

# Networking and LinkedIn

FULTON SCHOOLS  
OF ENGINEERING | **career**  
center

**ASU** Ira A. Fulton Schools of  
**Engineering**  
Arizona State University

In this presentation, we'll review networking and using LinkedIn.

# Agenda

- **Using LinkedIn**
- **Building a LinkedIn Profile**
- **Networking**



Here's what we're going to talk about today.  
Using LinkedIn for internship/job search is a different presentation not covered in this presentation.

# LinkedIn-What is it?

- Professional **social network**
- **Showcase** for your professional qualifications
- **Forum** for professional interest groups
- Source of **job postings** for internships and full-time roles



LinkedIn is a professional social networking resource. It is a space where you can share your accomplishments, expand on things that do not fit on your resume, and build and maintain your social network.

It's also a great source of information about career preparation: who has the job you want? What steps did they take to get there: education, certifications, and progression of positions and roles?

# Using LinkedIn

- Specific for students:
  - Tutorial presentations
  - Tip sheets
  - LinkedIn Profile Checklist

<https://university.linkedin.com/linkedin-for-students>

LinkedIn profiles for students are different than those for working professionals.

## LinkedIn profile: sample

**Photo: look like a friendly professional**

**Who are you? What are you looking for?**

**More detail on what you are looking for, good at, experienced with...**

**What are you good at? Add key skills here**

**Sparky Sundevil**  
 Masters Student in Computer Science (Big Data Systems) ||  
 Actively seeking full-time opportunities from December 2018  
 Phoenix, Arizona Area  
 Connect InMail More...

Ira A. Fulton Schools of Engineering at Arizona Stat...  
 Arizona State University  
 See contact info  
 500+ connections

I'm a Computer Science graduate student at Arizona State University, specializing in Big Data systems. I have 3.5 years of professional experience in software development and am interested in a career as a Full-Stack Developer. Currently, am looking for full-time opportunities for December 2018 and onwards.

**TECHNICAL SKILLS:**  
 Languages: Java, Python, C++, JavaScript, SQL, HTML  
 Frameworks & Libraries: AngularJS, Pandas  
 Databases: MySQL, PostgreSQL, Oracle  
 Big Data: Apache Spark, Hadoop  
 Tools: Git, JIRA, Jenkins, MySQL Workbench, Anaconda, CA Rally

GITHUB: <https://github.com/>

**COURSEWORK:**  
 Algorithms, Distributed Database Systems, Database Management Systems Implementation, Data Mining, Multimedia and Web Databases, Distributed and Multiprocessing Operating Systems.

This example is from an actual student profile – this student was hired into the desired industry and role. It's not a perfect example, but is validated by the fact that the student achieved the desired position.

Note, you are not required to post your resume. If you choose to do so, keep any personal information off of the resume, and recognize that any information on the resume can be copied by others. Do not put your personal address on this resume. Consider carefully if you want to have your phone number on this resume.

# Present yourself: LinkedIn

## Look like a “Friendly Professional”:

- Doesn’t have to be a formal headshot
- Not from your passport



Goal: present yourself as a professional. Photo needs to be appropriate for that goal.

# Profile Tips



- **Send a clear message:**
  - Not everything from your life
- **Update your status regularly:**
  - Build your professional **image**
- **Collect recommendations:**
  - People who have **directly** managed you or worked with you

Make sure your profile on LinkedIn is clearly communicating what you are looking for and how you are prepared for that role.

And now we shift gears and go to the topic of networking.



# Professional Networking 101

- **Be visible**
- **Be connected**



Be visible, not invisible – don't hide

Be noticed – for your results and skills

Be connected – so that others can know your skills, see your results and can find you.

So, what's the big deal about this?



## **Networking: Why so important?**

- **Candidate pools: gigantic**
- **Workplace success depends on more than skills**
  - **Communication**
  - **Teamwork**

How many applications does Google get in a year? 6 million.

## **Be Visible: Skills and Results**

- 1. Leadership: Own it, organize it**
- 2. Teaching: Be the expert, teach others**
- 3. Hands-on projects: Contribute your skills**

## Visibility: How to achieve it

- Student organizations: **Profession-based**, others
- Volunteer: **Industry-related events**, general organizations
- Engage: **Company info sessions, tech talks, conferences**
- Student competitions: **Skill-based**, others
- On-campus jobs: **Research, Tutoring**, others

Visibility includes other students as well as professionals.

Lots of opportunities to join student organizations: many of the profession-based organizations (IEEE, ASME, SWE, ...) have student sections at ASU and have professional sections in Phoenix and other cities. These organizations give you access to professionals. Other student organizations provide opportunities that are more local, but still provide excellent opportunities to connect with both professionals and fellow students. Many of these organizations have their own career events at the local and global levels.

