



LEVERAGING LINKEDIN: HOW TO USE LINKEDIN THIS SUMMER

Robin Bourjaily
Exploratory Adviser
Center for Careers, Life & Service

ARE YOU LINKEDIN?

- ✓ One billion users worldwide
- ✓ 200 million in the U.S.
- ✓ Users aged 18–24 account for 22% of profiles, second only to 25–34 (60%)
- ✓ 90% of corporate recruiters use LinkedIn to identify candidates



C ██████████ 1st

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Des Moines Metropolitan Area · [Contact info](#)

[10 connections](#)



Upper Iowa University

DOES YOUR PROFILE SPARKLE?

Like tending your résumé, setting up and updating your profile are essential “life-keeping” tasks



Philip Kiely  (He/Him) · 1st

Author: WfSD & LCE | Not an LLM (yet) | Docs & DX @ Baseten

Chicago, Illinois, United States · [Contact info](#)



Baseten



Grinnell College

INVITING PROFILES

Philip Kiely, '20, CS Major



Nora Crosthwaite

AGENT
(515) 783-9815



Nora Crosthwaite  (She/Her) · 1st

Real Estate Ninja | Serial Entrepreneur | Raising the Bar in Real Estate

Des Moines Metropolitan Area · [Contact info](#)

[My Website!](#) 

1,854 followers · [500+ connections](#)



Home Sweet Des Moines



Marquette University



Today is a good day
to create something new.



Robin Bourjaily  (She/Her)

Student Services Professional | Creative Writer | Yoga Educator |
Freelance Editor

Grinnell, Iowa, United States · [Contact info](#)

[377 connections](#)



Grinnell College

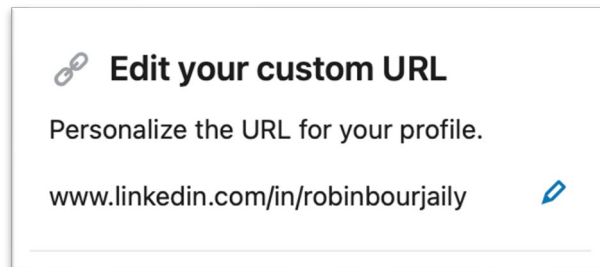
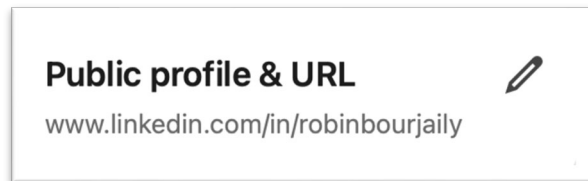


University of Iowa

CUSTOM URL

<https://www.linkedin.com/in/robin-bourjaily-2a79aa167/>

<https://www.linkedin.com/in/robinbourjaily/>

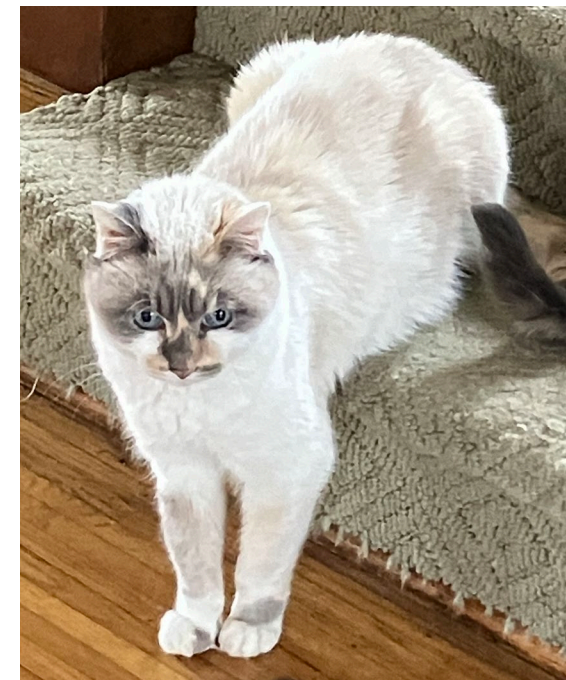
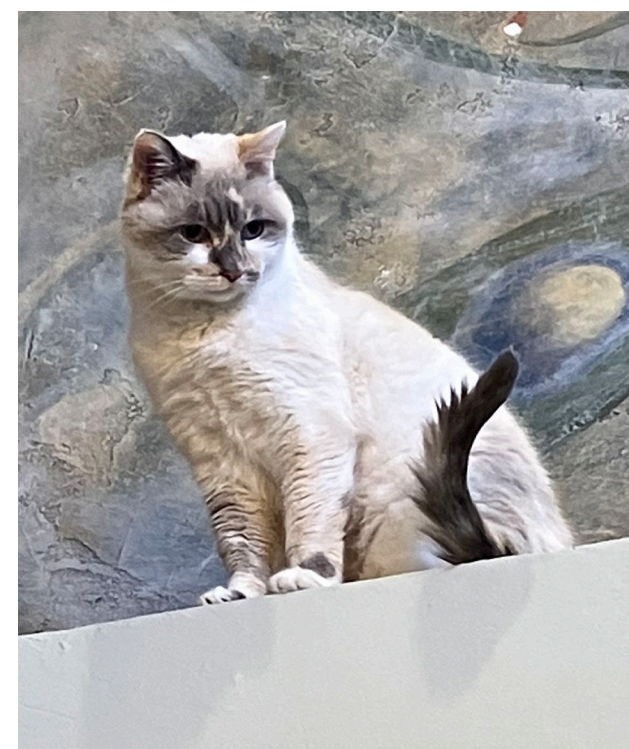


