

# LinkedIn for Graduate Students

UTMAGS and the UTM Career Centre

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## Career Research on LinkedIn

### Did you know?

As of November 2018, LinkedIn has over 500 million users worldwide (15 million in Canada). This includes over 270,000 University of Toronto Alumni. By reviewing the profiles of professionals in your field, you can learn:

- potential career paths
- skills in demand
- what types of positions are available in different types of organizations
- who are your potential networking contacts

### Find People Using Advanced Search

You can find profiles based on various criteria including their name, school, company they work, location, industry and how closely you are connected with them.

- Select search on the top bar and then click “people”.
- Once you are on this screen, select “all filters”
- Your results will be displayed by how you are connected. Level One indicates a current contact, Level Two indicates someone where you have a mutual connection, Group indicates that you are in the same group
- You can select “mutual connections” to see which contacts you have in common (this can help you to be introduced to these individuals)

### Finding Alumni (UTM or U of T)

- Type school name into the **Search** bar, then select the school from the suggestions in the dropdown. For example: University of Toronto or University of Toronto Mississauga.
- Click on the **See alumni** button on the school’s page.
- (Optional) Search or filter the results by different categories: year attended or graduation year, locations, program, companies, and industries; click on **Next** to filter alumni by area of study and skills.
- Scroll down to see a list of alumni.

The information about how they built their experience, the first jobs they got after graduating and what additional education and training they may have done..

*What information are you looking for when you read profiles?*

- Career Trajectory (where did they start and what positions helped them grow)
- Key Skills The Use
- Job Descriptions (and Job Titles) to understand what they do
- Employers (to see who is out there)
- Other training needs
- Examples of how they wrote their profile
- Do you have mutual contacts (so you can reach out for networking purposes)

### Find Companies

- If you know company's name, type into the **Search** bar. For example: ABC Research.
- If you don't know company name, enter partial name or characteristics associated with company. For example: ABC. If you can't see the result you're looking for, click on the **Companies** tab to filter search results.
- To search multiple companies, type your search criteria into the **Search** bar. For example: Biotechnology. Click on the **Companies** tab at top of page to view all companies that fall within your search criteria.

View what companies are saying about themselves. Consider following the company to get information from their news feed. A news item about a new product or initiative could also be a potential employment opportunity.

### Commercial Use Limits on LinkedIn

There is a limit how many people searches you can do on the standard, free LinkedIn account and Career and Premium Essentials plans. The limit is reset on the first of every month. Here's how it works:

- If you reach the commercial use limit, your activity on LinkedIn indicates that you're likely using LinkedIn for commercial use, like hiring or prospecting. This limit is calculated based on your search activity since the first of the calendar month.

Specific activities that contribute to the limit include:

- Searching for LinkedIn profiles on LinkedIn.com and mobile.
- Browsing LinkedIn profiles using the People Also Viewed section located on the right side of a profile.
- These activities do not count toward the limit:
- Searching profiles by name using the search box located at the top of every page on LinkedIn.com
- Browsing your 1st-degree connections from the connections page.
- Searching for jobs on the jobs page.
- You'll see a warning as you approach the limit. Your free monthly usage resets at midnight PST on the 1st of each calendar month. We are not able to display the exact number of searches or views you have left and we also cannot lift the limit upon request. Also note that the warning that you are approaching the limit may not display if you run through the full amount of searches or views too quickly.

You can always upgrade to one of LinkedIn's Premium account plans to increase the number of profile searches and views you have available:

- Premium Business
- Recruiter
- Sales Navigator
- Note: Our Career and Premium Essentials plans still include the commercial use limit.
- NOTE: Consider keep track of profile names or URLs of profiles which you know you'll want to come back to many times (career path research and reaching out to connect) rather than doing a search through the people search engine

## Networking on LinkedIn

### Before you Begin Networking on LinkedIn

Before you use LinkedIn to connect with your contacts, it is critical that your profile is professional. Please see the LinkedIn profile checklist (at the end of this package) for tips. LinkedIn profile tips are available at [www.help.linkedin.com](http://www.help.linkedin.com) and [www.university.linkedin.com](http://www.university.linkedin.com). Once you have completed your profile, you can have it critiqued in the Career Centre.

