



USE
LINKEDIN
TO GET INTO YOUR
DREAM COLLEGE



Promote Your Accomplishments



Connect with the Right People



Find the Perfect School

T R O Y D . W H I T E

Use LinkedIn to Get Into Your Dream College

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Special thanks to [Nick Western](#) for generously sharing his time, advice, and expertise.

Introduction: Using LinkedIn to Get Into Your Dream College

You're in high school and you know you need to present a picture of yourself -- and your life -- to the world. Or, at least for now, to college admissions departments.

What if you could sift through a bewildering list of colleges and strategically find your perfect school? How can you confidently promote your achievements so you get the recognition, and college acceptance letters, you deserve?

And during your college applications journey, wouldn't it be nice to connect with helpful people for advice and guidance?

There's a simple way to do all of these things, and more: **LinkedIn**.

This step-by-step ebook helps you get the most from LinkedIn: it shows you how to promote your accomplishments, network with the right people, and find out if that college is *really* the dream school you've been looking for.

A. 10 Reasons You Should Use LinkedIn in High School

Not convinced (yet) that LinkedIn can help you find -- and get into -- the college of your dreams? Think it's just a website for established business professionals, a place you go to find a job? Think again! Here are a few reasons you should start using LinkedIn while you're in high school.

1. Test Your College Applications BEFORE You Apply

The earlier you start using LinkedIn, even to just start slowly piecing together your profile, the easier it will be to complete your college applications. The information you add to LinkedIn is essentially an expanded version of what colleges will ask, and want to know, about you.

Think of LinkedIn as a dynamic filing cabinet for all of your accomplishments and essential application information, ready to activate whenever you need it.

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All of the information you'll use on your college applications has a related category on LinkedIn. The LinkedIn *Summary* section is your personal statement; LinkedIn's *Volunteering & Causes* is where you'll list your community service involvement; and so on.

As an added benefit, LinkedIn gives you the tools (and the space, which is limited on your college applications) to provide more information about yourself and to share a deeper story about your accomplishments. Think of LinkedIn's sections as chapters of a book -- *a book that's all about you*.

2. Stand Out from Other College Applicants

Part of getting into your dream college is differentiating, or "branding," yourself. Currently, not a lot of high school students are actively using LinkedIn -- or not using it effectively -- so it's an opportunity for you to stand out in the college acceptance race.

Plus, you'll literally stand out online: a LinkedIn profile ranks at the top of search engine results. If a college admissions counselor does a public search of your name you'll be able to present a memorable professional image.

3. Start Networking

Networking is one of the most important skills you'll need to develop in your career; the earlier you can develop this skill, the more successful you'll be. LinkedIn gives you access to successful peers, mentors and thought leaders -- it's the ultimate networking tool.

4. Make Connections -- Past, Present, and Future

In order to network effectively, you need to know people -- or at least know how (or where) to *find* people. LinkedIn is the best way to professionally connect with fellow students, alumni at your prospective schools, mentors, and other people who can help you find and choose the best dream college... and then help you jumpstart your post-college career!

Whether you're looking for an internship or trying to connect with an alumnus about a potential college or career, a large network will pay big dividends when it comes to researching colleges, career exploration, and landing an internship.

5. Enhance Your Professional Image & Personal Brand

Of all the social media sites, LinkedIn is the best platform to develop and promote your

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professional image. It allows you to highlight your creativity, your work experience, your ambitions, and your talents.

Because there are so many ways to promote yourself on LinkedIn, you'll be able to give college admissions counselors (and future employers) a comprehensive sense of who you are, both personally and professionally.

LinkedIn gives you a headstart on developing a strong -- and recognizable -- personal "brand." Your personal brand is the image you create around your abilities and skills, and differentiates you from your peers.

6. Build a Great Profile, Then Forget About It. Kind of

One of the benefits of LinkedIn is that, after you've created a good profile, you don't need to devote a lot of time to maintaining it. Sure, you'll want to update it with any new accomplishments, but you don't need to constantly post new content and updates -- unlike other unnamed social media profiles. You can't quite "set-and-forget" your LinkedIn profile, but you can focus on other things, like applying to your dream college while LinkedIn plays a supporting role.

7. Create a Digital Showcase of Your Accomplishments

With LinkedIn you can infuse video, presentations, images, documents, photos, and URLs into your profile. It gives your accomplishments an engaging, multimedia perspective that currently can't be replicated with standard one-dimensional college applications.

8. Build an Electronic Career Portfolio, Early

LinkedIn lets you create a multimedia portfolio that highlights all of your professional skills and talents. The earlier you start documenting your accomplishments, the easier it will be to quickly transfer this information to your college applications, as well as start navigating your future career path.

9. Explore Careers

Not quite sure yet what you want to do with the rest of your life? Do you have a few ideas but aren't sure where to turn for answers?

LinkedIn helps you explore different career paths *before* you enroll in college. LinkedIn gives you insight into what people actually do in their jobs, the skills they use, and the paths they've taken to establish their careers. You can also see where alumni live, what

they do, and what they're really good at.

Best of all, you can connect with these people and get answers to your questions, both as you apply to your dream college, as you choose your major, and as you start your career.

10. Research Colleges Today, Then Build a Career for the Future

As you apply to your top colleges, LinkedIn will help you research and compare schools, stay on top of school news and events, find influential alumni for informational interviews, and connect with your future classmates.

At the same time, you'll be laying the groundwork for a successful future by exploring careers, networking with business professionals, and expanding your business knowledge. Master these essential skills now, and you're well on your way to building a rewarding career in the future.

B. LinkedIn 101: The Ideal LinkedIn Profile for High School Students

Wondering what the ideal LinkedIn profile looks like for a high school student? After all, chances are you don't have a career (yet, but you will soon enough), and you don't have a ton of traditional "experience" (yet, but you will soon enough).

You do have a lot of accomplishments, though, and LinkedIn is the ideal place to highlight them... on your own terms.

Here are the basic elements that will make your high school LinkedIn profile stand out, and will easily set you apart from your peers as you're applying to your dream college. Later in this ebook you'll explore each element in greater detail.

1. Professional Photo

A good photo is essential -- it's the first place people look when they land on your profile. People want to know they're connecting with an actual person, and not a spam account. And just any photo won't do: use a professional headshot so you create a positive first impression.

2. Headline

This is your opportunity to tell the world about yourself... well, in 135 words or less. Not

so easy, at first. But a good headline can quickly broadcast your educational goals and career aspirations and make people want to read more about you.

3. Unique URL

You're never too young to start building your personal brand, and a customized LinkedIn URL is a great place to stake out some online territory. Your personal brand is a brief "statement" of who you are, and what you do really well, and LinkedIn gives you an instantly recognized URL that you can tailor to fit your brand. You can even get additional mileage out of your URL by using it on business cards, resumes, and your other social media profiles.

4. Summary

Ready to tell your story? Let everyone know about your passions, past accomplishments, and what lies ahead for you. This is also a good place to test-drive your personal statements before you submit them with your college applications.

5. Experience

You'll need to add one or two things at a minimum. This section helps you present your internship or paid work experience in the best possible light.

6. Recommendations

You'll need recommendations for your college applications, and your LinkedIn profile is a great place to add them as well. Plus, you can expand your network by touching base with your connections periodically and asking for recommendations.

7. Projects

Chances are you've completed a lot of course projects, and this is the place to add them. Try to add a business context to them, if it makes sense.

8. Education

This is simple to do: list your high school and any special programs you're enrolled in, such as International Baccalaureate, Honors, Academies, etc.

9. Test Scores

If you've already taken your SAT, ACT, AP, or IB exams, add them here.

10. Courses

List every course you've taken in high school. Include certifications and extracurricular educational activities.

11. Volunteering and Causes

List any charitable groups or causes you support. Remember that volunteering your time is a valuable contribution to any organization or cause, and this section is an opportunity to be recognized for your contributions.

12. Multimedia Content

LinkedIn lets you add multimedia content to your profile. Always take advantage of it: your achievements will look much more impressive when they're interactive.

Chapter 1



How to Use LinkedIn to Promote Your Accomplishments



A Step-by-Step Guide to Building the Ultimate LinkedIn Profile

In this section, you'll:

- ✓ Uncover Tips on Building the Perfect LinkedIn Profile
- ✓ Understand the Key Elements of Your Profile -- and How to Optimize Them
- ✓ Discover How, and Why, You Should Add Multimedia Content to Your Profile

A. Before You Start: 10 Tips for Building the Perfect LinkedIn Profile

1. LinkedIn is Only One Tool

Remember to keep your LinkedIn profile in context: it's simply one way for you to research, find, and choose -- and, of course, get accepted into -- your dream college. (As a bonus, you can use it to build a career as well... but let's take care of that college thing first.)

When you add LinkedIn to your college application toolkit, you'll easily:

- promote yourself and your accomplishments
- find people that can offer useful advice as you apply to colleges
- research colleges, careers, and alumni

2. Start Small, and Build (Build, Build)

Your LinkedIn profile won't be static, it's a dynamic tool. You'll keep making changes, especially when you first get started. Don't worry about adding, deleting or modifying things when you first start building your profile; you can -- and will -- fine-tune your profile frequently in the early stages.

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The key is to dive in and start building your profile as soon as possible.

As with many things... getting started is the hardest part. But once you start, things will start flowing and you'll have a complete LinkedIn profile in no time.

3. Find a Friend to Review Your Profile -- and Brainstorm Ideas

Make sure you edit and proofread your LinkedIn profile and, most importantly, have at least one other person review it. Once you create your profile and start adding content, you'll need someone to take a fresh look at it and offer some constructive feedback. At a minimum, make sure you have someone look over your profile for grammar and spelling mistakes.

4. Build a Profile that's 100% Complete ...

A profile that is 100% complete demonstrates that you follow through on important projects and that you understand the importance of your professional reputation. Thankfully, achieving a 100% complete profile is easier than you think.

For one thing, LinkedIn will pester you until your profile is 100% complete. You'll get an email reminder to keep at it... which is a good motivating tactic when you get started. (If you're on a roll and don't need reminders, though, learn more about [Turning Off Email Notifications](#)).

Profile Strength



*If you follow these basic strategies, you'll go from **Beginner**...*

Profile Strength



*... to **All-Star** in no time!*

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Secondly, this is your opportunity to showcase all of your accomplishments and present yourself as a well-rounded, accomplished individual... exactly what every college admissions department is looking for.

5. ... But Don't Upload Your Resume

When you start building your profile, LinkedIn will give you the option to upload your resume to complete your profile. **Don't do it** -- not now, not later.

A resume only gives people a snapshot of your achievements. You'll want to spend the extra time and effort to enter your profile information manually; that way you can add more depth to your accomplishments.

6. Add More, Rather Than Less

Whoever coined the phrase "less is more" never had a LinkedIn profile. It's always better to add "too much," especially at this early stage in your career. Remember, LinkedIn is a dynamic tool, so you can always remove content as you fine-tune your profile.

7. Always Add Multimedia Links

Take advantage of LinkedIn's multimedia links feature. Always, always, always provide a link to digital content that supports your projects and accomplishments!



*Adding **multimedia content** makes your profile more engaging... and memorable*

8. Turn Off Email Notifications

The number one complaint you'll hear from LinkedIn users of all ages is that they receive too much email from LinkedIn. It's not that LinkedIn is spamming its users, it's just that the default notifications can be a little too much, especially when you're just getting started.

Therefore, you'll need to proactively manage your email notifications to limit the amount of emails you get. Until you're comfortable with LinkedIn, turn off your notifications under **Privacy & Settings > Communications > Set the frequency of emails**.

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Email frequency

Messages from other members

Invitations, messages, and other communication from LinkedIn members

Updates and news

Summaries of what's happening in your network and topics you're following

Group digests

Summaries of what's happening in your groups

Notifications

Likes, comments, and other responses to your activity

Messages from LinkedIn

Insights and suggestions for getting the most out of LinkedIn

[Go back to Settings](#)

*To avoid getting overwhelmed by LinkedIn's numerous email reminders, adjust your **frequency settings***

9. Set Your Privacy to Private

Whenever you make a change to your LinkedIn profile, regardless how small, it posts an update to your activity feed for all your connections to see.

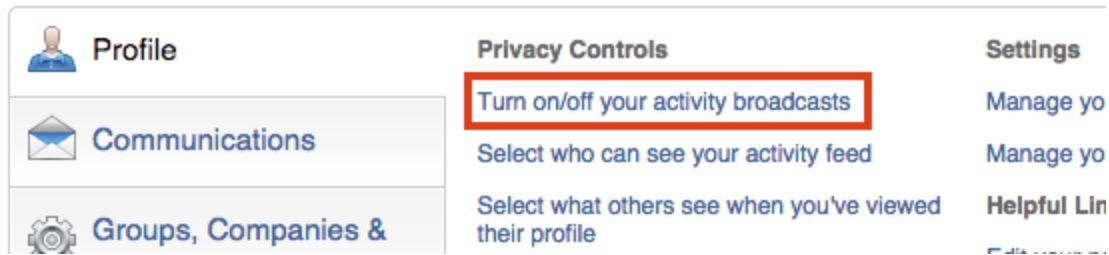
You'll want to reserve your updates for things that matter. For example, when you want to let your network know that you've been accepted to your dream college. Your network doesn't need to know you simply reworded some of your existing information, or made minor cosmetic updates!

By strategically managing your notifications, your network will know that if something appears in your activity feed, it's worth knowing about.

When you first start building your profile, set your privacy to private under **Privacy &**

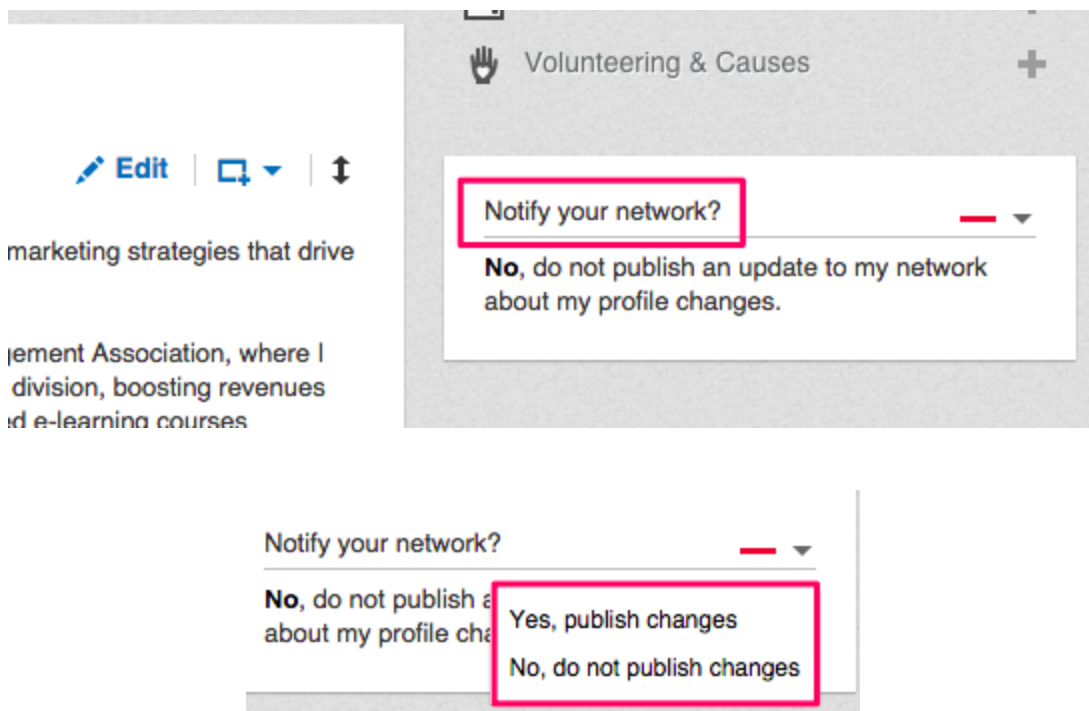
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Settings > Profile > Turn on/off your activity broadcasts.



*Set your **activity broadcasts** to **off** when you first start working on your profile, or whenever you're making small changes*

You can also update your network notification setting on your **Edit Profile** page. You'll see it in the right hand column.



*LinkedIn makes it easy to **Notify your network**... or not. As you edit your profile, you can easily toggle your setting on (**yes**) or off (**no**)*

10. Ultimately, LinkedIn is More Art than Science

Granted, there is a tried-and-true system using LinkedIn effectively, and plenty of well-documented do's and don'ts.

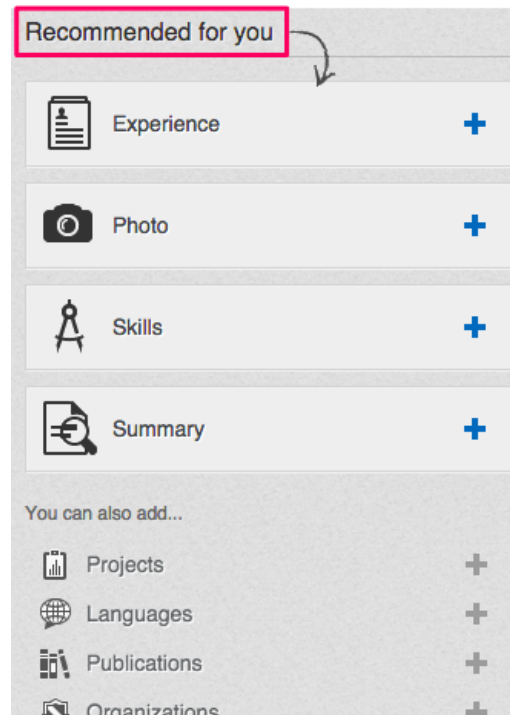
Use LinkedIn to Get Into Your Dream College

But real success on LinkedIn -- which means separating yourself from the crowd -- comes down to your creativity and determination. Anybody can set up a LinkedIn profile, but not everyone uses it to its fullest potential.

To that end, LinkedIn has a lot of tools to help you promote your profile and accomplishments so you can differentiate yourself from other college applicants.

B. How to Create and Optimize Your LinkedIn Profile

When you create your profile, LinkedIn will recommend sections that you should add. The large icons and text, such as **Photo** and **Experience**, are the most important sections. Underneath you'll also see additional sections you should eventually add.



*As you start filling out your LinkedIn profile, the right column will **Recommend** sections you should add*

After you've created your profile and added the key sections, you'll use the **Add** and **Edit** buttons to fine-tune your profile.

+ Add

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 **Add a position**  **Add education**

 **Edit**

*The **Add** and **Edit** icons will be your constant companions as you create and optimize your LinkedIn profile*

In certain sections you can also add multimedia content, which will enhance your profile with interactive content. [See [How to Add Digital Content to Your Profile](#).]



*When you see the **Add multimedia content** image, it's an opportunity to add rich content to your profile. Always use it!*


1. Set Up a Free Account

That's all you'll need right now. Later in your career you may want to upgrade to one of LinkedIn's paid accounts, but for now stick with a free one.

When you start creating your profile, the default **I am currently** option is **Employed**. Change it to **Student**. Then enter your high school (the names of colleges will auto-populate, just ignore it) and the year you expect to graduate.

If you're under 18, you'll need to enter your birthdate. (Note: you need to be over 13 years old to use LinkedIn.)

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 let's start creating your professional profile

*** Country**

*** ZIP Code**
e.g. 94043

I am currently: ☒ **Employed** ☐ Job Seeker ☐ Student

*** Job title**
☐ I am self-employed

*** Company**


Create my profile

* Indicates required field.

A LinkedIn profile helps you...

- Showcase your skills and experience
- Be found for new opportunities
- Stay in touch with colleagues and friends

***Employed** is the default option when you start creating your profile*

 let's start creating your professional profile

*** Country**

*** ZIP Code**
e.g. 94043

I am currently: ☐ Employed ☐ Job Seeker ☒ **Student**

*** School/University**

*** Dates attended** to
Current students: enter your expected graduation year

Create my profile

* Indicates required field.

Are you over 18? ☐ Yes ☒ **No**

Birthdate

Month Day Year

*Choose the **Student** option and enter your high school under **School/University**. If you're under 18, provide your date of birth*

Use LinkedIn to Get Into Your Dream College



Tip: When you click the **Create my profile** button, you'll need to confirm your email address before you can start working on your profile. LinkedIn will encourage you to add your email address, interests, etc. For now, you can **Skip** these steps.

[Skip this step](#) »

2. Use Your Full Name (and Then Some)

Always use your full name. A lot of new LinkedIn users don't use their full name, but you *absolutely* need to, especially when you're connecting with new people.

Think of your account name as your first formal introduction to someone: it's like a virtual handshake where you state your full name in a professional setting, such as a job or college admissions interview.

Your full name also shows that your account is legitimate and not a spam account.



Tip: If your name is fairly common and has a lot of competition for search engine visibility, you may also want to use your middle initial or your full middle name.

Here are a few more reasons why a full name on your LinkedIn profile is important:

a) Reputation

Using your full name shows you understand how LinkedIn works, and that you're using LinkedIn in a professional manner.

b) Connections

People want to know they're connecting with a real person, and potentially someone they already know. If you don't use your full name, people might not recognize you when you send them a connection invite. Or if it's a new connection who doesn't personally know you, your profile will look like a spam account and they might ignore you altogether.

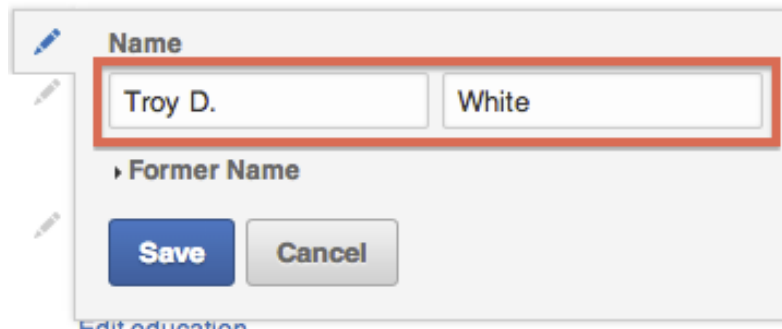
c) Search Engine Rankings

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An optimized LinkedIn profile will help you rank near the top of the the search engines, which will be important when a college admissions counselor (or future employer) searches for your name.

d) Personal Branding

Personal branding -- who you are, and what you do really well -- is one of the most important reasons to use your full name on your LinkedIn profile. You've already started to define your brand with your personal statement essays; to complete the picture, you need to ensure your full name is associated with your personal brand. That's where a good LinkedIn profile can help you: it binds your name and your personal brand together.



The image shows a screenshot of the LinkedIn 'Name' edit dialog box. The 'Name' field is highlighted with a red border and contains the text 'Troy D.' and 'White'. Below it is a 'Former Name' field. At the bottom are 'Save' and 'Cancel' buttons.

Your full name will let people know you're a real person, help you build a personal brand, and increase your search engine visibility

Personal branding is challenging for even the most seasoned business professionals, but don't let that slow you down. If you start working on your personal brand in high school, you'll gradually improve it as you gain more business experience.

Personal Branding Tips

Use [How Many of Me](#) to find out how common your name is, then do a [Google Search](#) to see how you rank in the search engines.

Chances are you'll need to do a little work to make it to the top of the search engine results page. The good news is a LinkedIn profile will put you near the top of the page... if you use your full name on your LinkedIn profile and establish your

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profile URL as your personal brand. You'll discover how to [customize your profile URL](#) below.

Tip: Remember to be consistent and use this name across all your social media profiles. To broaden your personal brand even more, establish a presence on other key social media sites, like [Behance](#), [Twitter](#), [Tumblr](#), and [Instagram](#); if you're not there yet, make it a priority to at least grab your profile name soon.

In summary, your full name may be enough for now. If you need to stand out in a crowded field of similar names, add a Jr. or II (or III or IV...) to your name, or use your middle initial or even your full middle name.

3. Upload a Professional Photo

Once you've confirmed your email address, you'll start filling in your **Heading** and **Contact** sections. The first thing you'll want to do is add a professional profile photo.

This is very important: *Your LinkedIn photo is one of the most crucial parts of your profile.*

On a functional level, it builds trust with potential connections by letting them know you're a real person, not a spam account. It's also the first thing someone looks at when they land on your profile, so you can use it to make a positive first impression.

