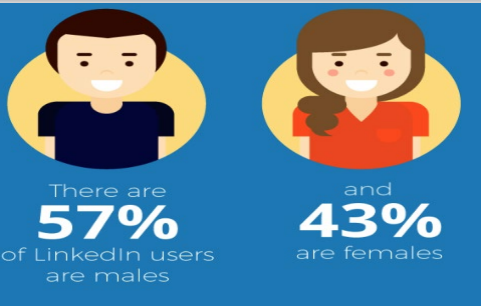
More than **133 million** US users



3 Million Jobs are listed on LinkedIn



122 Million people got an interview from their LinkedIn profile



There are **57%** of LinkedIn users are males

and **43%** are females

LinkedIn Tip #1

Build a Professional Online Presence: Profile

The image shows a screenshot of a LinkedIn profile page for Lindsey Evans. The profile header includes a placeholder profile picture, a camera icon, the name "Lindsey Evans", and the text "Student at New York University" and "Greater New York City Area | Marketing and Advertising". A "Done editing" button is visible. Below the header, the "Activity" section is active, and the "Background" section is visible. The "Background" section contains a "Summary" section with a dashed box and a "+ Add a summary" button, and an "Experience" section with a dashed box and a "+ Add a position" button. On the right side, there is a "Recommended for you" sidebar with a list of sections to add: Experience, Photo, Skills, Summary, Projects, Languages, Publications, Organizations, Honors & Awards, Test Scores, Courses, Patents, Certifications, and Volunteering & Causes. Each section has a plus sign next to it. An arrow points to the "Experience" section in the sidebar.

Profile Tips for Students

1

Professional photo of you alone

2

Headline with area of study and/or career ambitions

3

Keyword-rich summary that includes type of positions student is seeking

4

Inclusion of volunteer activities, internships, and extracurriculars

5

Recommendations from professors, advisors, internship colleagues and supervisors

See Handout: LinkedIn Profile Checklist

LinkedIn Tip #2

Add Connections with “Warm” Contacts and Alumni



Friends



Professors



Family



Advisors



Networking Tips for Students

From *How to Communicate Effectively on LinkedIn* (by LinkedIn)

