

Using LinkedIn for your Job Search | Beyond OSU: Artifact

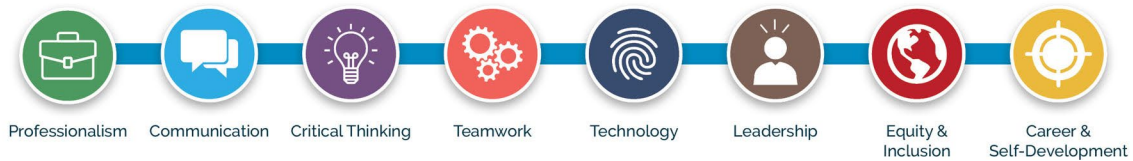
Assignment Overview:

In this assignment, students will utilize their LinkedIn accounts to network and engage with potential employers, industry alumni and key professionals to improve their success in landing a job.

- Learning Outcomes:**
1. Summarize methods to make successful contacts on LinkedIn.
 2. Employ effective networking skills within your industry.

Beyond OSU: This assignment falls under the **Beyond OSU II (Engage) learning outcome #2: Apply life-long career development through the creation of career relevant artifacts.**

NACE Competencies: **Skills developed completing this assignment:**
Professionalism, Communication, Technology, Career & Self-Development



LinkedIn has more than 900 million users and 58 million registered companies in over 200 countries. 77% of recruiters regularly use LinkedIn and 80% of LinkedIn Users drive business decisions (Statista, 2023 and Kinsta, 2023). **Effective use of this platform can lead to greater job success.**

Step-by-Step Student Worksheet:

Step 1: Optimize your LinkedIn Profile: Your LinkedIn profile is your digital resume, so make sure it's up-to-date, and tailored to your target jobs. See the assignment titled "**LinkedIn Profile Creation**" if you need to build a profile.

Points to address in this assignment:

Your photo, name, and headline are the only items people see on a search.

For this assignment write two possible headlines.

[Sample headlines](#)

Use your headline to share your main objective. Ex: "Writer seeking business in need of content creator."

For this assignment, list your top 5 skills on your profile. Listing at least 5 skills greatly increases the chance your profile will be discovered!

- 1.
- 2.
- 3.
- 4.
- 5.

There are more than 45,000 skills to choose from on LinkedIn, make sure you update yours regularly.

Optional: Enable the **#OpenToWork** option in your profile.

Tip: [Upload your most recent resume to LinkedIn.](#)

Update your work and experiences and [add a professional picture](#) if you haven't already.

Step 2: Using Job and Networking Tools: When you log in to LinkedIn, you'll see the "Jobs" icon at the top of your homepage. Click this icon. Then, in the search bar at the top, enter company names or job titles that interest you. Enter a location; then press "search." You'll see jobs that are relevant to your search, along with posting dates and, in some cases, salaries. It also shows whether alumni of your university or any of your connections work for these companies.

For this assignment, search and list 5 companies of high interest (+follow them).

- | | | |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | |

For this assignment, connect with 3 people you found within the 5 companies above (list first names and job titles).

- | | | |
|----|----|----|
| 1. | 2. | 3. |
|----|----|----|

We recommend sending a personal message of interest along with your connection to engage with them further. Example: Hi Tommy! I see that you graduated from CEOAS at OSU. I'm a Geology major and would love to connect.

Step 3: Stay Active and Engaged:

For this assignment, join at least 3 LinkedIn industry groups that are relevant to your job field, and engage in discussions with other members. This can build relationships and increase your visibility to potential employers.

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|----|----|----|
| 1. | 2. | 3. |
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For this assignment, follow 5 additional companies you would like to connect with in the future.

- | | | |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | |

This allows you to be "in the know" of new job postings and news, while increasing potential connections.

Step 4: Create Job Alerts: Keep following more jobs and companies that you like and create job alerts when you do find a good match.

Instructions to create job alert: At the top left of the job search results page, switch the **Set alert** toggle to **On** to create a job alert for your current search criteria. You'll see a popup that says "Job alert" created.

Note: Switch the toggle to **Off** to turn off the job alert.

Click **Manage alerts** to select how often you'd like to receive alerts and how'd you like to be notified (email, notification, etc). Click **Done**.

Step 5: Stay active: Keep posting updates, reposting relevant and impactful content and news and engaging with other users' content. These all increase your chances of being noticed.

Continue to add new skills to your profile as you advance in your work and education.

Enter your LinkedIn URL profile address:

To find your profile URL after login, click your name, then contact info., then copy and paste your profile here.

Optional: Reach out to recruiters directly. Many companies use LinkedIn to find candidates, so reach out to recruiters in your industry to express your interest in working with their company. Make sure your message is professional and tailored to the recruiter's needs.

Notes for Instructors:

Please adjust this assignment as needed to fit your schedule, point system and course outcomes. While these are designed intentionally at this length, we know that career development is not a one-size fits all process. Be mindful of your audience and their specific career needs in networking and the job search. Please add specific industry elements to make this assignment more engaging where needed.

Suggestions for this assignment:

Length: You can feel free to add or subtract any elements on this assignment. Coach students through any industry expectations on how to best connect via LinkedIn and tips for a successful job search.

Assessment & Submission: Please assess this assignment in line with other work for your course, and direct students in how you would like it submitted (printed and turned in during class, filled out electronically and submitted via Canvas, etc.). In terms of scaffolding this assignment can be used in conjunction with other artifact assignments (after Personal Brand, Elevator Pitch, Network Map, and LinkedIn Profile Creation), or it can be used in place of LinkedIn Profile Creation if students already have a profile. Additionally, you might consider a “Choose Your Own Adventure” style assignment, where students choose between our two LinkedIn assignments depending on their needs.

Additional Resources: Please consider using the robust online resources the [Career Development Center](#) offers you and your students. For more information on using the Career Development Center's tools, events and workshops in your classroom, please [visit our website](#).



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