

# CCB-Evolving Your Virtual Brand: LinkedIn and Handshake Insights

>> Welcome, everyone to the Carson Career Fall Series.

I'm Josie Cohen-Rodriguez and I am a career consultant in the Carson College of Business.

I'll be helping facilitate this presentation today with Aimee Tejeda Lunn,

who is also with me right now.

I'm really excited to get today's event started.

Evolving your virtual brand with LinkedIn and Handshake.

As our attendees log in,

we'd like to remind our participants for some helpful ground rules.

Please make sure to mute your microphone upon entry

to help prevent echoes during this presentation.

Please, turn on your video so that presenters can see your faces.

Q&A will be at the end,

so please just raise your hand or use the chat box to ask any questions.

WSU students make sure that you complete

the survey at the end of our session in your chat.

We will also be taking attendance at the end of

the event so please make sure to stay till the end.

Thank you to all of our participants joining now,

and I'd like to just go ahead and get started, [NOISE]

and hand the mic off over to Aimee.

>> Hi, everyone.

My name is Aimee Tejeda Lunn and I am

the industry connections coordinator here at the Carson College of Business.

I work collaboratively with the career consultants as part of the career team.

For our first half of this presentation,

I will get into Handshake and what are some of the features that are involved there,

so that those who are new to the program can really

manage and navigate through

the virtual fairs that are happening this weekend and the coming weeks.

Next slide. By the end of this presentation,

you will be able to create effective Handshake in LinkedIn profiles,

successfully navigate virtual platforms to find career fairs,

events, jobs and networking.

Schedule one-on-one career consulting appointments,

and research useful information. Next slide.

What is Handshake? Handshake is an online platform which allows

all WSU students and alumni the ability to access career fairs,

events, search internship and job opportunities,

explore companies, network, and connect with career resources.

All WSU students are automatically signed up to Handshake when you are first enrolled.

All of you should actually have an account right now.

If you have not done so already,

feel free to follow that link and actually log in.

Because I'm going to be showing you from my student account some of the features.

So if you wanted to navigate that,

you can do so at the same time.

Next slide. As you're logging in,

here's a little video about Handshake.

>> [MUSIC] When I was trying to look for a summer internship this past spring semester, I went around using different job sites that I could find.

They weren't really personalized to what I was looking for,

a lot of them were very general postings,

clearly looking for more experienced professionals in the field.

Handshake has been really helpful for me because everything that

came onto my results were looking for people my age,

people with my experience in terms of what I was studying at school.

>> When we got to college,

we pretty much had to fend for ourselves.

>> Handshake is a really great platform for students because it

connects students like me with a bunch

of opportunities that we wouldn't have had earlier.

I've seen how much access students now have to

different internships and full-time jobs that we didn't have with our previous system.

>> I only get notifications about like here is a legal job that you're interested,

or here's a political job that you're interested to.

I definitely appreciate that because it made me more aware that I like what I want to do, it has so many different avenues.

>> Handshake is so powerful.

It's in a very unique position to offer a reviews

and a Q&A platform from not only alumni,  
but students as well.

I have learned a lot about what it takes to succeed in  
the tech industry and even learned what I can do with my major.

>> When I first heard from Chase,  
it was super surprising.

It definitely gave me a sense of confidence  
that there are things that I could achieve that I never thought I could.

>> I didn't know how to look or where to ask.

But on the Handshake,

I found so many part-time jobs around campus that would  
work with your schedule and then I found other internships.

It just makes it easier for students and for everybody.

>> I put in the filters for what I was looking for,  
specifically a film internship in LA where I'm from.

In about a day I heard back from three different employers,  
all reaching out to set up interviews and I ended up getting the job.

>> Over summer break,

I got an email from Handshake.

The European Union had reached out to me and wanted me to apply for an internship.

I did, and I got it.

>> When I think about what I want my career to look like,  
it's more than just securing financial stability.

It's about being able to find a company where you can have a meaningful impact.

Handshake is there for us throughout our entire job search process for every student.

>> Companies are looking for me and people with my skills.

That was like the best feeling in the world.

>> We're more than just a major.

More than just a GPA.

>> I have a lot to thank Handshake for,

and you will too if you give it a try.

>> I think Handshake is pretty awesome.

>> Handshake has opportunities for absolutely everyone.

I'm so glad that I realized that now,

it's been a complete outwork opportunities for me.

>> That was a little bit of an intro.

Let's get started. I'm going to switch screens so you guys can see my profile.

Hopefully, you had the opportunity to log into Handshake if you had not done so already,

you will be seeing really similar things with mine.

When I log in into my student account,

this is the landing page that you will see.

You will see, of course,

some key links here and we'll get into that.

Something that's really interesting is if you favor

any employers or any type of details in your profile,

you might get job opportunities that pop up related to that.

As you scroll down,

there's suggested events that are happening.

This is all on the landing page.

Everyone's page looks a little different,

but some of these features are live and update every day.

With that, let's talk about the most important part here, your profiles.