Volunteering at events allows you to make contact with other students, university staff and faculty, and professionals.

Attending info sessions, tech talks, and conferences is a great way to learn about your profession.

Student competitions provide ways for you to demonstrate your skills and build your resume.

On campus jobs vary, but all of them allow you to build your network with ASU faculty and staff. Research jobs provide skills-based experiences; tutoring shows communication skills; other positions provide powerful sources of recommendations from supervisors and possible connections to alumni as well as other students.

# Finding networking opportunities

- **Student organizations:**  
<https://eoss.asu.edu/clubs>  
<https://orgsync.com/login/arizona-state-university>
- **Volunteer:** <https://orgsync.com/login/arizona-state-university>
- **Company info sessions:** [Handshake](#)
- **Technical talks and conferences:** [ASU Now](#), [Inner Circle](#), ...

Where you do NOT find networking opportunities:

Not your classroom. Not while doing classwork.

Not on your game controller or TV.

Not with your friends at \_\_\_\_.

Message: must focus and put energy on building new set of contacts and friends.

Must start building your network BEFORE you graduate: you need to have developed a network of professionals, other students, and other people who can help you...and that you can help when they need it

# Networking at events



- **Attend live events**
- **Before the event:**
  - Learn about:
    - Speaker
    - Organizer
    - Organization sponsoring the event

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Example: look up the speaker on LinkedIn. Go up and introduce yourself before the event.

Sit next to people you don't know already. Engage with them.

## **Creating a Connection: example #1**

- 1. You attend a professional event**
- 2. You meet someone at the event and discuss ---**
- 3. Afterwards, you look the person up on LinkedIn and send a personal connection request:**  
“ Hello Alan – it was good to talk to you at the IEEE EPS Conference yesterday. I'd like to add you to my network.”

Role play standing in line at professional event.

# Virtual Networking



- **Join a professional organization:**
  - Find their on-line presence: websites, newsletters, LinkedIn, Facebook, ...
- **Engage:**
  - Attend webinars
  - Read the newsletters
  - Note who is posting in social media (on behalf of the organization or themselves)

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Same as the in-person events: Webinar: Get information about the speaker and send that person a personalized invitation on LinkedIn.

See who else attends a virtual event: send that person a note and make a connection to another attendee.

Other example: see who writes articles in the newsletter. Send that person a personal connection request on LinkedIn.



## **Creating a Connection: example #2**

- 1. Engage in the social media: post your own questions or respond to others**
- 2. See who responds: look the person up on LinkedIn and send a personal connection request**

Sample: "I'm a student at Arizona State University studying electrical engineering. I want to know if I should get a master's degree or become a licensed PE. How does your company value these?"

# LinkedIn Group Networking

## Join groups on LinkedIn:

- Topics
- Alumni
- Professions
- Techniques

### Find and Join a LinkedIn Group



You can **find LinkedIn Groups you're already a part of** and discover new groups to join by using the **Q Search** bar at the top of your homepage. **Note:** There may be multiple groups on LinkedIn for each interest, organization, or affiliation.

- › Finding groups you want to join
- › Unavailability of recommended groups
- › Selecting the right group for you
- › Joining a group

Use the Help on LinkedIn to find out more about groups:

<https://www.linkedin.com/help/linkedin/answer/186>

You may join 100 groups on LinkedIn.

<https://www.linkedin.com/help/linkedin/answer/190>

Same advice as example#2: engage, post, connect with other members of the group.

You can message up to 15 time per month free to other group members:

<https://www.linkedin.com/help/linkedin/answer/192>

You can connect to group members: <https://www.linkedin.com/help/linkedin/answer/715>

# Network to Opportunities

- **Network with alumni:**
  - Search for alumni and reach out to them.

[linkedin.com/alumni](https://www.linkedin.com/alumni)

