

# Come Visit Us!



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## Services We Provide:

- Career Counseling / Coaching
- Job Search Support
- Internship Resources
- Resume Review
- Professional Connections Assistance
- Advice on Choosing a Major
- Grad School Resources
- Mock Interviews
- Salary Negotiation Tips
- Marketing Yourself Consultation
- Job / Internship Listings On Cat Connect



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## in LinkedIn



**433 Million**

The number of users on LinkedIn



**200+**

The number of countries in which LinkedIn users live



**0-2 Hours**

The amount of time that most users spend on LinkedIn per week



**5.7 Billion**

Total number of searches in the last year

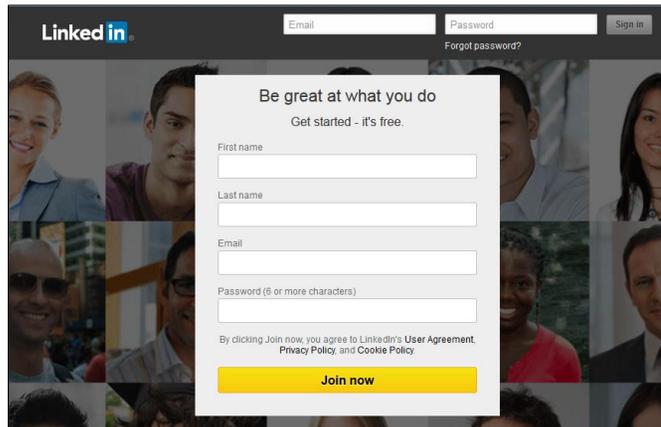
 **Cats to Careers:**  
Pursue **YOUR** Path!

## Getting Started

### 1) Go to LinkedIn at [www.linkedin.com](http://www.linkedin.com)

If you want to learn more, click on the “About” link at the bottom of the page, under “General.”

If not, skip straight to signing up by entering your name, email, and a password in the box in the center of the page, and press “Join now.”



After joining, there will be a series of questions about your current occupation, email contacts you’d like to add on LinkedIn, and what “channels” you might be interested in following. Adding contacts from your email is a great way to become instantly connected with people you already know. Following different “channels” that include topics or subjects that you’re interested in will fill up your news feed and help you to find helpful links or job opportunities later on.

## Getting the Most out of your Profile

### HOW TO GET THE *most* OUT OF YOUR LINKEDIN PROFILE

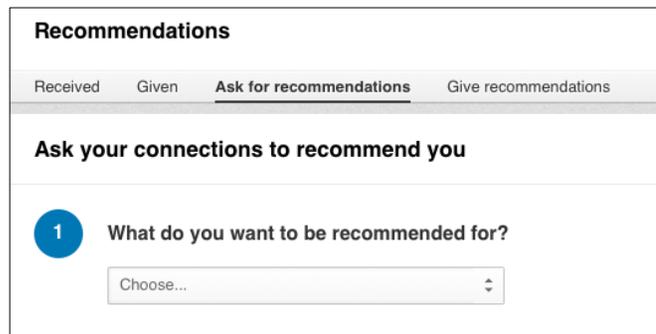
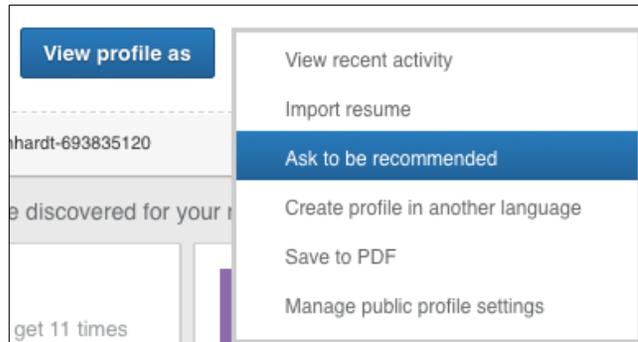


- 1) Complete Your Profile  
The more complete your LinkedIn profile is, the more jobs LinkedIn will be able to suggest for you.
- 2) Engage with posts and articles  
One of the best ways to maintain a visible presence on LinkedIn is to read industry information and comment or share!
- 3) Headline Matters  
Your headline is the first thing someone will see about you. Make it catchy.
- 4) Update Regularly  
By updating regularly, you are increasing your engagement with the LinkedIn community.
- 5) Show Yourself  
Your face is important. It shows who you are and that you are real.
- 6) Want More?  
Make an appointment with Carer Development to learn about more features!

