Make Connections, Explore Careers, and Search for Jobs/Internships

LinkedIn is pegged as the world’s largest professional networking site, with more than 400 million members and over 101,000 UB current students and alumni. It is a virtual “resume” of sorts that includes details of your education, professional interests, skills, and previous experiences. It allows you to manage your professional on-line identity and build your professional network. By allowing you to see the profiles of current professionals and students, you can explore career options and find job/internship opportunities. It is the best way to create and maintain your “on-line professional brand.”

Get Started

✓ Go to students.linkedin.com for tips on how to create and use your LinkedIn profile.
✓ Make sure your profile is “professional-looking” before connecting with others.
✓ Create a professional-sounding headline such as “Economics Major and Aspiring Financial Analyst”
✓ Upload a professional picture that is crisp and well lit.
✓ Customize your LinkedIn URL like this: www.linkedin.com/in/(your first and last name, no spaces)
✓ Build your profile to resemble your resume with sections such as Education, Experience, Skills, etc.
   For resume writing tips go to: buffalo.edu/career/Students/Resume_Cover_Letter/LinkedIn_Profile.html
✓ Search for people on LinkedIn who have job titles or work in fields or at companies that interest you.
   View their profiles to learn about how you could take a similar career path.
   o Notice what skills and keywords they have on their profile.
   o Notice what LinkedIn Groups they belong to that you could join.

Join Groups

✓ University at Buffalo Mentor Program:
   Join this group to network with UB alumni and employers interested in helping students succeed
   o Click “Members”
   o Search for mentors using keywords (e.g., major, field, position title)
   o Click “Mail” to send a message about connecting and/or set up an informational interview

✓ University at Buffalo Alumni Association:
   All UB students can join the official UB Alumni Association LinkedIn group to network with UB alumni and search for jobs.

✓ Other LinkedIn Groups:
   Search by keyword and join groups related to your career, field of interest, and skills
   o Remember that you can send an email through LinkedIn to any fellow members of your LinkedIn Groups without “connecting” to them on LinkedIn. This would be the best way to contact a LinkedIn Group member you don’t already know.
Connections

- Once your profile looks “professional,” start connecting with people that you know (e.g., friends, family members, members who work in professions that interest you, current or previous work colleagues, supervisors, and classmates.)
- You should only connect with people you know. When sending an invitation to connect, always personalize your invitation. Indicate why you want to connect with this person. Refer to the last conversation you had with them, etc.
- Search for profiles of other LinkedIn members by any keywords, skills, industries, or majors that interest you.
- Search for Alumni and fellow students in your chosen field by clicking on the “Connections” tab and then “Find Alumni.” You’ll see 3 columns, “Where they live”, “Where they work”, and “What do they do”. To see more columns, “What they Studied” (Majors), “Skills and Expertise”, click on the > on the left of the page.
- See all LinkedIn members who majored in your area of study by clicking on “LinkedIn for Education.”
- Research Graduate/Professional schools by viewing the profiles of alums of any school by using the “Switch Schools” function.
- Use the Search Box to do an “Advanced” People Search by school, company, industry, keyword, location, etc.

Jobs/Internships

- Find out where others are currently doing or have done internships related to your field of interest by typing these words into the Search Box “intern, (your field of study), Buffalo.” See what companies these people have done an internship. Look for internships at these companies and contact current or past interns for advice.
- Do a “company search” for a company you are interested in and you can see people in your network (1st, 2nd, or 3rd level connections) who work at that company.
- Click on the “Jobs” tab to search for jobs and internships posted on LinkedIn. Use the Advanced search function to sort job vacancies by keyword, function, industry, location or level of experience.
- To prepare for an interview, use LinkedIn to research the company and even the professionals that will be interviewing you by looking at their profile. Don’t request to “Connect” with someone you will be interviewing with until after you get the job!

Need More Help?

Give us a call at 645-2231 or stop by UB Career Services at 259 Capen Hall to schedule an:
- Express Career Consult, a same-day, 20-minute appointment to review your LinkedIn profile (Please bring a printout of your LinkedIn profile. We recommend using Google Chrome as your browser when printing your profile.)
- One-hour career counseling appointment to learn more about how to use LinkedIn for a successful job/internship search.

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