But your LinkedIn photo does something more: it allows you to craft a professional image of yourself, which is key for your personal brand.



Make sure you add a photo that enhances your professional image

In most cases, it's worth investing in a professional headshot. The initial cost will certainly justify the long-term positive impact to your LinkedIn profile, as well as your professional image.

Plus, if you're involved in leadership and extracurricular activities at your school, it's

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good to have a headshot handy. You might as well invest in a good one now and have it available not just for LinkedIn, but for all your other important events in the future.

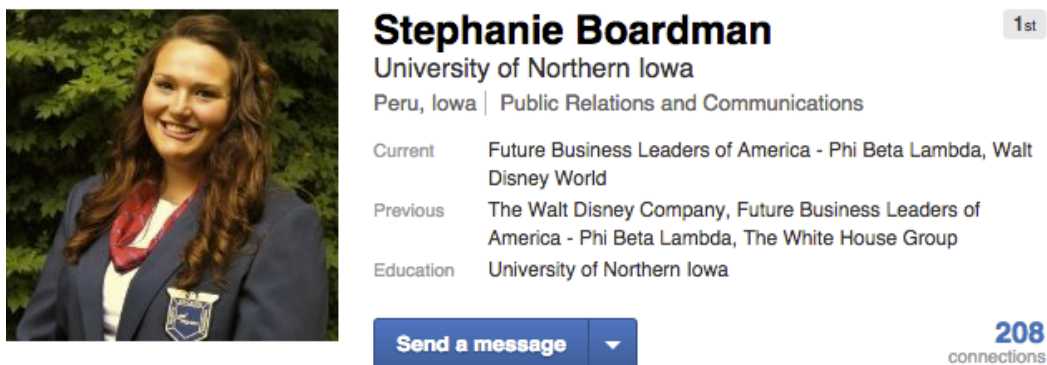
Here are some tips on taking a professional photo. A good photographer should suggest all of these features, which is why it pays to work with a professional.

- **Use a Neutral Background.** Avoid anything with distracting backgrounds, like landscapes, crowded places, or other people.
- **Look (and Dress) Like a Professional.** How are you going to dress for your interview with a college admissions counselor? Chances are you'll want to look your best, so you can make a great impression. For young men, that means a collared shirt, tie, and a blazer. For young women, a blouse and a blazer.
- **Avoid Anything Flashy.** This isn't the time to make a fashion statement with your clothing, jewelry, or other accessories.
- **Look at the Camera.** You'll want to make eye contact in order to make a connection with your audience. The photographer should tell you which angle brings out your best features.

a) Alternatives to a Standard Headshot

Sometimes it's okay to break the rules listed above. Here a couple of situations when you can -- and should -- skip the professional headshot photo.

i. Club or Group Uniform. If you're in a group that uses a uniform or some sort of distinctive dress code, this is a good way to both look sharp and to identify yourself with an extracurricular activity. The group doesn't need to be school-based, it can be a faith- or community-based group, as well.



A formal photo in your group uniform is an excellent replacement for a standard headshot. It also reinforces your leadership accomplishments

Use LinkedIn to Get Into Your Dream College

ii. Action Shot. Have a photo where you're accepting an award? Speaking to an audience? Use a photo that portrays you as an accomplished leader or engaged in a leadership activity.



Nicholas Western

1st

Collegiate Division State Officer at Virginia Future Business Leaders of America-Phi Beta Lambda

Charlottesville, Virginia Area | Nonprofit Organization Management

Current Virginia Future Business Leaders of America-Phi Beta Lambda, Future Business Leaders of America-Phi Beta Lambda at the University of Virginia

Previous Fairfax County Public Schools, Virginia Future Business Leaders of America-Phi Beta Lambda, Future Business Leaders of America-Phi Beta Lambda

Education University of Virginia

Action photos send a powerful message about your skills and about who you are. This photo combines a group uniform with a public speaking action shot

Photos You'll Want to Avoid on Your LinkedIn Profile:

- Selfies!
- Photos where someone has been cropped from the photo
- Casual (or worse, sloppy) attire
- Group photos (your LinkedIn profile is about you, after all)



Share your selfies with close friends, not your LinkedIn connections

Use LinkedIn to Get Into Your Dream College



Tip #1: For greater impact, use your favorite photo hosting service and create a photo album that includes your headshot and other professional photos. Attach it to your summary section so admissions counselors will see you as an action-oriented leader.

In addition to your headshot, include activities where you are accepting awards, volunteering in community service activities, participating in sporting events, and so on.



Tip #2: Get more mileage from your LinkedIn photo by using it with your other business-related social media profiles, such as [Behance](#) or [Twitter](#). That will give you a consistent look across multiple social media profiles.

4. Add “Student” to Your Headline, and Promote Your Personal Brand

Use your headline to let people know you’re a student, and, if possible, to create (or support) your personal branding statement. Remember, “branding” is all about differentiating yourself from the crowd. This may take you a try or two -- and you may even change it quite a few times.

That’s okay, the key is to craft something that captures what you’re good at -- in 120 characters or less.

If possible, try to integrate your educational goals into your headline. For example, “Class Vice President at XYZ High School, Future Accountant” lets people know you’re a student leader who plans to study accounting in college.

Your professional headline is the line underneath your name.

If you’d like to see examples, click **show examples**. Remember that your title should include **student**, **future** career goals, and any **leadership** activities.

Use LinkedIn to Get Into Your Dream College

Your professional headline

Student at XYZ High School, Future Computer Scientist

[Show examples](#)

See what other users in your industry are using ›

Save **Cancel**

Your professional headline

Student at XYZ High School, Future Computer Scientist

[Hide examples](#)

Experienced Transportation Executive, Web Designer and Information Architect, Visionary Entrepreneur and Investor

See what other users in your industry are using ›

Save **Cancel**

Daniel [Profile Picture]

Future Nursing BSN **student**, [University] May 2014

Greater Detroit Area | Hospital & Health Care

STAFFING COMPANY DETROIT FAMILY HEALTHCARE

Kimberly [Profile Picture] 3rd

Future Educator - Full-time Graduate **Student** at [University]

Greater New York City Area • Retail

Will Goebel 1st

State President at California FBLA

Greater Los Angeles Area

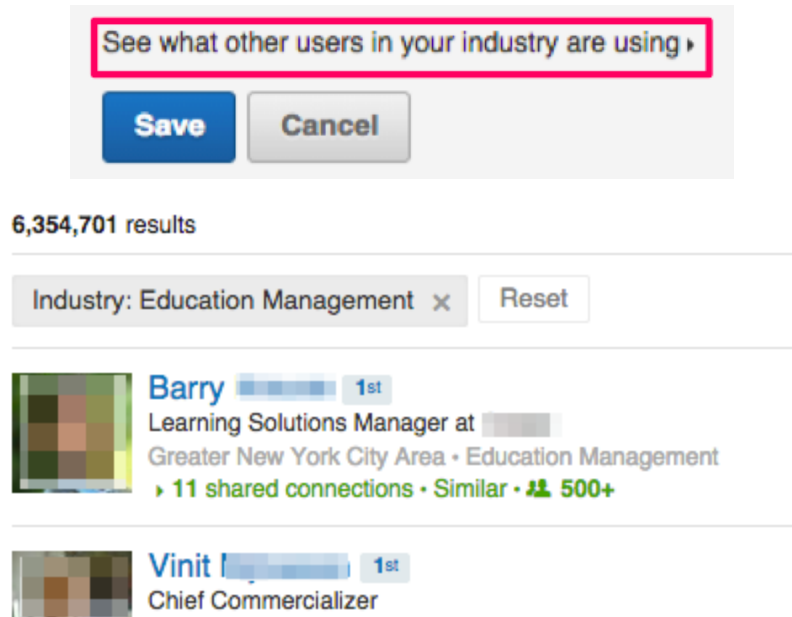
52 shared connections • Similar

When you click **show examples** you'll see how titles are typically listed. Use signals in your headline, such as **student**, your **future** educational goals, and any **leadership** activities

If you chose an **Industry** during your initial signup (if you did not, see the next section),

Use LinkedIn to Get Into Your Dream College

you can also click **See what other users in your industry are using**. You'll see a listing of LinkedIn users in that particular **Industry**. You can scroll through the list to look for inspiration, if you need to.



*Get a flavor of titles other people in your industry are using by selecting **See what other users in your industry are using** in the **Your professional headline** section*



Tip #1: If you're already running your own business or working at a job you want to be identified with, you can also use that in your job title. Just make sure it fits your long-term educational objectives.



Tip #2: Don't feel pressured to add a job title, if you don't want to. "Student at XYZ High School" is fine while you're in school.

5. Industry

You may have already completed this step during the signup process. Unfortunately, LinkedIn doesn't offer "full-time student" as an option under the **Industry** section.

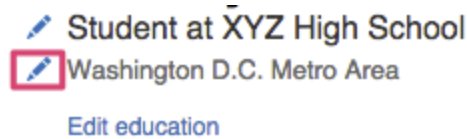
If you have a part-time job or internship that relates to your future studies or career, or you've worked in a business field that interests you, you can choose that as an

Use LinkedIn to Get Into Your Dream College

Industry.

Another option is to choose an **Industry** where you'd **like** to work. That will send a signal about what your future career goals are and help you with networking later on.

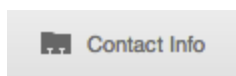
To add an **Industry**, click the **pencil** next to the location field.



*Edit the location section to add an **Industry** to your profile*

The **Industry** designation doesn't have a big impact on your LinkedIn profile right now, so don't spend too much time trying to find the ideal classification.

6. Contact Info



In the **Contact Info** section, you'll add your Twitter and WeChat accounts and any websites or social media profiles you'd like to promote, in addition to the standard contact information.

A screenshot of the LinkedIn "Contact Info" section. It is divided into two tabs: "Visible to your connections" and "Visible to everyone on LinkedIn". Under the "Visible to everyone on LinkedIn" tab, there are fields for "Email" (with a pencil icon), "Phone" (with a pencil icon), "IM" (with a pencil icon), and "Address" (with a pencil icon). Below these, there is a section for social media links with icons for Twitter, WeChat, and Websites, each with a pencil icon. A red box highlights the Twitter, WeChat, and Websites links. At the bottom, there is a button that says "in + Publish your public profile" and a button that says "Edit Contact Info".

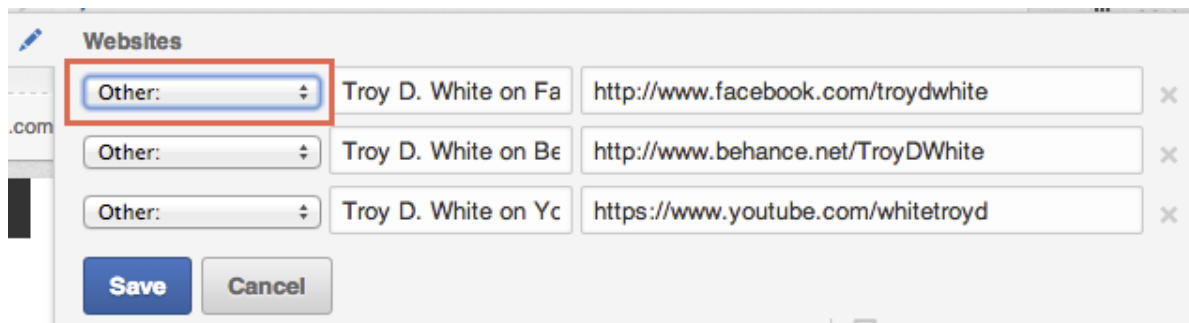
*Add your **Twitter** and **WeChat** accounts and **Websites**, such as your other professional-oriented social media profiles or blogs*

Use LinkedIn to Get Into Your Dream College

You can add three **Websites** to your LinkedIn profile, which can include professional-oriented social media profiles like YouTube and Behance, or blogs.

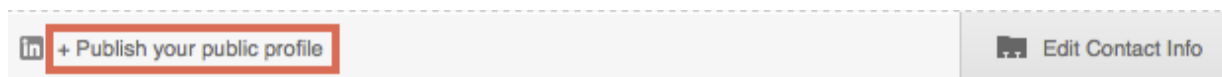
You'll definitely want to use all three slots: It will increase your visibility in the search engines and sends the signal that you're an active, accomplished student.

Choose **Other** when adding your **Websites**. This gives you the option to add a keyword-rich **Website Title**. Use the **Title** description to reinforce your full name, or any other personal branding terms you want to focus on.



*Choose **Other** to customize the names of your **Websites**. You'll want to use keywords, such as your full name, that enhance your personal brand and increase your search engine visibility*

Save your **Websites**, then click **Publish your public profile**. This step is crucial, because you want your profile to be found in the search engines!



*Once you've saved your **Websites**, click **Publish your public profile***


After you've created your profile, you can access your **Public Profile Settings** by visiting **Account & Settings** > **Privacy & Settings** > [Edit your public profile](#).

This will take you to your **Public Profile** page, where you'll be able to **Customize Your Public Profile** and create **Your public profile URL**.

You'll need to switch the **Customize Your Public Profile** section to **Make my public profile visible to everyone**; the default will be **visible to no one**. Then check all of the boxes for the sections you've created so far.

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Public Profile


Washington D.C. Metro Area

0
connections

Customize Your Public Profile
Control how you appear when people search for you on Google, Yahoo!, Bing, etc.
☒ Make my public profile visible to no one
☐ Make my public profile visible to everyone
☐ Basics
☐ Headline
☐ Education
[Save](#) [Cancel](#)

Your public profile URL
Enhance your personal brand by creating a custom URL for your LinkedIn public profile.
[+ Create your custom URL](#)

Your public profile badge
[Create a public profile badge](#)

Make sure your **profile** is **public** and you create a **custom LinkedIn URL**



Tip: As you add more sections, remember to revisit your [Public Profile Settings](#) and check any empty boxes.

Use LinkedIn to Get Into Your Dream College

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

- ☒ Make my public profile visible to no one
☐ Make my public profile visible to everyone

- ☐ Basics
☐ Headline
☐ Education

Save

Cancel

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

- ☐ Make my public profile visible to no one
☒ Make my public profile visible to everyone

- ☒ Basics
☒ Picture
☒ Headline
☒ Websites
☒ Summary
☒ Current Positions
☒ Details
☒ Past Positions
☒ Details
☒ Skills
☒ Honors and Awards
☒ Projects
☒ Organizations
☒ Education
☒ Details
☒ Groups

Save

Cancel

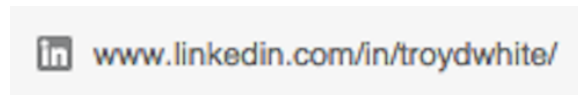
*Make your **public profile visible to everyone** and check all of the boxes to give your profile maximum visibility in the search engines*

Use LinkedIn to Get Into Your Dream College

Next, you'll need to create a **custom LinkedIn URL** for your profile. Your public profile URL will be what people see when they look at your profile, and it's also indexed by the search engines, so it's an opportunity for you to stake out some search engine space for your personal brand.

Plus, it makes your profile look more professional and shows everyone you know how to use LinkedIn.

You should use your personal brand URL, such as /YourFullName, if it's available. Surprisingly, some people don't do this -- it only takes a minute and adds a lot of value to your profile. Consider it free marketing for your personal brand!



*You can -- and should -- customize your LinkedIn **public profile URL**. Use it to reinforce your personal brand*

Choose **+ Create your custom URL** on your [Public Profile Settings](#) page.

Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

+ Create your custom URL

Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/

Save

Cancel

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

Use LinkedIn to Get Into Your Dream College

Your public profile URL

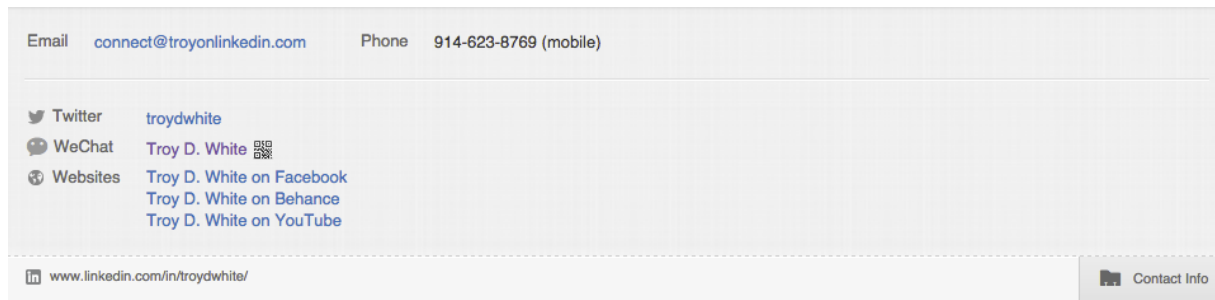
Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/YourFullName

Your **public profile URL** can contain 5-30 letters or numbers. Try to use your full name, if that is what you're using for your personal brand

Remember: Your **public profile URL** is extremely important. It's your unique identifier on LinkedIn and helps you reinforce your personal brand.

When you're finished, your **Twitter** and **WeChat** accounts and three professional **Websites** will help you promote your accomplishments. You'll also have a **customized public profile URL** that will enhance your personal brand.



Congratulations, you've now promoted your other social media profiles! The search engines will love you



Tip: Use your **public profile URL** on your resume, in email footers, on your business cards, college applications, and wherever else you show your contact information.

So far, you've:

- ✓ added your **full name** (and perhaps thrown in some suffixes, middle names or initials)
- ✓ created a **headline** that includes "Student" and your current or future course of

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- study
- ✓ uploaded a professional-looking **photo**
- ✓ chose an **industry** (mainly because you had to, not because it's important right now)
- ✓ added your other **social media profiles** and **websites**

Now it's time to move into some heavy-duty profile management: your **Summary** and **Experience** sections.

The good news is you already have this information (or will have it soon) in the form of personal essays and a resume. If you don't have this information yet, then completing the **Summary** and **Experience** sections as part of your LinkedIn profile will help you immensely with your college applications, personal essays, and resume! Let's get started.

7. Summary



Summary

Your **Summary** is another important slice of your profile. At first, it might seem like it's the most challenging section. Why? Because it forces you to condense your life, goals, and ambitions into a couple of paragraphs.

But again, three words of advice: **go for it!**

Once you start working on your **Summary**, you'll find it's not as challenging as you might think. Most importantly,, a well-written **Summary** is one of the best ways to promote yourself, so it's worth the effort: A good **Summary** will make people want to learn more about you, and want to get to know you better.

The **Summary** is at the very top of your profile, so it's what people will see -- and read -- first, along with your **Photo** (which, as mentioned above, is the most important part of your profile because that's where people look first), **Heading** and **Contact** sections.



Tip: Keep your **Summary** at the very top of your profile, where it is originally located. It's there by default, so don't be tempted to move it.

The **Summary** is where you get to tell a high-level, condensed version of your story:

- What you've done in the **past**

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- How it's shaped you **today**, and
- How it ties into your **future** plans

Might sound familiar, right? That's because it's the personal statement essay for your college applications. Which gives you an advantage, because chances are you have at least a draft of your personal statement essay somewhere, whether in digital form or simply rattling around in your brain, just waiting to get out. What better place to debut it, than on your LinkedIn profile?

If you haven't started writing your college essays, this is a great place to try them out -- you can see how your essays look, what they "sound" like, and you can share them with other people for constructive feedback. You can also easily edit your **Summary** at any time as you fine-tune your personal statement essays.

Here's how to craft your **Summary** section:

a) Tell Your Story

This part should be relatively easy if you're already writing your college essays -- or you'll be writing them soon, in which case you're starting to think about the story you want to tell -- on your terms, of course.

Your story should focus on what motivates and inspires you, and why you've decided to pursue your chosen career path.



Tip: Don't try to force too much into your **Summary** -- Due to space limitations, you'll need to tell your story in 300 words or less, which is approximately one typed page of text.

b) Lay Out Your Road Map to Success

Integrate your educational goals, and how your planned course of study will help you reach your career goals.

c) Create and Reinforce Your Personal Brand

The **Summary** section is the ideal place to develop your personal brand. It should reinforce the skills and qualities that make you unique, and it should be drawn from your

experiences, your courses, and your long-term career goals.

Tips on Writing Your Summary Section

- **Stay Focused** -- Don't try to fit too much into your **Summary**. It's tempting to fill it up with accomplishments, but you'll have plenty of space to do that in other sections, such as **Experience**. Instead, write about one or two key events and how they inspired you to pursue your major or career path.

Most importantly, be engaging and compelling, so that people will want to read on and learn more about you.

- **Use the First Person** -- You'll want to write in your own voice so you come across as genuine, owning your own story and vision. Do not write in the 3rd person.
- **Link to Digital Content** -- If you have a resume, post it online to [Scribd](#) or [Slideshare](#) and provide a link to it using the multimedia feature. Do the same with a professional image photo album, videos, and other relevant documents and presentations that support the vision you laid out in your **Summary**.

[The next section, [Make Your Profile Stand Out: How to Add Digital Content to Your Profile](#), outlines these steps.]

8. Experience

Think you don't have enough work history to add to your **Experience** section? It would seem this section only applies to "real" jobs, right? You actually have more experience, and more things you can add in this section, than you may realize.



Experience

The **Experience** section is an opportunity for you to highlight any type of business-related experience you have, such as:

- **Work Experience** -- Any direct work experience, whether full- or part-time.
- **Internships** -- Whether it was paid or unpaid, an internship demonstrates you've performed basic job duties in a formal corporate environment.

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- **Volunteer Activities** -- Did you hold a leadership or committee role for a volunteer group? Raise money for an important cause? List the business-related aspects of your volunteer activities. (Likewise, in your **Volunteer** section you should add “job” accomplishments to your volunteer activities).
- **Leadership** -- If you held a leadership position in a school, church or civic group, list it here, along with a description of all the things you accomplished.
- **Entrepreneurial Activities** -- These can be one-off projects or sustained business activities you’re involved in.

In short, add all activities that required you to demonstrate and use business skills, whether they were hobbies or full- or part-time jobs.

Remember, you can add multimedia content to this section from sites like [YouTube](#), [Slideshare](#), and [Behance](#) to make your profile more professional. [See [How to Add Digital Content to Your Profile](#).]



Tip: Throughout your entire LinkedIn profile, try to put things in more than one place. For example, you should add your community service activities to your **Experience** section, your **Volunteer** and **Causes** section, your **Projects** section, and so on.

Tips on Writing Your Experience Section

You can think of your **Experience** section as a more robust version the resume; after all, you can add multimedia content to give your accomplishments more depth.

Everything you list in your **Experience** section should reinforce and build your personal brand, while focusing on your long-term educational goals.

Follow these steps to write an outstanding **Experience** section:

1. Briefly introduce the company, and the division or department you worked in.
2. Describe your role.
3. List the skills you used, not the duties of the job. While it’s easy -- and tempting --

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to list job duties, a good **Experience** section (and even a good resume) should be brimming with skills-based achievements.

- a. Explain how your actions and skills contributed to the division and company.
- b. Use plenty of numbers and metrics wherever you can!
- c. Show action with verbs like:
 - ☐ Grew
 - ☐ Developed
 - ☐ Influenced
 - ☐ Promoted
 - ☐ Led
 - ☐ Managed

Here is a [list of action verbs](#) to add to your **Experience** section (and your resume, while you're at it).

- d. Sprinkle in a few key terms. These words will set your accomplishments apart and also demonstrate an entrepreneurial spirit:
 - ☐ New
 - ☐ First
 - ☐ Introduced
 - ☐ Launched
 - ☐ Unveiled
 - ☐ Saved
 - ☐ Developed
 - ☐ Created
4. List specific tasks and accomplishments, focusing on the organizational, technical, and leadership skills you used.
5. Use bullet points to separate them from your opening narrative.
6. Provide a web link to the company (when you can). This puts their official logo next to your **Experience** description and adds credibility to your profile.



Tip: Need help adding skills to your **Experience** section? Jump down to the skills section on your profile. You listed (or will soon list) a number of skills there, and some of your connections may have already endorsed you for certain skills. Take those skills and sprinkle them throughout your **Experience** section.

