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CONNECTIONS

EMPOWERING EMPLOYMENT SUCCESS

Three Tools of a Successful Job Search



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The Resume

Purpose of a Resume

A **resume** is a marketing tool that job seekers use to communicate their value to employers. It is one of the first interactions job seekers will have with most potential employers. So, the first impression that your resume leaves, is an important one. The purpose of a resume is to market yourself as a professional. It is designed to show the employer what makes you uniquely qualified for the position for which you are applying. A resume is **not** a historical account of your employment history, but a “snap-shot” that is customized to a particular position and not a position in general. The purpose of a resume is not to get you hired; it is **designed to get you an interview.**

As the resume is a first impression of you to the employer, **don't** let careless errors eliminate you from consideration immediately. Spell check is **not** a perfect tool. Be sure to have a second or third set of eyes proofread your resume before you submit it.

Recruiters and Hiring Managers spend an average of seven seconds reviewing a resume. The goal of your resume is to provide potential employers with information that is relevant to the job within that seven seconds. Make sure your information is easy to read and understand, does not include any photos, and focuses on communicating your relevant experience as quickly as possible. It is best to avoid online templates for your resume altogether.

Keep in mind that resumes are living documents and should be continuously updated. You are never completely done writing your resume.



Types of Resume Formats

| Chronological Format | Functional Format |
|--|--|
| <ul style="list-style-type: none">• Standard resume format• Keeps skills/accomplishments connected to where they were utilized• Last or current job listed first ("reverse order;" newest - oldest)• Only list the last 10-12 years of experience• Useful when applying within the same industry or for the same role• Shows off the companies within your history• Preferred by Recruiters• ATS can read easily• Easy to update the skills used in each position• Can highlight resume gaps or short-term positions• Limits your skills to only those used in the timeframe of that specific employment | <ul style="list-style-type: none">• Sometimes used to "hide" employment gaps• Beneficial if you have a long work history with many different positions and you want to show off the skills you learned within that time• Can be useful if transitioning to a new industry or career• Separates skills from where they were utilized• Key skill areas are highlighted• You can create a hybrid format that includes your job history in chronological order• Disliked by Recruiters• ATS can't read easily• Allows you to categorize your skill set to match the needs of the position better |

Formatting Your Resume

The look of your resume is just as important as the content. Follow these tips to craft a polished and professional resume.

General

- Resumes should be easy-to-read, simple and professional in design with absolutely NO typos. Align your content to the left so the hiring manager can easily skim it.
- Use white space liberally so your resume is easy on the eyes and easy to read. One-inch margins are suggested. If you need the space, you can make your side margins smaller, but no less than 0.75" and top/bottom margins no less than 0.5".
- Use one font type throughout the document. Typically, a "san serif" font, like Arial, Calibri (*best*), Tahoma or Helvetica is easier for ATS to read.
- Use a large enough font size to ensure readability. Size 11 or 12 is best, but absolutely no small than 10.
- Don't use *Italics*, as this can be harder on the eyes.
- Use **Bold** very sparingly, only for headings or subheadings. Make sure to be consistent, but do not overuse bold.
- Use a professional resume naming system for your files. You should have a *Master Resume* that includes all of your employment information and then your more specific resumes that are created for the particular positions for which you are applying. For example: John Smith Resume – Company Name - Admin Assistant



Resume Sections

Contact Information

- Include name, phone, email address, and a LinkedIn URL. (City, state and zip code is optional.)
- Email Address: needs to be professional and identify you. Do not use nicknames.
- LinkedIn URL: Be sure that your URL is customized. Go to your LinkedIn profile, choose edit and change the URL. (We suggest using your full name.)

Skills/Qualifications

- Don't feel that you need to include an objective or summary statement. That space on your resume can be used to include additional skills or achievements. If you need to add a summary section, use required skills from the job description to build your summary.
- Use bullets (closed and open circle).

Work Experience

- Start each bullet point with an action verb.
- Limit bullet points to no more than four to five per job. Use present-tense for current positions and past-tense for previous positions.
- Include the responsibilities that demonstrate the skills and experience that are required in the new position or that illustrate your achievements.
- If your background doesn't fit the job completely, identify transferable skills or non-professional skills that can be utilized and applied to the new role.
- Demonstrate your soft skills rather than just telling them. (For example, instead of including the term "effective leader," demonstrate your leadership skills through your listed achievements and skills.)

