

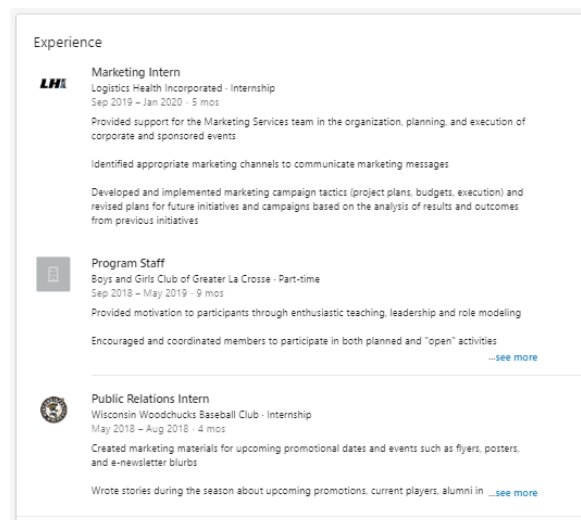
## LinkedIn for UWL Alumni

### CREATING YOUR PROFILE

- Change your public profile URL to your name or as close as you can get
- Headline – tell a short version of your story – check out [powerformula.net/free](http://powerformula.net/free)
- Professional Photo – use a professional looking photo to set the tone
- Background photo – make sure it reflects your professional brand

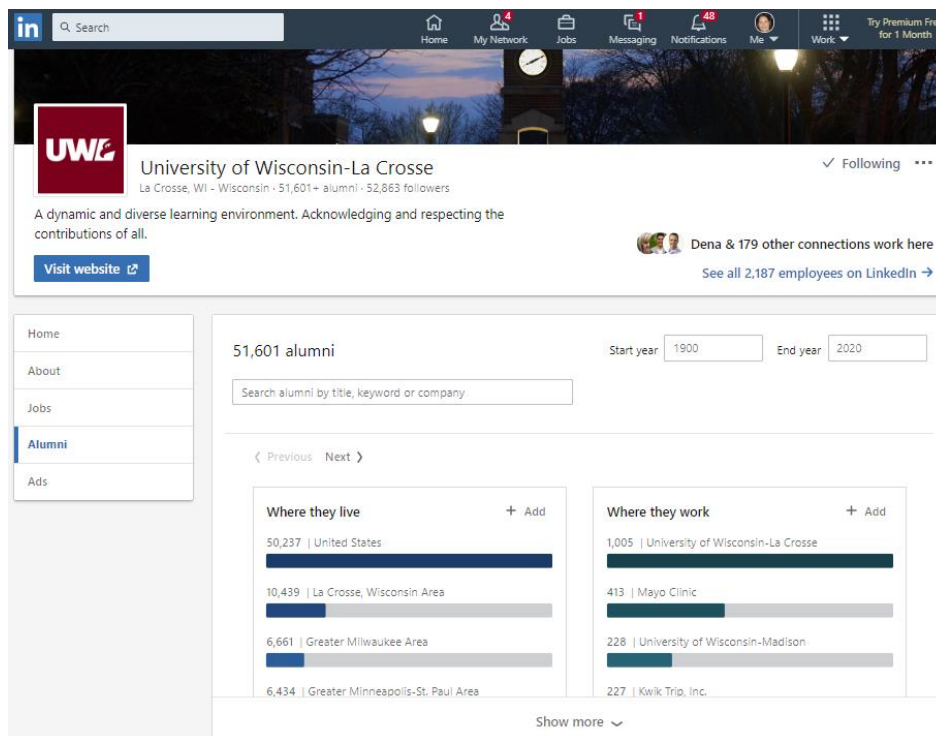


- Tell your unique story (credibility & expertise)
- Keywords (every word on your profile is searchable)
- List jobs, volunteer and give good job description (don't be vague – show industry knowledge, keywords and skills) – This section is essentially your resume. Use good descriptive words to provide context to your experience.<sup>2</sup>



## LEVERAGING THE POWER OF NETWORKING

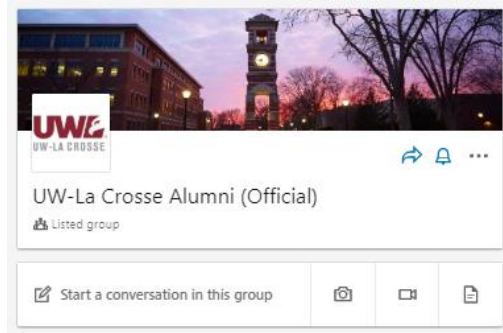
- Connections are people that you know personally and who you trust on a professional level.
  - Send a meaningful message to connect with someone – not the generic or “blank” request to connect. Explain why you want to connect or how you know the person.
    - Types of connections – LinkedIn defines connections by degree. I.e. 1<sup>st</sup> Connection, 2<sup>nd</sup> Connection & 3<sup>rd</sup> Connection
- University Page Search – search by [University of Wisconsin-La Crosse](#): When you add a university to your education section of your profile, LinkedIn automatically links your profile to the UWL “company” page.
  - Scroll down – click on ALUMNI (left side of page)
  - Search by title, keyword or organization - must search by keywords separated with OR, AND or NOT (must be capitalized)
    - Below will be a list of UWL alumni profiles that match your search



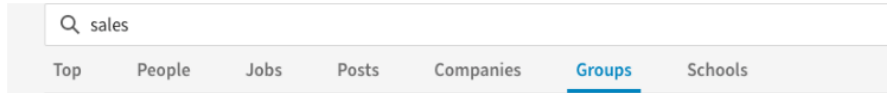
- Advanced Search – must search by keywords separated with OR, AND or NOT (must be capitalized)
- Organization Search – search for UWL alumni that work at different organizations

## PROFESSIONAL GROUPS & AFFILIATIONS

- Join the [UW-La Crosse Alumni \(Official\) group](#) for campus updates and alumni connections.



- Connect with 100 groups with people who share a group or affiliation with you.
  - Alumni Groups
  - Industry Related
  - Organization Related
  - Regional Groups – great for personal and professional networking in a new community
- Engage in groups to discuss professional topics, trends, and issues with like-minded people and to build and maintain a broader network.

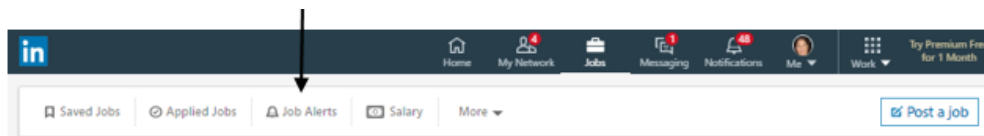


## JOB SEARCH ADVICE

- Search for jobs you want on the **Jobs** page.



- Save Jobs to track opportunities you find on LinkedIn.
- Get email alerts for new job postings that match your interests.



- Learn about companies you want to work for through an organization's LinkedIn Pages and see who in your network already works there.
- Tell your network you're looking for a job by posting an update from your homepage.
- Ask for recommendations from the people who know you best. Recommendations are like mini-letters of recommendations.