9. Skills



Skills

For the **Skills** section, you can add up to 50 skills. To start, choose 25 skills you'd like to highlight.

Recommendations are better on LinkedIn, but endorsed **Skills** are a good, easy way to add credibility to your profile. Plus, you can control the **Skills** that appear on your profile.

Endorsements will benefit your profile in a number of ways:

- they make you more visible on LinkedIn
- they create the perception that you're an accomplished student
- they add an element of professionalism to your profile
- future employers are looking for "skilled" employees, so you can start building out your **Skills** at an early age

Try to focus on the **Skills** that will help you be successful in your future college studies.

First you'll need to set your **Skills and Endorsements** permissions to **Yes**.

Skills and Endorsements Settings ?

I want to be endorsed ☒ Yes ☐ No

☒ Include me in endorsement suggestions to my connections

☒ Show me suggestions to endorse my connections

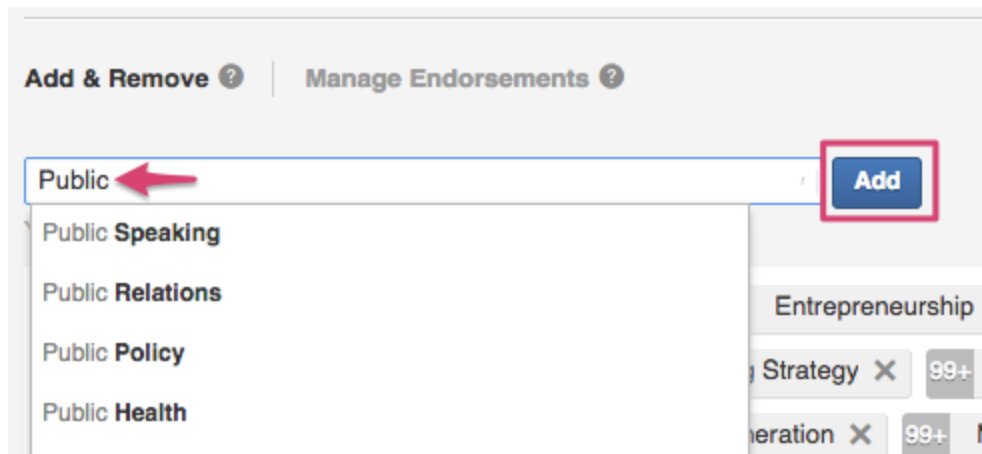
☒ Send me notifications via email when my connections endorse me

*Choose **Yes** to give your profile the most exposure. Endorsements will make your LinkedIn profile look more professional and enhance your reputation*

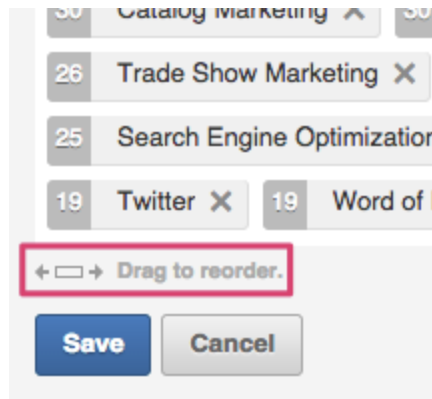
Next, you'll have the option to **Add & Remove** or **Manage Endorsements**.

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To add **Skills**, start typing the skill in the **Add** box and you'll see a list of pre-populated skills appear. For example, if you want to add public speaking as a skill, start typing "public" and you'll see all the skill sets that start with "public" in the dropdown menu. Once you've added **Skills**, you can move them by choosing **Drag to reorder** at the bottom of the list.



*What skills will help you with your college applications and long-term educational goals?
Add those to your profile*

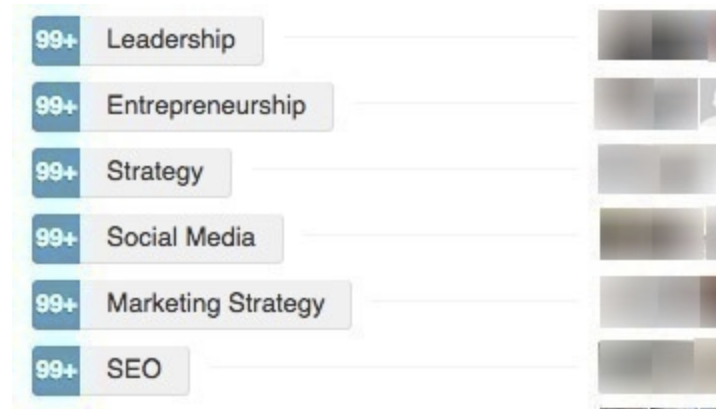


*You can move your **Skills** with the **Drag to reorder** feature*

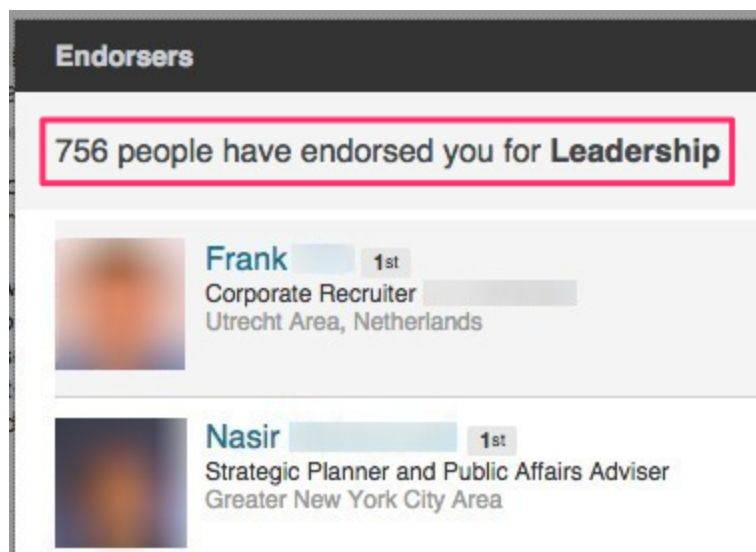
Once you've added **Skills** to your profile, over time you'll start to see profile pictures of people that have endorsed your **Skills** and how many times your **Skills** have been endorsed. You'll also receive notifications via email, if you choose, when someone has endorsed you.

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If **99+** is displayed next to the **Skill**, click the **number** to see exactly how many times you've been endorsed.



*You -- and anyone that visits your profile -- will see the number of times you've been endorsed for a **Skill***



*If you click on the **99+** you'll see the exact number of times you've been endorsed for a **Skill**, and who endorsed you*

If you're having trouble developing your initial list of **Skills**, you can start with these 20 essential soft **Skills**. You'll need these **Skills** in both college and the workforce, and you've had the opportunity to develop most of these **Skills** in your normal high school studies and extracurricular activities. These are also part of LinkedIn's core, pre-populated **Skills** list, so they're easy to add to your profile.

Use LinkedIn to Get Into Your Dream College

Just make sure you *actually* have these **Skills**!

- ☐ Teamwork
- ☐ Team Building
- ☐ Collaboration
- ☐ Listening
- ☐ Writing
- ☐ Editing
- ☐ Public Speaking
- ☐ Interpersonal Skills
- ☐ Initiative
- ☐ Time Management
- ☐ Multitasking
- ☐ Study Skills
- ☐ Leadership
- ☐ Project Planning
- ☐ Reports
- ☐ Problem Solving
- ☐ Easily Adaptable
- ☐ Analytical Skills
- ☐ Analysis
- ☐ Productivity Tools

You can also add the hard **Skills** you have, such as Microsoft Word, PowerPoint, Google Docs, etc.

Remember, just get started and your list will start growing quickly!

a) Giving and Receiving Endorsements

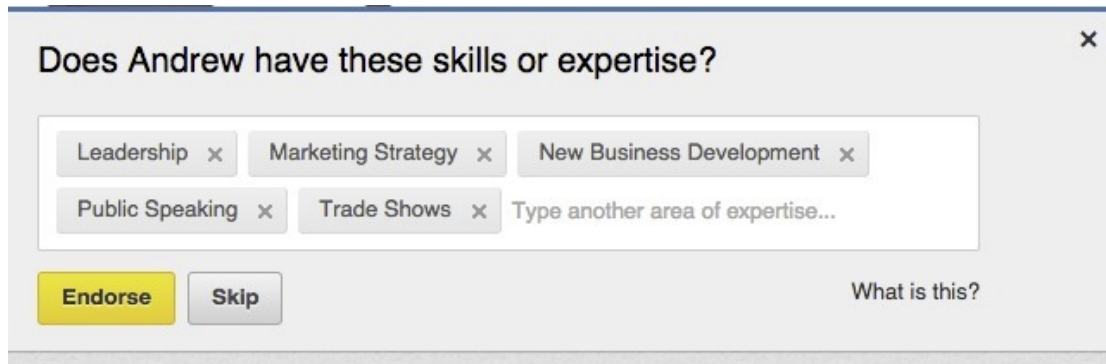
You'll also want to ask people to endorse your **Skills** whenever you have the chance. Just remember, it's not a one-way street: you should also endorse your connections' **Skills**, either proactively or when asked.

Thankfully, LinkedIn makes it easy for you.

When you visit a connection's profile, you'll see a box that encourages you to endorse your connection with some pre-populated **Skills** (assuming that you checked "yes" to

Use LinkedIn to Get Into Your Dream College

the **Show me suggestions to endorse my connections** box in your **Skills and Endorsement Settings**). You can also **Type another area of expertise...** to add more **Skills** or click the “x” to remove the **Skill** from the list.



Does Andrew have these skills or expertise?

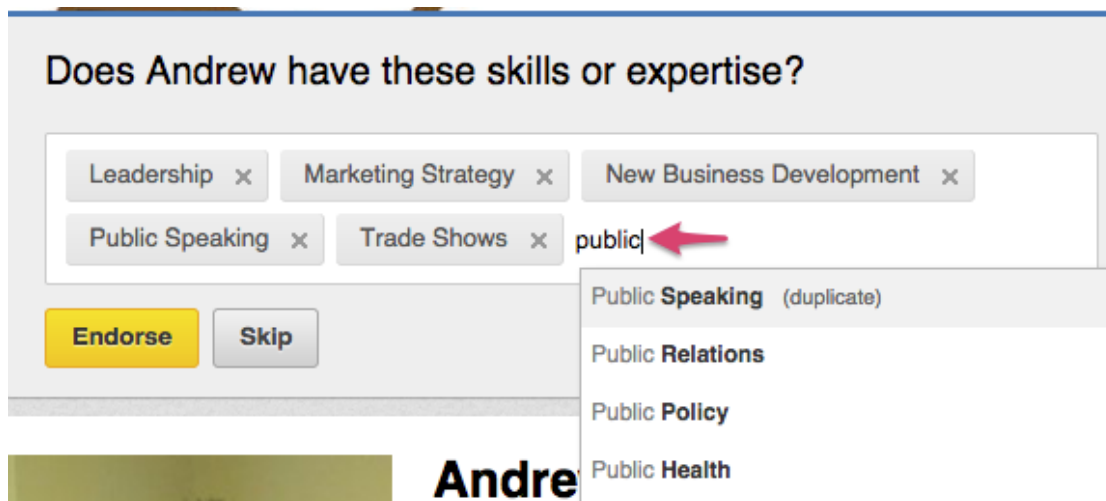
Leadership x Marketing Strategy x New Business Development x

Public Speaking x Trade Shows x Type another area of expertise...

Endorse Skip What is this?



Your connections will appreciate an endorsement whenever you visit their profiles



Does Andrew have these skills or expertise?

Leadership x Marketing Strategy x New Business Development x

Public Speaking x Trade Shows x public

Endorse Skip

- Public Speaking (duplicate)
- Public Relations
- Public Policy
- Public Health

Andre

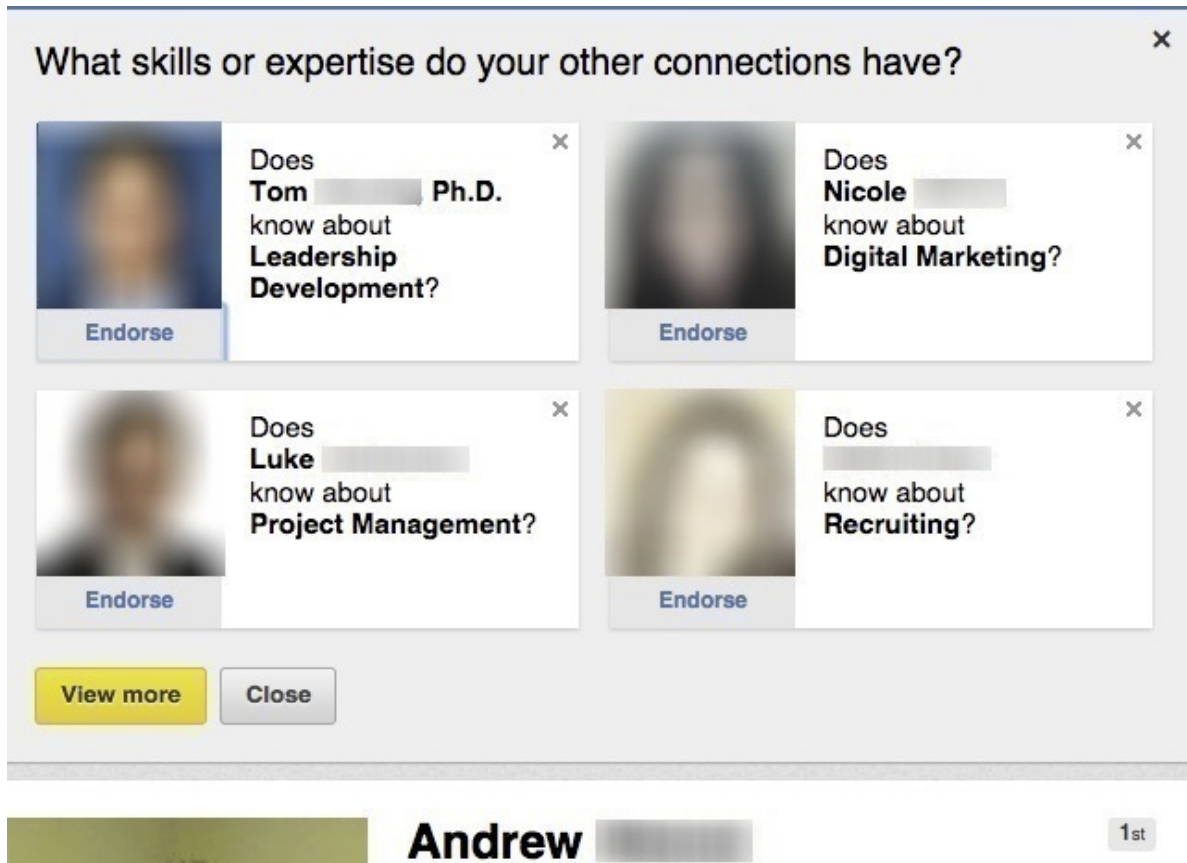
*You can use the pre-populated **Skills** or add your own by typing a **Skill** into the empty box*

In addition to appreciating your endorsement, your connection will most likely return the favor and endorse you, too.

After you either **Endorse** or **Skip**, you'll see another set of connections with the opportunity to endorse them for one specific **Skill**. You can close the box at any time by

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clicking the “x” in the upper right corner.

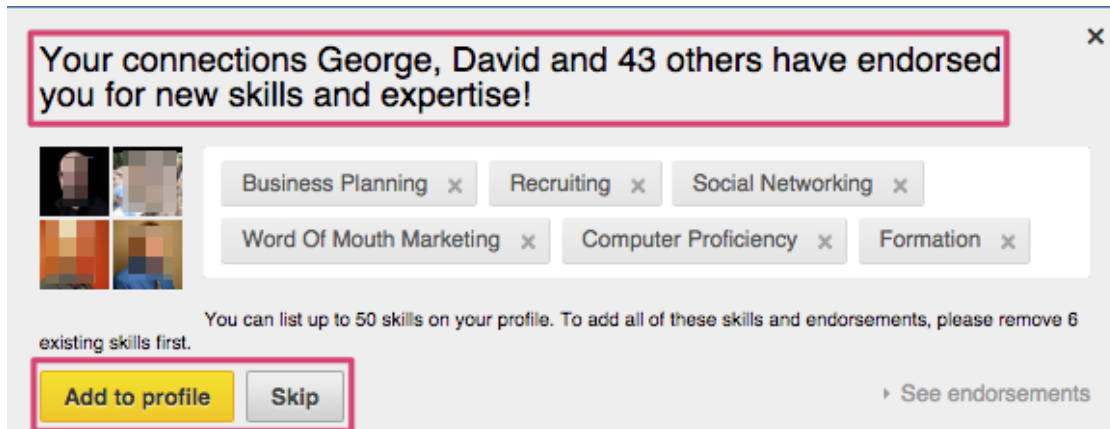


*You can endorse your other connections when you're visiting a connection's profile. You can use the **Close** button or the “x” in the upper right to close the box at any time. You can also choose “x” in the profile box to close just that profile*



Tip: As people visit your profile, they will endorse your **Skill** sets. You'll then have the option to add their endorsements to your profile. That's why you only need to add 25 **Skills** for now... you can let other people do the work of identifying your other 25 **Skills**.

Use LinkedIn to Get Into Your Dream College



*When you visit your profile page, you'll receive a notice whenever your connections have endorsed you for new **Skills***

10. Certifications

Some schools, leadership groups, and community organizations offer **Certification** opportunities in different fields, such as CPR and certain Information Technology areas.



Certifications

If you're not taking advantage of these, you should! **Certifications** show that you're a well-rounded person who is continually advancing their skill sets. Some **Certifications** may also be related to your planned major, which will add even more credibility to your profile.



Certifications

HTML5 →

Brainbench, License 10986927

February 2013 – Present



CSS3 →

Brainbench, License 10986927

October 2013 – Present



Web Design Concepts →

Brainbench, License 10986927

October 2013 – Present



*If you've completed any **Certifications**, add them to your profile*

11. Volunteering and Causes



Volunteering & Causes

This section is ideal for students. If you **Volunteer** and support **Causes** you're passionate about, list them on your LinkedIn profile.

A lot of schools require their students to perform community service hours, so this may be something you're already doing, which makes it easy to add to your profile.

Another benefit is that while you're volunteering, you're also developing and demonstrating key business skills, which means you can add these volunteer-related activities and skills to other parts of your profile, such as your **Experience** section.



Tip: Consider using some caution with the **Causes** you list. You may want to avoid listing **Causes** that might be viewed as controversial issues -- whether *you* view them as controversial or not -- unless they relate to your long-term goals. Check with a parent or mentor if you're unsure.

12. Languages

This is another area that is ideal for students. Most likely you've taken a language or two in school.



Languages

Add them. It doesn't matter if you're not proficient (yet): you're in high school, so anyone looking at your profile will know you're in the learning stages. And if you are proficient, congratulations, definitely say so!

13. Honors and Awards



Honors & Awards

Honors & Awards is the place to list specific -- and much deserved -- recognition you've received.

Some of your **Honors & Awards** will naturally be academic-related, but list anything that distinguishes you from your peers, including:

- Sports
- Leadership Groups and Activities

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- Workshops
- Presentations

Again, be creative. Were you asked to speak at a meeting? List it. Did you do a presentation at your local elementary school to promote a literacy event? List it. Were you mentioned in an article in your school newsletter? List it -- and don't forget to link to it, if possible. You get the picture.

14. Projects

The **Projects** feature is a great way to highlight specific accomplishments.



Projects

These could be class experiments, in-depth reports you compiled for a class, a community service activity, and much more. They can be either individual or team-based projects.

As always, upload your supporting project materials online -- documents, videos, news articles, PowerPoint slides, etc. -- and provide a link to it on your LinkedIn profile.

To add a description and link to your **Projects**, choose **+Add project**.

Next, add the **Name** of the **Project**, your **Occupation** (you can choose **Student**), the **Date**, the **Project URL**, **Team Members**, and a **Description**. Remember to add keywords to the **Name** and **Description** that support your personal brand and signal your college and career goals.

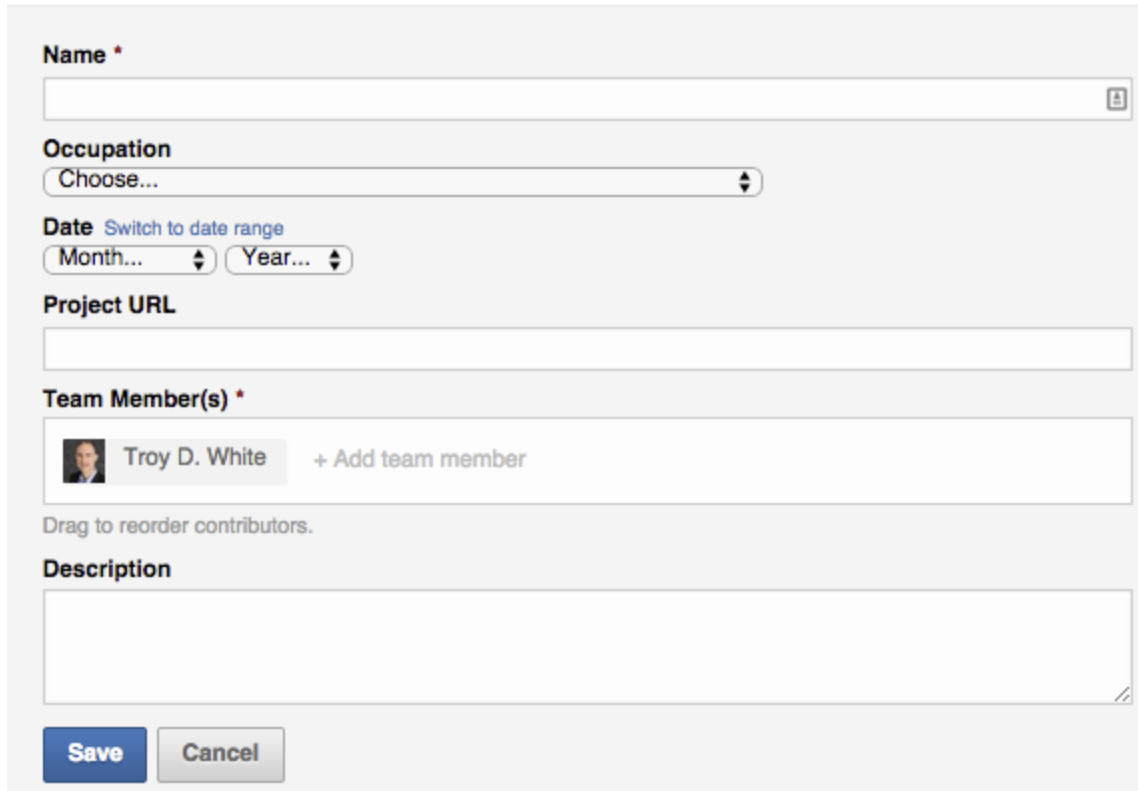
Projects

+ Add project



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Projects

A screenshot of the LinkedIn 'Projects' form. The form is light gray with white input fields. It includes a 'Name' field with a red asterisk, an 'Occupation' dropdown menu, a 'Date' section with a 'Switch to date range' link and 'Month'/'Year' dropdowns, a 'Project URL' field, a 'Team Member(s)' section with a member card for 'Troy D. White' and a '+ Add team member' button, a 'Description' text area, and 'Save' and 'Cancel' buttons at the bottom.

Enter the **Project** information, with an emphasis on keywords in the **Name** and **Description** that enhance your personal brand and let people know what your educational goals are. The **Project URL** is important -- it adds an interactive hyperlink to your LinkedIn profile

15. Organizations



Organizations

What organizations and groups are you involved with? Does your school sponsor a charity and you've contributed your time, expertise or money (or all of the above)? List it, even if it's only a one-time activity.

16. Courses

Add all of the classes you've taken. It will give college admissions counselors an easy way to quickly see all the **Courses** you've completed or are currently taking.



Courses

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Courses

Pine View High School

- AP Computer Science
- AP Calculus

Add all of your classes to your profile, especially Honors, AP, or other courses that reinforce your educational goals and demonstrate your success in the classroom

17. Recommendations

Recommendations

Recommendations are a requirement for your college applications. Be sure to add them to your LinkedIn profile, too, since they will enhance and complete your profile.

