

UMass Amherst

Career Development &
Professional Connections

Linked **in**

INFO SESSION



Why Do I Need a LinkedIn Profile?

- Social professional networks are the #1 source of quality hires followed by internet job boards and employee referrals.
- LinkedIn is more popular than any other tool for building and maintaining networks.
- Percentage of recruiters that use LinkedIn to vet candidates: 94%
- A LinkedIn is meant to be an extended resume: You should have the link for your LinkedIn on your resume and business cards.

Starting at the Top

- Cover photo: change it to something meaningful to you and make sure it's eye-catching!
- Personal photo: NO SELFIES! High-res, nice lighting, business dress, no sunglasses or religious headgear.
- Headline: three options
- Name: Full name
- Title: What is your current job title?
- Summary: A written down version of your elevator speech!
- Upload your most recent resume!



Sam Minuteman

Official Mascot and Audience Excitement Specialist at UMass Amherst
University of Massachusetts Amherst • University of Massachusetts Amherst

Amherst, Massachusetts • 0

Hello there! I'm Sam The Minuteman and I'm the mascot of the UMass Amherst Minutemen. When I'm not dancing and goofing off in front of a crowd at sports events, I'm posing for selfies, handing out hot chocolate before finals, and riding around on floats to show our school pride. I love UMass Amherst and I want to share that love with everyone who is a part of this community, so anytime you see me, feel free to come give me a hearty hug and a big UMass-worthy high five!

Show less

Experience & Education

- Use your specific title.
- Try to have the organization or company's icon in the box
- Don't have the same descriptions that are on your resume! Expand and add!
- Be really specific in your education. If you're a part of Isenberg or the Honors College, put that!
- Include activities and societies but don't include things that were a "part" of but didn't actually attend.

Experience



Mascot

University of Massachusetts Amherst

Jan 1989 – Present • 29 yrs 2 mos

Amherst, MA

- Act as official mascot and representative of University of Massachusetts Amherst
- Entertain audiences and eventgoers with performances, dancing, slam dunking competitions, etc.
- Perform philanthropic outreach to surrounding community through fundraising, distribution of food, and other important acts
- Create campus camaraderie during sport events, rolling record breaking sushi rolls (2010), and performing at cheerleading competitions annually in Daytona

Education



University of Massachusetts Amherst

Bachelor of Arts - BA, Communication and Media Studies

2000 – 2005

Skills & Endorsements

- Have at least 5 skills, but no more than 15!
- Don't forget to ask your past/current supervisors to endorse you.
- If you're unsure of what to put for your skills, Google your field's competencies or job descriptions and use keywords found in job qualifications.

Skills & Endorsements

Add a new skill



Student Affairs · 10



Endorsed by 4 of Caedyn's colleagues at University of Massachusetts Amherst

Leadership · 8



Endorsed by Erin Murdock and 1 other who is highly skilled at this



Endorsed by 3 of Caedyn's colleagues at University of Massachusetts Amherst

Event Planning · 7



Endorsed by Erin Murdock, who is highly skilled at this



Endorsed by 2 of Caedyn's colleagues at University of Massachusetts Amherst

Tools & Technologies

Microsoft Office · 4

Interpersonal Skills

Public Speaking · 5

Conflict Management · 5

Time Management · 4

Student Leadership

Other Skills

Social Justice · 5

Accomplishments

- Only include honors and awards that are relevant to your field unless it's a nationally recognized award.
- Include courses that are relevant to your field, or courses that you've written/taught.
- Projects can talk specifically about what you've done in or out of the classroom.

Accomplishments



4 Honors & Awards



Contributor on the TODAY Show • Mascot of the Month • 5th Place Winner • Competitor

1 Course



The Art of a Mascot

1 Project



Record Breaking Sushi Roll

Interests

- Follow things that are relevant to your field and your interests!
- Be aware that some interests might give readers ideas or perceptions of who you are as a person. Only follow interests that you're okay with disclosing.
- Follow companies and organizations that you might want to work for one day!

Interests



Inside Higher Ed
251,910 followers



Google
6,487,695 followers



Jim Clifton 
Chairman and CEO at Gallup
169,721 followers



Isenberg School of Management, ...
24,660 followers



The Wall Street Journal
3,592,546 followers



TED Conferences
6,585,955 followers

[See all](#)

Changing Your URL!