I'm going to go into my profile,

and I'll show you some interesting features and how they come into play.

You're going to see, I made myself a marketing major.

You're going to see a profile completion that comes through here.

The best goal is to try to not only have a complete profile,

but also to update your profile.

The profile serves several purposes.

In a career fair event,

this is what the employer will see.

If you wanted to share your work experience,

your education, any details about yourself,

then you want to make sure that your profile is as complete as possible.

Handshake will go ahead and give you the shortcuts,

like these are the things that you still need to add.

Something that makes it really interesting,

you're going to notice here that all of a sudden it auto completed this.

I will show you another feature.

You can actually go in here into your documents and upload your resume.

This is my marketing resume,

my student marketing resume that I created.

I've just uploaded that,

that was just a PDF.

You can actually then ask it to build your profile based on this resume.

It auto generates this information,

so that it gives you a little basis on what to start with. Here we go.

Of course you have to go in,

if it doesn't quite transcript directly,

you have to make sure that you go in.

The employer is going to be WSU.

Make sure, dining services, this looks tick.

The dates look correct,

the description looks correct.

I Save and Approve.

This one looks really good, Save and Approve.

This one looks really good, Save and Approve.

Check out my profile.

I'm not going to go through and update all of these features just

to get into other parts that are important.

But something that you will be able to do.

Later on we're going to talk about LinkedIn.

Your LinkedIn profile and your Handshake profile,

a lot of the information can be interchangeable.

If you already have a LinkedIn profile,

you can literally copy and paste

the information into your handshake profile and vice versa.

Also here in LinkedIn,

this is the same place where you would maybe copy and paste your about me.

Whatever you have on your LinkedIn,

we'll get to that a little bit later.

But essentially, if you already have a LinkedIn profile that you began,

if you have a resume that you already started working on with a career consultant,

you can actually start updating all of this information.

Other things that are really exciting as

features just on this landing page, is your interests.

You can select, are you looking for a part-time job?

Are you looking for a campus job?

Are you looking for an internship?

These help the program make suggestions for you.

What roles are you looking for?

You can actually go in and start looking in just things like that.

Especially if you're very interested in a very specific major,

or a specific company.

Projects. Again, these are all add-ons that you can add.

These are courses. I put these courses in for myself.

Sometimes certain courses are really important,

especially if they are associated with certifications.

You can go ahead and add those courses, extracurriculars.

Are you part of a business club? Are in leadership?



All of these things really speak about you and we'll talk about that,  
how that looks a little bit later.

But in regards to your profile,  
the goal is to try to get as close to 100  
as you can before you walk into that virtual career fair.

One other quick thing,  
in regards to the career fair,  
and we're going to get into that in jobs in just a bit,  
is that you want to make sure that  
your privacy settings are set so that employers can see your profile.

In privacy and settings,  
of course, account information is all there and my year.

This is what I wanted to highlight for all of you.

Here in privacy, there's a community setting,  
an employer setting, and a private setting.

In the private setting,  
no WSU students and no employers can find your profile.

So if they are recruiting and searching out marketing majors who are juniors  
for an internship and you meet those selections, they won't see you.

I would strongly suggest,  
especially for the upcoming career events,  
that you set your settings to community,  
because in virtual events,  
I'll explain in just a bit,

there's going to be group sessions and videos,  
and you'll be able to interact with your employer in that way.

Privacy settings, really important. All right.

There's one more thing that's here,  
has to do with notifications,  
making sure that you are receiving notifications from employers.

Check your settings here so  
that you're not missing a recruiter that's actually messaging.

You'll see in my messages,  
I've actually gotten recruited because they thought I was a student.  
You'll see that I've gotten certain messages here from recruiters that said,  
hey, we'd be really interested if you applied for this job.

Just make sure that your settings are open and receptive  
to those opportunities that may land your direction.

I'm going to move on to virtual fairs and events.

Back to your landing page.

Here we have lots of options and of course,  
jobs and industries, we'll get to,  
but here are events.

In regards to events,  
as long as you see it, you can attend.

If it's hosted by WSU and you are able to actually attend,  
if they feel that it's relevant.

Specifically, you can just go through and see what's

happening that week, if you're exploring.

Something here that I want to point everyone to is

the Carson Fall Career Series and you can bookmark that.

You're actually in the Carson Fall Career Series right now.

There are other events that are associated with that.

But if you click on,

let's say this event,

you will see details and information about it.

You will see students that have RSVP'd.

You yourself can RSVP and it will remind you that it's happening,

or you can bookmark it with a star.

Events are pretty straightforward.

You can do a search for a career or accounting,

or thinking, you can add filters.

I will let you explore some of these features.

Again, we'll give you information at the end so that you can

actually reach out to us if you want to keep on having this conversation,

but feel free to explore these features on your own and see what events you can select.

But strongly encourage bookmark that Carson Career Fall Series All right.

Let's move on to the big question,

which is career fairs.

If we click on the Career Fair tab,

you're going to see all the career fairs that are happening in WSU,

whether they are in Pullman campus, Vancouver campus,

Global campus, and currently,  
right now, just select the events.