### Inviting Your Current Contacts

While LinkedIn gives you the opportunity to mass mail invitations, it is recommended that you personalize each invitation. Many people chose to ignore the generic invitations. When you are adding a contact, write a brief note that remind them how you know them (or, if it is a close acquaintance, ask them how they are doing).

### Who Can You Add

You can add any person to whom you would like to have as a professional contact and know well enough to send a personalized invitations; examples include previous and current employers, classmates, friends, social media contacts (e.g. Facebook, Twitter and Instagram friends), family, friends of family, etc. Regardless of who you add, it's critical that you treat connections the way you would like to be treated. This means respecting their time, thanking them for their help and staying in touch. It's important to avoid contacting people only when you need help.

### Connecting with 2<sup>nd</sup> Level Contacts

Review the profiles of the second level contacts to see if this is someone that you wish to meet. If you are interested in contact them, you can send a note to your mutual contact to see if they are comfortable introducing you for the purpose of conducting an information interview. You can also contact the individual directly. Regardless of how you contact them, it's important that you personalize your message and let them know how you are connected and what assistance you are seeking.

### Personalizing Your Invitations to New Contacts

When you are asking someone to join your LinkedIn network, you are asking to join their network as well. It is very important to personalize your invitation. Your invitation should include the following:

- How you found out about the person?
- Your career goals/current situation
- Your "ask" (e.g. your goals in being connected)

### Sample Personalized Invitation (after a networking event)

*Dear Ms. Smith,*

*Thank you for speaking with me at University of Toronto Mississauga event last night. I enjoyed your insights on how the Provincial Government's change in policy on climate change is affecting consulting firms in the industry. I'm researching careers in sustainability and would like to stay connected.*

*Thank you again,*

*Shawna*

**Sample Personalized Invitation (based on a referral)**

*Dear Mr. Smith,*

*Mala Singh suggested that I contact you. I'm currently completing my Ph.D. in Biology at the University of Toronto Mississauga and am researching careers in environmental policy. I'd be interested in learning more about your career path. Would it be possible to meet for a coffee?*

*Thank you,*

*Jorge Asada*

**Sample Personalized Invitation (based on LinkedIn Research)**

*Dear Ms. Alami,*

*I'm a Master's of Biochemistry student at the University of Toronto Mississauga and am researching related careers in the banking industry. I noticed that you are a graduate of the Biochemistry program working at RBC. I would really appreciate the opportunity to conduct an information interview with you.*

*Thank you,*

*Farah Mohamed*

**Your Message to the Person Introducing You:**

*Gary,*

*I'm interested in setting up an information interview with Michael Picone, one of your connections on LinkedIn. I would like to ask him about both his experience at (Target Company) and in the industry in general. I would very much appreciate it if you would forward my message to Mr. Picone.*

*Thanks for your help,*

*Gitta Kwainted*

**Maintaining Connections**

**Say Thank You**

Remember to treat everyone how they would like to be treated. This means thanking them for any help they give you.

**Give Back.**

Remember that networking is two way. If you find an article or other information that you think a contact would value, forward it.

**Update Your Contacts.**

Periodically update your contacts to let them know how you are doing. This way, you are not only contacting them when you need something

**Other Ways to Network on LinkedIn**

Joining relevant groups is a great way to learn about careers, industries and job prospects. When you join groups, you can participate in the discussion forum. When you contribute constructively to topics, others will respond to you and this can lead to potential new contacts.

### How to Job Search on LinkedIn

You can search for jobs all over the world on LinkedIn. When you select the advanced search, you can review positions based on many factors including industry, location and experience level. You can also go to companies LinkedIn pages to learn more about their career opportunities.