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Education

- Place your education and any additional certifications at the bottom of your resume. Your experience is more important and should come first, unless you are a new graduate with little to no work experience.
- Include the name of schools and the type of degree or certificate earned.
- If your degree or certificate(s) were obtained over five years ago, you don't need to include a date.

References

- You do not need to include any statement regarding references available upon request, and do not include a list of references on your resume. If a hiring manager wants that information, they will request it from you or include it in the job posting.

Identifying and Writing Your Accomplishments

The "So What?" Test

When you are identifying accomplishments made at your previous jobs, read the sentence, and ask yourself, "So what?" to be sure that the accomplishment conveys your value!

Review the following statements:

- Created Departmental online newsletter
- Developed an automated ordering system
- Produced a 500-page technical manual



All of the statements above fail the "So What" test because the reader has no way of knowing whether the situation was better or worse after you completed the task.

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The key to identifying accomplishments is adding a clear statement of beneficial results of the actions to the department, the organization, or to the clients.

Sample Accomplishment Statements

The following statements pass the “So what?” test because they include the value of the accomplishment to the organization. When noting the accomplishments from your previous positions, be sure to include the quantifiers that highlight your skills.

- Consistently maintained accident-free track record for all supervised teams for 2 years.
- Successfully maintained 99% stockroom accuracy, which led to elimination of semi-annual inventories.
- Designed training program for employees that increased restaurant’s add-on food sales by 80%

Applicant Tracking Systems

What is ATS?

An Applicant Tracking System or ATS is a software program that is designed to scan resumes for the purpose of identifying skills and experience relevant to a job posting.

Typically, ATS is used to eliminate resumes that don’t match the job description and to identify the most qualified candidates. The ATS is programmed to look for specific key words, often rejecting up to an estimated 70% of the submitted resumes because they don’t “match” the desired qualifications. Most companies use ATS as a way to assist hiring manager in quickly identifying the best candidates for a position.



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How Can I Get My Resume Past the ATS Software?

When it reviews a resume, the ATS software compares it to key words found within the job description. These key words can be anything from job position titles and skills to qualifications and years of experience. Your goal is to customize your resume to match the job description as much as possible.

Tips on Passing ATS

1. Tailor your resume to the job description **every single time you apply for a position.** This can mean going through the company's website to see if there is a more detailed job description available, or even looking at similar job vacancies for other key words that may be important in that type of position.
2. Consider using a qualifications summary instead of a career objective section. You can add ATS-friendly keywords within this section as well as valuable information, which the hiring manager will be able to quickly notice early in their review.
3. Use critical key words multiple times.
4. Match the numerical years of experience whenever possible. For example, if a job posting lists 5 years of experience needed and you have 10 years of experience, write that you have 5+ years rather than 10. This will be a better match for the ATS and will keep you from appearing to be overqualified.
5. Include both the long and short form of acronyms for key words, such as "Masters of Business Administration (MBA)."
6. Use standard resume section headings such as: *Professional Summary, Skills & Qualifications, Work Experience, or Professional Experience.*
7. Use consistent formatting for your work history and dates, highlight relevant job titles by placing them before company names.
8. Use a .doc or .pdf file format for your resume.
9. Use spell check and have someone else review your resume to catch any errors before you submit it.
10. Use a modern font such as Calibri or Arial, which is more easily read by the ATS software.

The Interview

You walk into the interview room, shake hands with your interviewer and sit down with your best interviewing smile on. What do you suppose is the first question? "Tell me about yourself."

Do you "wing it" and actually tell all manner of things about yourself? Will you spend the next five minutes rambling on about what an easy-going, loyal, dedicated, hardworking employee you've been? If this is the case, you stand a good chance of having bored your interviewer and creating a negative first impression.

Because it is such a common interview question, it's strange that more candidates don't spend the time to prepare for exactly how to answer it. Perhaps because the question seems so disarming and informal, we drop our guard and shift into ramble mode. Resist all temptation to do so.

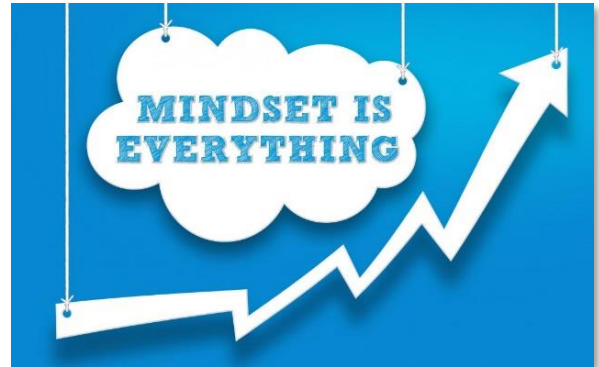
Your interviewer is not looking for a 10-minute dissertation here. Instead, offer a razor sharp sentence or two that sets the stage for further discussion and sets you apart from your competitors.