Since LinkedIn is an important networking platform, a well-written LinkedIn recommendation sends an important signal about the value you add to a relationship.

Recommendations will become even more important as you build your career, but for now let's look at how you can transform your current letters of recommendation into a LinkedIn-suitable format.

How is a LinkedIn recommendation different from a standard college recommendation letter? For one, you won't have as much space on LinkedIn, so the standard letter format won't work.

In addition, a LinkedIn recommendation should focus only on one or two of your key qualities, as opposed to a regular letter, which typically shares more details and covers more of your strengths.

That's why you'll need LinkedIn recommendations that are concise in both format and content.



Tip #1: You can post your original, longer recommendations by either uploading them or linking to them using the **Add Multimedia Content** feature; [Scribd](#), a [supported provider](#), is a good resource. [See [How to Add Digital Content to Your Profile](#) for more information.]



Tip #2: If the people writing your standard recommendations aren't on LinkedIn, invite them to join by sending them a link. That way, they can add their abbreviated recommendation to your profile. Let them know it's easy to join LinkedIn; you can even send them this guide to help them get started.

Who Should You Get LinkedIn Recommendations From?

At a minimum, you'll want to get recommendations from the people who wrote your college recommendations. Connect with them (if you haven't already) and proactively send them a modified version of their written recommendation. Again, let the person recommending you know that you're willing to help them edit the recommendation, in case they prefer that approach.

You'll also want to ask for recommendations from your other connections -- fellow students, teachers, business connections. You can never have too many recommendations on your LinkedIn profile, it's one of the best social signals you can send about your value as a connection.



Tip: Don't get discouraged if you ask someone to recommend you and they don't. There are any number of reasons they don't get around to recommending you -- time constraints, family obligations, they simply forgot. It's doubtful any of the reasons are related to you. Overall, people want to help you, you just need to ask them.

You can politely follow up once and ask if there's anything you can do to help with the recommendation. Acknowledge that you're taking their valuable time, and express your appreciation in advance.

How to (Self-)Write a LinkedIn Recommendation

To boost the likelihood your connections will recommend you, you may need to provide some guidance... and sometimes even write an initial draft that your connection can use and fine-tune.

And because this is an online recommendation, you're not going to have the space, or visual formatting, that a standard recommendation letter would have. That means your

Use LinkedIn to Get Into Your Dream College

LinkedIn recommendation will be a little different both in format and content.

Here is a helpful recommendation format to follow for LinkedIn:

- **Start the Recommendation with Your Most Important Skill or Quality** -- This is the thing you want people remember. While this is ideally one sentence, it could be two sentences. Regardless, it should support your educational goals, as well as the personal brand you've been developing throughout your LinkedIn profile.
- **How You're Related to Your Connection** -- Are they a teacher? Principal? Business professional?
- **Example of Your Key Skill(s) in Action** -- Give a specific example of the skill (or skills) mentioned in your lead sentence. This should be a project, event, or activity -- something tangible that demonstrates how and where you put the skill to work.
- **Add Results** -- Use numbers, if it applies. At a minimum, share an outcome of a project that reinforces your key skills.
- **Finish with an Unconditional Recommendation** -- Avoid referencing a specific school, e.g. "Jane would make a great addition to Fabulous U." Instead, it should be a supportive statement about how you'll positively contribute to any academic environment.

Let's put it together with a sample recommendation one of your teachers might write:

I have always been impressed with Jane's technical skills, but what really sets her apart are her interpersonal skills and outstanding leadership abilities. As Jane's teacher in the Engineering Academy at XYZ High School, I saw her transition from a quiet young adult with a passion for science and technology, into a natural leader who effortlessly inspires people with her actions.

With her strong background in math and science, I knew she would be successful in my program. Early on, Jane displayed an instinct for leadership,

Use LinkedIn to Get Into Your Dream College

stepping in to lead our team to victory in its first Robotics Challenge competition. She even made some last minute recalculations to our autonomous flight algorithm, demonstrating her poise under pressure.

For that reason, I highly recommend Jane as an accomplished student who is a natural leader. She will be an outstanding, strong contributor to any academic program she enrolls in, as well as any company she joins.

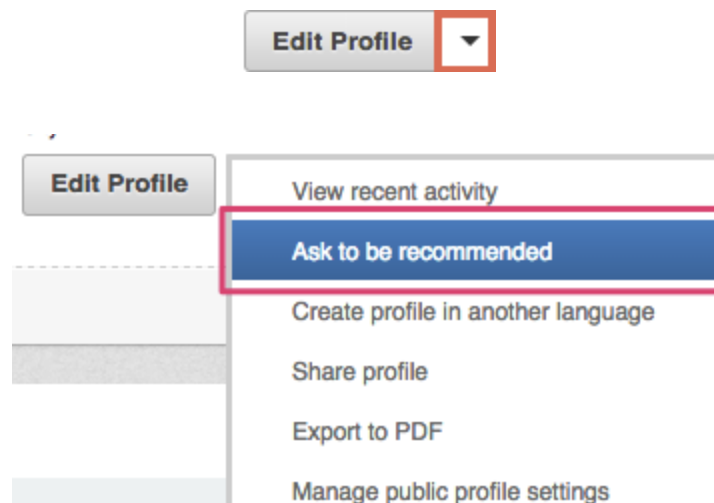
If you can get your reference to write a letter similar to the one above, you're all set. However, be prepared to edit the content liberally before you proactively send the recommendation to your contact.

If you need to re-write your recommendation to fit the above format, simply send it to your recommender and ask them to post it to your profile.

How to Add Recommendations to Your Profile

Now that you have a recommendation format, it's time to add them to your profile.

Go to **Profile > Edit Profile**. Choose the down arrow and **Ask to be recommended**.



*Choose the dropdown arrow on **Edit Profile** and click **Ask to be recommended***

Use LinkedIn to Get Into Your Dream College

Next, LinkedIn takes you step-by-step through the process of requesting a recommendation:

1) **What do you want to be recommended for** -- Choose your high school for college application recommendations, or any jobs you have listed if it's for a work-related recommendation.



Tip: Even though this book is focused on college applications, take this opportunity to promote any of your work experience. If you have an opportunity to have a former manager endorse or recommend you, you should do it!

2) **Who do you want to ask** -- To choose the connection you want to recommend you, start typing their name and the field will populate automatically. You can enter up to 3 of your connections. If you're sending a modified recommendation, most likely you'll only want to add one connection so you can paste that particular person's modified recommendation into the message box.

3) **What's your relationship** -- You can choose **professional** or **education**. If it's for a college application, choose **education**.

4) **Write your message** -- If you modified the recommendation and want to make it easy for your connection to add it to your profile, include a copy in the body of the message.

Here is a sample lead-in message you can use:

Dear [recommender name],

I'm adding recommendations to my LinkedIn profile and would like to add the recommendation letter you wrote for my college applications.

I've modified your letter to fit LinkedIn's formatting requirements and pasted it below.

Thank you in advance for your help, I greatly appreciate it. Let me know if you have any questions.

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Sincerely,

[your name]

[... paste the modified recommendation here ...]

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Ask your connections to recommend you

1

What do you want to be recommended for?

Student at

2

Who do you want to ask?

Your connections: (You can add up to 3 people)

Carla

3

Carla

What's your relationship?

Carla was your teacher

What was Carla's position at the time?

State Adviser at

4

Write your message

Subject:

Can you recommend me?

I'm writing to ask if you would write a brief recommendation of my work that I can include on my LinkedIn profile. If you have any questions, please let me know.

Thanks in advance for your help.

-Troy D. White

Send

Cancel

*It's as easy as 1-2-3-4 to ask for a **Recommendation**. This image uses the default message, which you should modify (see next image)*

Use LinkedIn to Get Into Your Dream College

4

Write your message

Subject:

Can you recommend me?

Dear [recommender name],

I'm adding recommendations to my LinkedIn profile and would like to add the recommendation letter you wrote for my college applications.

I've modified your letter to fit LinkedIn's formatting requirements and pasted it below.

Thank you in advance for your help, I greatly appreciate it. Let me know if you have any questions.

Sincerely,

[your name]

I have always been impressed with Jane's technical skills, but what really sets her apart are her interpersonal skills and outstanding leadership abilities. As Jane's teacher in the Engineering Academy at XYZ High School, I saw her transition from a quiet young adult with a passion for science and technology, into a natural leader who effortlessly inspires people with her actions.

With her strong background in math and science, I knew she would be successful in my program. Early on, Jane displayed an instinct for leadership, stepping in to lead our team to victory in its first Robotics Challenge competition. She even made some last minute recalculations to our autonomous flight algorithm, demonstrating her poise under pressure.

For that reason, I highly recommend Jane as an accomplished student who is a natural leader. She will be an outstanding, strong contributor to any academic program she enrolls in, as well as any company she joins.

Send

Cancel

To make it easier for the person recommending you, add an introduction then include the text you would like them to use when you send the request

18. Groups



Joining **Groups** is an easy way to connect with people who have similar passions and interests. **Groups** also show people, like college admissions counselors and future employers, what you're interested in.

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For example, if you want to study robotics, there are plenty of [Robotics groups](#) you can join on LinkedIn.

If you feel the **Groups** you join will help your applications, list them on your profile. If you'd rather not have the **Group** show up in your profile, you can change the visibility under **Interests > Your Groups > Group Settings** (the gear button on the far right).

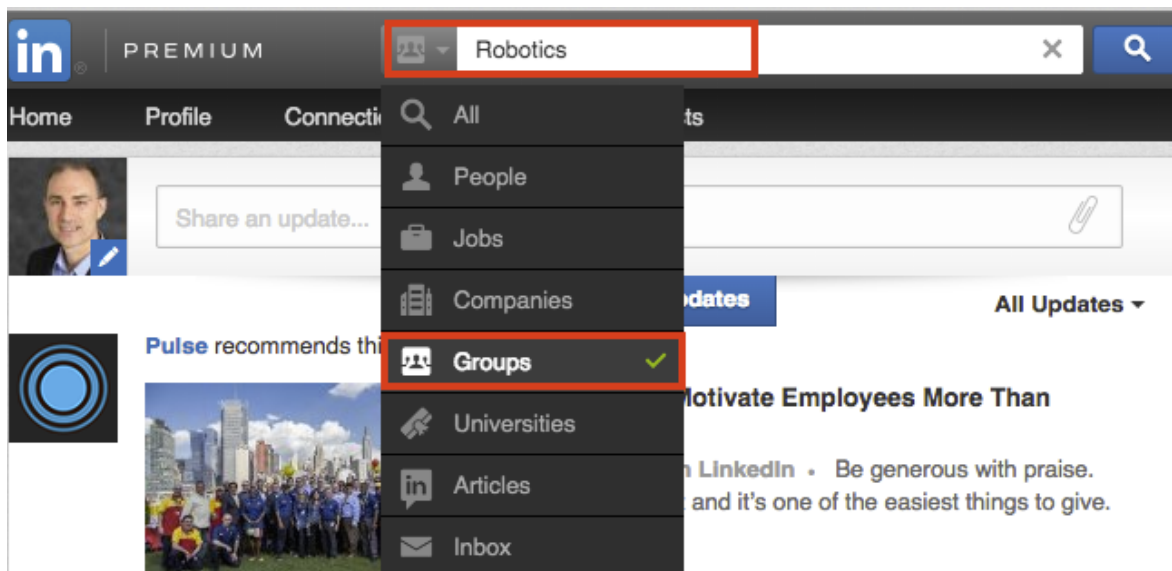
You can try to join **Groups** for the schools you're interested in, as well. Many of the Alumni **Groups** are closed, though, so this might not always work for you. [Discover more ways to use Alumni **Groups** in the [Join Groups... and Get the Most from Them](#) section.]

a) How to Find Groups

Here are 3 ways to find **Groups**.

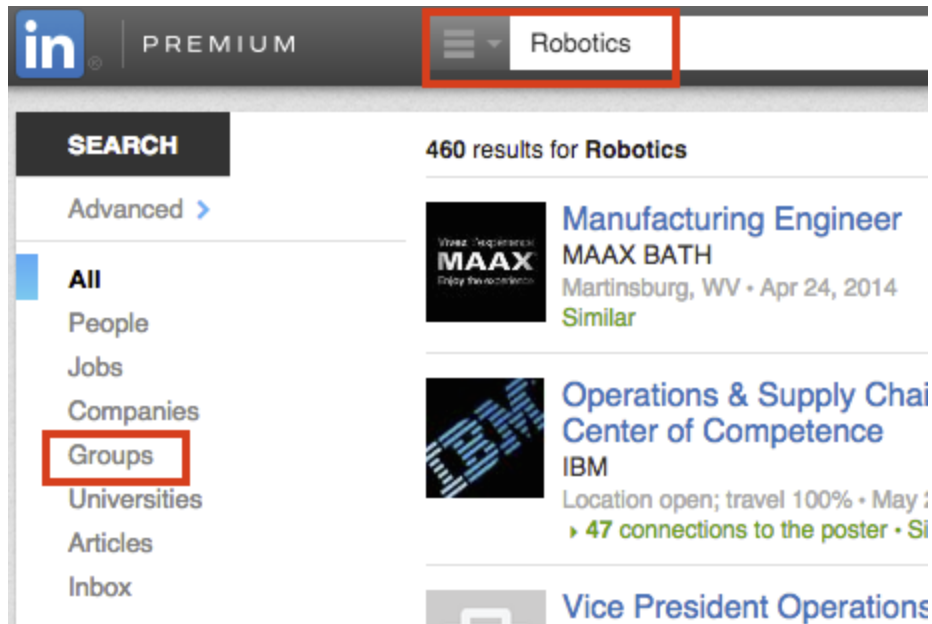
i. Search Box

Enter your search term in the global search box on any page, and choose **Groups** from the dropdown menu. Or, you can search "all" and then filter the results on the search results page.



*Use the global search box to find **Groups**. Choose **Groups** in the dropdown menu to only return results for **Groups***

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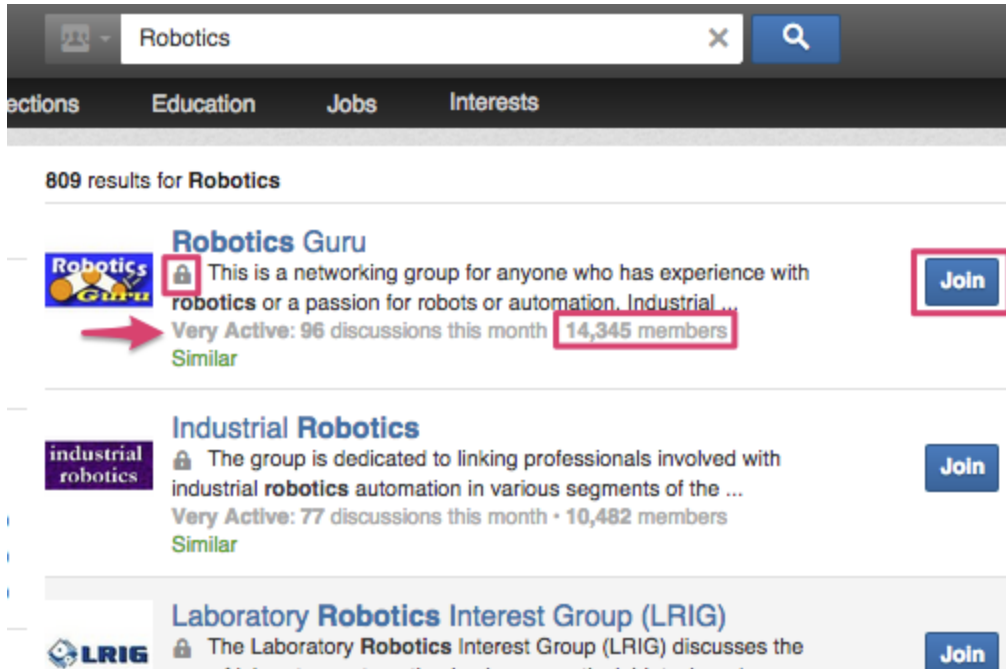
*Alternatively, you can do a global search then filter **Groups** from the left column of the search results page*

You'll see a list of related groups on the search result page. If the button says **Join** and has a **lock** next to the description, you'll need to request permission to **Join**. Most college Alumni **Groups** require permission.

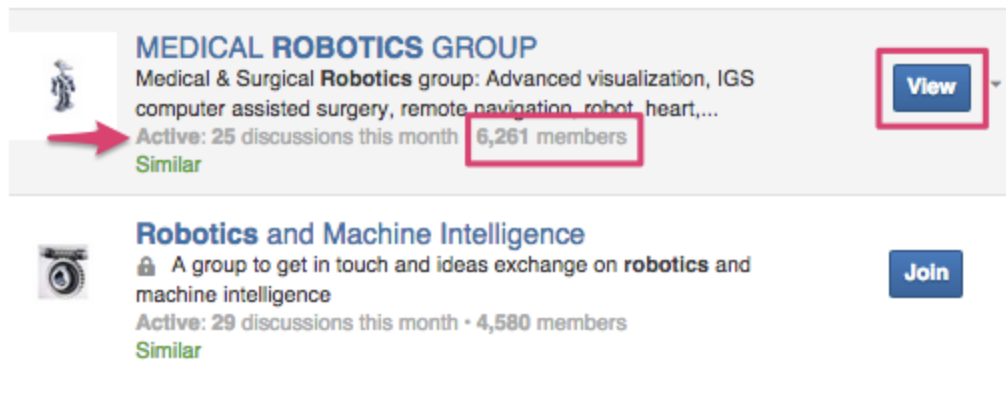
The description tells you how **Active** the **Group** is and how many **members** are in the **Group**.

If the button says **View** then it is an open group and you can join immediately without prior approval.

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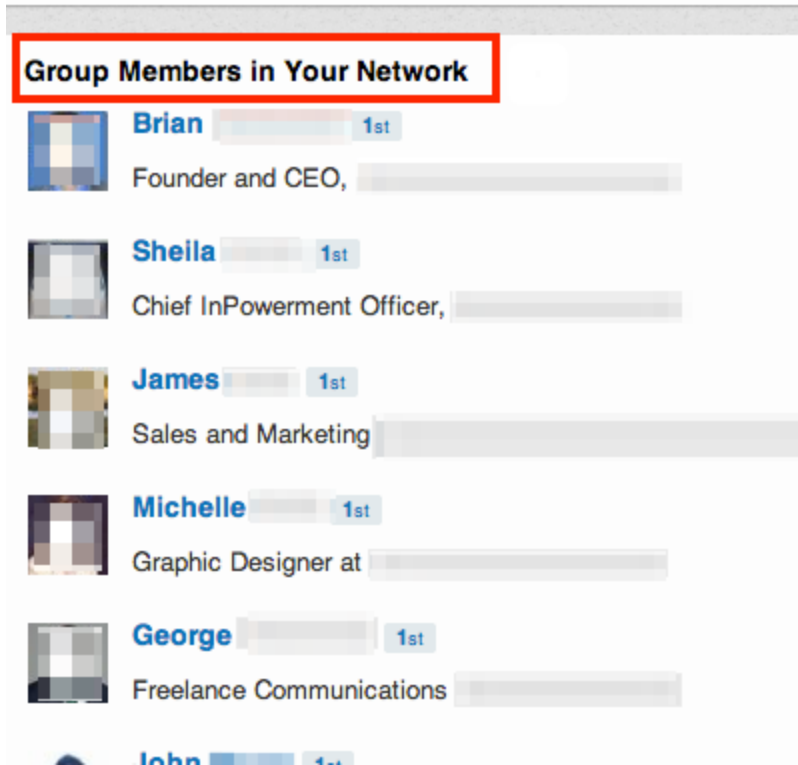
If there is a **lock** next to the description, you'll need permission to **Join**. The search results page will show you how many people are part of the **Group** and how **Active** it is



If the results page shows **View** you can join the **Group** without prior approval

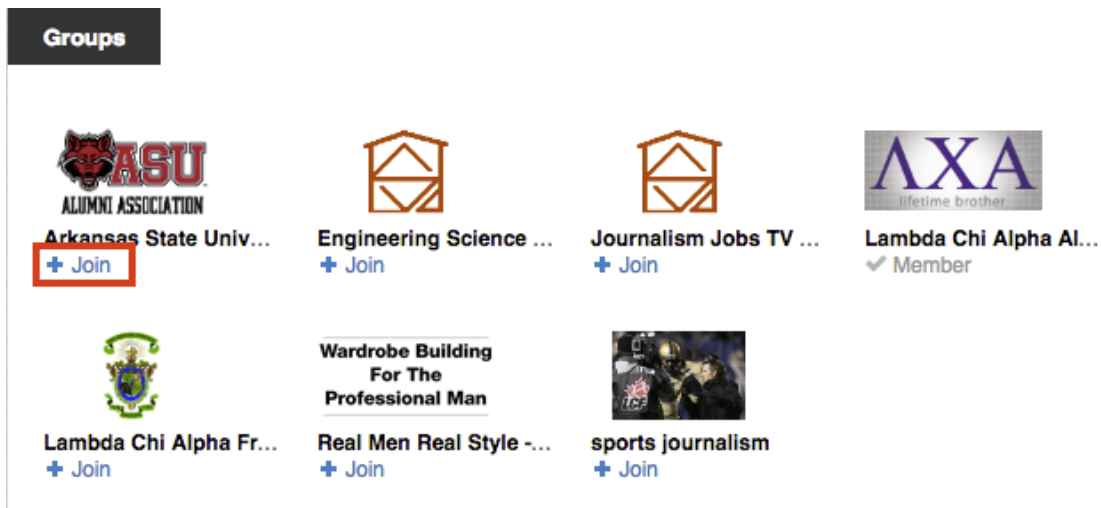
You can see how many people **in your network** are in each **Group** by clicking on the **Group** title and going to the **Group** homepage.

Use LinkedIn to Get Into Your Dream College



ii. Your Connections

When you view the profiles of your connections, you'll see a list of **Groups** they belong to. Click the **+ Join** button to **Join** the **Group**.

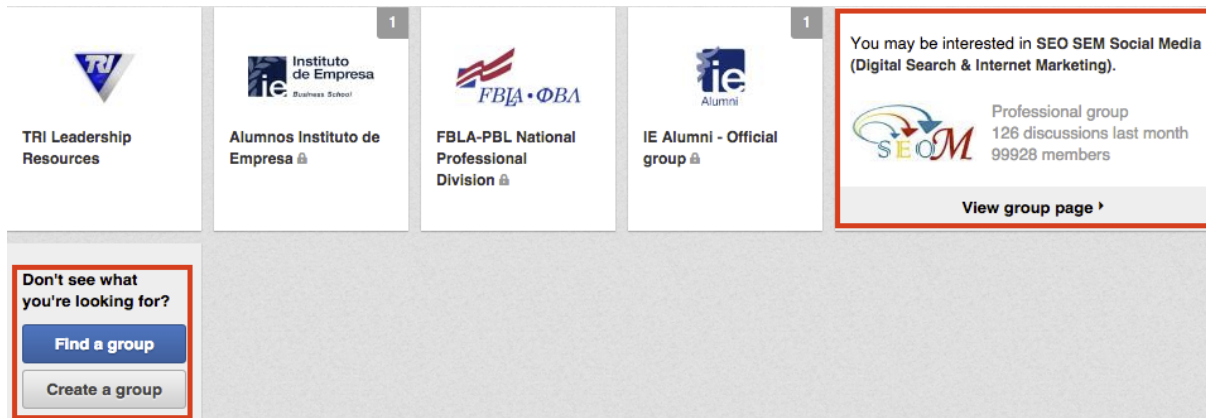
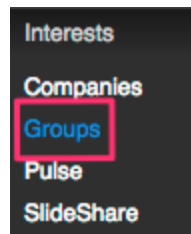


See which **Groups** your connections have joined at the bottom of their profiles. You can quickly **Join** by clicking the **+ Join** button

Use LinkedIn to Get Into Your Dream College

iii. Your Groups [Homepage](#)

When you visit your **Groups** [homepage](#) under **Interests > Groups**, you'll see a list of **Groups** you've already joined, as well as the option to **Find** or **Create** a **Group**. At the end of your list, you'll see a **You may be interested in** suggestion.



