I CREATED A LinkedIn ACCOUNT, NOW WHAT?
A Guide on How to Leverage the Tools in LinkedIn

FIND ALUMNI ON LINKEDIN

Why it’s important:
You can explore and learn about careers and companies you have never heard of. Connecting with Alumni will help you expand your network, and you can conduct informational interviews to learn more about their career paths, and learn industry-relevant information.

How to:
1. Using the Search Bar at the top, find UCLA’s school page.
2. Click See Alumni.
3. Use the filters to find alumni in a specific company, function, academic discipline, class year, or title.
4. Review alumni profiles, and send connection requests.

FIND RECRUITERS ON LINKEDIN

Why it’s important:
Recruiters post tips and resources that will increase your chances of getting hired. Populate your news feed with relevant content by Following recruiters in your target industry. After you apply for a job, connect with the recruiter for that position to jump to the top of the pile.

How to:
1. Using the Search Bar at the top, type “Recruiter” or “Talent Acquisition.”
2. Filter your search by Company and Location.
3. Follow the recruiter to stay on top of relevant information.
4. Connect with the recruiter after you apply to a position. Be sure to add a Note.

You can customize this invitation
Include a personal message (optional):

Hello, I just applied to the open position for Publicity Coordinator. I’m enthusiastic about this opportunity because I have two years of experience working in PR with Warner Brothers. Please let me know if you can find a time to connect. I’d love to see if this could be a good fit for us both.

Send invitation
FIND JOB & INTERNSHIP OPPORTUNITIES ON LINKEDIN

Why it’s important:
95% of companies use LinkedIn as a primary recruiting tool. When you utilize the LinkedIn Job Board to look for opportunities, you can see how you match up to the qualifications listed. Recruiters can also see everyone who has viewed their posting. Edit your Career Interests to receive tailored job recommendations.

How to:
1. Conduct a job search using the Jobs tab at the top.
2. Filter your search by keyword, experience level, company, and posting date.
3. Apply to jobs you are interested in using the information in your profile, or Save jobs you want to come back to.

FIND MORE RESOURCES USING LINKEDIN FOR STUDENTS

UNIVERSITY.LINKEDIN.COM/LINKEDIN-FOR-STUDENTS
Access additional information and resources on how to maximize your presence on LinkedIn. Resources include:

- The Student Job Hunting Handbook
- Profile Checklist: College Students
- Build Your Professional Brand
- Tailoring Your Profile to Your Goals
- How to Effectively Communicate on LinkedIn
- Networking on LinkedIn

UCLA Career Center