1

Be authentic – be real, be you, but be professional

2

Customize your connection requests – tailor each request

3

Be responsive – reply within a few days, be responsive

4

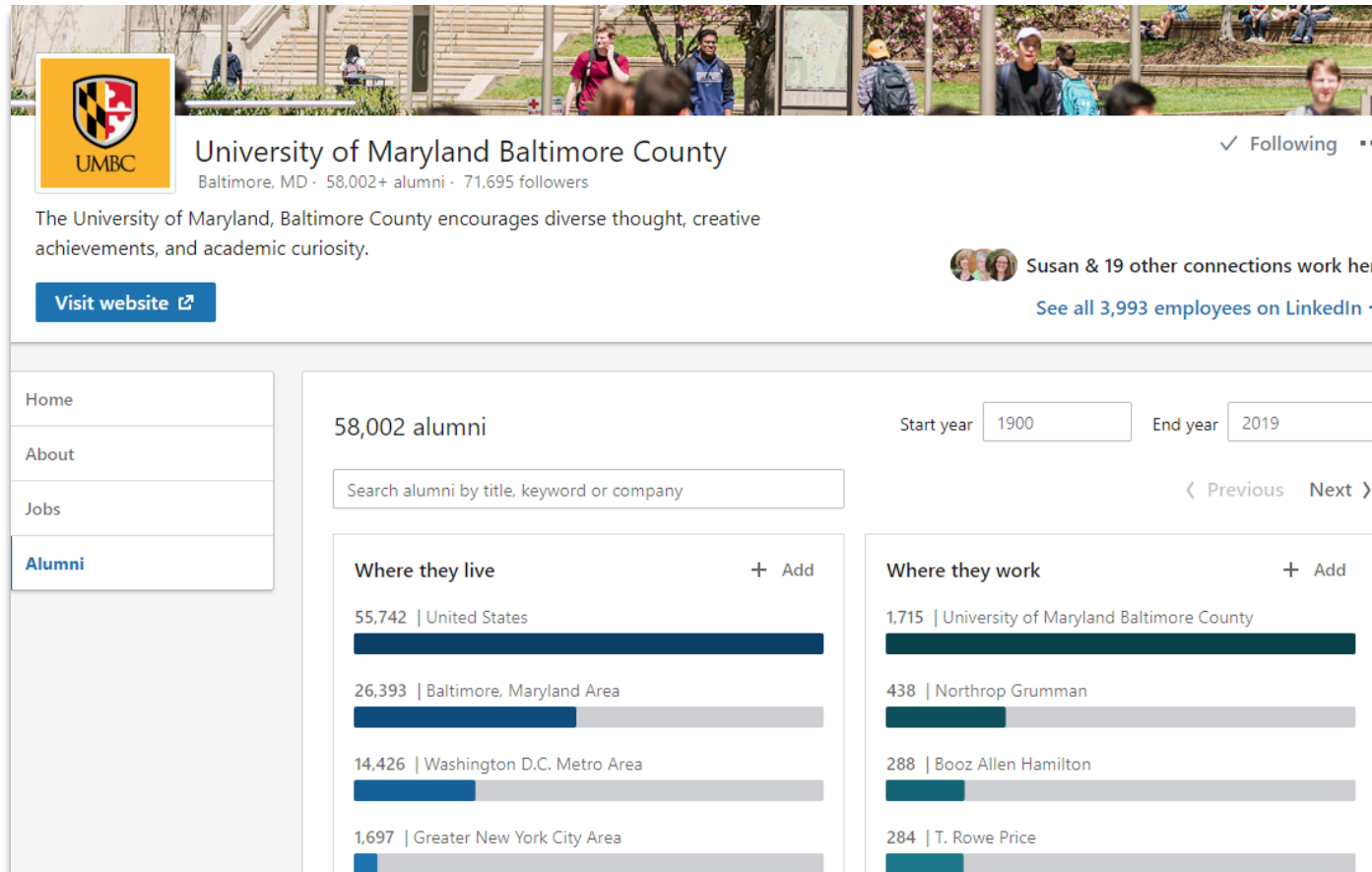
Research before reaching out – Review profile's before connecting

5

Be targeted and personalized connections will respond more to personalized messages

UMBC LinkedIn Widget

<https://www.linkedin.com/school/university-of-maryland-baltimore-county/people/>



The screenshot shows the LinkedIn profile for the University of Maryland Baltimore County. The profile includes a banner image, the university's logo, and a description: "The University of Maryland, Baltimore County encourages diverse thought, creative achievements, and academic curiosity." A "Visit website" button is present. Below the profile information is a navigation menu with options: Home, About, Jobs, and Alumni (selected). The main content area displays the "58,002 alumni" widget. This widget includes a search bar, filters for "Start year" (1900) and "End year" (2019), and two bar charts: "Where they live" and "Where they work".

University of Maryland Baltimore County
Baltimore, MD · 58,002+ alumni · 71,695 followers

The University of Maryland, Baltimore County encourages diverse thought, creative achievements, and academic curiosity.

[Visit website](#)

Home
About
Jobs
Alumni

58,002 alumni

Start year End year

Search alumni by title, keyword or company

◀ Previous Next ▶

Where they live + Add

Location	Count
United States	55,742
Baltimore, Maryland Area	26,393
Washington D.C. Metro Area	14,426
Greater New York City Area	1,697

Where they work + Add

Company	Count
University of Maryland Baltimore County	1,715
Northrop Grumman	438
Booz Allen Hamilton	288
T. Rowe Price	284

LinkedIn Tip #3

Research Companies & Industries: Company Pages

The screenshot shows the LinkedIn interface for the Northop Grumman company page. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A search bar is on the left. Below the navigation bar is a banner with a blue background and a network diagram. The company name 'Northop Grumman' is displayed, along with its industry 'Computer Software', location 'Sierra Vista, Arizona', and '448 followers'. A '+ Follow' button is visible. To the right, there is a link to 'See all 148 employees on LinkedIn'. Below the company header, there are three main sections: 'About' (with sub-sections Home, About, Jobs, People), 'Overview' (with fields for Industry, Company size, and Headquarters), and 'Locations' (with a map and address for the primary location). On the right side, there are sections for 'Questions about this page?' and 'Promoted' content, including advertisements for 'Become a Social Innovator', 'AU's Online MBA - No GMAT', and 'Hiring Teachers?'.