Interview Mindset

In order to nail your interview, you need to have the right mindset.

Most people walk into the interview thinking that the company and the hiring manager is the solution to their problem of not having a job.



Walk into your interview with the mindset that you are the person who can provide solutions for the company. **You** are the solution to **their** problem of needing someone to fill a role. **You** are the skilled person that fits **their** needs. Go in to your interview with confidence!

Preparing for Your Interview

One of the most important things you can do to set yourself up for success is to properly prepare for your interview. Going into your interview prepared will make you feel more confident and able to sell yourself as the person that is the right fit for the position.

- **Carefully Review the Job Description:** Print out the job description and go through the qualifications, matching the employers needs with your experience. The more familiar you are with the job description and how your background fits with it, the better you can align yourself with the role during the interview. The job description can also give you insight into possible questions that may be asked in the interview.
- **Research the Company and the Role:** Find out all you can about the company. Look at the products they sell, or the service they provide and become familiar with it. Look at their social media presence, from their Facebook or LinkedIn pages to their reviews on websites such as Yelp, and Glassdoor to see what people think of the company, especially current and former employees.
- **Role Play Mock Interviews:** Use the time you have before the interview to practice your speaking voice and body language. You want to be heard clearly, and present yourself with confidence and professionalism, so practice with someone who can give you feedback. Video tape or record yourself to hear how you sound and see how you conduct yourself.



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- **Practice Your Answers to Common Interview Questions:** There are many standard interview questions that are typically asked in interviews. Spend some time considering how you want to respond to those kind of questions and craft your responses to them. Knowing why you want to work for their company, what weakness you would talk about, or having a polished brand statement will help you feel more confident in your interview.
- **Print Extra Copies of Your Resume:** Having extra copies of your resume is a good idea in case there are additional people sitting in on your interview, or in case something happens to your resume the day of (such as a coffee spill). Store these extra copies in a folder so that they look crisp and clean. Make sure that the resume you print out is the exact copy that you used to apply for this specific company.
- **Prepare Your Clothing and Travel Arrangements:** Before the interview, drive to the interview location to be familiar with traffic issues, and where parking is located. This will allow you to properly gauge the time needed to get to the interview and keep you from being late. Choosing your interview outfit in advance will save you time and stress on the day of the interview.



First Impressions

The interview starts in the parking lot. Arrive at your interview early, with a confident and professional mindset. First impressions are the most important, so be aware that the way you treat the people around you and the way you carry yourself communicates who you are.



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Treat everyone you meet with respect. The people in the office will watch how you treat others, as this communicates how well you are going to work as a member of their team. Be polite, courteous, and friendly to everyone you interact with, even if they are other interview candidates. This includes using good manners, such as “Please”, “Thank You”, and “You’re Welcome.”

Leave the phone in your pocket. While phones are accepted as part of society in this day and age, they can be seen as a distraction. Don’t let your phone hinder your ability to create a strong first impression. While waiting in the lobby for your interview to start, spend some time reviewing your resume and the job description or observing how the office is functioning. You don’t want your phone going off in the middle of your interview, so silence your phone and leave it in your pocket or purse.

Start with a great handshake. The handshake is the physical demonstration of your self-confidence. A strong handshake can convey confidence, strength, and honesty. When shaking hands, make sure that the webbing in between the thumb and index finger of your hand touches theirs. Make sure your hand grip is firm, dry, and that you look them in the eye while shaking their hand.

Do not speak negatively about your previous employers. This can leave a bad feeling about you with the interviewer. The interviewer might wonder if you were the problem instead of the old employer. Always keep it positive.

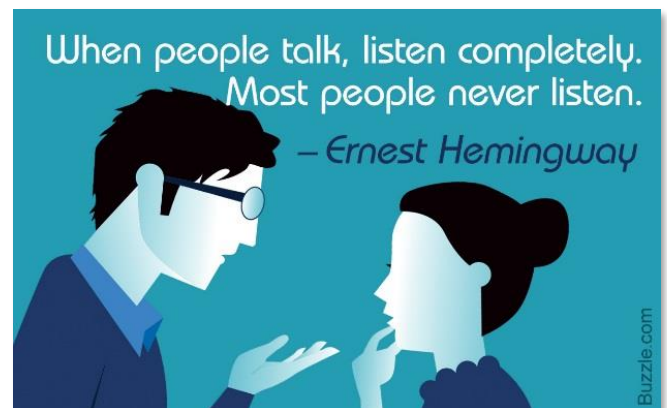
Be aware of your body language.