If you see it, you may attend.

One of the things I want to encourage you-all who are looking at your computer screens,  
is make sure that you are looking,

if you have a major specific event like, for example,

if you're an accounting major on this call,

make sure that you are attending that Meet the Firms and you bookmark that.

For all majors in the business school,

the Career Networking Night is the event that you need to

be in order to connect with employers and begin your process.

Make sure that you bookmark that and you click on the event.

Then let's navigate what that looks like for a career fair.

I registered for the event ahead of time.

I just knew here,

it would say register now and you just click on it,

but I've already registered.

You will receive an e-mail in your Outlook that will confirm that information.

Here it tells you what it's all about,

and then it tells you a list of all the employers that are attending.

If you scroll all the way down below,

you'll be able to see the full, complete list.

If you click to expand,

several things can happen.

You can follow an employer that you're really interested in,  
if you know they're attending.

This means that if they have job opportunities or internships,  
it'll send you those notifications to your profile. But anyway.

So here, at this point,

you guys can take your time and

[inaudible] through some of these employers, and you really should,

because these opportunities, they are looking for internships and for jobs,

and we can get to more of those resources [inaudible].

If you are in the career fair.

[inaudible] first.

I am registered.

Your sessions. Sorry. You see these tabs here?

This is what I was looking for, available sessions,

your sessions, and career details.

We're going to look at available session.

For a career fair,

there will be two ways for you to interact with the employer.

On one-on-one, meaning you will be talking to them

directly and these meetings are 10 minutes,

and they are your opportunity to network and to start really making that connection.

We strongly suggest that you set up as many one-on-ones as you are available to have.

Connecting with employers, connecting with

multiple persons within a company is really important.

If you have time,

during a career event,

you should not have a lull.

You should make sure that you set your schedule and I'll show you the beginnings of that.

The other type of session you can have are group sessions.

These are, if you want to think of them as info sessions.

If you want to learn about a company and you want to see what they're about.

First, all companies will have

several group sessions that you can register for and with that,

you're able to learn more about the company.

There are usually about 50 people max in those calls and they run about 30 minutes.

One-on-one sessions run for 10 minutes,

group sessions run for 30 minutes.

Let's look at some of the options that

are happening in Career Networking Night right now.

It looks like some employers are still working on setting up their schedule,

but it looks like for here,

there's a graduate and internship application in

info session that British Petroleum is hosting.

It talks a little bit about that session, when it's happening.

It looks like here,

if I press "Confirm,"

the handshake starts putting my schedule together right on the right-hand side.

They're having a session right at the beginning.

Maybe after that, I'd really like to meet with someone.

Is there anyone available?

Right now, there's no sessions available.

Like I said, it's still a couple of weeks out.

But as you get closer to the event,

you're going to see that these one-on-one sessions are going to fill up.

You want to be checking,

making sure that you're getting the employers that you want to connect

with and that you are being proactive about that for yourself.

Let's see if somebody has some one-on-one sessions.

Okay. Cintas, fantastic company.

It has several one on one sessions ready to go.

I know that for BP,

I'm going to their session and it's 30 minutes,

so I think I'm going to set up my next session maybe at 4:40.

Then you see how my schedule is starting to come together.

So that's how you set up your career fair.

You connect with the employers who want.

You set up the one-on-one sessions that you want,

and you make sure that you are proactive about putting that together for yourself.

Let's just hit on a couple of things.

A few things to know about one-on-one sessions.

You are not able to share your resume with an employer in one-on-one session.

If you have your settings,

like I said before in community,

the employer can see your profile.

It's very important that your profile is complete,

so they get that first impression of you

because an employer is looking ahead to see who's scheduled to meet with them.

That's why it's really important to make sure that

that information is done and that your schedule is set up.

One of the suggestions that we'll have is to share your LinkedIn.

Of course, we'll get into what your LinkedIn should be looking like in just a few moments

but that's a question that has come up in our way as the career team is like,

how do I share my resume or my information with an employer?

It would be to probably share your LinkedIn with them.

Of course, that ties into,

you should probably share your LinkedIn,

make your LinkedIn connection with that person if possible.

Let's see. Something to know;

if there is a company,

for example, for Bader Martin here.

So let's say you had applied for a position,

either an internship or a job that they had posted on Handshake,

which we can get to.

When you go to the career fair,

they'll actually be able to see if it's the same recruiter,

they'll actually be able to see your application.



So that would be one of those few times where they can actually see the resume that you submitted, which you saw that I uploaded that document.

You could say or you could meet with that recruiter since you don't know if they're the recruiter that looked at your resume and how you can be like, "Hi.

I actually applied for an internship with Bader Martin.

I'd love to learn more," and what does that mean and it really begins that conversation.

If you're wondering like,

how do I talk to someone about a job

that I applied for and I don't want to be awkward about it,

just be like, "Hey, I applied.

I'm really excited, can you tell me about your company?"

Begin that conversation.