Fast, reliable Internet. - Get 75 Mbps Internet for just \$49.95 per month when you add 1 Voice Line Ad ...

Northop Grumman
Computer Software · Sierra Vista, Arizona · 448 followers

+ Follow

See all 148 employees on LinkedIn →

Home
About
Jobs
People

Overview

Industry	Computer Software
Company size	201-500 employees
Headquarters	Sierra Vista, Arizona

Locations

Primary
1858 Paseo San Luis, Sierra Vista, Arizona
85635-5825, US
[Get directions](#)

Questions about this page?
This Page was automatically created by LinkedIn. This Page is not currently maintained by, endorsed by or affiliated with Northop Grumman. [Learn more](#)

Promoted

- Become a Social Innovator**
Master's req. Earn a USC Doctor of Social Work online in as few as 24 mos.
- Business @American**
AU's Online MBA - No GMAT
Complete your degree in 15 months with AU's online program. No GMAT req'd.
- ED WEEK**
Hiring Teachers?
Post open positions where the highly-qualified teachers search for jobs.

Research Companies & Industries: Groups

The screenshot shows the LinkedIn interface with a dark navigation bar at the top containing icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A search bar is on the left. Below the navigation bar is a banner for a social innovator program. The main content area is titled 'Your groups' and 'Requested', with a 'Create a new group' button on the right. A list of groups is displayed, each with a logo, name, and member count.

Group Name	Member Count
Strong Interest Inventory Practitioners	2,567
Career Coaches, Counselors, and Consultants	14,201
Higher Education and Research	12,584
Times Higher Education	7,328
National Career Development Association (NCDA)	19,327
Network After Work - Business/Professional Networking Events - 1	159,797

Explore Opportunities

in

Baltimore, Maryland Area
Search
🏠
👤
📁
📄
📧
👤
Try Premium Free for 1 Month

Jobs ▾
Date Posted ▾
LinkedIn Features ▾
Company ▾
Experience Level ▾
All filters

Sort by: Relevance ▾
Split View ▾

It manager in Baltimore, Maryland Area
1,645 results

Job alert Off

IT Project Manager Promoted
Paragon Bioservices, Inc.
 Harmans, MD, US
 We have an exciting opportunity for an experienced IT Project manager looking to develop their skill... [workforcenow.adp.com](#)
 3 company alumni work here
 2 weeks ago

IT Coordinator Promoted
Bahri | البحري
 Baltimore, Maryland, United States
 Develop network capabilities and set up network permissions based on the set policy and guidelines. 3-4 years of IT experienc...
 1 week ago · [in](#) Easy Apply

IT Manager
Quality Business Solutions
 Baltimore, MD, US
 The ideal candidate will be a motivated, self-starter who is familiar with IT and telecom support an... [www.ziprecruiter.com](#)
 Be an early applicant
 1 week ago · [in](#) Easy Apply

IT Manager
Amazon
 Baltimore, MD, US
 Excellent written and verbal communication skills with the ability to present complex technical info... [www.amazon.jobs](#)
 39 alumni work here
 2 days ago

IT Project Manager ➔ ...

Paragon Bioservices, Inc. · Harmans, MD, US

Posted 2 weeks ago · 43 views

Save
Apply

Job	Company	Connections
<ul style="list-style-type: none"> 2 applicants Associate 	<ul style="list-style-type: none"> 201-500 employees Baltimore, MD 	3 company alumni

Job description

Paragon Bioservices is a contract development and manufacturing organization (CDMO) whose focus is the development and manufacturing of cutting-edge biopharmaceuticals. We provide industry-leading GMP development and manufacturing services for cutting-edge biopharmaceuticals such as recombinant viral vectors, next generation vaccines & hard-to-express recombinant proteins and oncolytic viruses. Paragon's scientists, engineers, quality experts, manufacturing operators and program managers are experts working with biologics from research and process development to GMP manufacturing for clinical trials and commercial launch.