- **Walking with confidence:** Simply walking with confidence can make people pay attention to you in a good way. Standing up straight, holding your head up, looking people in the eye, and keeping your shoulders back are all great ways to exude confidence. Good posture can bring about good thoughts, so practice walking with confidence.
- **Posture and sitting style:** The way you sit in the chair communicates volumes about your interest level in what the person is saying. Sit up straight and lean a little bit forward. This shows that you are engaged in what the person is talking about. Don’t lean on your hands, or slouch, as it communicates boredom and disinterest.



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- **Fidgeting:** Fidgeting, or making small movements with your body can communicate nervousness, or discomfort in an interview. This can be anything from playing with your papers or a pen, to tapping your feet, to even crossing and uncrossing your legs. Make sure when you are in the interview, that you are aware of what the rest of your body is doing. Preparing in advance can ease this nervousness and help you feel more comfortable and less likely to fidget.
- **Use Your Hands:** If you are the type of person who needs to gesture with your hands, feel free to do so. You should act naturally. If you are nervous and try to hide your hands, you can look awkward and uncomfortable.
- **Eye Contact (Face Contact):** It is important that you look interested and engaged in the conversation. This will require you to actively look at the person you are interviewing with. Alternate between looking at their eyes, nose, and mouth so that you aren't simply staring at their eyes. If you are interviewing with multiple people, make sure to look at both interviewers so no one feels ignored.
- **Active Listening:** When we talk to one another, we tend to only half listen. We are busy thinking, figuring out what to say, or getting distracted by other things outside of the conversation. It is important in your interview to be present and actively listen to the interviewer. You can do this by using the following tips:



- When the interviewer is asking a question or talking to you, don't interrupt. Listen and be interested in what they are saying.
- Nodding as they are speaking while giving proper eye contact can communicate your interest in what they are saying.
- If you need to, ask them to repeat the question. Saying something like "Would you mind repeating your question so I may answer it correctly?" can help provide you with better insight into what is being asked.

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- Repeat any important details when you respond to a question to show that you value what was being asked. Don't feel the need to repeat what they are saying verbatim like a parrot, but inserting the important details or points can help you formulate a great response. For example, if the interviewer was talking to you about your previous experience: "I see that you exceeded your sales quota for six months. What do you think led to that success?" You can answer: "Yes, I did exceed my goal for six months, and I think that I was successful because..." Repeating some of the details that they used as they were talking shows that you were really paying attention to what they were saying.
- **Don't forget to breathe and smile:** Before your interview, take 10 deep breaths. This will help reduce your stress levels, making you more calm and able to think clearly. Smiling during the interview can communicate that you are easy going and enthusiastic. Practicing in front of a mirror or on a recorded video will allow you to see your facial expressions and what you are non-verbally communicating to the interviewer as you talk.

Common Interview Questions

1. "Tell me about yourself."

The interviewer has already read over your resume and your cover letter. In addition, they most likely have researched you online by Googling you or looking on your LinkedIn and Facebook profiles. This is a common question that is asked because it helps both you and the interviewer ease into the interview. This is an opportunity to direct the conversation for the rest of the interview. Use this question to provide information as to why you are a great fit for the position.

Make sure that you keep your answer professional. They are not asking about where you were born and grew up. Explain why you made some of the professional choices you have made. If there is passion driving a part of your story, this is a great time to let the interviewer know (i.e. "Ever since I was a kid, I have always known I wanted to be a teacher, and help others.").

When answering this question, tailor your answer to the specific role that you are applying for. Don't just recite your resume back to them. You have looked over the job description, so explain how your prior jobs, education, and experience have prepared you for this specific role. Figure out in advance what you would like to say and practice it. Your answer should sound confident and natural.

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2. “Why should we hire you?”

This question allows you to summarize why you are a good fit for the role based on your skill sets and ability to fit within the company’s culture. Talk about what makes you unique and different from the other people they might be interviewing.

This is a great question to utilize your research into the company. Knowing what is important to the company based on their mission, vision, their current and future goals will make you a great asset to the company.

3. “What is your greatest strength?”

For this question, you should try to focus on one to three strengths. Don’t list all of your strengths to try and impress the interviewer, but focus on a select few quality strengths.