- Try your name first.
- If your name is taken, try adding a middle initial or underscore(s).
- You could also add an identifier like your email address, professional identification, or your graduation year. Be sure that your URL looks professional and represents you.



YOUR LINKEDIN HEADSHOT

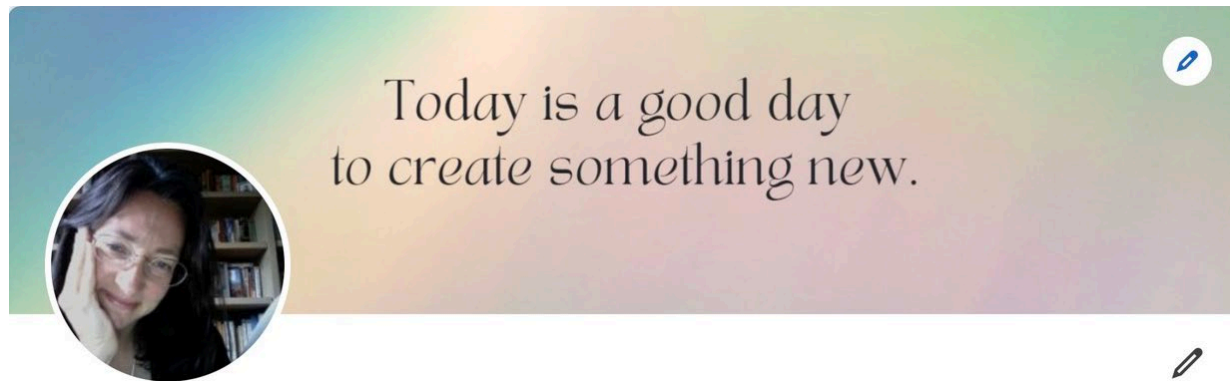
What makes a good headshot?