### Reaching Out to Requesting Information Interviews

<http://careerenlightenment.com/linkedin-inmail-templates>

Copy and Paste, then customize the template that fits your situation

### Writing Your LinkedIn Headline

#### LinkedIn Headline

- First thing that employers see when they search for you on LinkedIn
- Part of the “business card” which forms your first impression
- Your e-handshake intro
- Maximum of 120 characters (and three lines)
- The default setting is your most recent position e.g. “Barista at Starbucks”, “Co-op Student at Sanofi Pasteur”

Consider How You Would Like to Be Introduced to a New Contact by a Mutual Connection

(e.g. your contact would say “Hi Ahmad, I’d like you to meet my colleague Stefania. Stefania is “ “

Some examples include

- A UTM PhD student in Microbiology researching opportunities in the biotech industry
- Finishing her Master’s degree in Biochemistry and interested in learning more about careers in environmental policy
- Graduating from her PhD in Geography at UTM and looking for jobs in the government sector

#### Exercise

- Draft Your Headline (remember you have a maximum of 120 characters”
- Work with your neighbour to give and get constructive feedback

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### LinkedIn Summary

- A brief answer to “Tell Me About Yourself”
- Contains background information, examples of your qualifications and your goals
- Maximum is 2000 characters: it is generally recommended you keep it to approximately 600 characters
- Can include personal information (OK to use I/me statements)
- Should contain a value proposition (your strengths and how they relate to your readers’ interests). This is similar information to a “Highlights of Qualifications” section reformatted for LinkedIn
- Avoid overused statements such as “high achiever”, “great team player”. If these are important qualities or skills, ensure that you provide evidence statement (e.g. achieved 25% increase in sales, led a team of four)

### Tips for an Effective LinkedIn Summary:

1. Answers the question: Who Am I
2. Uses evidence
3. Avoids vague adjectives
4. **Searchable** by industry relevant skills and keywords
5. Shows personality, passion, helps owner stand out
6. References career interests / what’s next

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### Critique of LinkedIn Summaries – Small group discussions

#### Example #1:

I am a high energy, self-directed, results-oriented professional with a passion for strategy and communications. I am seeking a career in a high performing, innovative and creative business context that is in constant development, and build my career in a high competitive environment I can develop my vision, skills and career perspective.

My expertise is in business analysis and strategy. A curious and enthusiastic individual looking to be challenged on a daily basis I love interacting with others. I have diverse industry experience working in commercialization, research, and food sectors.

I hold a Master’s degree in Management of Innovation from the University of Toronto as well as a Bachelor of Honors Science from the Ryerson University.

#### Strengths:

#### Room for Improvement:

**Example #2:**

I initially majored in Biology and Psychology but quickly developed an interest in Statistics and Mathematics. For my Masters I studied Statistics, but quickly became enamored with Machine Learning. As a result of this I am currently working on a second Masters in Machine Learning at the Montreal Institute of Learning Algorithms hosted at the Université de Montréal. From my experiences I have a unique blend of interests, on top of many years of highly relevant research experience.

This is my resume:

- Currently studying Machine Learning at the Université de Montréal
- Graduate from the University of Toronto Masters Degree program from Department of Statistical Sciences.  
cGPA: 3.9
- Experienced in Statistical Consulting. Consulted for Wellspring Cancer Center, Center for Addiction and Mental Health, Community Living, and Dr. Robert Gerlai's Lab at UofT.
- Experienced Data Scientist. Completed courses in Machine Learning, Probabilistic Graphical Models, Neural Networks and Applied Univariate and Multivariate Statistics.
- Strong complementary theoretical background. Evidenced by courses completed in Theoretical Statistics, Measure Theoretic Probability, Real Analysis, Topology, Computational Complexity Theory and Nonlinear Optimization.
- Previously worked at University of Toronto as a Sessional Lecturer
- See <https://mattscicluna.github.io/about/index.html> for more information

**Strengths:**

**Room for Improvement:**

**Building Your Summary Worksheet (Fill in the blanks with your ideas)**

**Part one: Who Are You?**

How would you describe yourself **in one sentence** if an employer said “tell me about yourself” Note: you can choose to make this formal or personality based (as long as it’s professional). **Examples:**

*Formal*

My goal is to work towards helping the health of Canadians through drug development. I have learned so much about the impact of the pharmaceutical industry through my extensive volunteer work at South Park Hospital.