LinkedIn will suggest **Groups** for you at the end of your **Groups** [homepage](#). You can also **Find** or **Create** a **Group**

C. Make Your Profile Stand Out by Unlocking the Hidden Power of Multimedia Content



One of the best -- and most underused -- features of LinkedIn is the opportunity to add multimedia content to your profile.

You'll definitely want to take advantage of this feature as you're creating and optimizing your LinkedIn profile. It's a sure-fire way to make your profile stand out from other college applicants.

A standard LinkedIn profile contains lots of text and the occasional hyperlink. The

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multimedia feature lets you create a rich profile that is more interactive and visually appealing.

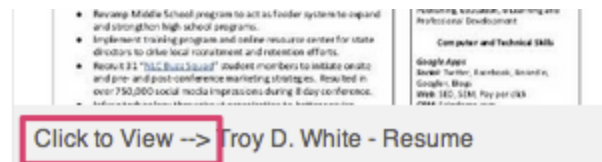
1. What Kind of Multimedia Content Should You Add?

Add anything that highlights and supports your accomplishments: videos, photos, documents, presentations. Make sure you **always** link to your portfolio of creative work.

It can be related to school, extracurricular activities, and jobs or internships. And it can be group projects and activities, or your solo work.

- **Papers, proposals and reports** you've created for your classes, especially if they're related to your college studies and long-term career goals.
- Your **resume** and college application **essays**.
- **Videos and audio files** you've created, especially as part of your school projects and courses.
- **Presentations**, including any support materials such as papers, handouts, videos and PowerPoint slides.

Use call-to-action words like **click to view** to get people to click through to your portfolio. These action words pull people into your links; otherwise, they might not know they should click to see your content.



A call-to-action will get people to click through to your content

Here is the [complete list of digital content you can add](#). Some of the more popular ones you may already use include:

[YouTube](#) -- If you're creating videos for your courses or extracurricular activities, chances are you have a YouTube account. Link your videos to your profile wherever you can.

[Slideshare](#) -- Owned by LinkedIn, [Slideshare](#) is a great way to boost your search engine rankings. Upload any slides you've created for your high school courses or projects, or

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any leadership activities, like workshops and seminars you've been a part of.

[Behance](#) -- If you're doing any sort of creative work, [Behance](#) is a great platform to showcase your talents.

a) Where Can You Add Multimedia Content?

You can add multimedia content to the [Summary](#), [Experience](#), and [Education](#) sections of your LinkedIn profile.

b) How to Add Multimedia Content to Your LinkedIn Profile

As you're editing your profile, click the **multimedia icon** in the [Summary](#), [Experience](#), and [Education](#) sections. You can use one of the [supported online providers](#) or upload a file.



Tip: Always try to use a [supported provider](#) so your content looks attractive and professional!



Summary

Edit



*Multimedia content enhances your LinkedIn profile. Click the “**box+**” sign to add interactive media to your profile*

Edit



eting strate

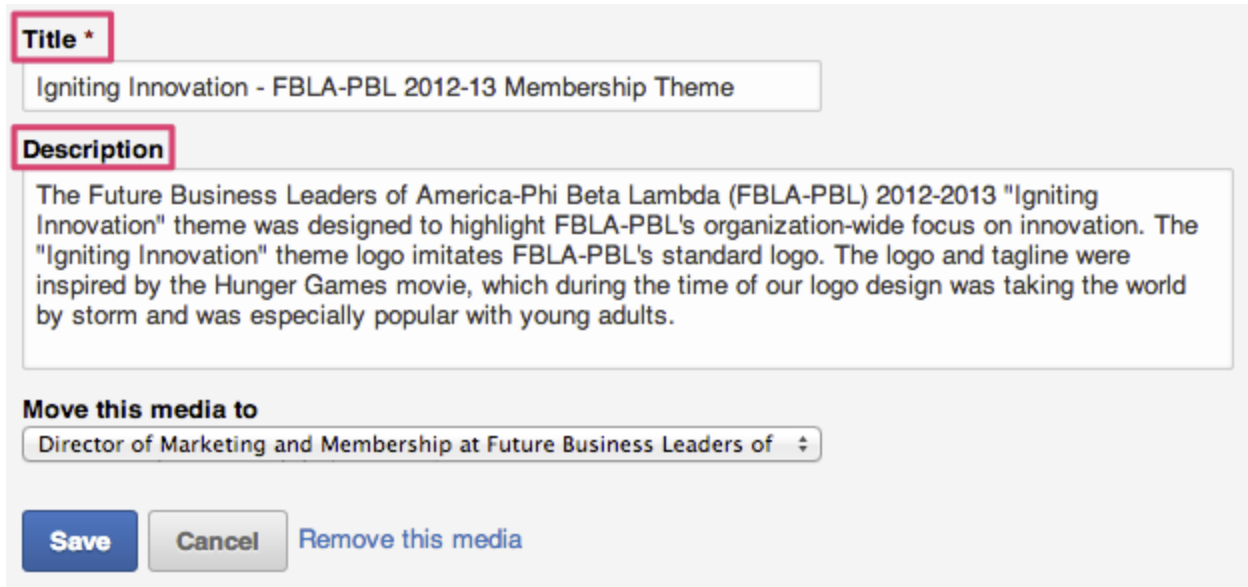
Add Link

Upload File

*Then, add a **Link** (preferably from a supported provider) or a **File***

Next, edit the **Title** and **Description**. Make sure you add keywords that support your personal brand and a description that puts your projects in the best light possible. [For more information on personal branding, jump to the [Personal Branding](#) section.]

Use LinkedIn to Get Into Your Dream College



The screenshot shows a LinkedIn media upload interface. At the top, there is a 'Title *' field with the text 'Igniting Innovation - FBLA-PBL 2012-13 Membership Theme'. Below this is a 'Description' field containing a paragraph about the 'Igniting Innovation' theme logo, which was inspired by the Hunger Games movie. Under the description is a 'Move this media to' dropdown menu currently set to 'Director of Marketing and Membership at Future Business Leaders of'. At the bottom, there are three buttons: 'Save' (blue), 'Cancel' (grey), and 'Remove this media' (blue text).

Title *

Igniting Innovation - FBLA-PBL 2012-13 Membership Theme

Description

The Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) 2012-2013 "Igniting Innovation" theme was designed to highlight FBLA-PBL's organization-wide focus on innovation. The "Igniting Innovation" theme logo imitates FBLA-PBL's standard logo. The logo and tagline were inspired by the Hunger Games movie, which during the time of our logo design was taking the world by storm and was especially popular with young adults.

Move this media to

Director of Marketing and Membership at Future Business Leaders of

Save **Cancel** Remove this media

*Provide enough information in the description to explain the project and promote your work in making it a success. Don't forget to add keywords that support your personal brand in your **Title** and **Description**, if it makes sense*

You can add content from unsupported providers by using the **Upload File** option. However, LinkedIn will only provide a blank image, which makes your profile less attractive. Whenever possible, use one of the [supported providers](#) to make your profile more interesting and visually appealing.

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➤ Overhauled National Officer Program (FBLA, PBL and Professional divisions) by harnessing collaboration technologies (Google Apps and Hangouts) to streamline pre-training and align officer team Program of Work with National FBLA-PBL strategic plan

➤ Work with national partners/sponsors to develop effective marketing & outreach programs

▶ 3 projects

▶ 3 honors and awards

▶ 24 recommendations, including:



The Buzz Squad - National Leadership Conference Interns



Igniting Innovation - FBLA-PBL 2012-13 Membership Theme



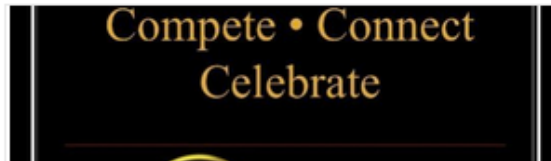
2012-13 National Officer Training for Program of Work



Igniting Innovation - FBLA-PBL Membership Posters



Pop-up Workshops - National Leadership Conference



When you use supported providers, LinkedIn automatically displays an attractive image; these images are from [Behance](#) and [Slideshare](#)

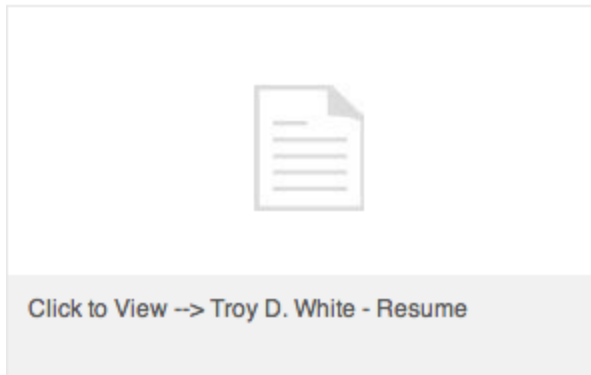
Use LinkedIn to Get Into Your Dream College

Specialties: Social Media, Membership, Strategy, Int
Engine Optimization, Conference, Events, Catalog,
of Mouth, Sales Negotiation, Proposals, Blogging, C
Economics, Personal Finance, Seminars, Workshop

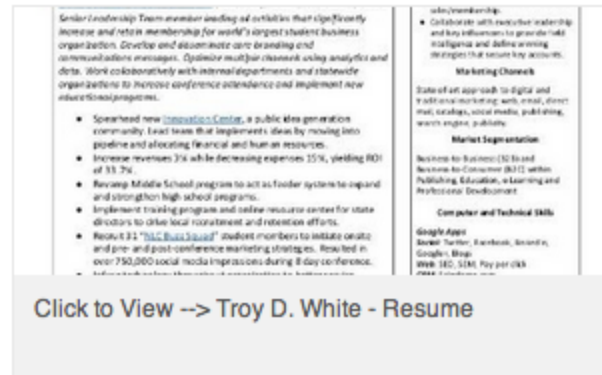


Click to View --> Troy D. White - Resume

If you choose an unsupported provider, LinkedIn will only show a blank generic image



Click to View --> Troy D. White - Resume



Click to View --> Troy D. White - Resume

An unsupported provider, [Box](#) (left) vs. [Scribd](#) (right), a [supported provider](#). Which one would you click on?

Tip: In addition to enhancing your profile with multimedia content, you can add standard hyperlinks under your Contact section (by editing your Website URLs) and your Projects section.



Chapter 2



How to Use LinkedIn to Connect with the Right People



A Step-by-Step Guide to Building a Lifelong Network of (In)Valuable Connections

In this section, you'll:

- ✓ Find Out Why You Should “Always Be Connecting”
- ✓ Decipher LinkedIn’s Connection Lingo
- ✓ Uncover the Mechanics of Connecting, Including Advanced Techniques
- ✓ Discover How to Unlock the Power of Tags to Manage Your Connections

Networking is one of the most important skills you can develop, both now as a student and as a future business professional. LinkedIn is the premier online networking tool, so you'll want to master it as soon as you can.

When you're building connections on LinkedIn, you'll tap into a broad support network for researching colleges, finding job opportunities, and mentoring.

A. LinkedIn's A-B-C Rule

Make sure you follow The ABC's of Networking on LinkedIn: **A**lways **B**e **C**onnecting. Connect with people you know (more on that shortly) and most importantly, people you *want* to know.

LinkedIn wants you to expand your network, so there are plenty of simple ways to start connecting with the people that can help you find your dream college.



Tip: One common mistake people make is to connect *only* with people in their industry, or *only* classmates, or *only* current and former co-workers. Connecting with a variety of people, and across different industries, will expand your career horizons, especially at this early stage in your career.

B. What Connections Mean and Why They're Important

One thing you've probably noticed as you've started to use LinkedIn is that people have different degrees of connection: 1st, 2nd, 3rd and Out of Network. Basically, these numbers let you know how close you are to someone in your network.



LinkedIn uses degrees to show you how closely you're connected to someone through degrees of separation

A 1st degree connection means you're directly connected to the person, while a 2nd degree connection is someone who is connected to one of your 1st degree connections.

3rd degree connections are connected to your 2nd degree connections, while Out of Network includes people you have no connection to.

Group members are considered part of your network because you're in the same group and share the same interests.

You want as many 1st degree connections as possible because it allows you to:

- **Send Messages.** You can directly contact your 1st degree connections. Once you connect with someone, you'll have access to their contact information, which typically includes an email address and cell number.
- **View Entire Profiles.** You can view the complete profile of a 1st degree connection. You'll only be able to see a limited profile of 2nd and 3rd degree connections.
- **See Who Their Connections Are.** This is probably the most valuable benefit of having 1st degree connections. You'll be able to see who they are connected to and who you share in common. You can also use your 1st degree connections to ask for introductions to other people on LinkedIn. [See more in the [Introductions](#) section below.]

- **Give and Receive Endorsements & Recommendations.** You'll be able to ask your 1st degree connections for endorsements and recommendations, which provide value to your profile.

C. How to Connect with People on LinkedIn

You'll connect with people in two ways: by sending invitations to connect, and by receiving invitations.

LinkedIn initially gives you 3,000 invitations you can send to people you want to connect with, and you can receive an unlimited number of invitations.

If you run out of your 3,000 initial invitations, you can request more from the [Contact Us form](#).

These are the easiest ways to build your network on LinkedIn:

1. [Connect Your Email Address Books](#)
 - a) Give LinkedIn access to your address book
 - b) Upload a .csv file
2. [Send Individual Email Invites](#)
3. [People You May Know](#)
 - a) On the LinkedIn homepage
 - b) Underneath your invitations box
 - c) After you send an invitation
4. [Advanced Strategies](#)
 - a) Current classmates and teachers
 - b) High school alumni
 - c) Social and professional connections
 - d) People you'd like to meet
 - e) Introductions
 - f) Promote on your other social media profiles
 - g) Use your personalized LinkedIn URL
 - h) Group members

Here's how to use these techniques to your advantage:

1. Connect Your Email Address Books

The easiest way to build your connections is to import your email address books. To get started, you'll need to give LinkedIn permission to access your address book.

a) Give LinkedIn Access to Your Address Book

You'll have the option to do this during the signup process. If you skipped it during signup, you can access it three ways:

i. "Add Contacts" Global Navigation

In the upper right corner, hover over the **+silhouette** and scroll to the bottom of the list to choose the email service you'd like to connect.

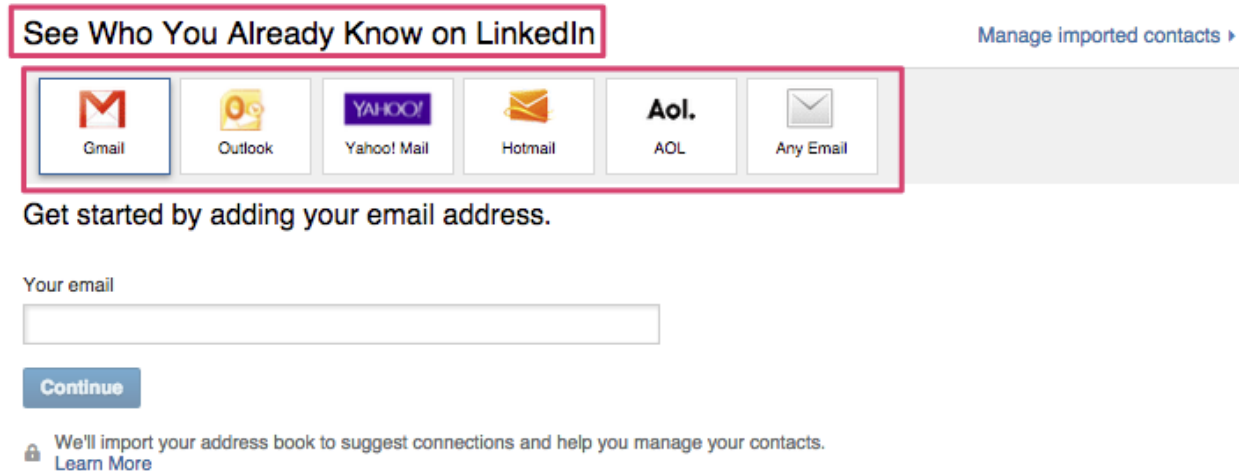
If you click the **+silhouette** button, you can choose an email provider from the **See Who You Already Know** page.

Use LinkedIn to Get Into Your Dream College



*After hovering over the **+silhouette** on the global navigation, scroll to the bottom of the display window to quickly **Invite your contacts** from a number of popular email services*

Use LinkedIn to Get Into Your Dream College



See Who You Already Know on LinkedIn [Manage imported contacts >](#)

Gmail Outlook Yahoo! Mail Hotmail AOL Any Email

Get started by adding your email address.

Your email

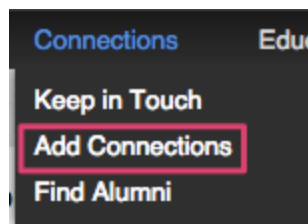
[Continue](#)

We'll import your address book to suggest connections and help you manage your contacts. [Learn More](#)

*If you click the **+silhouette** image you can choose the email service from the **See Who You Already Know on LinkedIn** section*

ii. Connections Global Navigation

By hovering over **Connections** and choosing **Add Connections** you'll be able to choose which email address book you'd like to add on the **See Who You Already Know** section. From here, you can choose from a number of popular email services. Simply tap on the provider you'd like to choose, enter **your email** address, and click **continue**.

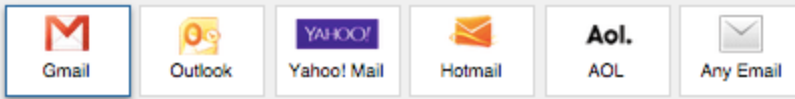


*Add your email address book by choosing **Connections > Add Connections**. Then choose the email service you want to connect on the **Who You Already Know on LinkedIn** section*

Use LinkedIn to Get Into Your Dream College

See Who You Already Know on LinkedIn

[Manage imported contacts](#)



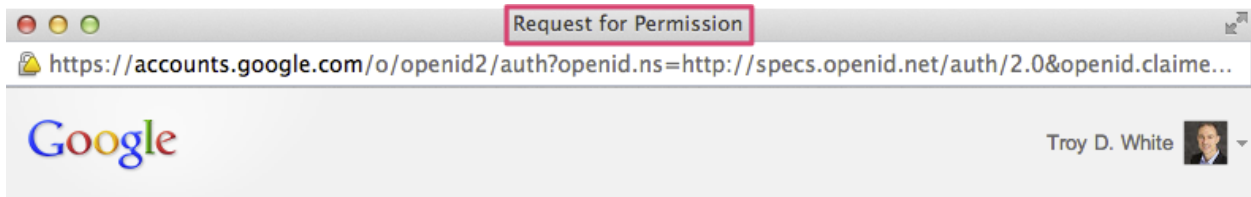
Get started by adding your email address.

Your email

Continue



We'll import your address book to suggest connections and help you manage your contacts.
[Learn More](#)



Choose your email service provider, then enter your **email address** and choose **Continue**



 **LinkedIn.com**

LinkedIn.com would like to:

 View your email address 

 Manage your contacts 

LinkedIn.com and Google will use this information in accordance with their respective terms of service and privacy policies.

Cancel

Accept



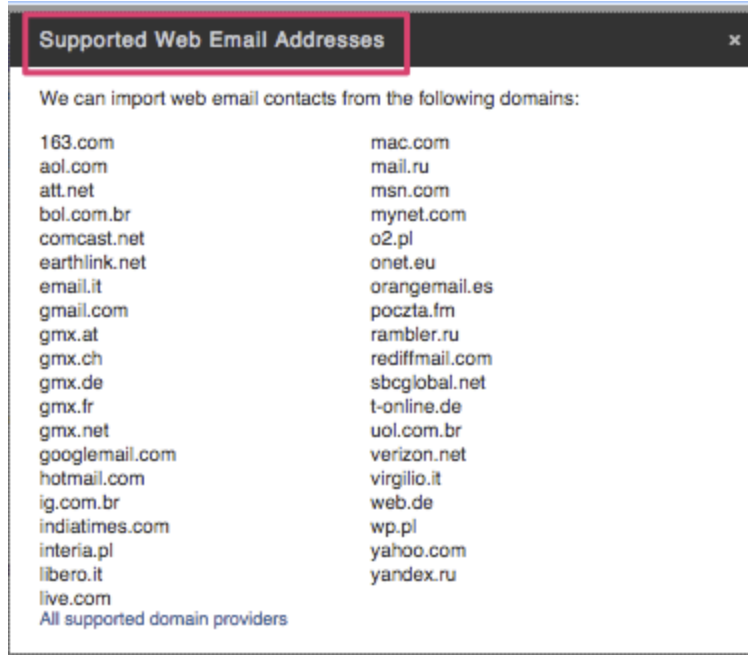
You'll need to grant LinkedIn permission to access your address book

If you enter an email address that is not supported by LinkedIn, you'll need to upload a .csv file.

Use LinkedIn to Get Into Your Dream College

Get started by adding your email address.

We can't import contacts from this address yet. You may try one of our supported providers. Or, you can upload a **CSV file** or try using our File Importer.

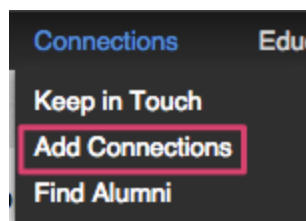


If you enter an email address that isn't supported by LinkedIn, you'll need to upload a .csv file

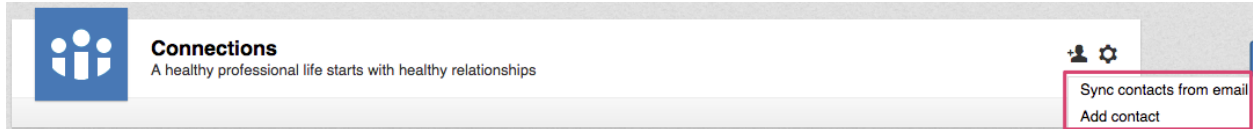
iii. Connections Homepage

You'll also have the option of syncing your address book from the **Connections** homepage. You'll need to provide LinkedIn with permission to access your address book.

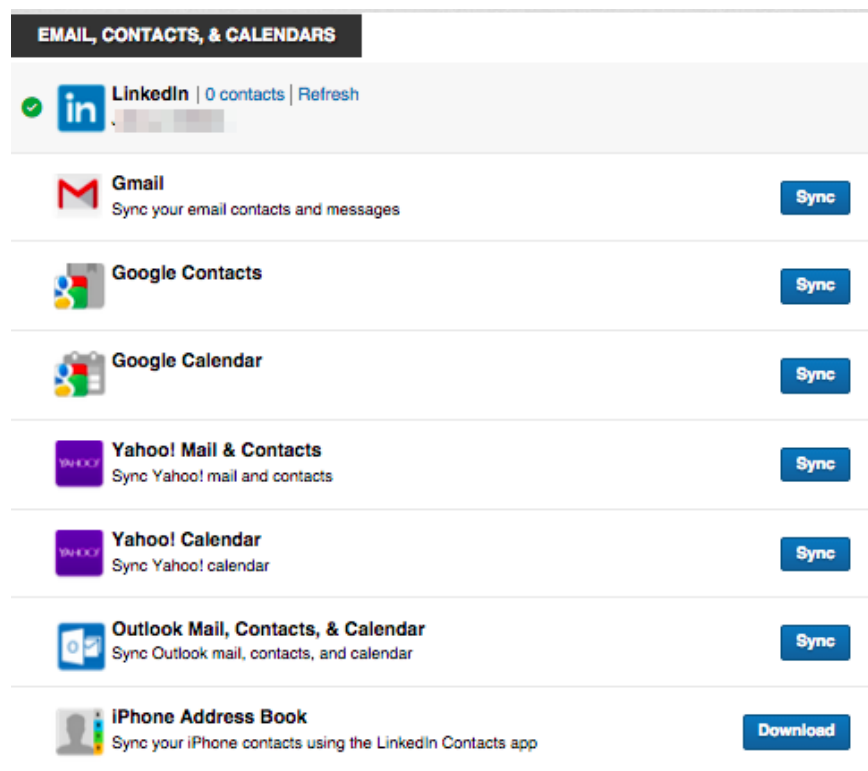
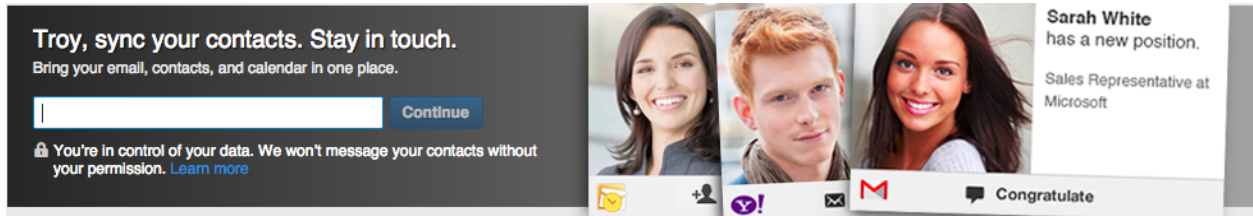
You can also **Add a contact** individually.