SUCCESS! YOUR HEADSHOT IS CLEARLY YOU AND IT MAY REVEAL PERSONALITY

Starling

LINKEDIN HEADER IMAGE



1584 x 396 px

4:1 aspect ratio

8MB minimum file size

JPG or PNG

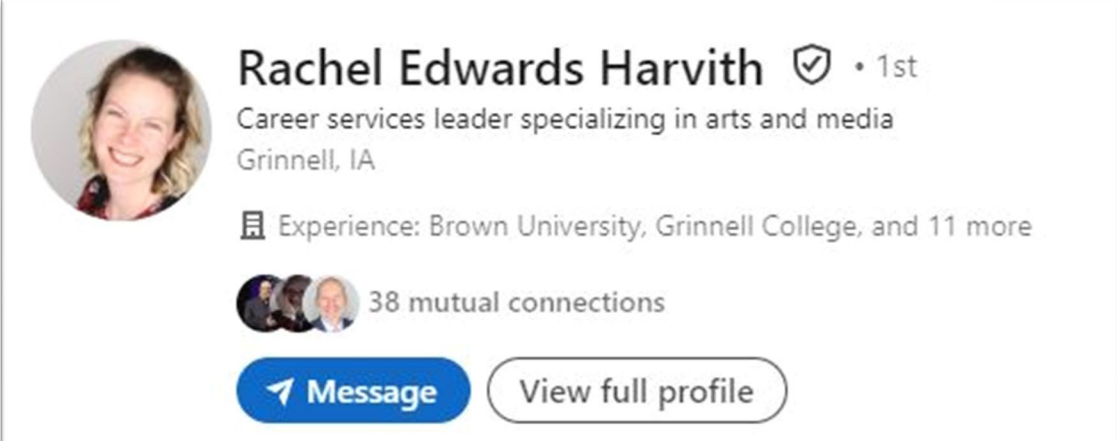
Canva.com



HEADLINE


Student at Grinnell College


- ✓ Your headline is the first thing people see, alongside your photo.
- ✓ LinkedIn gives you 220 characters.
- ✓ Try a sentence that shows who you are or use a series of identifiers divided by vertical lines.

**Grinnell College Biology student |
Undergraduate researcher | Teaching
assistant | Earth steward**



 **Rachel Edwards Harvith**  • 1st
Career services leader specializing in arts and media
Grinnell, IA

 Experience: Brown University, Grinnell College, and 11 more

 38 mutual connections

[Message](#) [View full profile](#)



LINKEDIN ABOUT SECTION

Where you tell your story – this is not a retelling of your résumé. Plan to spend some time crafting this carefully. Make certain that the opening few words catch your readers' attention and make them want to click ...*see more*



GALLUP® CERTIFIED Strengths Coach

Leslie (Turner) Bleichner  (She/Her) · 1st
Restorative Practitioner; Steward of Holistic Thriving for Professionals

About

My work is grounded in two central tenets: putting people in positions to make powerful decisions about their future from a place of authenticity, joy and strength; and co-creating environments that support folks to be 100% their full, complete, and robust authentic selves

...

[...see more](#)



Top skills

Restorative Practices • Training Facilitation • Coaching • Leadership Development • Team Building



About

My work is grounded in two central tenets: putting people in positions to make powerful decisions about their future from a place of authenticity, joy and strength; and co-creating environments that support folks to be 100% their full, complete, and robust authentic selves

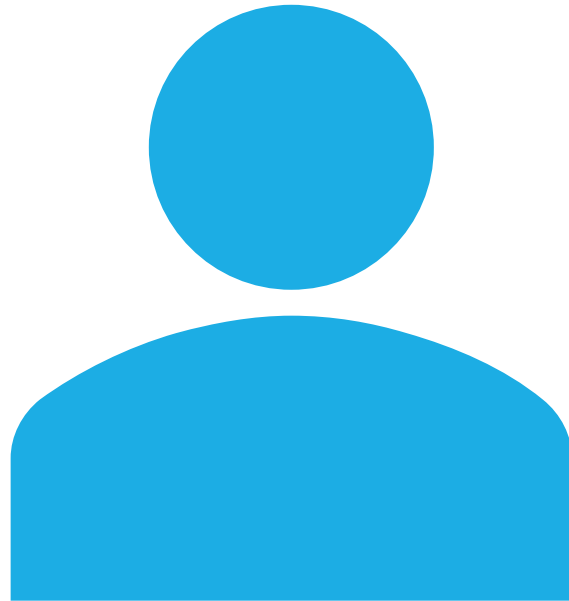
CliftonStrengths top 5: Responsibility, Relator, Learner, Intellection, Harmony

I help the organizational builders turn their houses into homes. I am aligned in my purpose as I create and sustain environments for change makers. I strive to help those with whom I work discover the oasis in the desert, the rest stop on the highway, and the temple in the heart of the city within themselves to reflect, reset, and recharge to sustain their transformational impact.

Top skills

Restorative Practices • Training Facilitation • Coaching • Leadership Development • Team Building





POLISH YOUR PROFILE

Learning LinkedIn

Rock Your Profile

Find these on career.grinnell.edu → Learn about
→ Networking

Keep in mind:

Profiles listing 5 or more skills receive
up to 17 times more views!



LEVERAGE LINKEDIN THIS SUMMER

How will you use this powerful tool?

POST

your new summer position when you have signed paperwork or shortly before starting.

UPDATE

your profile with your new position *after* you've settled into the job.