*Informal*

I was the classmate who always asked lots of questions. This natural curiosity has served me well in my research career.

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**Part Two: What Are Your Key Demonstrated Skills and Abilities**

What are the top skills that you offer? What examples can you provide of where you demonstrated those skills? Review your Summary of Qualifications Section on your resume to see what stands out.

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**Part Three (optional): Are there any unique/memorable facts that you wish to state?**

(e.g. I love travelling and experiencing new cultures. My favourite trip was when I toured Thailand and went Scuba Diving)

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**Closing (Optional):**

(e.g. I am pursuing opportunities in regulatory affairs where I can contribute to a large research project).

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## Skills Section

Skills are searchable by recruiters. You can add up to 50 skills on your profile. Before adding skills, review job descriptions to determine which skills are most valued in your career area of interest.

To add skills:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. Scroll to the **Featured Skills & Endorsements** section of your profile.
4. Click **Add a new skill**.
5. Type the name of a skill in the text box and select it from the dropdown list that appears. Once selected, it will automatically be added to your list of skills.

## Recommendations

Recommendations are valued by recruiters searching your profile. It's important to seek recommendations from people who can speak to your strengths and related skills. Most recommendations on LinkedIn are approximately one paragraph. Reminder: LinkedIn is the technological tool but it doesn't replace the need to seek out recommendations in a respectful, professional manner. Before you send someone a request for recommendations from LinkedIn, reach out to them and ask for their permission.

### Asking for LinkedIn Recommendations

#### 1. From a Connection's Profile Page:

1. Navigate to the connection's profile page.
2. Click the **More** icon in the top section of the profile.
3. Select **Request a recommendation**.
4. Fill out the **Relationship** and **Position at the time** fields of the recommendations pop-up window, and click **Next**.
5. You can change the text in the message field, and then click **Send**.

#### 2. From Your Profile Page:

- Click the **Me** icon at the top of your LinkedIn homepage.
- Select **View profile**.
- Scroll down to the **Recommendations** section and click **Ask to be recommended**.
- Type the name of the connection you'd like to ask for a recommendation in the **Who do you want to ask?** field.
- Select the name from the dropdown that appears.
- Fill out the **Relationship** and **Position at the time** fields of the recommendations pop-up window, and click **Next**.
- You can change the text in the message field, and then click **Send**.

**Note: Recommendations** section of your profile displays **once** you give or receive a recommendation (that isn't hidden).

### Search for Jobs

1. Click the **Jobs** icon at the top of your homepage.
2. In the left **Search** box, type a job title, keyword, or company name. Note: you can use Boolean search modifiers to help refine your search. Then, click **Search**.
3. Use the filters to further refine your search by location, company, experience level, date posted, job type and more.
4. Click a job title to view the job details.

### Create and Manage Job Alerts:

1. To the right of LinkedIn's job search results page, click **Create search alert** button.
2. Select how often you'd like to receive an email alert about new jobs that fit your specific search parameters.
3. Access your job alerts by clicking on the **Jobs** icon at the top of your homepage, and click **Manage alerts** under the **Search** box at the top of the page to manage or delete search alerts.

## LinkedIn Profile Checklist

When putting together an effective LinkedIn profile, there are a number of things to consider. Below is a checklist of the key elements to help you write a strong profile!