Let me see where I am, with some details.

In regards to this, if you need to change your schedule,

you can always go back and cancel that reservation.

It's not tied if you notice that

there's a company that comes in and you really want to attend.

Just make sure that your schedule is ready before the fair starts.

Don't try to build your schedule 10 minutes before it

happens because you might actually run out of one-on-one spot.

So you might not get into a group session that you

want and you might not get to talk to the person who want.

Again, thinking ahead, take some time, explore your Handshake,

explore the different types of career events,

state your own schedule,

and make sure that you are ready.

Let's see. Just getting into the last bit here.

>> [OVERLAPPING] Had a quick now because

you can't see when you're scheduling those one-on-ones for

some of those one-on-ones that shows you

the name of the person that you are going to be meeting with.

Something that I do recommend if you are

setting your schedule up ahead of time like you should be,

you can go ahead and type that person's name into LinkedIn

and see if you can look them up a little bit beforehand.

So you have some contexts like,

what is that person's position?

How long have they been working at Santos, for example?

Did they have a job before that? Where was that?

What did they get their degree in?

Those are all things that would give me talking points

for when you're in your one-on-one sessions.

It also just helps you prepare and gives you

a better idea of what that company really looks like.

>> Good point.

With that I just wanted to just take a second to just touch

on the job and internship functions on Handshake.

So you guys know there are several 100,000

employers that reach out to the USU to solicit jobs or internships just to coops.

If you are wondering,

what can I do this summer?

Well, first invest up is to meet with a career consultant,

but really take some time

and navigate through the full-time internship options and filters.

It's a lot of pretty standard stuff.

So I'm not going to go into that much detail with it.

I think that all of you are pretty functional with these kinds of features,

but note that you can do a lot of the same things.

You can bookmark it.

Some jobs you apply externally.

Again, these are because I set myself as a marketing major,

so the program knows that I'm a marketing major.

You could apply externally and some of them you apply internally.

Here's a BP job for analytics.

Just like applying for a LinkedIn job or any job website,

it will either direct you to

a specific page that you need to fill out for that application or it

will just say submit your resume or submit

a cover letter on to Handshake for the recruiters to review.

The very last thing that is really important to

know is how to get career support on Handshake.

A couple of things that are really interesting is this future career paths here,  
you can actually look up a role and it talks about,  
let's say product managers.

It talks about the role,  
the type of salary,  
different jobs that fall into that.

If you are ever curious like, what could I do with an accounting degree?

This is just a simple introduction to that,  
and you can actually have then further conversations with  
your career consultant about these opportunities.

Speaking which, let's get to that point.

If you wanted to meet with a career consultant such as Josie,  
you would go and click on "Career Center".

Here, once in center you would click  
"Appointments" and then you would go ahead and schedule your appointment.  
I'll just start that first step.

You would then select the Carson College of Business or  
whichever campus seems to be appropriate for your current affiliation.

Here you can either meet with a general consultant,  
which is all majors or if you have specifically hospitality or specifically accounting,  
you can select that. Here is Josie.

Within this schedule, you can see when she is  
available for appointments and you can set that up yourself.

With that, once that's completed,

just make sure that you save that to  
your Outlook calendar and that you are meeting to make that appointment.

A few tips just to walk away, make sure again;  
update your profile often,  
read your Carson emails.

So a lot of times your Carson emails give you a preview and  
hand of what's really moving that's really important for you to be at.

So if you're not reading your emails,  
you'd better start tomorrow because you're going to miss something out.

Research employers.

Look them up on LinkedIn,  
look them up on Handshake.

Find as much information as you can before you talk to someone from that company.

Let's see, and make sure that you are completely booked for a career fair.

You only have a certain amount of time,  
make sure that you are connecting with as many employers  
as you can and working on that networking.

Then last but not least,  
make sure that a career consultant looks at  
your resume before you share that information with an employer.

It's always good to have that professional eye look over.

That is the Handshake portion.

>> I'm just getting my screen set up here so I can share  
my screen. That's one.

I'm going to be going over really quickly,  
just some additional things that will be really handy for you all to  
know about how do you guys LinkedIn right now.

We're going to go over some basics and then some  
more really useful features to help you get a little bit more out of LinkedIn,  
especially right now with the pandemic and everything being remote and online.

It's really important like Aimee has been emphasizing for you to  
have your completed profile in both Handshake and on LinkedIn.

You have a couple of different avenues to engage with employers,  
especially during this recruiting season, during the fall,  
when they'll continue to be recruiting throughout the entire year.

But as you're getting ready for a career networking night at the end of September,  
this is a great time to be revamping and refreshing  
your profiles and your online presence to just give you another advantage or  
another touch point to really be promoting yourself and  
talking to employers at career networking night, for example.

Briefly today we're just going to be running quickly  
over some of the main features why LinkedIn is a really useful tool.

We're going to talk about completing your profile,  
going over some tips for successful profiles and how you get noticed,  
and how to leverage your network on LinkedIn to make more connections.