We have an exciting opportunity for an experienced IT Project manager looking to develop their skills with a fast-growing Biotech company. This position will closely interface with Finance, Process Development, Manufacturing, Quality Assurance, Quality Control, and Project Management to ensure that all Manufacturing requirements are met and on-schedule. The role will report to the Paragon IT Program Manager in support of our capital project initiatives.

Find Relevant Jobs and Internships: Student Jobs Portal

<http://linkedin.com/studentjobs>

Part 3: Interviewing Tips for Students

In our last part, we dive into interview tips and ways to answer common questions. We also share advice on how to use the people you know to help you during the job search.

[Download part 3](#)



	LinkedIn is the perfect place to find your dream internship or job			
	50,000+ internships and jobs for students			

All superstars start somewhere

There are thousands of internships and entry-level jobs at amazing companies on LinkedIn. Search by company, industry, or location and apply with one click.

[See all the student jobs](#)

LinkedIn Tip #4

Participate in your Newsfeed

The screenshot shows a LinkedIn newsfeed interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. A search bar is located on the left. Below the navigation bar, there is a banner for "Vanderbilt's Online EdD - Earn your Doctor of Education online in as little as 3 years." The main content area features a highlighted advertisement for B2B website statistics. The ad shows two businesswomen shaking hands on a set of stairs, with a speech bubble stating "Over 45% of LinkedIn readers are in upper-level positions". Below the ad, there is a post from Forbes with 9,545,992 followers, titled "The 6 Financial Habits Of Mentally Strong People That You Can (And". To the right of the main content, there is a section titled "What people are talking about now" with a list of trending topics and their respective reader counts. Below this, there is an advertisement for USC Suzanne Dworak-Peck School of Social Work, titled "Complete your Master of Social Work in as little as 1 year with USC." and "Top Ranked Online MSW". The left sidebar shows the profile of Jennifer Spencer Heilman, M.Ed., GCDF, with statistics on profile views and post views, and a list of recent groups and hashtags.

LinkedIn Tip #4: Participate in your Newsfeed

The image shows a screenshot of a LinkedIn newsfeed. A yellow box highlights an advertisement for B2B website statistics. The ad features two businesswomen shaking hands on a set of stairs, with a speech bubble stating "Over 45% of LinkedIn readers are in upper-level positions".

Advertisement: Over 45% of LinkedIn readers are in upper-level positions. B2B WEBSITE.

Profile: Jennifer Spencer Heilman, M.Ed., GCDF. Independent Career Coach/Career Services/Student Success/Higher Education. Who's viewed your profile: 45. Views of your post: 155. Access exclusive tools & insights. Try Premium Free for 1 Month.

Recent: Strong Interest Inventory Pr..., # collegesanduniversities, # highereducation, # mindfulness, # personalbranding.

Groups: Strong Interest Inventory Pr..., Career Coaches, Counselors, ..., Higher Education and Resea... Show more.

Followed Hashtags: # collegesanduniversities.

Newsfeed Item: Forbes (9,545,992 followers, 4m). The 6 Financial Habits Of Mentally Strong People That You Can (And forbes.com.

What people are talking about now:

- The National Enquirer's new owner (16h ago • 820 readers)
- The perils of using texting for work (19h ago • 26,681 readers)
- House subpoenas full Mueller report (12m ago • 15,010 readers)
- Federal tax bill for big biz: \$0 (21h ago • 7,824 readers)
- Canopy makes bet on US legalization (19h ago • 8,866 readers)

Advertisement: Complete your Master of Social Work in as little as 1 year with USC. Top Ranked Online MSW. Learn More.

Questions?



YOUR TURN