LIST YOUR SUMMER POSITION

GET ACTIVE: SHARE UPDATES

- Be authentic
- Post frequently
- Start conversations/share points of view
- Include links/photos/videos
- Create opportunities for discussion

GET ACTIVE: PUBLISH

- Posts become part of your profile
- Share ideas with your network
- Enhance your reach
- Include attention-grabbing headlines
- Drop in photos/media
- Keep in mind your audience/be considerate of their reading time



HOW ELSE CAN YOU USE LINKEDIN?

I'm so glad you asked!

Home

My Career Journey

Learn

My Library

Content

AI Coaching

Apply

Coding Practice

Certifications

Trending topics

Artificial Intelligence

Cybersecurity

Software Development



Welcome back, Robin!

Exploratory Adviser, Center for Careers, Life, and Service at Grinnell College

Skill Evaluations Show all

My Library My Goals

In Progress (5)

Saved (32)

My Collections

Assigned by Grinnell College

Recommended by Grinnell College

Learning History (4)



COURSE Learning LinkedIn (2023)

LinkedIn · By: Garrick Chow · Apr 2023

1h 23m 47s left



COURSE PowerPoint: From Outline to Presentation

LinkedIn · By: Richard Harrington · Jul 2020

1h 29m 30s left



COURSE Budgeting in Real Life

LinkedIn · By: Natalie Taylor and Madecraft · Nov 2020

44m 40m 26s left

LINKEDIN LEARNING

RESEARCH NEXT STEPS



What is your employment goal for your first-destination job after college?

LinkedIn job posts will show you skills to cultivate.

FOLLOW COMPANIES & ORGANIZATIONS

- Professional organizations in your field
- Employers
- Public figures of interest

And don't forget

- Grinnell College &
- The CLS



RESEARCH GRINNELL ALUMS

Which alum has a similar background to yours or is launched in a career that interests you?





CURATE YOUR FEED

Keep LinkedIn interesting
so you'll visit often

LINK VERSUS FOLLOW


Follow – Creator Mode



Eddie Ahn · 3rd
Executive Director at Brightline | Environmental and Transit Commissioner | Author & Artist of *ADVOCATE*, a graphic memoir published by Penguin Random House April 2024
San Francisco, California, United States · [Contact info](#)
5,558 followers · 500+ connections

[+ Follow](#) [Message](#) [Visit my website](#) [More](#)

Link – Click More



Eddie Ahn · 3rd
Executive Director at Brightline | Environmental and Transit Commissioner | Author & Artist of *ADVOCATE*, a graphic memoir published by Penguin Random House April 2024
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[+ Follow](#) [Message](#) [Visit my website](#) [More](#)

- Send profile in a message
- Save to PDF
- Connect
- Report / Block
- About this profile

Hiring: Air Quality Organizer & 1 other
Brightline Defense · San Francisco, California, United States
[Show both jobs](#)

About
I am an attorney and the Executive Director of environment

CONNECTING ON LINKEDIN: BEST PRACTICES

- Send a message when you connect with someone, reminding them how they know you (Limited number available per month, 200 character total)
- Simply ask to connect (don't ask for a job or other favor)
- Build a rapport
- Even though it's a message online, treat your request like a professional email exchange
- Be courteous and thoughtful

LINK-IN IN PERSON USING THE MOBILE APP



iOS

- OPEN the app and touch the search bar
- TAP the QR code icon at the top of your home page
- MY CODE shows your code and the option to share or save it to your photos
- SCAN allows you to scan your new contact's code right from their phone

Android

- OPEN the app and touch the search bar
- TAP the QR code icon at the top of your home page
- MY CODE allows you to download your code to your photos (share option coming soon)
- SCAN allows you to scan your new contact's code