Use LinkedIn to Get Into Your Dream College

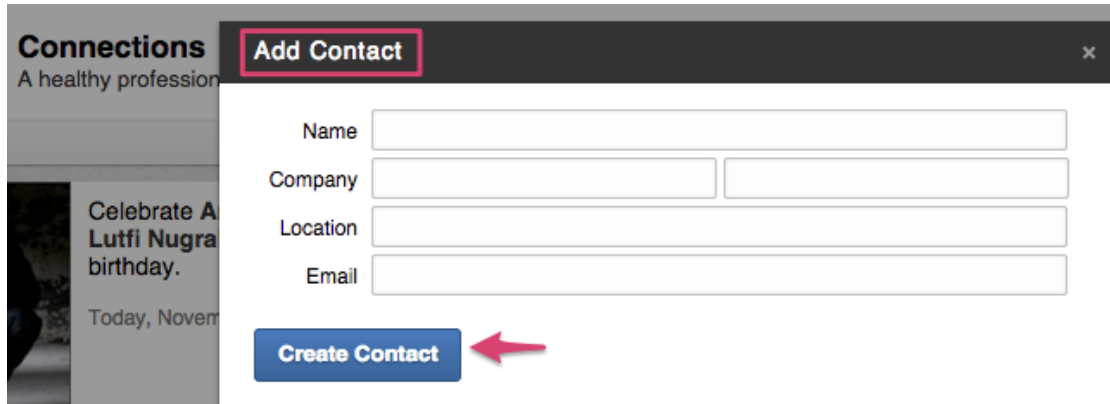


When you click **Connections** from the main navigation you'll land on your **Connections** homepage. Choose the **+silhouette** symbol to **Sync contacts from email** or **Add an individual contact**



To build your LinkedIn connections, you can **sync your contacts** from popular email providers and calendars. After entering your email address, you'll need to give LinkedIn permission to connect to your email address book

Use LinkedIn to Get Into Your Dream College



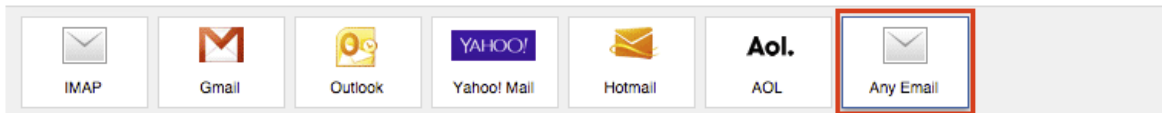
You can also manually **Add** an individual **Contact**

b) Upload Your Contacts

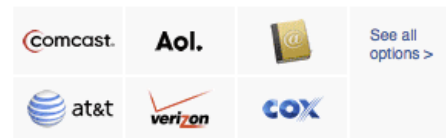
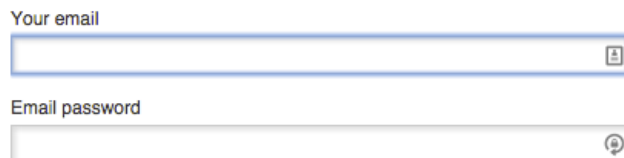
If you'd rather not give LinkedIn access to your email address book, you can upload a .csv file under **More ways to connect**. Select **Connections > Add Connections > Any Email**.

See Who You Already Know on LinkedIn


[Manage imported contacts](#)



Have you found everyone you know on LinkedIn? Search your email contacts to see.



[Continue](#)

 **Your contacts are safe with us!**
We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn More](#)

More ways to connect

- [Upload contacts file](#)
- [Invite by individual email](#)

You can avoid granting LinkedIn access to your email address book by **uploading** a .csv file of your contacts instead

2. Send Individual Email Invites

You can also send emails individually. Click **Connections > Add Connections > Any Email** and choose **Invite by individual email** under **More ways to connect**.



More ways to connect

- Upload contacts file
- ▾ Invite by individual email

Type email addresses below, separated by commas.

Send Invitations

Send invites to individual emails. To send multiple invites, separate the email addresses by commas

3. People You May Know



The **People You May Know** feature is one of the best ways to connect with people on LinkedIn.

As you start building your network, LinkedIn will start suggesting people you might know.

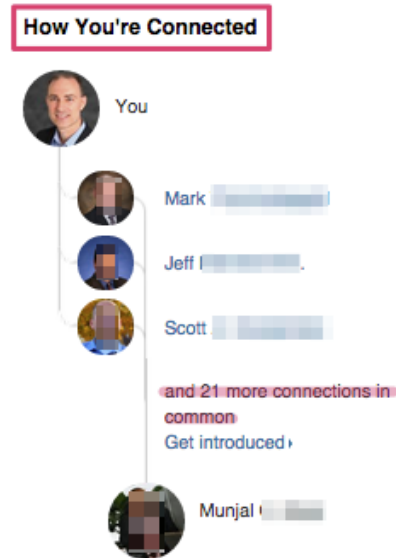
Chances are you'll recognize most of the names (and faces). This is an effective way to quickly build relevant and useful connections.

a) The Power of Weak Connections

One of LinkedIn's most useful features, though, is that it recommends connections that you might not know *personally*, but that your connections know.

This is a great way to see, and connect with, people your friends know. These are called "weak" connections because you're only marginally associated with them, but you share a common connection.

Use LinkedIn to Get Into Your Dream College



*LinkedIn visually shows you **How You're Connected** to potential connections*

The LinkedIn recommendation algorithm gets more accurate as you add more and more contacts... another reason why building a large network on LinkedIn is important.

Whenever you see **People You May Know** listed, you can connect with them by clicking the **Connect** or **+ Connect** buttons.



*Connecting is easy... there are plenty of places where you can just click **Connect**!*

b) The People You May Know Page

Throughout LinkedIn you'll see recommendations for **People You May Know**. When you click on the hyperlink or **See more >>** link, you'll land on the **People You May Know** homepage.

From there, you'll see recommendations listed in a card-type format. As you scroll down the page, LinkedIn automatically refreshes the list with new people.

Use LinkedIn to Get Into Your Dream College

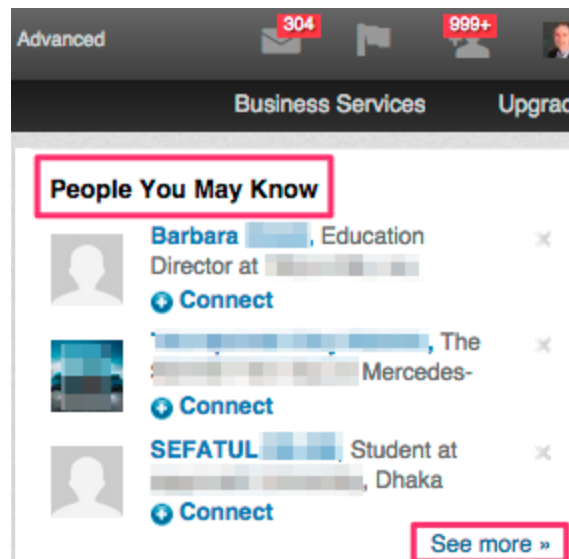


The **People You May Know** page is a hub for connecting to people LinkedIn thinks you will know

c) Where to Find People You May Know

i. LinkedIn Homepage

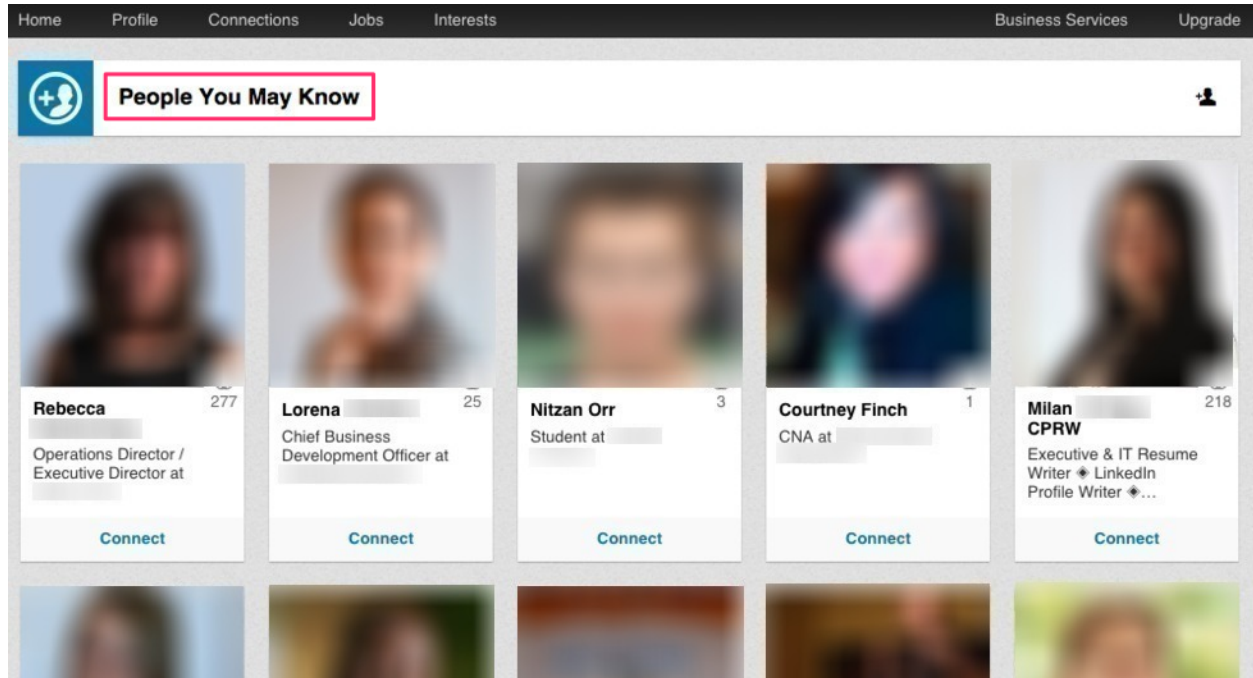
You can connect with **People You May Know** in the upper right corner of your LinkedIn homepage. You can connect with three people immediately, or click **See more >>** or the **People You May Know** heading title to see a complete list.



Your LinkedIn homepage lists three **People You May Know**. Click **See more >>** for a full list

After you click **See more >>**, people will be automatically added to the list as you scroll down the **People You May Know** page.

Use LinkedIn to Get Into Your Dream College

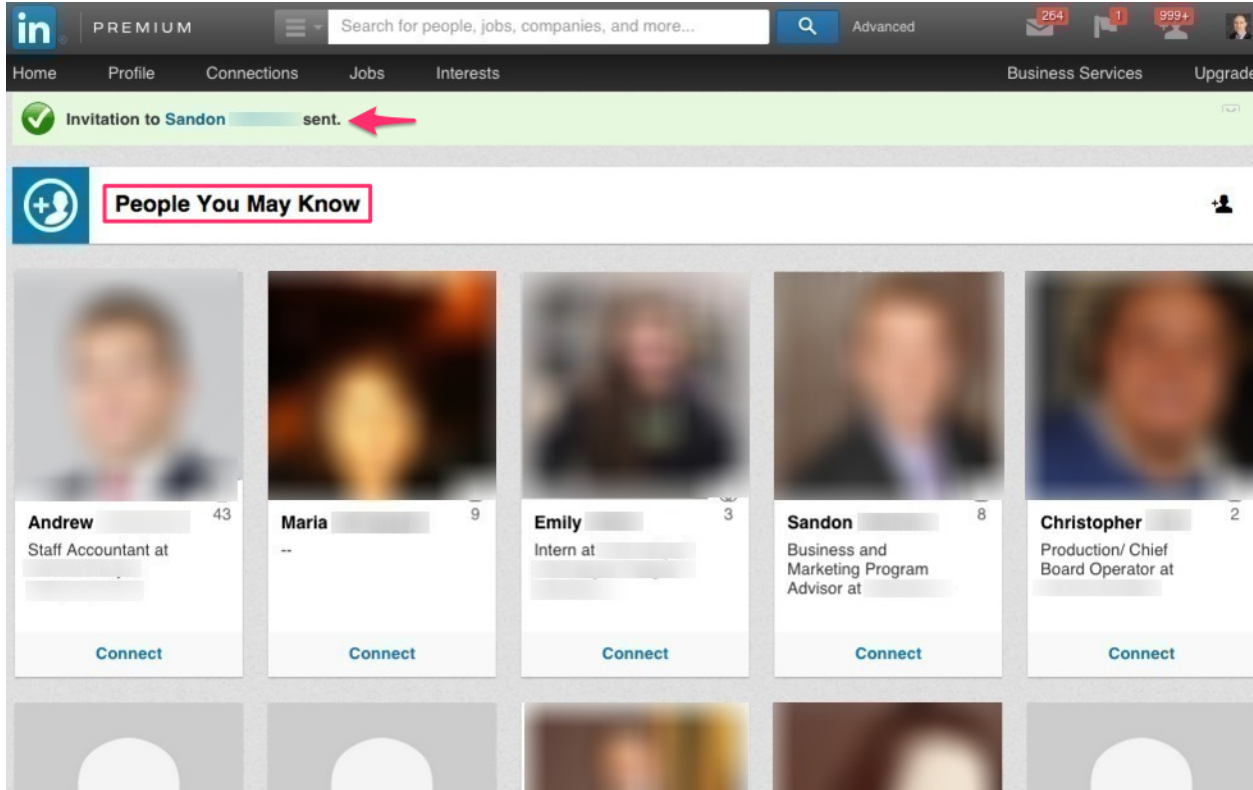


*If you click **See more >>** from your LinkedIn homepage, you'll see a complete list of potential connections. Scrolling down the page automatically adds more people to the list*

ii. After You Send an Invitation

LinkedIn will give you a list of **People You May Know** after you send an invitation.

Use LinkedIn to Get Into Your Dream College



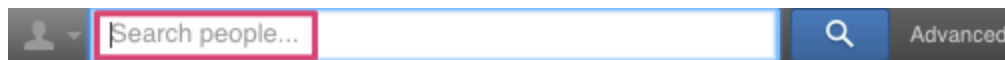
*LinkedIn will suggest **People You May Know** after you **send an invitation***

D. Advanced Connection Strategies

1. Current Classmates and Teachers

Chances are you already connected with classmates and teachers when you uploaded your email address book. In addition, LinkedIn has probably already found your classmates and suggested you add them via the [People You May Know](#) feature.

You can proactively connect with your classmates and teachers who are not in your email address book by searching for them on LinkedIn.



*Connect with your classmates and other people you know through the **Search** box in the global navigation menu*

When you choose **Connections > Find Alumni**, you'll see a list of current students

Use LinkedIn to Get Into Your Dream College

(and alumni) from your high school that are on LinkedIn.

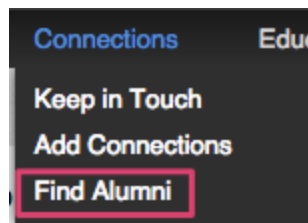
At a minimum you'll want to connect with the teachers and business professionals that are writing your recommendations. That way, you can add a modified version of their written recommendation to your LinkedIn profile. [See the [Recommendations](#) section.]

2. Alumni from Your High School

As mentioned above, choose **Connections** > **Find Alumni** to see a list of **Alumni** from your high school.

Connecting with **Alumni** from your high school is a simple way to build out your network. Some of them may even be attending the dream college(s) you're interested in, so they might be able to provide you with some valuable insight into whether the college would be a good fit for you.

To connect with **Alumni** from your high school, go to **Connections** > **Find Alumni** in the global navigation menu. LinkedIn will automatically search for **Alumni** from your high school.



*To connect with students and **Alumni** at your high school, choose **Connections** > **Find Alumni***

3. People You Meet Socially and Professionally

Whenever you meet someone, whether personally or professionally, search for and invite them to connect on LinkedIn. They could be friends of your family, people you meet at events and volunteer activities, co-workers from your internships, and so on.

4. People You'd *Like* to Meet


Don't hesitate to reach out to someone you'd like to connect with. You'll be surprised how open people are to new connections. If possible, try to explain why you'd like to connect, such as:

Use LinkedIn to Get Into Your Dream College

Dear [Mr./Ms. LastName), I'm interested in learning more about XYZ college and I noticed you're an alumnus. I'd like to add you to my network as I'm researching the college, and for future networking opportunities. Thank you for your consideration, YourName

By now you should have a company or two listed on your profile, so choose **We've done business together** and then select the company name. Add the reason you'd like to connect or list a common area of interest you both share. For instance, you might say "I'll be studying accounting in college, and I would like to connect with more CPAs."

Don't be discouraged if someone doesn't accept your invitation, they might be busy or maybe they forgot to accept your recommendation. It's not personal, just keep trying!

 **Invite Andreas to connect on LinkedIn**

How do you know Andreas?

- ☐ Colleague
- ☐ Classmate
- ☒ We've done business together
 - Choose a company...
- ☐ Friend
- ☐ Other
- ☐ I don't know Andreas

Include a personal note: (optional)

Hi Andreas, I'd like to connect with you on LinkedIn, thanks! -- Troy

Important: Only invite people you know well and who know you. [Find out why.](#)

Send Invitation or **Cancel**

*If you find someone you'd like to connect with on LinkedIn, send them an **Invitation**. Try to add a personal touch with something you have in common, like an interest in the college, or something that shows you would make a good connection*

5. Introductions

You can also ask your 1st degree connections to introduce you to their connections. If you see someone you'd like to connect with, and you see an existing connection knows them, ask your connection to make an **Introduction** for you.

LinkedIn's **Introductions** are primarily used to facilitate business networking, but you can also use them to connect with potential mentors and alumni ambassadors as you're researching your dream college.

Your **Introduction** request will consist of two parts:

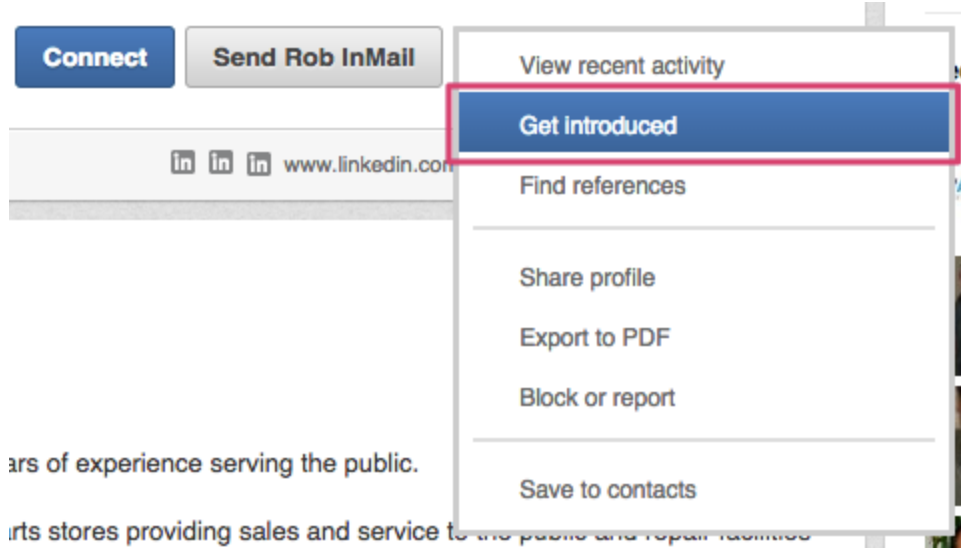
1. Asking your current 1st degree connection to introduce you, and telling them why you'd like to be introduced.
2. That same note will include a note to your potential new connection, for your 1st degree connection to forward.

As you can see, that means your note will need to do double-duty: *You'll need to convince your 1st degree connection to forward it, and you'll need to convince the 2nd degree connection that you're worth connecting with.* Make sure both of the connections find it worth their time to help you.

Here's how you **Get introduced** on LinkedIn:

When you identify a 2nd (or 3rd) degree connection and would like to get introduced, choose the down arrow next to **Send [connection] InMail** and then **Get introduced**.

Use LinkedIn to Get Into Your Dream College



*If you'd like to connect with someone and you share a mutual connection, you can ask to **Get introduced***

Choose your **shared connection**, then write a brief note about why you'd like an **Introduction**; you can use the template below. Remember: include your note to the 2nd degree connection so your 1st degree connection can forward it!

Use LinkedIn to Get Into Your Dream College



Get introduced to:



Rob

Firefighter at [redacted] Fire Department

Who should make the introduction?

Choose a shared connection

Be clear about why you're asking for an introduction and politely give them a way to say no.

Ask for an introduction

Cancel

Choose a **shared connection** and include a note about why you'd like an **Introduction**

Here is a sample note you could send to your 1st degree connection; this is a single note with the top half addressed to your 1st degree connection, and the bottom half is addressed to the potential new connection.

Hi [Connection Name], I see that you're connected to [2nd degree Name]. I would like to connect with [2nd degree Name] to learn more about [ABC]. Thank you for forwarding the below note to [them].

P.S. If you're not comfortable forwarding my request, I completely understand. Thank you for your time.

[Your Name]

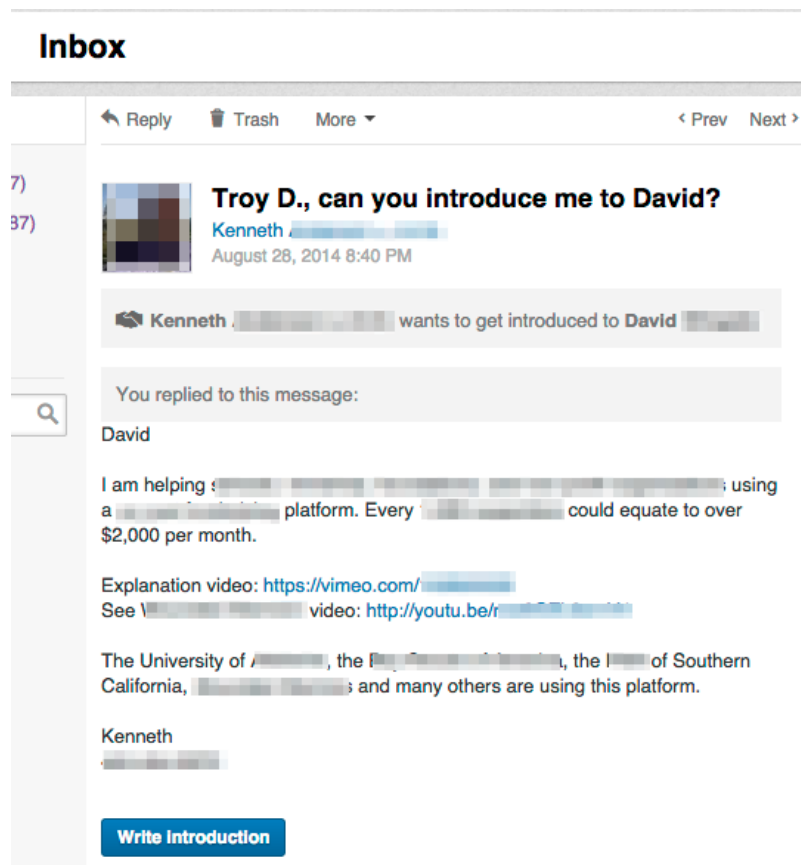
Use LinkedIn to Get Into Your Dream College

Dear [2nd degree Name], I'm a student at XYZ high school and noticed you attended [College/University]. I'm interested in applying to [College/University] this fall and would like to connect with you so I can ask a few questions about [College/University].