- Acceptable URL changes:
 - First initial, last name
 - /sminuteman
 - Full name
 - /sam-minuteman
 - Partial names, number
 - /sam-min-1863

Edit public profile & URL



Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/sam-m-35nf9a-4j

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.


Cancel

Save



Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/sam-minuteman 

Practicing Upkeep

- Get a new picture every year.
 - Pro tip: You can check out a DSLR camera from the Digital Media Lab on the 3rd floor of the library!
- Spend at least 15 minutes a week checking notifications or updating your information.
 - Pro tip: Download the app on your phone and check it on the bus or on your way to class.
- Don't forget to accept connections and to add them on a weekly basis.
- Continuously add new opportunities that you've taken part in and new courses that are relevant to your future field.
- Get your LinkedIn reviewed once you're majorly done with it. Although it's constantly going to be updated, doing the initial setup is the point where you're more likely to have mess ups happen.

What is the most important aspect of LinkedIn?

Building connections!

When Attempting to Connect with People...

- Add a polite note and ask to connect! Don't just send an invitation without explaining your purpose.

Add a note to your invitation

LinkedIn members are more likely to accept invitations that include a personal note.

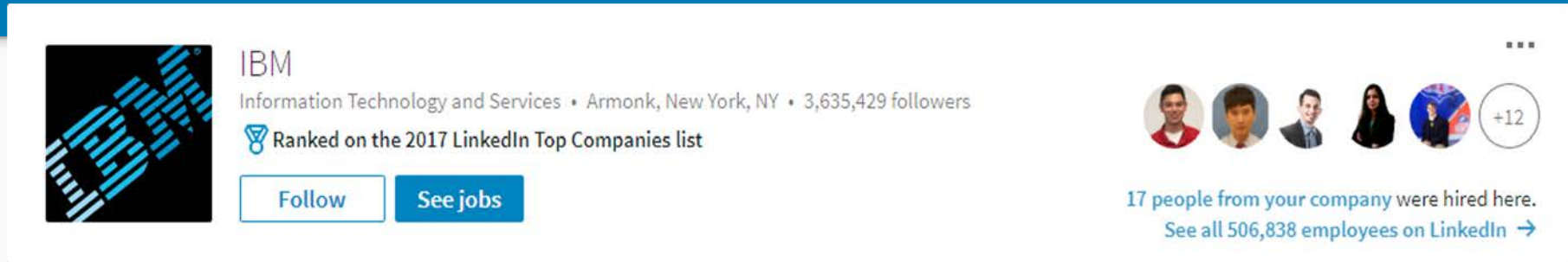
Hello! My name is Sam Minuteman and I am a Bachelor of Science in Communication candidate at UMass|Amherst. I saw that you do some amazing work in this field, and I am looking into a similar trajectory of work upon graduation. Would you be willing to connect with me? Thank you and take care!

8

Cancel

Done

Networking through Companies



IBM
Information Technology and Services • Armonk, New York, NY • 3,635,429 followers
Ranked on the 2017 LinkedIn Top Companies list

[Follow](#) [See jobs](#)

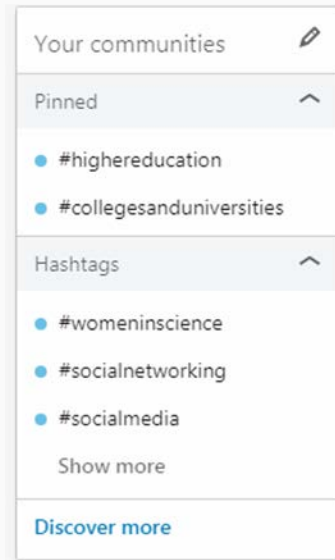
17 people from your company were hired here.
[See all 506,838 employees on LinkedIn](#) →

- Click on the search bar at the top of the page, then search a particular company you have in mind.
 - Search for high-profile companies in your field and follow them, while you're at it!
- If you click on the company, you can see people from UMass and other past experiences that you've had who were hired at that company.
- Don't be afraid to reach out to people, not only to connect, but to also ask questions about the company and how to be a successful candidate.

Networking through Communities and Groups

Communities

- A new feature of LinkedIn!
- Follow hashtags that interest you and are relevant to your career and livelihood.



Groups

- Can be searched for under “Content”
- There’s a group for everyone! Don’t be afraid to add groups that are even somewhat interesting to you.



