Getting Started with LinkedIn: A Professional Networking Tool

Cornell Career Services

Rita Boratav, Information Services Advisor, rct5@cornell.edu
103 Barnes Hall
LinkedIn has over 400 million members in 200 countries. Here are some reasons to use it...you can:

- Look for jobs and internships.
- Be seen by recruiters.
- Build your brand through your profile and differentiate yourself.
- To connect with, track, and keep in touch with professional contacts.
- Look at profiles.
What others see when you’ve viewed their profile

- Your name and headline (Recommended)
  - Rita Townsend Boratav
  - Career Development Specialist: Information Services Advisor | Educator | Grant Writer and Manager
  - Ithaca, New York Area | Higher Education

- Semi-private profile characteristics such as industry and title:
  - Information Technology Support Specialist at Cornell University

You will be in complete private mode.

- Select what others see when you’ve viewed their profile
- Turn on/off How You Rank
- Select who can see your connections
- Choose who can follow your updates
- Change your profile photo & visibility
- Showhide “Viewers of this profile also viewed” box
- Manage who you’re blocking
- Manage who can discover you by your phone number

Save changes or Cancel
Why use LinkedIn?

- Connect with Cornell alumni.
Why use LinkedIn?

• Join groups such as the Cornell University Job Connection Group.
• Learn from others.
• Follow companies and organizations.
LinkedIn Tips to Get Started

- Look at other profiles for ideas.
- Do not pay for an account. No need at this point.
- Set the email settings under your name Privacy and Settings.
- Connect with everyone you know.
LinkedIn Tips to Get Started

- Expand on your resume, but don’t duplicate it.
- Showcase your accomplishments.
- List volunteer work and other activities.
- Think about your target organization.
- Use keywords common in your career field.
LinkedIn Tips for Writing a Profile

• Write an informative profile headline.
• Pick an appropriate photo.
• Show off your education.
• Develop a professional summary.
• Include skills and expertise.
LinkedIn Tips for Writing a Profile

• Update your status regularly.
• Show your connectedness.
• Collect diverse recommendations.
• Claim Your Unique LinkedIn URL.
• Share Your Work.
Questions?
Justine W. Lee
Knitwear Design Assistant at Elie Tahari
New York, New York | Apparel & Fashion

Previous: Calvin Klein, The Row, LLC / Dualstar Entertainment Group, LD Tuttle
Education: Cornell University

Connect | Send Justine W. InMail
500+ connections

Summary
Currently a Knitwear Design Assistant at Elie Tahari, I have experience working at companies such as Calvin Klein and The Row. As versatility is a skill I work to hone, my experience has ranged from apparel to jewelry to footwear. My aesthetic is minimalist, modern, and understated yet impactful.

To learn more about me and view samples of my design work, please visit www.justinewlee.com.
Justine Lee ’14: Currently a knitwear design assistant at Elle Tahari, I have experience working at companies such as Calvin Klein and The Row. As versatility is a skill I work to hone, my experience has ranged from apparel to jewelry to footwear. My aesthetic is minimalist, modern, and understated yet impactful.
Summary

Currently a Knitwear Design Assistant at Elie Tahari, I have experience working at companies such as Calvin Klein and The Row. As versatility is a skill I work to hone, my experience has ranged from apparel to jewelry to footwear. My aesthetic is minimalist, modern, and understated yet impactful.

To learn more about me and view samples of my design work, please visit www.justinewlee.com.

JUSTINE W. LEE // Personal Website
JUSTINE W. LEE // Resume
JUSTINE W. LEE // Pinterest
JUSTINE W. LEE // Portfolio

How You’re Connected
You
Cheryl Cho
Olivia Poglianich
Svante Myrick
Alice Jenkins
Creator and Co-Host of Cornucopia Science Podcast
Ithaca, New York | Writing and Editing
Current
Cornucopia Science Podcast, Cornell University
Campus Information and Visitor Relations, Cornell University
Mock Trial Association
Previous
F kole Literary Management, Lime Hollow Nature Center, Cornell University Crop and Soil Sciences Department
Education
Cornell University

Join LinkedIn and access Alice’s full profile. It’s free!
As a LinkedIn member, you’ll join 300 million other professionals who are sharing connections, ideas, and opportunities.
• See who you know in common
• Get introduced
• Contact Alice directly

View Alice’s Full Profile

Summary
I am a sophomore student at Cornell University studying physics, law, and writing. I see these subjects as a continuum and plan to use my critical thinking skills to combine them in a meaningful way. I am interested in pursuing science journalism, radio production, and law.

Experience
Creator and Co-Host
Cornucopia Science Podcast
August 2018 – Present (3 months)
Created a biweekly podcast; interview researchers across Cornell University’s campus to discuss the fascinating research they’re conducting. Communicate the information in such a way that it is understandable and interesting to the public.
LinkedIn

Writing a Summary

A Simple Formula

Strengths/Skills + Interests + Tie to Industry = Summary
LinkedIn Writing a Summary

A Simple Formula
Strengths/Skills + Interests + Tie to Industry = Summary

1. List three strengths or qualities about yourself, such as high-achieving, hard-working, dependable, etc.
LinkedIn Writing a Summary

A Simple Formula

Strengths/Skills + Interests +
Tie to Industry = Summary

2. List three skills that you have relevant to the kind of internship or job that you want such as designing jewelry and shoes; and computer and problem-solving skills.
LinkedIn
Writing a Summary

A Simple Formula
Strengths/Skills + Interests + Tie to Industry = Summary

3. List three interests that you have relevant to the kind of internship or job that you want such as fashion design and sustainable and affordable clothing.
LinkedIn Writing a Summary

A Simple Formula
Strengths/Skills + Interests + Tie to Industry = Summary

4. Put one strength, one skill, and one interest together and tie in what you are seeking such as a job, internship or volunteer experience to have a summary.
LinkedIn Writing a Summary

A Simple Formula
Strengths/Skills + Interests + Tie to Industry = Summary

I am a high-achieving (strength) sophomore fashion design major skilled in designing jewelry and shoes (skills). I am motivated by a desire to create clean, classical, and affordable designs that clients will wear and keep for years to come (interest). I am seeking a summer 2016 internship in the fashion industry where I can bring all of my creative and technical experiences together to produce beautiful designs and products. (What do you want?)
Questions?

rct5@cornell.edu

255-5296
1. Name/Net id

2. One thing you learned here about LinkedIn

3. One thing you would still like to know about LinkedIn.
Sources

Slide Two:

Slides Six and Seven:

Slides Eight and Nine:

Slide Fifteen: