How to find your dream job/internship on LinkedIn
by: Teresa Flores Roberts – Asst. Director
Intro. Use Networking to help you with your job/internship search

It’s all you ever hear because it’s always in the headlines!

- Business Insider
- The Guardian
- MSNBC
- Huffington Post

It’s who you know! What does that mean?

- Networking defined: According to Merriam-Webster, one of the definitions of a network is "a usually informall interconnected group or association of persons".
- Relationships can be professional colleagues or personal acquaintances
- For more info: Review Networking to Enhance your Job Search Riley Guide

Where do you start?
Intro. How is Social Media Networking Different?

- What are the advantages of networking through social media?
- What are the disadvantages of networking through social media?
- What is Netiquette?
- Where do you network online?
1. Use LinkedIn to Research Companies & Industries

LinkedIn Account Type: Pro

Search for Companies

Company Name, Keywords, or Industry

Search

Followed Company Updates

Start following a company
- Be in the loop on key developments at the company
- See who has recently joined, left, or been promoted
- Stay informed of business opportunities, job openings, and more

Companies You May Want to Follow

Keystone Associates
Ford

Most Followed Companies

1. Google
2. Microsoft
3. IBM
4. Hewlett-Packard
5. Apple Inc.
6. Accenture
7. Cisco Systems
8. Facebook
9. Oracle
10. GE
Live Demo of LinkedIn Company Page
2. Explore Opportunities with Organizations that Don’t Recruit on Campus
• PR Coordinator at Major League Baseball
• Baseball Operations Intern at Pittsburgh Pirates
• Marketing Trainee at Atlanta Braves
• Sports Business Lawyer
• Athletic Academic Advisor
• Ambassador of Fun for the Sussex Skyhawks Baseball Team
3. Find Job Listings by Keyword
www.linkedin.com/studentjobs
4. Find Job Postings Inside Groups
“Where do I start?”
Do this now!

1. Go to Linkedin.com and sign up
2. Start connecting to people by importing your contacts
3. Start filling out your profile
5. Network Your Way Into a Company
Always Say Thank You

Hi Nate,

Thank you so much for taking the time to speak with me today. I really appreciated your advice on entering the online marketing field. I've just subscribed to the two blogs you mentioned.

Thanks again and I will keep you posted as my job search progresses!

Best regards,

Lindsey
Ongoing Career Benefits of LinkedIn

- Maintain a strong online professional presence
  - Status updates
  - Commenting in group discussions
  - Answering questions

- Research companies, clients, customers, people you’re meeting, etc.
  - Advanced search

- Give and receive “small goods”
  - Status updates
  - Group updates
Calls to Action

1. Complete your LinkedIn profile to 100%
2. Upload your current contacts and send connection requests
3. Join your alumni group on LinkedIn
4. Recap video
There are many routes to finding an internship and job but networking in any kind of job market is one of the most successful.

Visit Career Services office and either make an appointment or stop by during walk-in hours.

Thanks for coming!

Connect with me on LinkedIn: Teresa Flores Roberts, Assistant Director, Career Services, Pitzer College