There's a lot of reasons why LinkedIn is  
a really awesome tool to leverage whenever you are looking for jobs.

It's a lot longer than your resume.

You're not limited to a one-page document

and it allows you to be a lot more creative and play with it

a lot more to really tweak it to

showcase what skills and abilities you really want to highlight.

Also allows you to constantly be maintaining and building a professional network.

I can't emphasize how important it is to start doing this as soon as possible.

There had been so many times where I have actually

utilized the connections that I had from students that I was in

school with us in undergrad and in graduate school who

have been helping me along my career the entire time because I had those connections,

and would find out years later I had no idea that

my classmates and my English class was going to

be in the same type of career path that I was.

By having that connection really helps me then see what they did,

and I was able to reach out to them and ask them questions and

learn more about why did they choose that path?

It just allows you to really stay in contact with people in

a professional setting and also have

a good idea and stay up to tabs of what people are doing.

You're all in the College of Business and have

classmates who are going to all go on and do really awesome things.

It's a great way to stay in touch.

You never know when someone's path might cross with yours,

won't be really similar.

Something that I did touch on that I really also enjoy

using this tool for is to research career paths that people go down.

I mentioned this briefly when I talked about how you would

look at a Handshake profile or when you're scheduling your one-on-one,

you can look up that individual that you're going to meet

with and see how did they get there?

How many years have they been there?

What types of jobs did they have beforehand that allowed them to get that experience?

Perhaps you're going to have a meeting with somebody

who's a manager or in a senior position.

It will help you a lot to get ready for that meeting and

to get an idea of how you could eventually be in that type of

position by seeing what have they done before that

that has prepared them for that type of position?

It really can help you see that the paths are not usually what you would expect.

Lots of people go down on traditional or non-conventional paths,

and so that helps you see how

those different opportunities can sometimes connect together.

Also gives you the ability to promote your brand.

During this time, there's lots of job postings in LinkedIn and

people are sharing them and you can also search there, so there's tons of stuff.

Another tool that's really handy is if you have your profiles set up so that it's public,

anytime you go and view someone's profile,

they will actually get a notification that you viewed their profile.



You can use that actually to your advantage and try to time it just to boost your visibility a little bit before an interview or after an interview or just checking in with that person.

It just shows that you did that extra bit of research to prepare for that interview and just get some context, just send them a modal ping.

I recommend not doing this the night before your interview or on a Sunday night, but trying to time it like during hours where they would be checking it during work hours.

That's just like a nice little trick that you can really leverage as you're getting ready for networking or for a job interview

if you have the names of the people that you're going to be meeting with.

Just some basic things for

your LinkedIn profile is it's really important that it's really filled out very thoroughly and it's comprehensive and that you

have a story that you're really telling and try to be thinking about like, what, how are all of your experiences coming together?

Lots of people have lots of different experiences and that's great, and so you want to have those together in a way that you can have that story just told.

That's up to you and how you're organizing your bullet points or how you're organizing the content in your LinkedIn profile, and that helps you build your brand.

A lot of that also comes from what are the posts that you're liking or re-sharing on LinkedIn?

What groups are you a part of so that you can really try to craft that together?

If you're looking for a career in IT or in information systems,

try to be following things that are relevant to

that so you're constantly staying up-to-date.

But while I did say that this is a longer version of

your resume and it's good to have lots of different examples,

you also want to make sure that you are trying to focus on things that are relevant,

or key information that are helpful for you,

and that really help tell that story.

There might be some instances where you do want to leave something off.

But just really think about that because lots of times those things may help you,

but just think how can you make sure it's also streamline.

I'll be going over custom URLs in a second,

and I'll be going over those tips in a second once I pull up a profile.

Let's see other things that are really important.

I'll be going into these in a moment,

but having a headline is really important in your profile.

Professional head shot is also something you want to make sure you try getting.

This can just be something that you take that would be like

any of these photos up top are good examples.

It's really just trying to have something that's not obviously

a selfie style photo and trying to have someone else take

your photo in some attire

that is appropriate for the type of career you're trying to go into.

Maybe that's just a Polo shirt like this over here,  
but maybe it's going to be more of  
a suit if you're going into an accounting career perhaps,  
or depending on what type of business career you are going into.  
Just try to make sure you're picking something that's appropriate,  
but you can also have a little bit of fun with it to show your personality.  
You can also do that with your background for your whole profile.  
You can join professional communities and find groups which are really helpful.  
You can have recommendations and you can  
show projects and examples of your work which I'll be going into.  
I'm going to show two different profiles really briefly and go over some differences.  
I have my profile and Aimee's profile,  
which we're going to walk through.  
You're going to just see that we both utilize them in very different ways,  
even though we have a lot of content on ours.  
I'm going to go ahead and open mine up right now.  
It's going to look a little bit different from mine because  
when you are logged in and looking at your own profile,  
there's some additional things that will pop up for you that you will see.  
When you log in,  
this is what your profile's going to look like.  
You can add profile sections.  
It'll show you everything that you could possibly go and add.  
This is where you want to be really thorough and this is your checklist of

all the portions you want to include on your LinkedIn profile.