<b>BEFORE YOU START</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Have your resume critiqued to ensure that you can communicate effectively with employers of interest.</li> <li><input type="checkbox"/> Review updated samples and tips at <a href="http://students.linkedin.com">students.linkedin.com</a></li> <li><input type="checkbox"/> Review LinkedIn's privacy statement so that you understand how your information will be used and set privacy settings accordingly (if your profile is incomplete, we recommend making your profile completely private until it's completed).</li> <li><input type="checkbox"/> Consider your audience (who would you like to read this profile and the most important things you want them to know).</li> </ul>
<b>BUSINESS CARD SECTION (photo and headline)</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Ensure that your photo looks both professional and friendly.</li> <li><input type="checkbox"/> Have a headline to include that includes the most important thing that you wish to be known for (education, one core qualification or a key experience).</li> </ul>
<b>SUMMARY</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> The summary is your opportunity to describe in detail your key goals, skills and interests.</li> <li><input type="checkbox"/> It is most commonly written in the first-person.</li> <li><input type="checkbox"/> Make sure that you are writing in a professional writing style where the reader can get some insights into where you are currently with your career and what you are hoping to gain from LinkedIn (e.g. researching a career, looking for specific employment).</li> <li><input type="checkbox"/> There are commonly three to five short paragraphs.</li> </ul>
<b>EDUCATION</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> All post-secondary education should be included.</li> <li><input type="checkbox"/> You can add courses in the courses section and link them back to the degree.</li> <li><input type="checkbox"/> Add any relevant course work (using the projects sections) and link them back to the relevant degree. Remember to provide enough detail so that the reader can see the value of the project.</li> </ul>
<b>EXPERIENCE</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Remember to describe your experiences. While this can be done in paragraph format, it is most common to use bullet points (similar to your resume)</li> <li><input type="checkbox"/> Showcases the skills, knowledge and personal attributes that are relevant to the position/ career area (e.g. if the employer is looking for leadership skills, make sure that you've included experiences and descriptions that demonstrate your leadership skills)</li> <li><input type="checkbox"/> Places more emphasis on relevant experiences versus less relevant ones (The number of bullets should vary depending on the relevance of the experience; you should include bullets that demonstrate you can meet the employer's needs)</li> </ul>
<b>OTHER</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Remember to move the sections based on priorities (e.g. you can move your education to the top of the page if that is the most important thing you want your reader to see).</li> <li><input type="checkbox"/> Add skills that are most relevant to the career for which you are most interested</li> </ul>
<b>ONCE YOUR PROFILE IS COMPLETE</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Set up an appointment to have your profile critiqued in the Career Centre</li> <li><input type="checkbox"/> Send personalized invitations to close members of your professional network (people that you know well)</li> <li><input type="checkbox"/> Ask employers and colleagues to write recommendations</li> </ul>

**Feedback Form: LinkedIn for Graduate Students Workshop** Date: November 21, 2018

*We use your input to improve current services and develop new ones.*

**Privacy Statement:** The University of Toronto respects your privacy. Personal information that you provide to the University is collected pursuant to section 2(14) of the University of Toronto Act, 1971. It is collected for the purpose of administering admissions, registration, academic programs, university-related student activities, activities of student societies, financial assistance and awards, graduation and university advancement, and for the purpose of statistical reporting to government agencies. At all times it will be protected in accordance with the *Freedom of Information and Protection of Privacy Act*. If you have questions, please refer to [www.utoronto.ca/privacy](http://www.utoronto.ca/privacy) or contact the University Freedom of Information and Protection of Privacy Coordinator at 416-946-7303, McMurrich Building, Toom 201, 12 Queen's Park Crescent West, Toronto, ON, M5S 1A8.

1. I would recommend this session to a friend [check one, from 5 (Absolutely!) to 1 (No way!).

- 5                       4                       3                       2                       1

Please tell us why:

Having attended this session,	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
2. I can use LinkedIn to research contacts in my career area and industry					
3. I am able to write an effective LinkedIn headline based on the handout and samples provided					
4. I am able to write an effective LinkedIn summary based on the handout provided and the samples given					
5. I can tailor my invitations to new networking based on the tips and examples provided					
6. I feel optimistic that I will be able to use the information from today's workshop to help my job search					

7. List two actions/steps that you will take to help you in your LinkedIn/social media usage

8. What was the most valuable part of this session and why?

9. What area of this session could be strengthened?

10. What degree?  Masters  PhD  Other: \_\_\_\_\_

11. Please specify your program. \_\_\_\_\_ )

12. How did you find out about this workshop/event? (check all that apply):

- Career Centre website  Career Learning Network (CLN)
- Social Media  Email  TV's on campus
- Posters on campus  Calendar (near Bookstore)
- Word of Mouth  Clubs/Societies
- Other (please specify): \_\_\_\_\_

13. Any additional comments?