Talk about your strengths that fit the position best. Be prepared with a story that illustrates how you have used your strength to benefit previous employers. Ensure that your story includes the result of how your strength helped the organization.

Due to the nature of this question being so open ended, you can direct the conversation. If you want to highlight another skill, or add a final pitch as to why you are great for the role, this is the opportunity to do so.

4. “What is your biggest weakness?”

This question is designed to evaluate your *Emotional Intelligence*. The interviewer wants to know if you are self-aware and can recognize your flaws, while being self-motivated enough to work on improving them. Use this opportunity to demonstrate how you are currently working on overcoming a challenge.

This is not where you try to hide a strength within your weakness (i.e. “My biggest weakness is that I am a perfectionist”). Answer the question truthfully and explain how you are working on overcoming this aspect of yourself.

5. “Why did you leave your last job?”

It might be tempting to focus on negative situations from your last employer. Don’t! Keep things positive and frame the conversation in such a way that you are focused on the future, and how this new role is a much better fit for you.

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If they ask “*Why* you were let go?” frame the situation positively. If there were layoffs, focus your answer on how “the company/department was reorganized and my position was eliminated.” If you were let go due to performance reasons, talk about how it was a growth opportunity, how much you learned from the role and how you are in a much better position for future opportunities.

Keep all emotions out of your answer. Simply explain what happened by owning it and without over-explaining, which makes you appear to be covering something up.

The End of the Interview

Asking Questions

- You should have questions ready to ask the interviewer. Remember that you are interviewing them as much as they are interviewing you. Some of the questions you could ask the interviewer include:
 - **What are the day to day responsibilities of this role?**
 - **How do you measure the success of the person in this role?**
 - **What is your favorite part of working here?**
 - **What do you see as the most challenging aspect of this role?**
 - **What are you hoping this person will accomplish in their first six months?**
 - **What is your timeline for next steps in making a decision about the role?**

The Thank You Note

In order to set yourself up for success after an interview, write a proper thank you note to your interviewer. At the end of the interview, ask for the interviewer’s business card. Make note of names and titles as well as details from the interview. This information can be used to add a personal touch to your note.

Thank You Note Structure

- **Salutation:** Greet the interviewer by name.
- **First Paragraph:** Thank the interviewer for meeting with you. Mention the company’s name and a conversation point that was discussed and how you connect your experience to that point. This helps the hiring manager recall your conversation with them as well as reiterates how you would be a great fit for the role.
- **Second Paragraph:** Invite them to feel free to ask you any additional questions they may have and close by saying you are looking forward to hearing back from them.

The LinkedIn Profile

LinkedIn was founded in 2002 as a business oriented social networking service. Today, there are more than 259 million users in more than 200 countries. LinkedIn allows users to build professional relationships and the ability to obtain introductions to 2nd degree connections. Employers can use LinkedIn to advertise employment opportunities and seek out potential candidates. LinkedIn offers a variety of tools for the job seeker, large companies, and business owners alike.

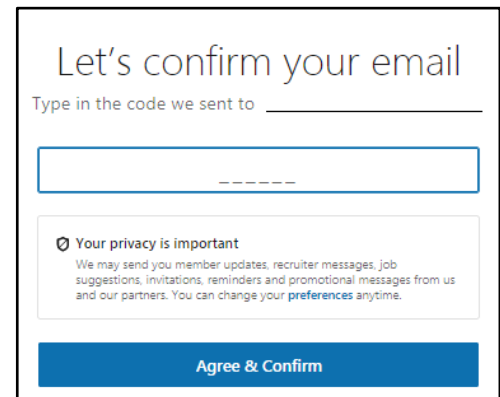
Overview

- Unlike other social networking sites, LinkedIn was created specifically for professional networking, the act of building and maintaining a group of contacts to help advance your career.
- LinkedIn allows you to create a professional profile, a brief summary of your skills, work history, and recommendations that serve as a kind of online resume. You can also add different contacts, known as connections, to build your network.
- It's important to remember that the majority of job seekers found their most recent position by networking, either through referrals or direct contact with a hiring manager. LinkedIn is an ideal tool for expanding your professional network. Whether you're reaching out to colleagues you already know or establishing new relationships with people in your field, you'll be able to stay organized and keep in touch with your connections.
- More and more employers have also started using LinkedIn to screen and recruit potential candidates. Creating an effective profile and building connections could make a big difference when searching for your next job. With the right approach, you might even have employers contacting you about their latest job openings.