## Final Steps

### 9) Get Recommendations

When your peers recognize your great work, it helps you get noticed by recruiters and build a more credible profile. From your profile, you can ask companies that you are associated with to give you a recommendation, as well as view your received recommendations.



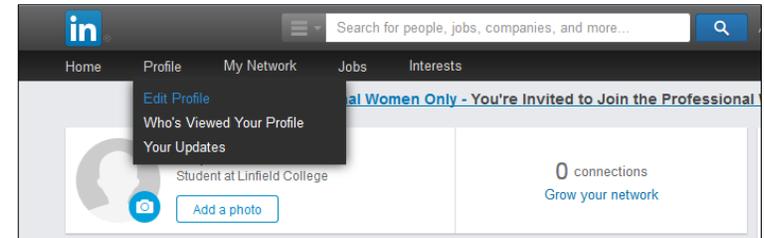
### 10) Join Some Groups

Search for groups that focus on your interest areas. If you are part of an association, they will have a group. Groups provide warm connections with professionals, give you industry updates, tell about in-person events, and more!

## Setting up your Profile

### 2) Edit Your Profile

Editing and updating your profile is quick and easy, so there is absolutely no need for advanced technical know-how. Enter your sub-heading, area, and industry underneath your name.

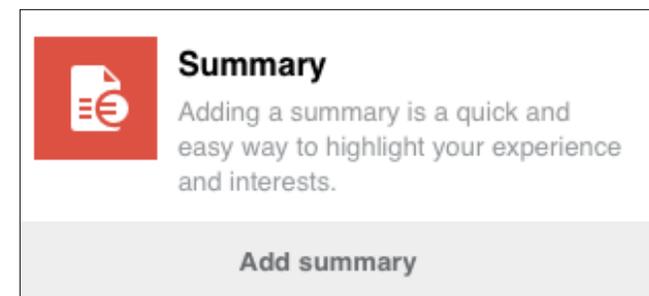


### 3) Edit Your Qualifications

Add your current and past employment, as well as your education. Be sure to include descriptions of your past jobs and degrees earned. This way, people will be able to more clearly see your experiences and know what to contact you for.

### 4) Add a Summary

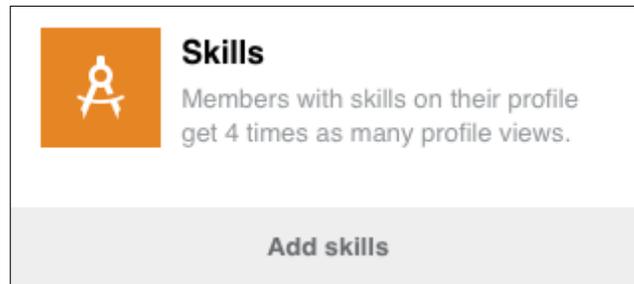
This is a chance to write a more in-depth paragraph to give people an idea of where you stand now in your career, what your strengths are, where you want to go, and what you have to offer.



## Setting up your Profile

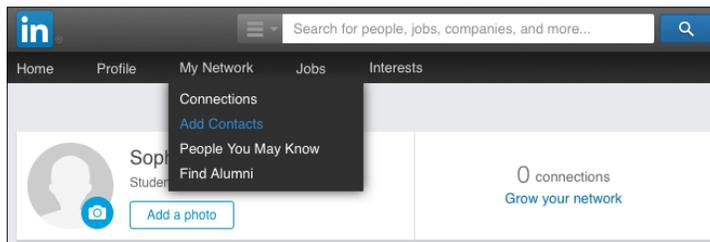
### 5) Add Specialties / Skills

Specialties act as an extension of the Summary section, but in a shorter form. Here you can list specific skills and areas of expertise. Your connections can even endorse you for skills they think you have!



### 6) Add Connections

Even if you chose not to earlier when you first joined, you can still have LinkedIn search through your email address book to find people you know. You can also search by a person's name, job title, or company. Start by connecting with Linfield Career, your faculty, classmates, and current or former co-workers.



## Setting up your Profile

### 7) Add Websites

Link in your company's website, your own personal site, your blog, and/or your Twitter account. This will allow visitors to your page to see different aspects of your professional self.



### 8) Follow Companies

Almost every organization has a company profile – you can search for the ones that interest you, and click “Follow” on the upper right-hand corner of their page. By following companies, you will learn about job openings, current issues, industry information, and more!

