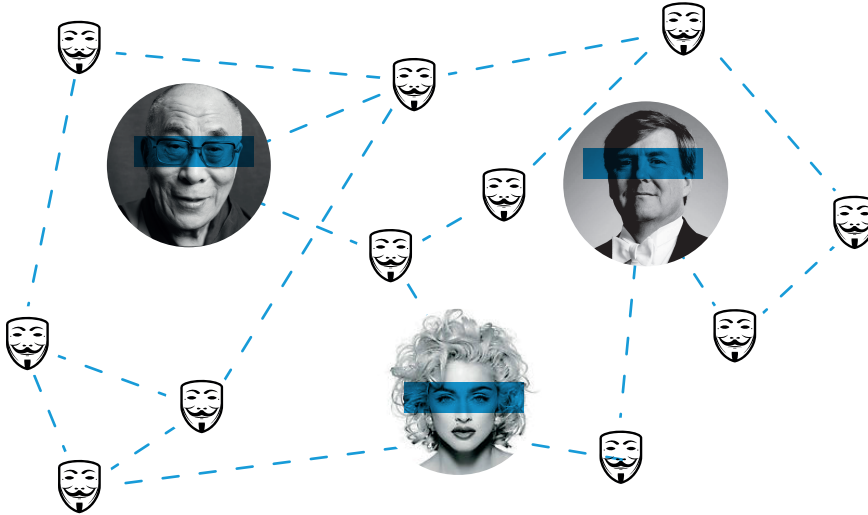


Networking with LinkedIn

1 Map your network & set your goal



Critical connections

Evaluate the people in your network: who are the ones that can be of most help? They are your critical connections. Identify them!

2 How to pitch your story

Networking is talking to people. So, what do you have to say to others? Make sure you know what you want others to know about you and how to pitch yourself.



3 This leads to: Personal Branding.

Personality is important to achieving your goals! Your reputation is part of your brand but so are your personality traits. Remember: it is **your** brand so **you** can shape it yourself!

4 Developing your network

Everybody has a network. Even if you don't think you have one. It includes family, friends, fellow students, colleagues etc. Keep the schematic (step 1) in mind: everybody knows somebody and that is where the power of your network lies!

Networking with LinkedIn

5 Maintain and develop

Networking is sort of like gardening: you reap what you sow. This means you have to invest in your network, maintain contacts and build and develop relationships. Here are some suggestions for where to start and develop your network.

Alumni programmes **University Career events** Community Service groups
 Diversity Groups Committees
Conferences **Study Associations**

6 This is where LinkedIn comes into play

The main reason to use LinkedIn is to build and actively maintain a professional network. You never know when it comes in handy!



Maintain
 your connections



Find new
 connections



Find jobs &
 internships



Add people
 to projects

7 Your profile's basics

Setting up a profile is easy. Filling it out in a good way is a bit more difficult. Here are some essentials you do well on your own LinkedIn profile.

You	Essentially your personal details: profile photo, name etc.
Your expertise	Use your headline for this.
Your experience	Education, work, volunteering. A-chronological, just like a CV.
Your skills	What are you capable of? Let others endorse you!
Your summary	Who are you? What are you capable of? What can you contribute? What do you want?



Networking with LinkedIn

8 Keep in touch

The nice thing about LinkedIn is that you can easily keep track of people in your network. You can see updates from their work, if they switch jobs etc. It really works like a social network. This also makes it perfect to keep in touch with those in your network.

Check up!

Occasionally send a message to people to see how they're doing

Contacts

Make contacts through your contacts, introduce people in your network to each other.

Information




Point out relevant articles/ events/vacancies to people in your network. Post regularly. Comment and like.

Tips & tricks

This will help you set up your LinkedIn profile. Do you need more help? Sign up to our workshops now! Or visit us at the I Shop for a free check of your LinkedIn profile.

More info: rug.nl/careerservices

Practical

- 1 Personalize your url
www.linkedin.com/in/thisisme
- 2 Add profile in different language 
- 3 Check your privacy settings 
- 4 Find more options via this icon: 
- 5 Check out all profile sections.
Pick the ones that are relevant for you

Community

LinkedIn is a community. People can give you endorsements on skills or recommend you as a colleague. Do this for your connections as well

Get some help!

Book an online LinkedIn profile check through our website.
www.rug.nl/careerservices/digital



[/Career.Services.UG](https://www.facebook.com/Career.Services.UG)



[/CS_RUG](https://twitter.com/CS_RUG)



[Career Services University of Groningen](https://www.linkedin.com/company/Career%20Services%20University%20of%20Groningen)



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