



Personal Branding, Networking, and LinkedIn for Students

What We'll Cover Today

- What is personal branding?
- What is networking?
- What is LinkedIn?
- Why should a college student use it?
- How to use LinkedIn for networking and why the student should be active on the platform now



Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com





Signs of the social networking times.

[SIGN IN](#)[SIGN UP](#)Remember me ☐

RESERVE YOUR NAME
ON HUNDREDS OF SITES
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Have Questions?
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(5669)

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Search over 500 popular social networks,
over 150 domain names, and the entire
USPTO Trademark Database to instantly
secure your brand on the internet.

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What is this?

KnowEm allows you to check for the use of your
brand, product, personal name or username
instantly on over 500 popular and emerging social
media websites. Grab your name and secure your
brand before someone else does.

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KnowEm now offers an [Enterprise Dashboard](#) for
Resellers and Agencies in every vertical.

About.Me

about.me

Sign Up

Log In



Your Address on the Web

Show and tell the world who you are, what you do and where you're headed.



Or use a custom domain for that professional feel.



SEARCH BY BURKE

CHARLENE BURKE

Business Owner in Louisville, Kentucky



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Search by Burke: Marketing Consulting, Business Research, Training, and Mastermind Groups for Business Owners.

GrowMindset: personal development products.

Let's connect via one of the social platforms below.

[#socialmedia](#) [#business](#) [#personaldevelopment](#) [#mastermindgroups](#)

WORK

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About 483,000 results (0.70 seconds)

Charlene Burke | LinkedIn

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

Louisville, Kentucky Area - Masterminds for Business Owners | Marketing Consultant to Coaches, Consultants, Solo Business Owners - Search by Burke, LLC | Marketing Consulting | Business Research | Training | Mastermind Groups

View **Charlene Burke's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Charlene Burke** discover ...

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Charlene Burke Profiles | Facebook

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View the profiles of people named **Charlene Burke**. Join Facebook to connect with **Charlene Burke** and others you may know. Facebook gives people the power.

Images for charlene burke



My Account

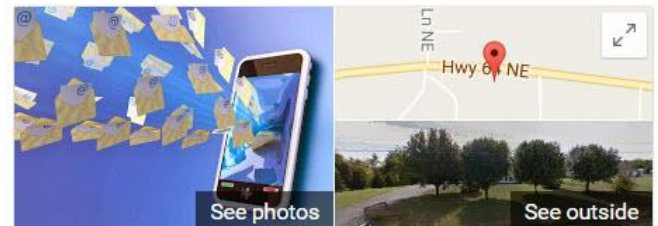
Where you'll find tools to secure and manage your Google Account and control your data



[GO TO MY ACCOUNT](#)

Thanks!

[Undo](#)



Search by Burke, LLC ★

Marketing agency in Indiana

[Website](#)

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Networking is...



Meeting with people on purpose –
with a purpose in mind



In Person: Career/Job Fair



Online: Social Media

LinkedIn Is...

**The world's largest professional network:
400 million strong.**

Connect. Find. Be found.



Build your professional identity online and stay in touch with colleagues and classmates.

Power your career.



Discover professional opportunities, business deals, and new ventures.

Learn and share.



Get the latest news, inspiration, and insights you need to be great at what you do.

Why Should College Student Use It?





BISHOP ASSOCIATES
RECRUITMENT

MAKING CONNECTIONS

We recruit the best...
better!

Taking a fresh look at talent, we
partner candidates, clients, technology
and common sense to best achieve



Of all these students, who do I hire?



Applications Taken & Filed

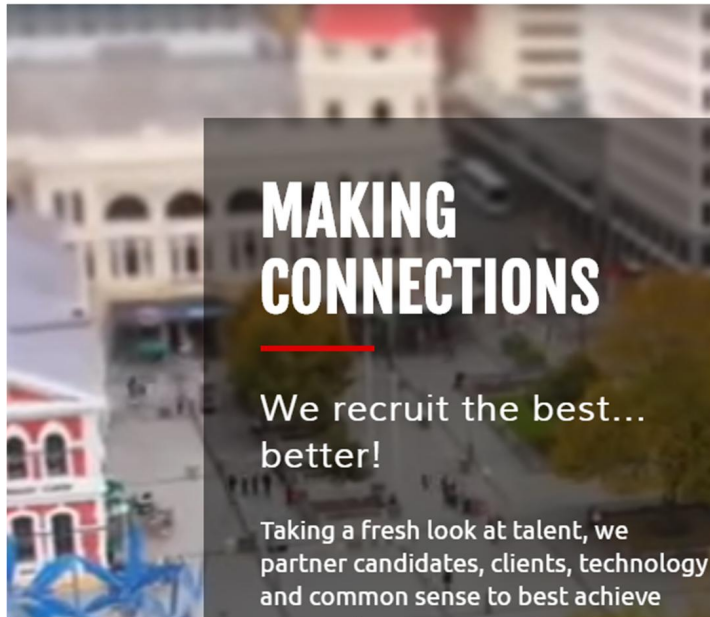


What is a Recruiter to Do?