You have an about section,

your intro, you have backgrounds,

your skills, accomplishments, and these things all break down into smaller sections.

For accomplishments, you can add courses that you've taken,

perhaps, you can also add projects that you've done in classes.

This is something that can sometimes be hard to have on your resume,

but you can add projects like

really exciting projects that you're doing in your upper division courses,

or if you had something exciting from

a course that you took and have it on here and highlight it,

any awards that you might have gotten.

There's lots of different ways for you to just highlight and

showcase skills or things that you're doing to stay involved on campus.

You can also request a recommendation from somebody which can be added to your profile.

I know I've written several for students,

and you can add other languages you might speak.

What I'm going to show really quick,

this is what most people tend to not know how to find.

If you look at my LinkedIn URL,

you can just see it's my name.

If you haven't adjusted your custom URL yet,

this is something I really recommend you do because it will usually be your name,

and then like a series of numbers which it does not look professional,

or good on your resume,  
and it's not really clean or easy for you to send to someone.

What you can actually do is just go and click Edit  
public profile and URL and it sends you to this new page.

You just click this button here on the top right,  
and then that lets you adjust the text here.

That's why I recommend trying to do something with your name.

You can use a hyphen and type in your middle initial or  
perhaps your middle name depending on what you want to do to make it work for you.

That's definitely something that I highly recommend trying  
to incorporate as soon as you can.

When you're going through your profile,

I'm going to go back,

you can see that I have my experience

laid out and I have a lot of content that is listed in here.

I have chosen to use a bullet point format in the content that I

have in here and also highlight some recognition or accomplishments that I've had.

You can also see that you can attach things that are maybe awards or  
projects or things that you've worked on as you're going through and working on an ad,  
like making your sections more robust.

This is what's really nice beyond your resumes that you can attach these to each job.

If you've had multiple jobs or

internships or we have something tangible that you can show,

this as a great place to do that.

This is like another external link,

and so you can just customize this however you'd like.

If you had multiple jobs at one institution like

many of you may have if you're working at the BSU as a student,

you can add multiple jobs and it would show up something like this.

You can really rearrange these to help showcase these in the order that you want,

which is really helpful.

You can see that these are all condensed,

but they're all separate jobs and they're all things that you can click on to see more.

You can also really play with your formatting

to try to make it really easy to read because these were offered different departments,

and so if I had entered this in as different departments,

it would show up as totally separate jobs like this verses this.

But if you want them all to pop up in the same job,

then you will use subtitles just within the university,

it's just one example of how you would do that.

You would just say that you worked at Washington State University,

and then lists those position titles as changing,

and then you could just say what department perhaps on here.

That's something that was really helpful for me and it's something that I

show students as a way to break up your roles,

if you have multiple roles that you've taken over time at Washington State University,

and then it'll allow that if you have an internship outside of WSU,

that it'll break that up and show that in a separate section.

For me, like internship back here,  
you can see it's in a different section and you can see that somewhere else.

You can also scroll down.

Within your education, you can add additional details within the subtext,  
you can add additional bullet points,  
you can add volunteer experience,  
you can add recommendations and things like that.

It's just up to you what you want to include.

You can see even the things that I follow,  
and then I have interests in.

You can see those things are all listed here and that you can view all of those.

It's important for you to recognize that when you're in

LinkedIn and you are following or liking things,

a lot of that is really public,

and so it's just important to make sure you're cognizant about what's the brand and

the image that you're trying to have and making sure that you're

following things that are appropriate for that.

Let's see, I'm going to go back up.

Let's see other things that you can do that I also recommend is

you can change just these subtle things like you can change your photo,

have your headshot up here.

You can also change the backgrounds.

The intro, this is when you are popping up,

the things that people will see will be your name and this line here.

You can actually completely customize this if you want,  
and that's something that I highly recommend doing.

If you're not currently in a position or if  
that position you have right now is not what you're looking for,  
you can actually go in and customize this and edit your headline.  
It automatically will pull your headline from your current position,  
but you can edit that to whatever you want.

That's something I recommend if you are looking for a certain career,  
it's a place where you can say that,  
it's a place where you can just say something to make yourself stand out.

Whenever you comment on something,  
like something or share it post,  
what people are going to see is just going to be your name in that line right here.  
It's important to have something on there that's going to be eye-catching and  
help you stand out besides just student at WSU.

Maybe that's what you're interested in,  
what you're passionate in,  
what you want to pursue a career in,  
it's really up to you to get creative and try to figure out what it is that you  
want to promote for your own virtual brand of what you're trying to pursue,  
if you're trying to pursue internships, full-time jobs,  
if you're trying to change careers from one that you are already in,  
those are all things you can really talk about there.

I'm going to go ahead and pull up Aimee just to show how it's a little bit different.



When we hop on to Aimee's profile,  
you can see that she has an about me section.

She's also has key skills that are listed out.

This is something that I do really highly recommend because Aimee can  
tell you that they work as keywords.