Thank you for taking the time to consider my request.

[Your Name]

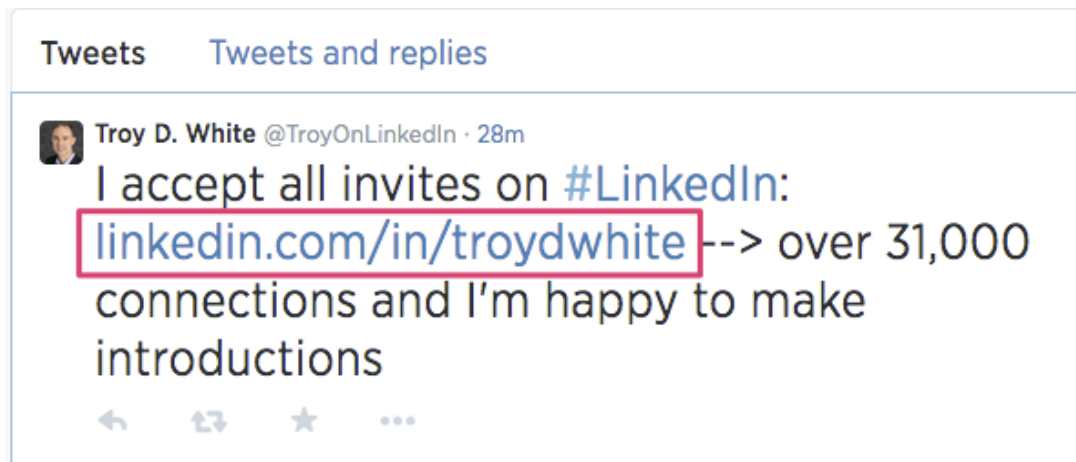
You can adapt this template for a number of situations: dream college research requests, job searches, internship opportunities, and so on.



*Your 1st degree connection will receive the **Introduction** request that you wrote. Your connection will then send this note to their connection to finish the **Introduction** process*

6. Actively Promote Your LinkedIn Profile on Your Other Social Media Accounts

Let your other social media connections know about your LinkedIn profile. Post it to [Facebook](#), [Twitter](#) (often), and add it to your other social media profile links. Don't forget to ask people to connect with you!



Use your other social media profiles to promote your LinkedIn profile, such as [Twitter](#) (top) and [Behance](#)

7. Where to Use Your Personalized LinkedIn URL

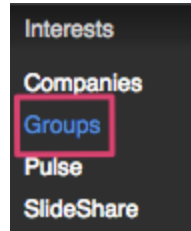
Add your personalized LinkedIn public profile URL to your business card, your email signature, on your resume, and on your other social media profiles. This makes it easy for people to find and connect with you on LinkedIn.

Use LinkedIn to Get Into Your Dream College

8. Group Members

One of the benefits of joining **Groups** is that you can send connection invites to your fellow **Group** members, regardless of what degree they are.

Once you've joined a group, you can access the **Group** under your **Groups** homepage at **Interests > Groups**.

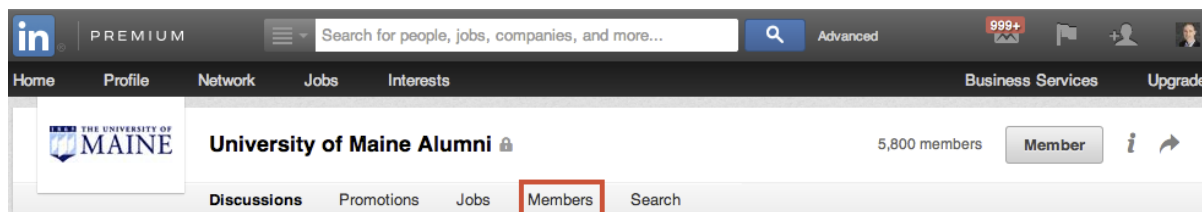


*Access your **Groups** under **Interests > Groups***

Choose the **Group** and click on **Members**.

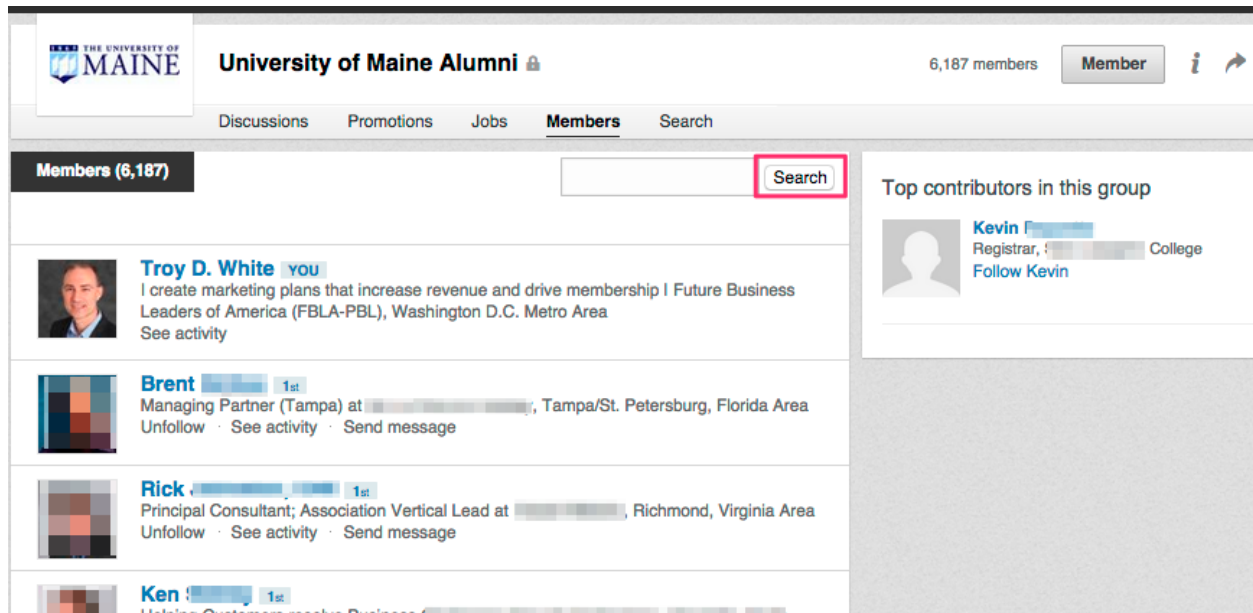
You'll see a results page with a list of 250 members (10 per page, 25 pages), starting with your 1st degree connections and moving to 2nd degree, 3rd degree and finally, members who are Out of your Network.

If you're looking for a specific person, location, or background, you can also use keywords to narrow your search within the group.



*You should connect with **Group** members whenever possible. Click **Members** on the **Group** homepage*

Use LinkedIn to Get Into Your Dream College

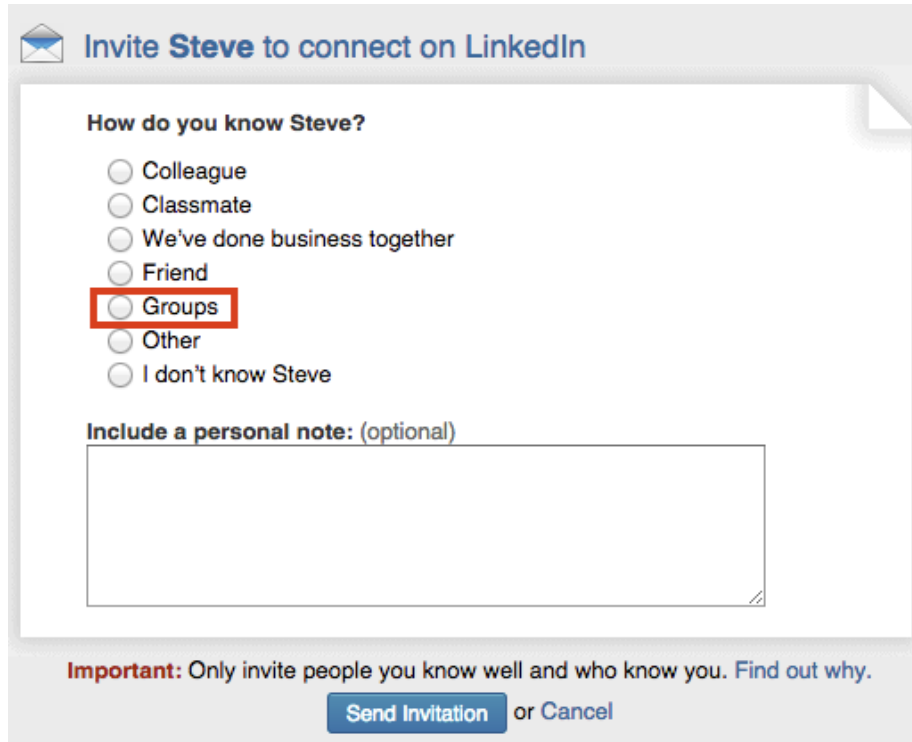


You can send the first 250 (10 people x 25 pages) **Group** members an **Invitation** to connect (unless you're already connected), or enter a search term if you're looking for someone with a specific background



If the **Group** member is a 2nd or 3rd degree connection, you can send them a direct invite to **Connect**. With **Group** members, you can skip the normal **Introduction** process by choosing **Groups** as **How do you know**

Use LinkedIn to Get Into Your Dream College



*If you're connecting with a **Group** member, choose **Groups** under **How do you know***

[For more information on using **Groups**, see [Join Groups... and Get the Most from Them.](#)]



Tip: Check to see if there is a connections thread in the **Group**. Sometimes **Group** members will start a discussion thread and encourage other **Group** members to connect with them.

9. LinkedIn's Top Connected

One thing you should immediately do is connect with some of LinkedIn's most connected networkers. This will automatically put you in the 2nd degree orbit of lots of connections.

Don't worry if they don't accept your connection, chances are they're over their limit of accepting invitations. However, they can still send invitations, so hopefully they'll return the favor and send you an invite.

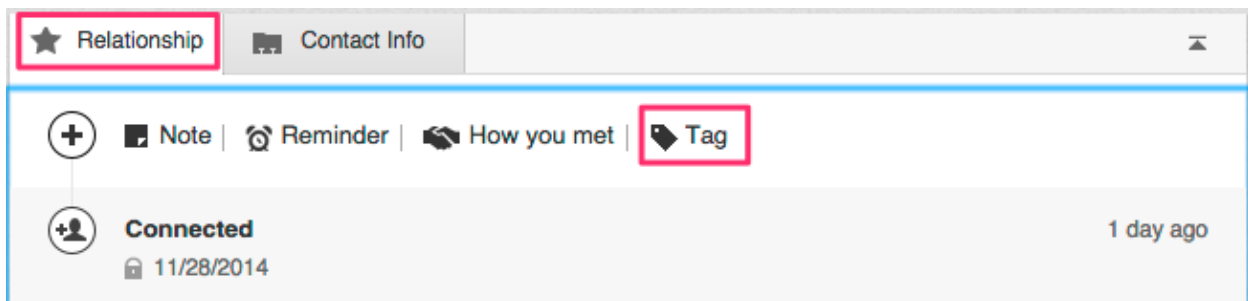
To make it easy, you can [connect with me](#) .

E. How to Use Tags to Manage Your Important Connections

As you start connecting with people on LinkedIn, you'll need a way to keep track of the people that can help you, including your teachers, mentors, friends, family, and others that you invite to help you choose your dream college.

You can use **Tags** to help you manage these connections.

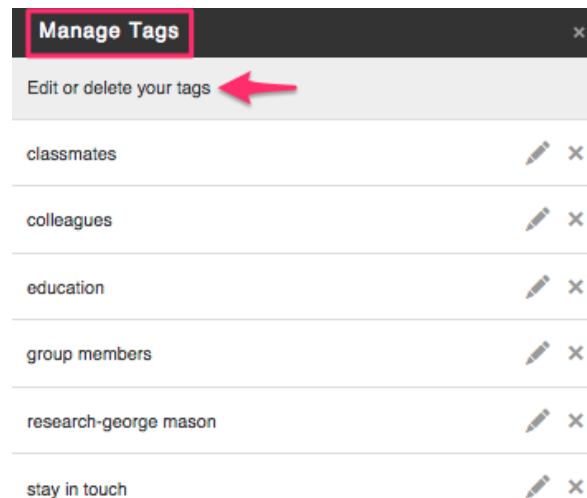
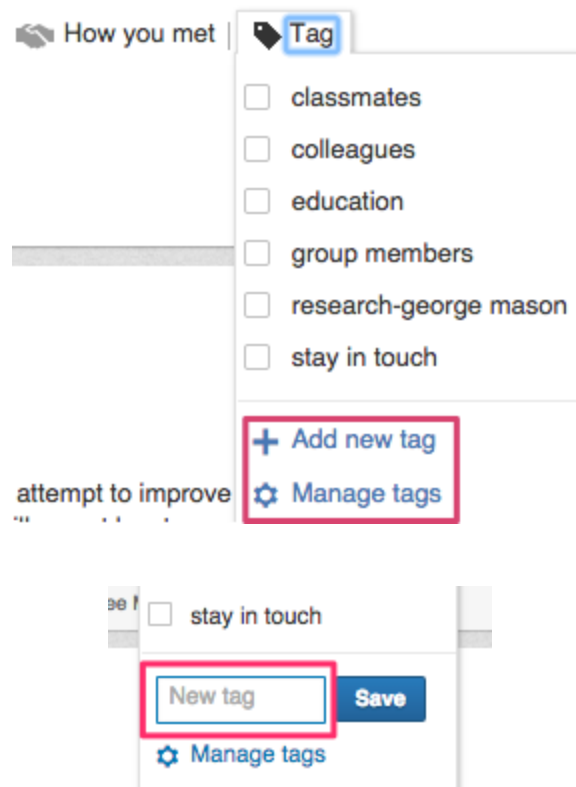
When you connect with someone, you can access the **Tags** feature on that contact's profile page, underneath the **Relationship** tab.



*After connecting with someone you want to stay in touch with, add a **Tag** under the **Relationship** tab*

Click the **Tag** to see a list and choose the **Tag** name you want to add your connection to. You can also **Add** or **Manage** your **Tags** at the end of the list.

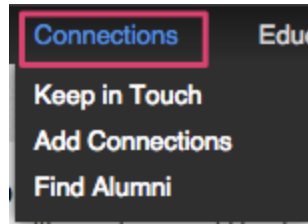
Use LinkedIn to Get Into Your Dream College



Add your connection to one of your **Tag** categories. Need more categories? Add new tags and Manage your Tags at the end of the list

If you haven't started using **Tags** yet, you can also add **Tags** to your existing **Connections**. To access your **Connections**, click the **Connections** link in the global navigation menu.

Use LinkedIn to Get Into Your Dream College



The **Connections** global navigation link takes you to your **Connections** homepage



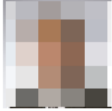
You'll see a list of your connections, filtered by **Recent Conversation** and by **All Contacts**. To filter the list by **Tags**, click the **Filter by All Contacts** link and choose **Tags**.



Tip: If you've connected your email address books, you'll see all your email contacts, too, even though they might **not** be LinkedIn connections.

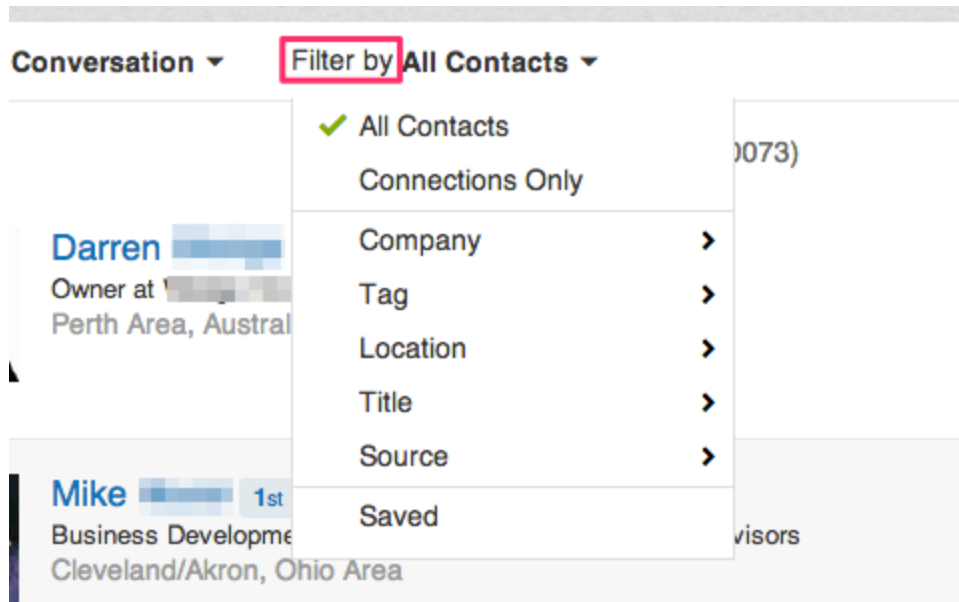
Sort by **Recent Conversation** Filter by **All Contacts** Search

☐ Select All All Contacts (30073)

<input type="checkbox"/>	 <div>Darren 1st Owner at [redacted] Perth Area, Australia</div>	2 days ago in
<input type="checkbox"/>	 <div>Mike 1st Business Development Manager at [redacted] Cleveland/Akron, Ohio Area</div>	6 days ago in
<input type="checkbox"/>	 <div>Dave 1st Consultant - Education Division at [redacted] Bellingham, Washington Area</div>	7 days ago in

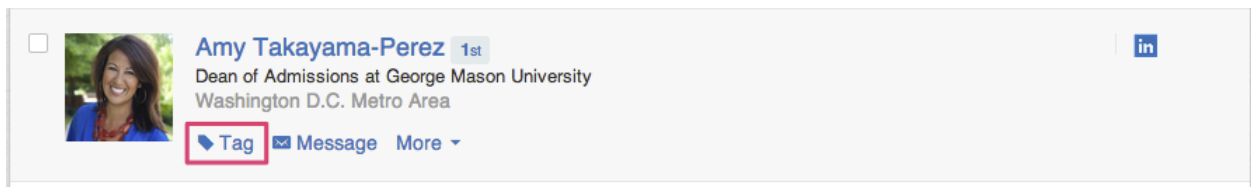
On your **Connections** homepage, you'll see the most recent **Connections** you've interacted with

Use LinkedIn to Get Into Your Dream College



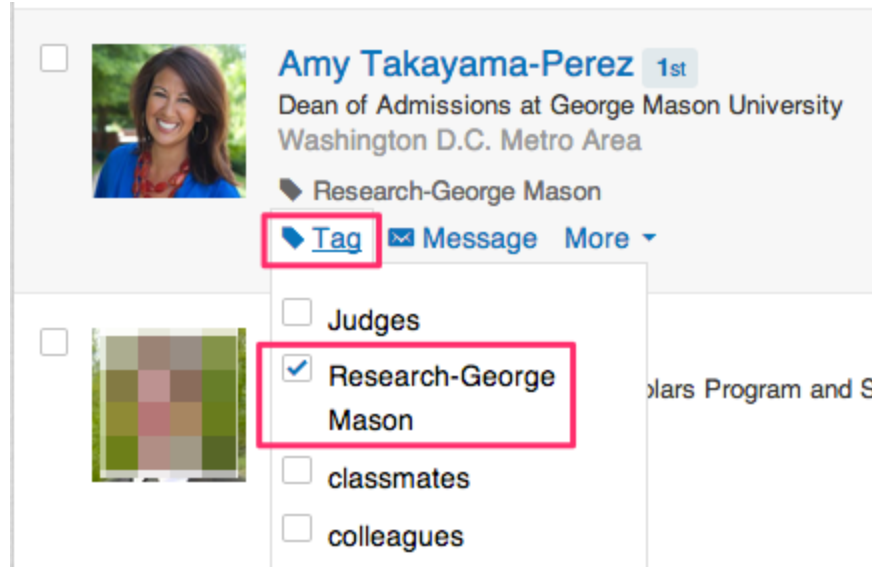
You can filter and search your **Connections** by a number of categories, including **Tag**

When you search for a school or specific **Connection**, you'll see a list of results. You can quickly add them to one of your **Tags** by clicking the **Tag** link.



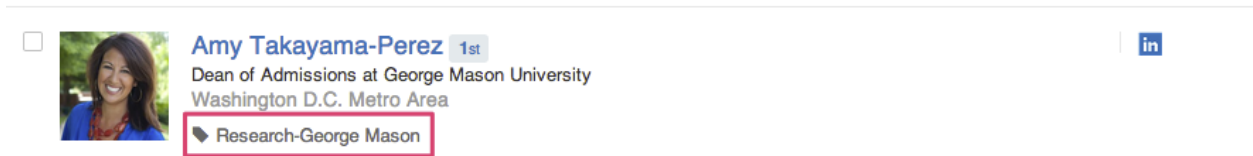
*During your research, important people are only a click away. Add them to special lists and categories using the **Tag** feature*

Use LinkedIn to Get Into Your Dream College



*When you find someone you'd like to stay in touch with someone while you're researching your dream college, add a research-specific **Tag**, such as a school name*

Once you've added a **Tag**, you'll see it listed under the contact's name, title, and location information.

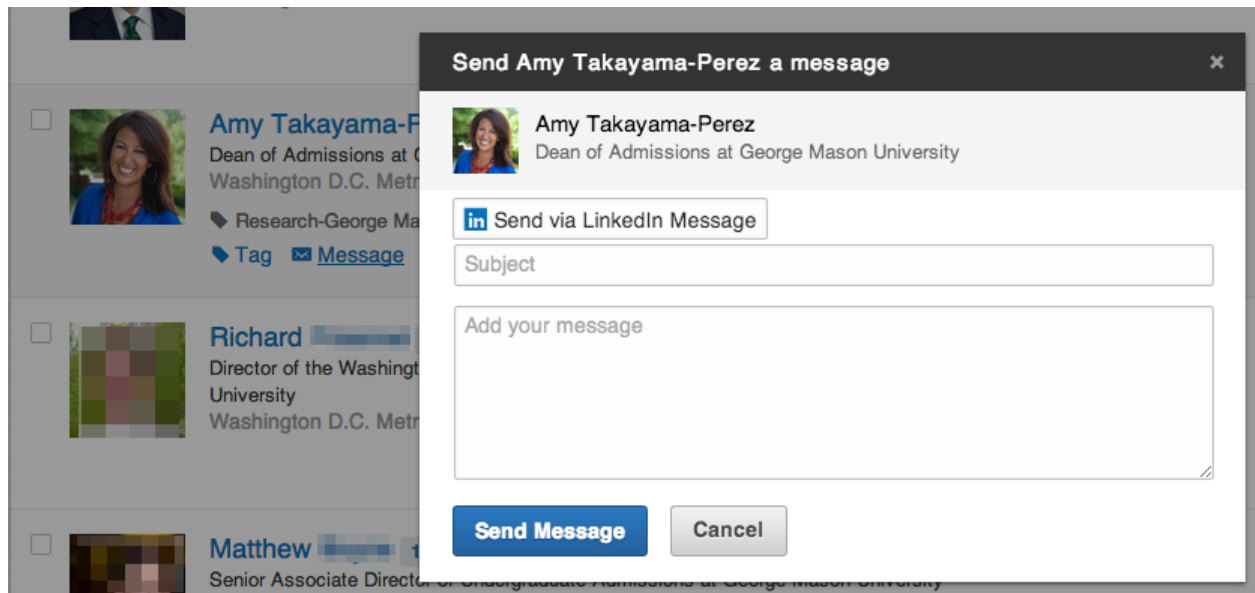
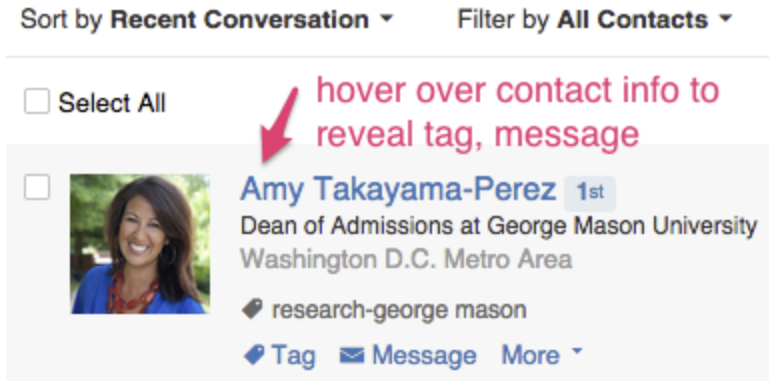


*You can see at a glance which category you've added your **Connection** to*

If you want to contact your **Connection**, you can quickly send them a message from the results list by hovering over the contact's information card.

