



## Use LinkedIn to network

Most people don't realize that they have connections to companies they are interested in working for. LinkedIn helps you keep track of where people you know work, as well as who in your network knows someone at a company of interest.

### Add to your connections:

Invite past and current coworkers, classmates, friends and family to connect with you. The more people you are connected to lead to more "second connections." When connecting with someone, be sure to add a personal note and remind the person you are adding where you met.

### Types of connections:

1<sup>st</sup>: People you know

2<sup>nd</sup>: People your friends know (friend of a friend)

3<sup>rd</sup>: Friend of a Friend of a Friend- these people are harder to get in touch with.

Group: People that are in the same group as you. You can send messages to group members for free.

### Use the "LinkedIn Alumni" feature: [LinkedIn Alumni](#)

Find out where BU Alumni are working. On this page you can see a list of alumni and organize them by: where they live, where they work, what they do, what they studied, what they are skilled at, and how you are connected. You can also search for more recent or more seasoned alumni by entering the ideal graduation year you are targeting.

Additionally, you can find an alumnus you would like to contact using [BUConnects](#), BU's alumni database.

### Join groups:

Joining groups is a way to message people for free. We have compiled a list of relevant groups: [COM related LinkedIn groups](#) which include the [COM Connection group](#). Once you find someone you are interested in contacting, search for them in the LinkedIn group and send them a direct message asking for an informational interview. To find out what groups someone is in, scroll to the bottom of their profile and press "see all" in the "interests" section. If someone is in a LinkedIn group, the option to select "groups" under the word "following" should be available. If you are unable to find a mutual group, we suggest using [Hunter.IO](#) to determine the pattern of how emails are created at that company.

### Learn who is or has worked at employers of interest:

Utilize the search bar at the top of the page and click "search for people." Once you select that, you will be able to see the filters below the search box. Then click "all filters." We recommend you use these filters to see if you are connected to anyone at a company of interest.


If someone shows up as "LinkedIn Member" copy and paste their headline into google with quotation marks. Google will often show a link to their profile and it will include their first and last name and full profile. Adding more connections will also cause this to happen less.

### Check out Employer Pages

Use Employer pages to set job alerts and to learn more about the people who work there. The interface is now similar to the Alumni page if you select the "people" tab on the left side of the page.

## The best part of LinkedIn is off of LinkedIn

You don't need a Premium LinkedIn Account to message members. Once you have found a LinkedIn member with your dream job, send an email/ message asking for an informational interview. Here are some ways to find their contact information to set that up:

1. Click "[Contact info](#)" to see if the LinkedIn Member has listed their email address or their portfolio/website. Most portfolios include a "contact me" page with this information.
2. Send a private LinkedIn message through a mutual group: Here is a list of some [COM related LinkedIn groups](#).
3. Anyone with  next to their name has a paid LinkedIn account. You can message those people for free.
4. If their resume is posted on their profile, that document usually includes their email address.
5. Look the company name up on [Hunter.IO](#) to learn the email address pattern used by the company.
6. If someone is listed as a "2<sup>nd</sup> connection" ask one of your mutual friends to introduce you.

(Not sure what an Informational Interview is? Refer to our Networking Guide for more information.)

## Profile Advice

LinkedIn was created to facilitate networking, when you network with others, make sure you have a profile that represents you and your career goals.

**Customize your LinkedIn URL.** This allows you to have a shorter link on your resume.

**Upload a picture.** Use a well-lit, clear picture where you look confident. Ideally use a headshot where you're dressed professionally.

**Write a headline.** Use keywords that encapsulate your career trajectory and goals (I.e., PR & Marketing Professional.) If you decide to write that you are a student, make sure you specify what you are studying (I.e., Political reporter studying journalism at Boston University.)

**Write a summary.** Talk about your goals and background. Your summary is essentially your elevator pitch. This is also an opportunity to show your personality and your vision for the field. There is an elevator pitch guide on our website or at the front desk of the Career Office if you need help writing it.

**Add your experience.** This is an opportunity for you to include your resume bullet points to give people an idea of your skills and past experience. Feel free to add your student clubs in this section if you are an active participant and the skills are relevant to the opportunities you are applying for (ex: BUTV).

**Find contacts.** LinkedIn works on the idea that most people get jobs through friends of friends. Reach out to industry professionals, COM alumni, and acquaintances to get to know them by setting up informational interviews. This is the best way to make new professional connections.

**Add contact information.** Additional information can be included on your profile including your website, your blog, links to your publications etc. Feel free to include media directly on LinkedIn.