

Make the Most of Your LinkedIn

MAKE CONNECTIONS

- **People You May Know:** Use this feature to find potential connections based on common friends, skills, and work history. When you find someone you would like to connect with, just click on the “Connect” button. However, only connect with people you trust and have met in person. Remember, this is professional relationship building, not a contest to see how many people you can connect with.
- **Groups:** They may be tricky to find, but are definitely worth it. Go to the header, and you’ll see nine little squares and “Word” with a down arrow. Select the arrow, and then click “Groups.” This will take you to a new feed-style homepage, when you can see conversations and postings. To find a group to join, click on “Discover” and it will provide you with a list of recommendations based on your education, skills, industry, and other aspects of your profile. You can also select “My Groups” to see what you have already joined. Additionally, you can use the search bar directly from your homepage if you know the name of a specific group you are looking for.
- **LinkedIn University:** Find fellow students and alumni by searching for “Albright College” in the search bar on the homepage. On the results page, select “Schools” and then Albright College. This will take you to the Albright College page where you can find Albright-related connections such as professors, other students, and alumni. You can also get career insights on companies and geographical locations that our alumni have gone on to.

MAKE YOUR PRESENCE KNOWN

- **Use the Newsfeed:** Your homepage when you log in will be filled with status updates, photos, and articles shared by your connections. Use these posts as a way to share your feedback- provide professional, respectful, and thoughtful comments. You can also write your own article, upload a photo, or share a general update, as long as they are professionally relevant.
- **Groups:** Check in on the groups you joined on a regular basis, and participate in their discussions. You can also use groups as a way to gain feedback on an idea or professional concern you have.
- **Messaging:** If you want to have an individual conversation with a connection, use the LinkedIn Messaging option to get in touch with them. You can also share photos and files through Messaging.

MAKE A MOVE

- **Jobs You May Be Interested In:** LinkedIn will provide job openings for you based on your industry, skills, location, and your self-selected “career interests” which you can update at any time. If you see a job you would like to apply for, click on it in order to read the job description and learn more about the company. You can save the job so you remember to apply later, or select “IN Easy Apply” in order to apply directly through LinkedIn, using the information from your profile.
- **Companies In Your Network:** LinkedIn will also share companies and organizations that may be of interest due to mutual connections. This is a great way to learn more about a company before you decide to apply, or simply research the organization to find out what they do.
- **LinkedIn Salary:** Many people are stumped when an employer asks “What is your expected salary?” You can use this tool to research how much you are worth, which is especially helpful if you are moving to an area with a different cost of living. Please note that your salary information will never be shared with anyone.