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Creating a LinkedIn Profile

1. Go to LinkedIn.com
2. Fill out the First and Last Name, Email and Password fields, then select the Join Now option
3. You will then receive a code to verify your account through the email address you have entered, which you will enter in this box.



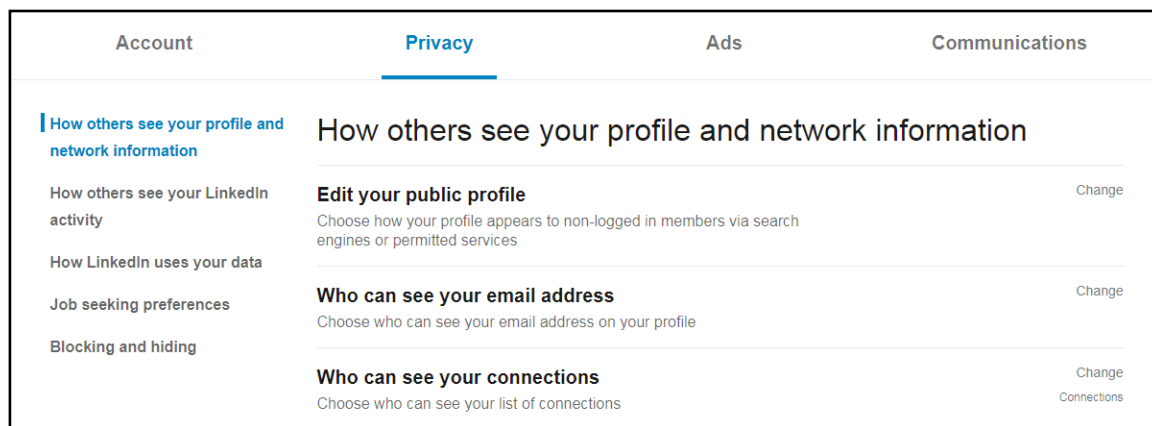
Let's confirm your email

Type in the code we sent to _____

Your privacy is important
We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your [preferences](#) anytime.

Agree & Confirm

Privacy Settings



| Account | Privacy | Ads | Communications |
|---------------------------------------|--|-----|-----------------------|
| | How others see your profile and network information | | |
| How others see your LinkedIn activity | Edit your public profile Choose how your profile appears to non-logged in members via search engines or permitted services | | Change |
| How LinkedIn uses your data | | | |
| Job seeking preferences | Who can see your email address Choose who can see your email address on your profile | | Change |
| Blocking and hiding | Who can see your connections Choose who can see your list of connections | | Change Connections |


Your LinkedIn profile can be as public or private as you choose. By default, your basic information will be viewable to anyone, even if they don't have a LinkedIn account. Your privacy settings will ultimately depend on how you plan to use the site. You might set stronger privacy controls if you only plan to connect with people you already know, while a more public profile may make it easier to build new connections.

Filling Out Your LinkedIn Profile

Once you have created a LinkedIn account, you will then be able to build and personalize your profile. Here we will focus on your Headline, Photo, Summary, Experience, Skills and Endorsements. In order to edit your profile, you will have to edit each section individually.

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Profile Basics

- Your profile should contain all the information you would include on your resume.
- LinkedIn gives you the opportunity to professionally showcase your personality and character in your picture, headline, and personal summary.
- Update your profile regularly and whenever you learn new skills or take on a different position. To edit and update each section, click on the pencil icon  which opens the section for editing.

Headline

- Your headline is your 15-second bumper sticker.
- It should include three to four key words which represent what you do.
- Clearly express what you do and how you can help.
- For job seekers, your headline is your objective: Seeking new position for Product Marketing, Professional with 5 Years' Experience in Market Assessment and Competitive Positioning.
- Your Personal Identification Box will also include your current and previous position, education, location and industry.

Photo

- Your photo is the first thing viewers will notice.
- Professional headshots with personality are preferred.
- If you do not have access to obtaining a professional headshot, select a photo of your own which reflects your confidence, personality, and professionalism.
- Keep the photo simple – you should be the only subject of the picture. Do not use photos with pets, children or other objects.