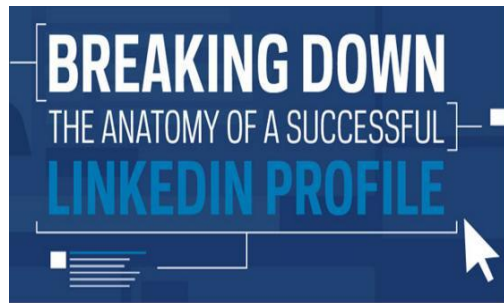
Check

Linked





- Showcase your skills and experience
- Used extensively by HR and recruiters
- Used to find people with specific skills so make sure you keep it up to date
- Means your name ends up in front of those hiring more often



Networking + Job Hunting begins with your profile

- Picture – professional
- Headline Stating You Are...
 - Student
 - Recent Graduate
 - Candidate for Higher Degree
 - Course of Study
- Summary highlighting achievements and goals
- If you have one: work history & achievements
- Recommendations
- Portfolio sample(s)



2nd

Seth Farris

Student at Indiana University-Southeast

Indiana University Southeast • Indiana University-Southeast
New Albany, Indiana • 43

[View in Sales Navigator](#)

[Connect](#)

I am 21 years old. I graduated from New Albany High School (New Albany, IN) in 2014 with an Academic Honors diploma. I am currently a junior at Indiana University Southeast. I am planning on earning a double major. One being Marketing and the second being in Professional Selling. I also plan on receiving a minor in economics.

I work as a co-op at Samtec Inc while going to school full time. There I work in the purchasing department where I do a number of things. Compiling reports for operations managers, and looking at production trends are just a couple of tasks I have. Working in this department has helped me become more of a social person. I've gotten the opportunity to work with many amazing and intelligent people. It has helped me learn how to work with different people from departments.

I am a very positive mindset person. I am confident in the things that I enjoy doing. I love helping people in need in anyway I can. [See less](#)



Home

My Network

Jobs

Messaging

Experience



Student Tutor

Indiana University Southeast

Sep 2016 – Present • 7 mos

Currently tutoring students in Macroeconomics. Plan on tutoring Applied Statistics in Business and Economics in the near future.

See less ^



• 2 yrs



C

Jun 2014 – Jul 2015 • 1 yr 2 mos • New Albany, Indiana



Employee





Causes you care about

Show the causes that matter to you.

Add causes



Supported Organizations

Add more color to your professional identity to be found for opportunities.

Add supported organizations



Projects

This helps show your skills, experience, and people you've worked with.

Add projects



Certifications

Members with a certification on their profile get double the profile views.

Add certifications



Advice for Contacting

Make sure you're found for the opportunities you're interested in.

Add advice for contacting

Networking On Purpose – With Purpose

- On purpose is to connect with professionals that can help you find a job or an internship
- With purpose is to connect with those who can best help you...
 - Alumni
 - Recruiters
 - Human Resources Personnel

Your Mission – If You Choose to Accept It



**Connect
with
100**

Who To Look For?

- Alumni
- Recruiters
- Human Resources Personnel

Where Are They?

- Search by title
- Search by location
- Join an Alumni Group
- Follow the University Page
- Follow the company you want to work for
- Follow companies in the industry you want to be in

Always Personalize LinkedIn Connection Requests

Explain why you want to connect because it increases your chances of connecting – offer your help as a way to build social capital

Comfort Zone

- Hello Aunt Sue, I'm a Senior at ABC University majoring in sports marketing and actively job searching. I'm building my professional LinkedIn network and I'd like to include you. Please let me know if I can help you with anything you're working on.

Warm Lead

- Hello Pat, I see that we share (i.e. a connection – (name here), career interest, etc.) and I'd like to connect with you on LinkedIn. Please let me know if I can help you with anything you're working on.

Cold Lead

- Hello Mr. Jones, I'm interested in a career in data analytics and would like to connect with others in the field while I'm a student at ABC University. Please join my LinkedIn network and let me know if I can help with anything you're working on.

Let's Connect



searchbyburke.com



charlene@searchbyburke.com



[Twitter.com/CharleneBurke](https://twitter.com/CharleneBurke)



812-951-3177



[Linkedin.com/in/CharleneBurke](https://www.linkedin.com/in/CharleneBurke)



[Facebook.com/GrowBecauseYouKnow](https://www.facebook.com/GrowBecauseYouKnow)



Questions





Resources

- <https://university.linkedin.com/linkedin-for-students>
- <https://blog.linkedin.com/2016/04/18/introducing-the-linkedin-students-app--helping-soon-to-be-colleg>
- <https://students.linkedin.com/>
- <https://studentcareers.linkedin.com/>

Resources

Wayne Breitbarth: www.powerformula.net a comprehensive resource for tips on LinkedIn

<https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekers>

4 ways to write a LinkedIn profile that attracts recruiters' attention http://www.cgma.org/Magazine/News/Pages/linkedin-profile-tips-201615549.aspx?utm_source=mnl:cpald&utm_medium=email&utm_campaign=20Nov2016&TestCookiesEnabled=redirect

Resources

- <https://www.linkedin.com/pulse/10-tips-students-new-grads-linked-in-omar-garriott> long article on making your profile really useful
- <http://www.dannyhrubin.com/2015/01/27/how-to-write-a-linked-in-profile-summary-recent-grad/> very short with examples of how to make your LinkedIn profile effective
- <http://www.wordstream.com/blog/ws/2014/09/09/improve-linked-in-profile> advice on most aspects of LinkedIn
- <http://theundercoverrecruiter.com/all-star-graduate-linked-in-profile/> advice to help your profile be noticed
- <http://www.slideshare.net/linkedinhighered/everything-i-knew-about-the-college-job-hunt-was-wrong-and-heres-how-you-can-succeed-29337226/79> great slide deck about why it's worth filling in your profile