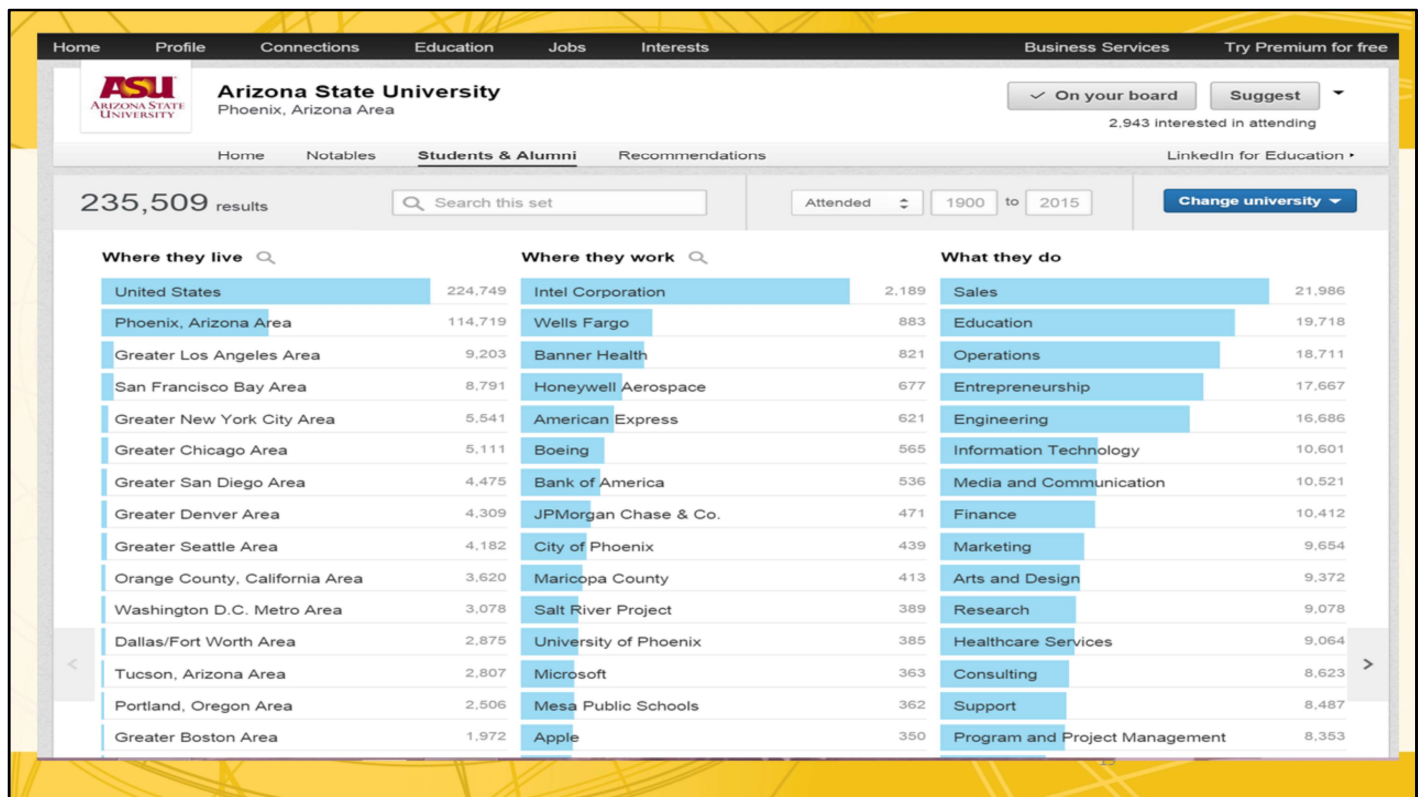


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You can connect with ASU alumni in the field you are trying to go in to. You automatically have something in common to talk about.

Also seek groups related to your Fulton School, your major, special interest.

Also follow companies that interest you to keep up with news and events.



Drill in:

Set the "Attended" dates to narrow the search (for example, recent alumni)

Use other keywords to identify majors or other subsets.

LI will return alumni matching against that criteria.

## **Networking via LinkedIn**

- **DO:**
  - Keep your LinkedIn profile up to date
  - Use LinkedIn to find information
  - Request connections when it makes sense :)
- **DON'T:**
  - Expect every request to be accepted

## Summary

- **Your challenge: be prepared and visible for the career you want**
  - Don't wait "until I have time"!

Develop your skills, Expand your network; you have to get going aggressively,  
now, not later.

Grades are not enough. Not knowing anyone is not an excuse. Don't wait for  
the opportunities to find you.

# Additional Information

- **Handshake** <https://asu.joinhandshake.com/login>
  - Learn about career fairs, company information sessions and other career events
  - Apply to internships and jobs
  - Schedule an appointment with the career center
- **Fulton Schools Career Center website** <https://career.engineering.asu.edu/>
  - 24/7 access to presentations and tools
- **Optimal Résumé** <https://career.engineering.asu.edu/optimal-resume/>
  - Submit your résumé for review without an appointment
- **CareerSpots videos** <https://career.engineering.asu.edu/careerspots/>
  - Short videos from recruiters and career services for quick career topics
- **GoinGlobal** <https://career.engineering.asu.edu/goinglobal/>
  - Worldwide opportunities, visa petition history from US employers
- **InnerCircle** <https://innercircle.engineering.asu.edu/category/career/>
  - Weekly newsletter about all things Fulton, including timely career topics and events
- **Fulton Career Center on Facebook** <https://www.facebook.com/fultoncareercenter/>
  - Featured events and opportunities

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Here are some resources you can use