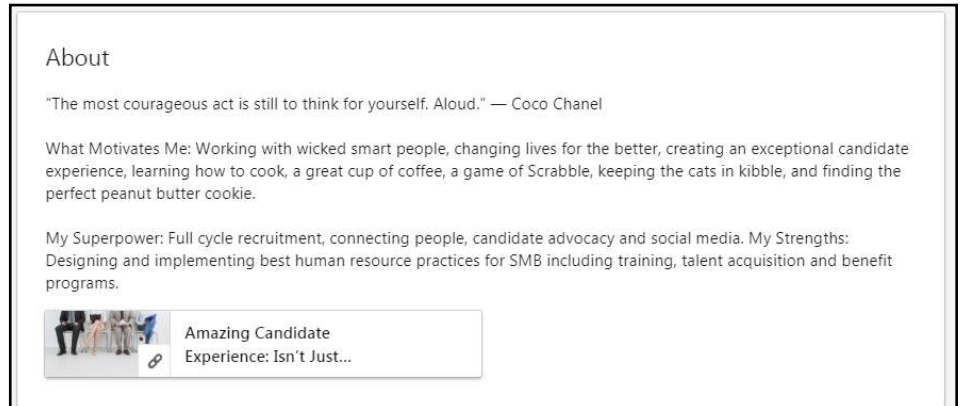


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- Avoid busy backgrounds.
- Make sure to use a current photo.
- The background image should fit your brand/personality.

About (Your Summary)

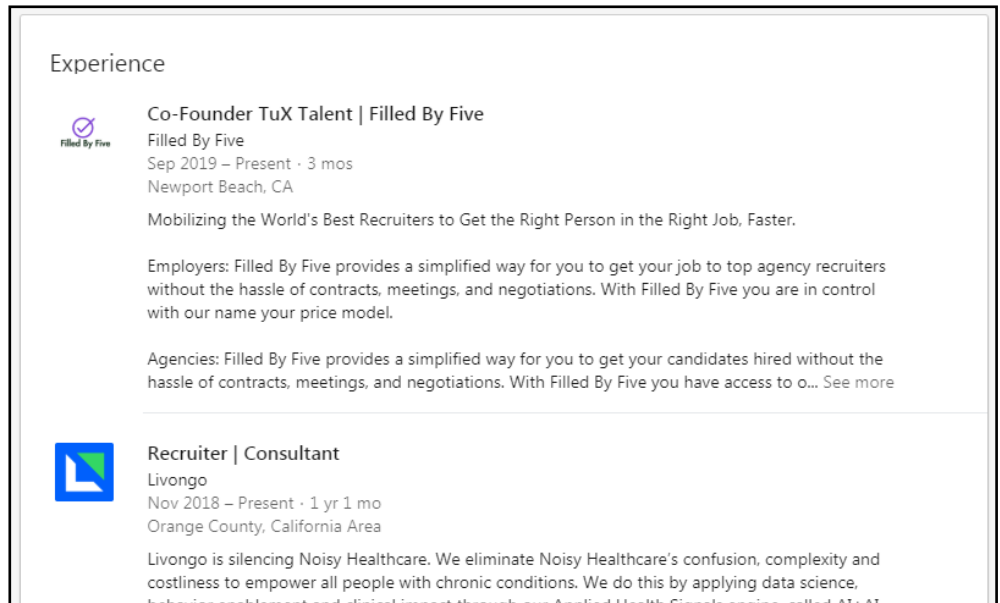
- Your summary is your 60-second elevator speech.
- It is the heart of your profile and should be thought of as your personal cover letter.
- It should be engaging, written in first person and flow naturally in a conversational tone.
- Your first line should be an opener – What are you currently doing? What are you known for?
- Write your summary as if you only had five seconds to describe yourself, your experience, and what you are passionate about.
- End with a call to action – Be clear on what you want the reader to do:
 - “Let’s connect if you know of an opportunity in the Financial Industry.”
 - “I am always looking for a computer to fix, so if you have a dud, contact me directly.”
 - “My company is always looking for new partnerships to collaborate on large community projects with – let’s connect if you want to get involved with an impactful organization.”
- Be creative. Unlike a resume, this is your opportunity to showcase your personality to potential employers while outlining your expertise.



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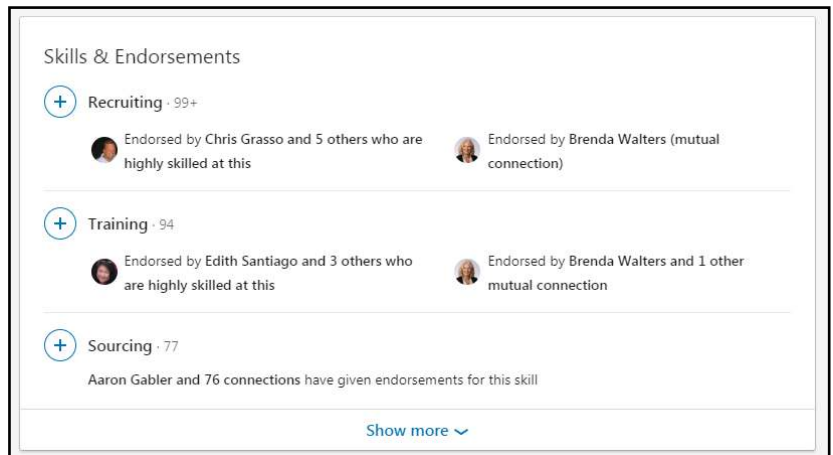
Your Experience