BONUS TIP: MOBILE APP ONLY

Record the pronunciation of your name for others to reference



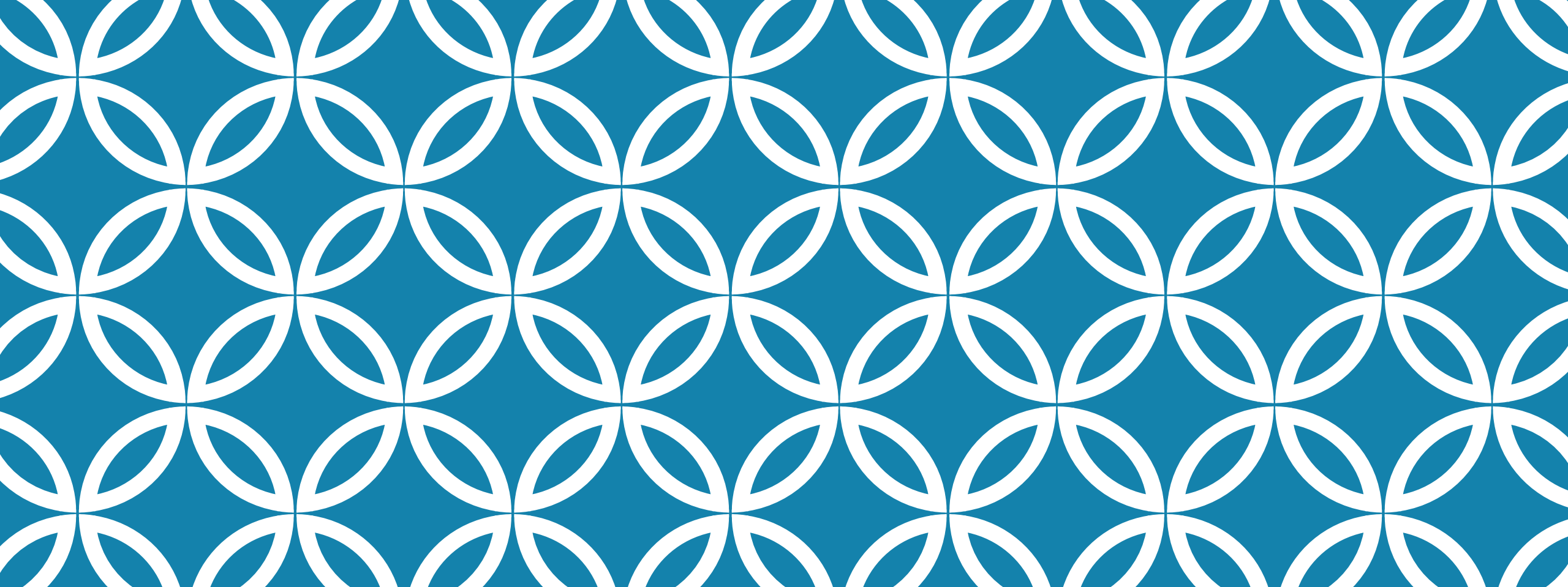
Touch your profile picture

→ Settings

→ Account preferences

→ Name, location, and industry

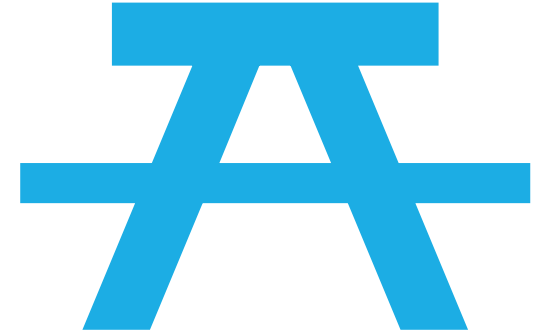
→ Add name pronunciation



SUMMER NETWORKING OPPORTUNITIES

Get out there and
connect!

- Grinnell picnics
- Informal gatherings with family and friends
- Ask your work colleagues about networking events—regular gatherings they attend they might take you to, summer specials, or find out where people from work tend to hang out together
- Check Meetup [meetup.com] and Eventbrite [eventbrite.com] for events in your community and online
- Affinity groups
- Check: library, religious institutions, co-working spaces, community centers, chamber of commerce
- Conferences, Workshops, Courses
- Organization/Company events and mixers



HERE ARE SOME GREAT PLACES TO INCREASE
YOUR NETWORK

NETWORKING BEST PRACTICES

- Networking does not have to be forced – it's an opportunity to make new acquaintances and possibly friends. Keep in-person meeting conversations light and friendly.
- Know why you're attending an event: learn something, meet people generally, meet someone specific
- Set a goal before you go: Meet two people to connect with, learn one new thing about the city from a local, discover a co-worker's most unusual work experience and how it helps them today
- Follow up: don't wait for someone you met to contact you, contact them. If you agreed to connect on LinkedIn, send them a request to connect and make sure to add a message about how nice it was to meet them or ask a follow-up question. If you exchanged cards or they gave you their card, send them an email.



**AND ...
DON'T FORGET TO HAVE FUN
THIS SUMMER!**

Questions?