Finding UMass Amherst Alumni on LinkedIn



2. Once your profile is complete and you have added all the contacts you know, search for people who have expertise or information about a career field in which you have an interest. Go to the **Search** bar at the top of your page and search for UMass Amherst. Click on **See Alumni**.

1. **BEFORE** using this handout, improve your **Profile Strength** by *completing* your LinkedIn profile. Click **My Profile**, scroll to the part of the profile you wish to edit, and click the pencil to edit. You are 40 times more likely to receive opportunities via LinkedIn if your profile is 100% complete.

3. Add **keywords** to the **Search Alumni** box to locate alumni in fields or jobs of interest. Use general terms ("finance") or specific terms ("genetics counselor" or "software developer").

4. Set the **date range** here to include your years of attendance. **TIP:** Use a search range that captures alumni from before (and after) your time at the school.

University of Massachusetts Amherst Career Insights

Change university ▾

Attended ▾ Start year 1900 to End year 2017

Search alumni by title, keyword or company

< Previous Next >

171,383 alumni

Where they live

+ Add

Where they work

+ Add

What they do

163,493 · United States

3,858 · University of Massachusetts Amherst

20,063 · Education

68,031 · Greater Boston Area

611 · State Street

19,144 · Business Development

19,875 · Springfield, Massachusetts Area

594 · University of Massachusetts

14,269 · Sales

TIP: UMass Amherst will appear if this is your current or most recent school. But you can also search the alumni of **other** colleges by selecting from this menu.



Finding UMass Amherst Alumni on LinkedIn

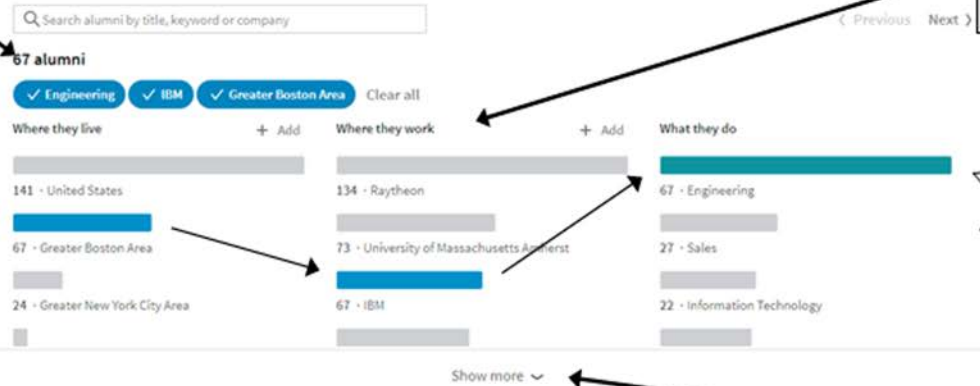
Of UMass Alumni from 1960 to the present, who are living in Boston, and working doing Engineering at IBM, there are 67.

Scroll down to see their profiles.

Click the blue bars to narrow and expand your search.

Of the 67 alumni above who studied Engineering and have Systems Engineering skills, there are exactly 6.

Scroll down to see their profiles.



Top 5 Employers of UMass Alumni who live in the Greater Boston Area.

Click here to see the additional filters shown below.

Click here to expand the lists.

Remember to debar filters here to increase your number

This shows if you know anyone in the results directly (1st Connections), or if you could be introduced through a mutual colleague (2nd Connections).



More Advice about LinkedIn

- Treat LinkedIn like Facebook, Instagram, or any other social media.
 - Be vigilant about what you're posting!
- LinkedIn Premium isn't worth the price.
- Check your privacy settings and change them if you don't like them.
- Utilize LinkedIn's trending topics to keep up with the news
- Market yourself in a quiet and professional manner. Don't be aggressive or just a user.
- Thank people who make an introduction for you to one of their connections.
- Don't be afraid to job search on LinkedIn, but don't make it your only mode of job searching.
- Utilize other forms of networking, but bring it all back to LinkedIn.
- Don't be afraid to be confident. LinkedIn is the place where you can boast about yourself!
Just keep everything relevant to your field.

Need Your LinkedIn (or resume, CV, or personal statement) Reviewed?

- Walk-Ins at individualized career centers
- Talk to your academic advisor
- Career Advisors available around campus
- UMass Alumni Network

Contact Us!

Career Development & Professional Connections Hub

 511 Goodell Hall

 careerservices@umass.edu

 (413) 545-2224

 www.umass.edu/careers

 facebook.com/UMassCareers/

Questions?