- The experience section is essentially a traditional resume.
- Information from this section is also included in your headline box at the top of your profile.
- Describe in detail with relevant keywords – the position title, your accomplishments and what unique experience you have gained.
- Highlight present expertise, as well as specialties.



Skills and Endorsements

- The skills section is a keyword haven – so think about every skill you possess and list it here.
- It is important to update this section each time you learn a new skill.
- You will be endorsed by your connections to validate the skills and strengths found in your profile.
- To endorse the skill of a connection, locate their skills section and select the icon next to the skill you would like to endorse.



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- Endorsing the skills of others allows you to stay connected with those in your network and makes it easier to reach out to them.

All Star Status

A complete LinkedIn profile (All-star) will increase your chances of being found in a search by recruiters. LinkedIn classifies profiles in one of 4 levels:

1. Beginner
2. Intermediate
3. Expert
4. All-Star – 100% --
This is your goal!



LinkedIn is constantly evaluating your profile and will make recommendations to get the All Star Status.

To achieve the All Star Status, your profile must have the following:

- Your Industry and Location
- Up-to-date Current Position (with a description)
- Two Past Positions
- Your Education
- Your Skills (minimum of 3)
- A Profile Photo
- At least 50 Connections

[Complete your profile](#)

Networking Basics

Networking is the most powerful aspect of LinkedIn. It allows you the opportunity to reach out to those in your industry or an industry you are transitioning into. When making connections via LinkedIn, you should always customize each message and include who you are, and why you are requesting a connection. The most successful LinkedIn users are consistently looking for new connections, participating in conversations, and keeping in touch with their existing contacts.

Three Tools of a Successful Job Search

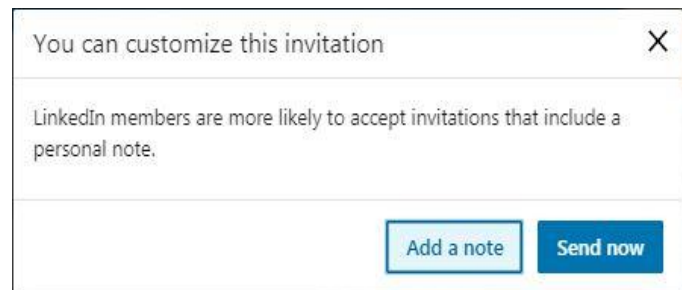
Making Connections

LinkedIn isn't just about finding new connections. When you first create a LinkedIn profile, make sure to connect with the people you already know. Try syncing your email contacts and using LinkedIn's robust search feature to find friends, classmates, current and former coworkers, and employers. Your existing network might be much bigger than you think.

Introducing Yourself

If you're trying to connect with someone that you've never met, you should first look to see if you have any mutual connections. If so, you can ask your connections for an introduction. Be sure to be courteous and detailed about why you are requesting the introduction and give your connection an opportunity to decline the request.

When introducing yourself to a potential connection, it is always best to send a customized invitation to let them know who you are, how you know them, and why you want to connect. Strangers or people who are not too familiar with you are more likely to connect when there is a reason.



New Networking Feature

LinkedIn now has a new Networking Feature for mobile devices! To access the feature, go to your mobile app and select the icon in the right hand corner of your search box.

- Allow the LinkedIn app to access your device's camera, and you'll now have your own personal QR code and capability to scan others. Once you scan someone, you teleport to their LinkedIn profile to connect with them. Use this feature as you go forward and make connections!

Additional Features

Job Seeking

LinkedIn features a number of tools that allows you to search for new job opportunities. Make it clear in your profile “About” section that you are looking for a new opportunity, and take the time to ask for advice with those in your network, rather than simply asking for a job. Most people will be happy to share their knowledge and help you find an opportunity. Having the right connections will make it much easier to find your next job.

Groups

The LinkedIn groups feature allows you to get involved in conversations with recruiters, employers and those in your industry. Groups are a great way to engage with your community, discover new important content and share information with your network.