When recruiters are looking for  
certain skills or people with certain talents or had experience,  
they're searching for these keywords,  
and so including these somewhere on your profile is really important.

So try and figure out what are the keywords for  
the marketing industry that you're looking to go into.

What are the keywords for the type of firms or companies that you are interested in,  
and this is something that you have to just start noticing by staying up-to-date by  
current trends are happening that's why looking at  
articles on LinkedIn is really helpful.

You can incorporate these here.

You can also just incorporate keywords.

If you have experience in those things,  
you can incorporate those into your experience section.

It's somewhere on your profile.

That's what's really important is to have these words somewhere on your profile,  
and have those things included.

Something you can see that is different on

Aimee's profile and it's worth noting is how she has instead of bullet points,

she's using a paragraph format.

You can see that she's using first-person and on your LinkedIn profiles that is completely acceptable and it's actually really recommended to use first-person and to use paragraph to describe what types of projects you did, what are your main accomplishments that you have done while you've been there, and really trying to focus on your accomplishments.

Also explaining things that are really relevant or showcase the skills or abilities that you want to highlight.

You can see that she has that paragraph format for her positions throughout.

Another thing that I do want to show you all how to use, which is another tool that I really enjoy using LinkedIn for.

I'm going to share my screen again, just plot this presentation [NOISE].

I want to show you-all that LinkedIn Alumni Tool.

This is a really powerful tool for you to use when you are looking to make connections or to learn more about industries, or career paths, or to find someone to help you learn more about a field.

It allows you to find people, and so this is just links to the Washington State University page.

Really you can just access it from here and just type in [NOISE] Washington State.

You can see the school, pops up.

If you click on it, it takes you to this page and then you just go down to

the Alumni tab, Show more.

Now you can start seeing where alumni live,

and you can see where they work.

These are two different strategies that you can use to start trying to find people that you can get in contact with.

Let's say you are from just Seattle area,

let's say that's where you're from.

You can see that this is where most of Cougs are from,

but you can also see Cougs in Spokane,

you can see that they're in Phoenix,

in San Francisco. They're really all over.

If there's a place that you don't see on here,

you just type add and type that in.

Let's go ahead and click into a business.

Let's look at Starbucks.

Let's just select at Starbucks.

Now you can also see that there are Starbucks employees in Seattle,

there are Starbucks employees in Spokane, Orange County.

You can see how they are broken up.

But since the Starbucks headquarters is in Seattle,

let's go ahead and select Seattle.

Now we're just going to see results from Seattle Starbucks.

You can see there's 294 WSU alumni at Starbucks.

Scroll down from here,

and then you can see who those alumni are.

You can actually see

that byline that they have on their profile is what you're going to see.

This is a good example of how you can get creative with this.

You can have it be your position or you can have it be something else,

that's really up to you, but you can see how that actually plays out.

You can see who I have shared connections with already.

I have lots of shared connections with people at Starbucks.

That's really great because then if I want to reach out to someone,

I have some of that I might be able to use to get connected with them.

The more connections you have when you have these types of connections,

that makes it easier for you connect directly with them.

When you have no mutual connections,

there are more barriers for you to add someone, just cold cough.

It's really set up in a way that it's trying to allow you to tap

into more people in your network versus just reaching out to people totally outside,

which is why it's important to build your network

as meaningfully as you can early so that you

have more of those connections which you can tap into

down the road because you'll always have those connections.

This is a recruiting coordinator here.

You can see that it looks like they graduated hospitality in 2016.

Let's just go ahead and click on this person's profile.

You can scroll down and this can be really helpful.

Perhaps, if you are an HR student and you're really interested in recruiting or if you just want to figure out who the recruiter is to contact them, this another great way to do it.

But then you can start seeing, well, what are they recruiting for?

Oh, this person's recruiting for supply chain, manufacturing, retail, Starbucks technology.

This is really helpful for you.

This is actually to help you figure out if this is actually a good contact for you.

You can see other things that she has done, previous experiences.

It looks like she was actually an intern at Starbucks.

That's really interesting and good for you to know if you did want to talk to her, and you can actually get a general idea of what it looks like for her when she was an intern there.

You can see the year that she graduated in in 2016.

That's a ton of information that can really give you a lot of ideas and context for how to prepare for a career at Starbucks, for example, or how to prepare for a career in recruiting.

You can see that she didn't go straight to Starbucks after this.

Even though she interned,

it looks like she had another position that she worked in for a year and eight months before

transitioning over here on a temporary assignment and then getting a full-time job.

That's really interesting. From there,

you can continue to find things.

I'm going to just click on one more finance manager.

If we're trying to connect,

you can see if I send a Connect button here,

you can add a note.

I did go and connect with her.

I would not recommend doing that.

But what I do recommend is if you are trying to connect with somebody that you

do add a note so you can have a really meaningful connection.

Actually I know Amanda,

so it's actually not bad.

It's a great person to have gotten a connection with.

[NOISE] Why not just get this done?

There we go. I got a new connection today.

This is wonderful. You can go into sign more about her.

That's how you send a message.

I do recommend adding a personalized message on there.

You can see I cannot message her until we have that connection.

That's something that she would have to go in and improve.

That tool is super powerful.

You can just look for businesses,

you can look for cities.

There's lots of different ways that you can do it.

If you know they are going to be moving to San Francisco or that's your goal,

you can just start scoping out San Francisco for Cougs to get you a connection.

What I have found and what tons of students who I've

worked with have found is that Cougs are very,

very open to talking to current students if you just reach out to them

and explain your situation and why you think it would be meaningful to talk to them.

But when doing that,

I really recommend that you're not just finding any Cougar,

but you find someone with something in common with you,

whether that is the major that they pursued or the career path that they

followed is maybe one that you think is really inspiring or

one that you're really interested in that you want to ask questions about,

maybe they are in a similar club beforehand.

Those are all things that you might want to try including in

that personalized message when you send it out so that you can get connected with them.

You can see the president of the organization shows part of,

she was an intern at Boeing,

and then what she's been doing in this trajectory over the last 40 years at Starbucks.

You can see she's moved a lot of positions while at Starbucks.

That's also really interesting.

I'm going to go ahead and stop sharing and go back to my presentation.

We're getting close to the end.

Another tool that's just helpful to use

on LinkedIn when you are in Year 1 on ones whenever

you're getting connected is to just make sure you get

names from people and that you write those down,  
either on a notepad.

It's really hard because you can't get a business card from people like you usually can.

That's usually my best practice,

is getting a business card, saving it for later,

looking them up on LinkedIn either that evening or the next day, getting connected.

That's how you can build your network.

But since this is all virtual,

I recommend either taking screenshots,

writing it down on your notepad or

your Word doc that you have opened for notes so that you

get those names down so you can get connected

with them the next day or later that evening,

and sending a follow-up note to just thank them for their time.

Some other just takeaway tips that are really helpful,

make sure you're updating your Handshake and LinkedIn profiles often.

It's just like your resume,

you have to constantly be looking at it every time you have something that changes,

or you get a new experience, or accomplishment,

or every few months you just want to look at it because you're going to

notice something different in a different way that you might want to change it.

I also recommend making sure you download

the LinkedIn and Handshake apps on your cell phone.

What's really helpful is that you can get those notifications



whenever someone messages you or connects with you on LinkedIn,  
and that can be really helpful to make sure  
you keep that momentum going with a connection,  
or if they message you or if somebody reaches out for recruiting.

Aimee already touched on the Carson College emails that go  
out with the jobs and positions that are available.

Make sure you're looking up the employers online.

A few of these things we did touch on.

This would be a great thing to screenshot as well.

But definitely make sure you're trying to tap into  
utilizing that alumni network on LinkedIn and on Handshake because I  
cannot stress how fantastic Cougs are in supporting students as they are  
trying to navigate things and look for new experiences or  
really just learn more about how to get into that field.

Let's see. Also you have to try to get somebody to look at it beforehand.

I just want to open it up.

We're getting close to the end,

but does anybody have any questions?

>> We had one question in the chat from Samantha.

She was wondering, should we have our account attached to  
our personal email or WSU emails?

What would you suggest, please?

>> For your Handshake accounts can be automatically linked  
to your WSU email address that's created through that.

For your LinkedIn account,

I would recommend just having it set up on your personal email.

But you can always swap that out pretty easily.

The only reason I would recommend doing that is

that we'll just allow you to have access to it after you're no longer a student.

My main concern for you would be that after you're no longer a student,

you no longer have access to your email,

that you might not be able to go in and change things.

But you can change your email in the settings,

but you have to remember to do that before you graduate.

That's up to you.

You can choose to have your email visible or invisible on LinkedIn. That's your choice.

I leave mine invisible and just try to have

everybody email me through LinkedIn and contact me that way.

But you can list it publicly,

but that's just a personal decision.

If you want to link it publicly,

then maybe you just want to link your WSU account,

but that's your personal choice.

I actually think in LinkedIn, you can list multiple email addresses too.

>> Thank you for that, Josie.

>> I noticed Elizabeth has an issue with LinkedIn.

If you have issues,

you're free to try scheduling an appointment with Coug

so we can try to troubleshoot that with you.

We also have drop-in hours.

You'd be able to come check out if you wanted to just try to get that checked out.

Shoot me an email and I can try to work with you to figure out how to problem-solve that,  
but you shouldn't be kicked out with your WSU email.

I'm confused why that would happen.

>> All right. Well, everyone,

it looks like I don't see any other questions coming up in the chat.

[NOISE] Thank you all for joining us this evening.

Again, if you want to reach out to myself or to Josie with any additional questions,  
we are always available.

You can make appointments with Josie.

If you want to speak to me directly,

you can always email me and I'm always willing to follow up with you.

Thank you all for joining us this evening.

Please enjoy the rest of your evening and we look

forward to seeing you attend the rest of the series.