The **Tag** and **Message** features are a useful way to set up informational interviews [See [How to Set Up Informational Interviews](#) below] or to periodically stay in touch with your **Connection**.

Use LinkedIn to Get Into Your Dream College



To send your **Connection** a **Message** or modify their **Tag**, hover over the information card and click **Tag** or **Message**

Chapter 3



How to Use LinkedIn to Find Your Dream College



A Step-by-Step Guide to Researching Colleges and Universities

In this section, you'll:

- ✓ Get An Overview of LinkedIn's Higher Education Page
- ✓ Discover the Best Ways to Use Decision Boards to Help You Find and Manage Your Dream College Research
- ✓ Uncover How to Get the Most from the University Finder, University Rankings, and Field of Study Explorer
- ✓ Master the LinkedIn University Page: What It Is, and How to Use It
- ✓ Get the Inside Scoop on Your Dream College, No Marketing Allowed
- ✓ See Who You Know at Your Dream College
- ✓ Find Out if Your Dream College Is Truly Unique... and Discover If There Are Similar Schools That Might Be a Better Fit



Tip: **Build Out Your Network. Now.** In order to find your dream college, it helps to have a large network. That network gives you access to better research and advice. You'll be able to view more profiles and see exactly what career paths alumni have taken, where they live, and who they know.

LinkedIn recently introduced new features that help you research colleges, explore careers, and collaborate with family, friends, and alumni to find your dream college. These features include:

- **Decision Boards** -- A hub for researching, collecting, and managing your dream college research.
- **University Finder** -- Tailor your dream college research to your specific needs and wants.
- **University Rankings** -- Check out the top-ranked schools in the hottest career

Use LinkedIn to Get Into Your Dream College

fields.

- **Field of Study Explorer** -- Make sure you're choosing the right major by exploring different career fields.

In addition, you can use LinkedIn to:

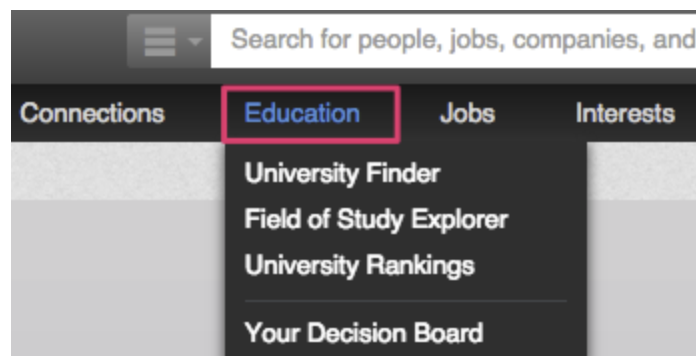
- Explore careers paths (and make sure you've chosen the right major).
- Get helpful first-hand advice and guidance from current students and alumni.
- Compare similar schools.
- Research academic programs and majors.

A. The LinkedIn for Higher Education Homepage: An Overview

[LinkedIn's Higher Education](#) page has college and career planning resources for **Prospective Students** (that's you), existing **Students** (that will be you, soon), and **Alumni** (that will be you, eventually).

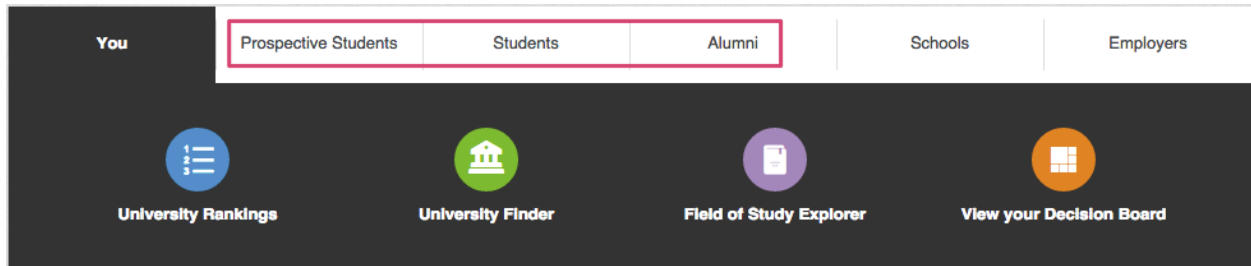
You can access the [LinkedIn Higher Education](#) page anytime from the **Education** global navigation menu. Clicking on **Education** takes you to the [LinkedIn Higher Education](#) page.

You can also directly access the **University Finder**, **Field of Study Explorer**, **University Rankings**, and **Your Decision Board**, once you set it up, from the **Education** global navigation menu.



The [LinkedIn Higher Education](#) tab has a number of dream college research tools, such as **University Rankings**, **University Finder**, a **Field of Study Explorer**, and a **Decision Board**. Access them from the global navigation menu

Use LinkedIn to Get Into Your Dream College



On the [LinkedIn Higher Education](#) page you'll find tabs for all stages of your educational career, including **Prospect**, **Student**, and **Alumni**

Once you start **following schools** and adding information to your **Decision Board**, the **You** tab will give you an overview of your education-related information:

1. **See your school** so you can network with your high school classmates and alumni.
2. **Fields of Study** to help you choose the right major, so you can find the perfect career.
3. **Colleges You Are Following** so you can stay up-to-date with your preferred dream colleges.
4. **Similar Colleges** to the ones you are **Following**.
5. **News** for the **Colleges You Are Following**.

Use LinkedIn to Get Into Your Dream College

You

Prospective Students

Students

Alumni

Schools


Employers

University Rankings

University Finder


Field of Study Explorer

View your Decision Board



University of Maine


UMaine collaborative research project looks at interactions between bacteria and marine algae <http://bit.ly/1Ev3EVT>



Like (1) · Comment · 4 hours ago


Cathy-Lee Spencer

Add a comment...



University of Maine


Three UMaine researchers to study biodiversity of Falkland Islands <http://bit.ly/1EmnqCN>



Like (10) · Comment · 4 days ago


Kelly Donnelly, Ann Correia +8


Add a comment...




University of Maine


Marcella Sorg to analyze relationship between domestic abuse, homicide and suicide so intervention efforts can be tailored to save lives <http://bit.ly/1t1FPz4x>





 See your school >


Explore Fields of Study

 Data Entry/Microcomputer Applications

 Geochemistry


 Communication Disorders Sciences and Services


 Medical Microbiology Residency Program


 Woodworking


Browse by name

Schools You Are Following


 University of Pennsylvania
✓ following


 George Mason University
✓ following


 University of Maine
✓ following


 University of Phoenix
✓ following

Similar Schools

 University of Maryland University College
Washington D.C. Metro Area

 Penn State University
State College, Pennsylvania Area

 University of Virginia
Charlottesville, Virginia Area

 Ashford University
Davenport, Iowa Area

Once you provide LinkedIn with your existing high school and a list of your dream colleges (via your **Decision Board**), the **You** tab will show updated news and information, **Fields of Study**, **Schools You Are Following**, and **Similar Schools**

Page
102 of 233

Use LinkedIn to Get Into Your Dream College

1. See Your School

If you choose **See your school** you'll go to LinkedIn's listing for your high school. Choose the **Students & Alumni** tab and the **How You're Connected** section (on page 2, click the > arrow on the right) to see how many of your classmates and high school alumni are on LinkedIn. Then, send them an invitation to connect.

Note: You may have done this already; if not, see [How to Use LinkedIn to Connect with the Right People](#) in Chapter 2.

The screenshot shows the LinkedIn 'See your school' interface. At the top, there's a button labeled 'See your school' with a school icon. Below this, the 'Students & Alumni' tab is selected, showing 37,528 results. The interface is divided into three main sections: 'What they studied', 'What they're skilled at', and 'How you are connected'. The 'How you are connected' section is highlighted with a red box and shows a list of connection types with their respective counts.

What they studied	What they're skilled at	How you are connected
Business, Management, Marketing, an... 4,680	Microsoft Office 3,675	1st Connections 431
Engineering 3,889	Customer Service 3,647	2nd Connections 12,374
Business Administration and Managem... 2,944	Public Speaking 3,645	Group Members 5,946
Social Sciences 2,258	Leadership 3,097	3rd + Everyone Else 22,875

*Find out which **Students** and **Alumni** from your high school are using LinkedIn by choosing the **See your school** option, then **Students & Alumni > How You're Connected***

2. Fields of Study

LinkedIn will suggest **Fields of Study**. If your area of interest isn't in the pre-populated list, choose **Browse by name** to search for it.

Use LinkedIn to Get Into Your Dream College

Explore Fields of Study



Computer Engineering
Technology/Technician



Explosive Ordinance/Bomb Disposal



Military National Resource Strategy
and Policy



Advanced General Dentistry



Turkic, Uralic-Altaic, Caucasian, and
Central Asian Languages,
Literatures, and Linguistics

Browse by name

*LinkedIn will suggest **Fields of Study** under the **You** tab. You can **Browse by name** to find your area of interest if it's not part of the suggested list*

3. Schools You Are Following

If you've added schools to your **Decision Board** or followed a **University** during your initial research, you'll see a list of the **Schools You Are Following**. To quickly **unfollow** any of the schools, hover over the **following** text and click **unfollow**.

Use LinkedIn to Get Into Your Dream College

Schools You Are Following



University of Pennsylvania
✓ following



George Mason University
✓ following



University of Maine
✓ following



University of Phoenix
✓ unfollow

The **You** tab will include any schools you added to your **Decision Board** or **Followed** during your research. You can **unfollow** schools to remove them from your list by hovering over and clicking the **following** text

4. Similar Schools

The list of **Similar Schools** shows you schools where alumni have similar careers to the **Schools You Are Following**. This is a good way to broaden your list of potential colleges early in your dream college research.

Similar Schools ?



University of Maryland University
College
Washington D.C. Metro Area



Penn State University
State College, Pennsylvania Area



University of Virginia
Charlottesville, Virginia Area



Ashford University
Davenport, Iowa Area

You may discover one of these **Similar Schools** belongs on your list of dream colleges

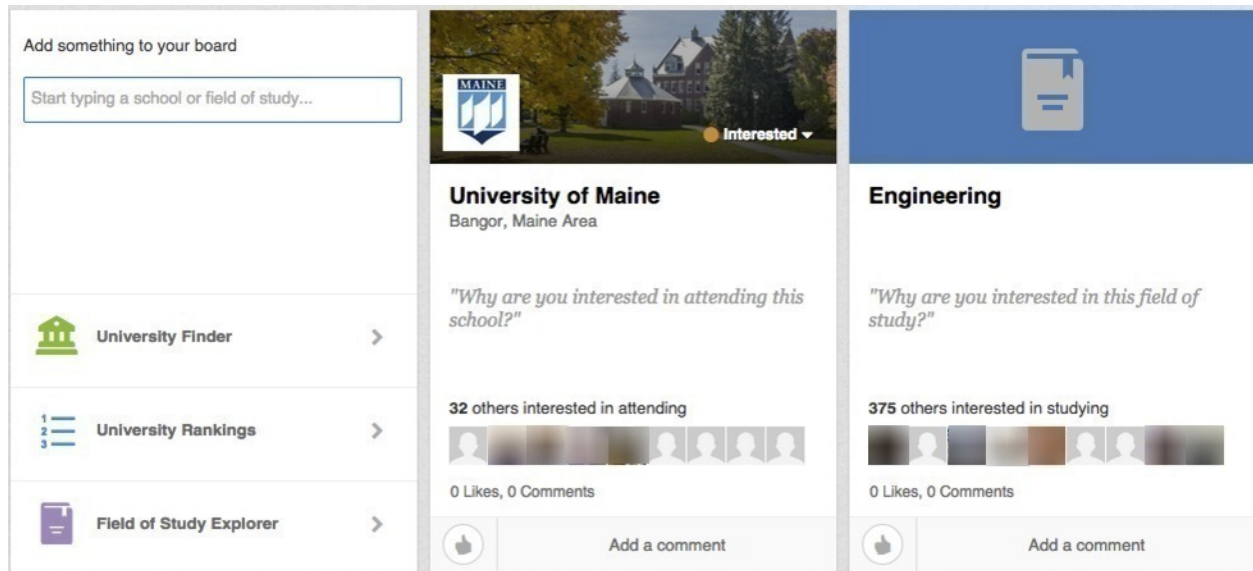
5. News and Updates

The **You** tab includes news and updates from the **Schools You Are Following**. This is a good way to stay up-to-date on what is happening at your list of dream colleges.

B. Decision Boards: The Best Way to Find Your Dream College

The first step to finding your dream college is to set up a **Decision Board**.

Decision Boards are designed to help you research, organize, and manage your dream college research. They're also highly interactive: you can use them to collaborate with people who can help you find and choose your dream college.

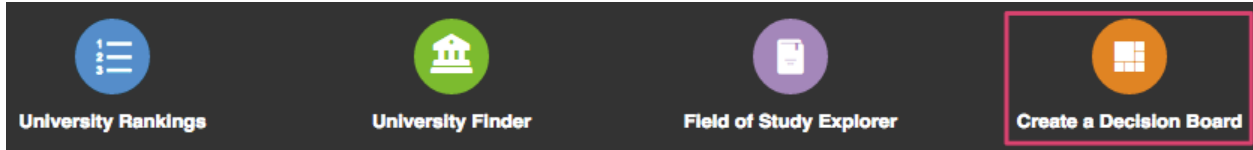


*LinkedIn's **Decision Board** are interactive. You can add, modify, and remove content, share them with family, friends, and mentors, hide them from visitors, and more*

1. How to Set Up a Decision Board

To get started, visit the [LinkedIn Higher Education](#) page and choose **Create a Decision Board**. You can access the [LinkedIn Higher Education](#) page through the global navigation menu.

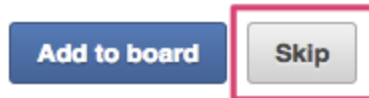
Use LinkedIn to Get Into Your Dream College



A **Decision Board** is your dream college research hub. Visit the [LinkedIn Higher Education](#) page to **Create a Board**

LinkedIn will prompt you to enter some basic information, such as the date you plan to attend your dream college.

Tip: You can always choose **Skip** and add your information later.



Tell us a bit about your plans

When are you planning to go to school?

September 2015

Add to board Skip

1/5

To **Create** your **Decision Board**, enter the **Date** you plan to start at your dream college

Next, you'll choose the degree you're interested in. Your options will include:

- Associate's
- Bachelor's
- Engineer's degree
- Other

Use LinkedIn to Get Into Your Dream College

Tell us a bit about your plans

What degree do you want to get?

Bachelor's Degree

Add to board Skip

1 / 4

Tell us a bit about your plans

Select a degree

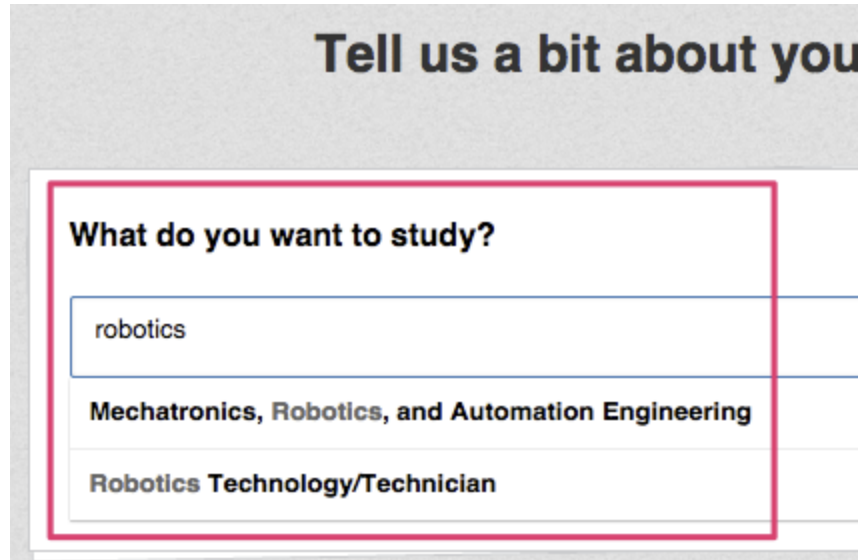
- Associate's Degree
- ✓ Bachelor's Degree
- Master's Degree
- Master of Business Administration (M.B.A.)
- Juris Doctor (J.D.)
- Doctor of Medicine (M.D.)
- Doctor of Philosophy (Ph.D.)
- Engineer's Degree
- Other

Choose the **degree** you plan to pursue

Next, you'll enter your planned field of study. You'll see pre-populated courses of study as you start typing. You can add multiple fields of study.

Note: If the field of study you enter isn't in LinkedIn's database, you can **not** add it to your **Decision Board**.

Use LinkedIn to Get Into Your Dream College



Tell us a bit about you

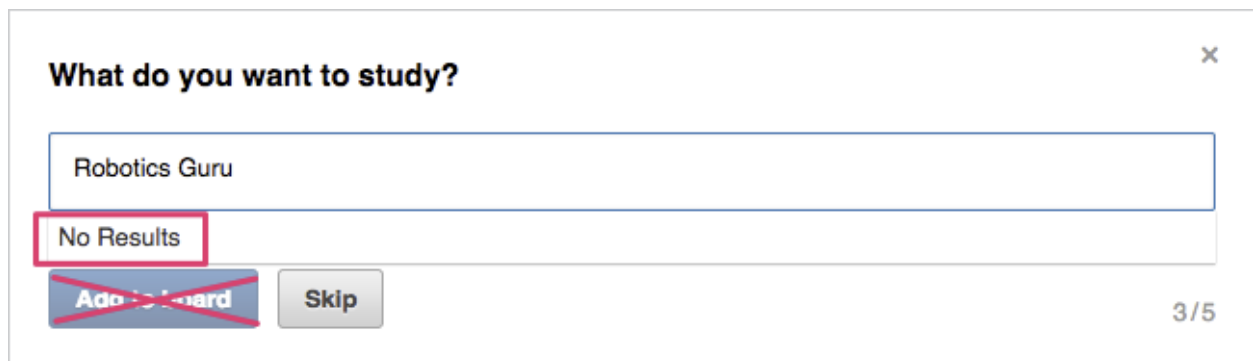
What do you want to study?

robotics

Mechatronics, Robotics, and Automation Engineering

Robotics Technology/Technician

Start entering your **Field of Study** to find a match; LinkedIn will auto-populate a list.
You can add multiple entries



What do you want to study? ×

Robotics Guru

No Results

~~Add to Board~~ Skip

3/5

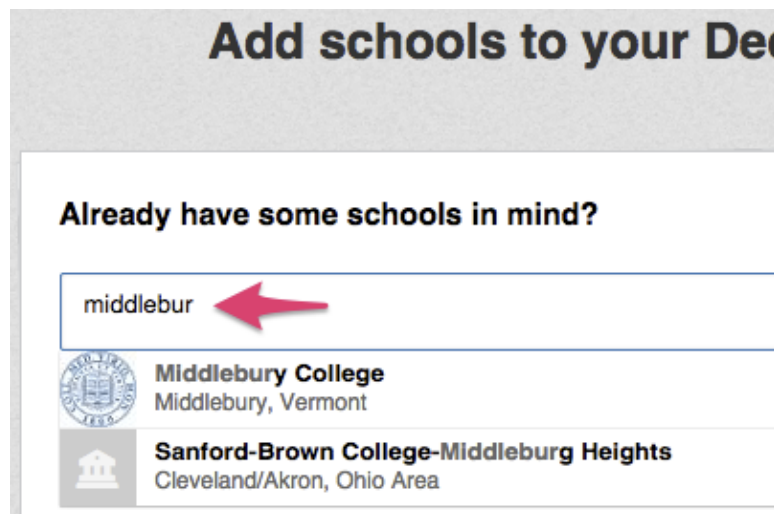
*Oops: If your entry isn't in LinkedIn's database, you won't be able to add it to your **Decision Board***

Then, add schools to your **Decision Board**. Again, you can -- and should -- add multiple schools, including your dream colleges and any other schools you might be interested in. Cast a wide net! You can always remove schools later on.

As you start typing, LinkedIn will auto-populate schools.



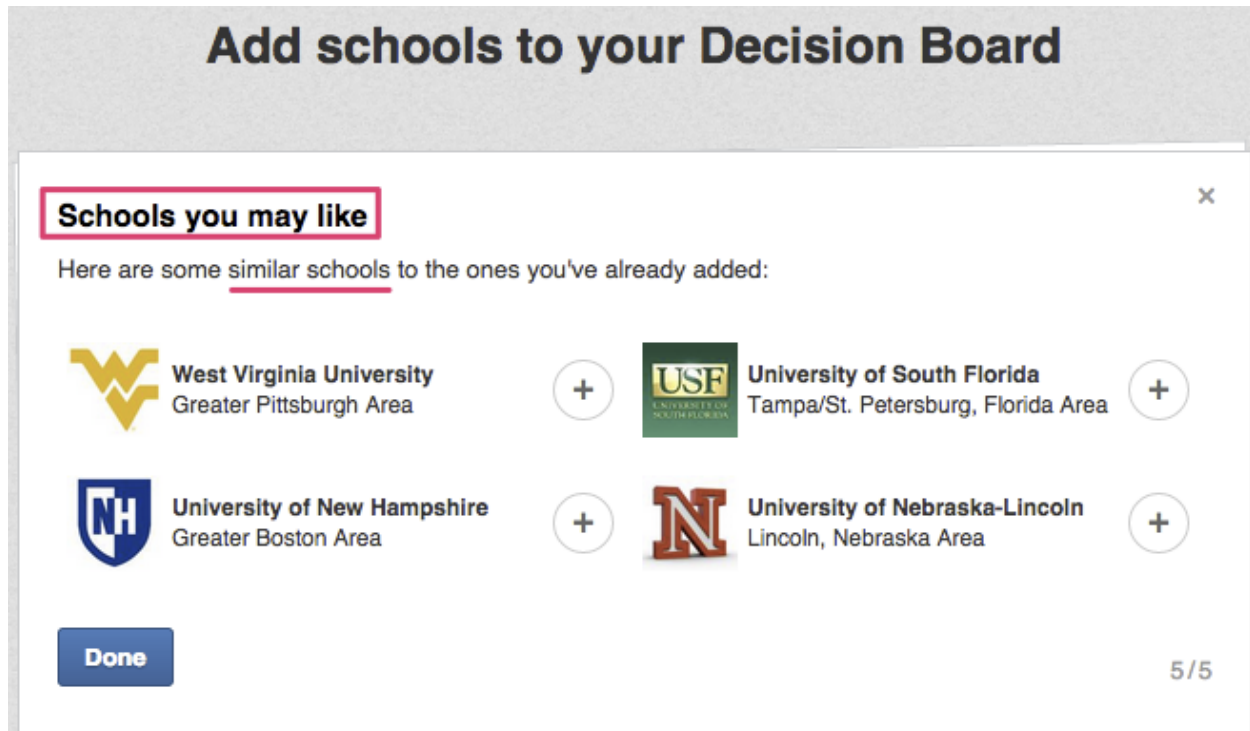
*The most important step is to start adding **Schools** to your **Decision Board**. Add any **Schools** that you're interested in, even if it isn't your dream college*



*LinkedIn auto-populates a list of **schools** as you start typing*

Once you enter a school and **Add to board**, LinkedIn will suggest **Schools you may like**. Click the “+” button to **add** to your **Decision Board**.

Just like the **Similar Schools** that are listed on the **You** tab of the [LinkedIn Higher Education](#) page, these suggested colleges are a good way to expand your research. If you decide to add some of them -- which you should at this stage -- you can always remove them later on.



*LinkedIn will suggest **Schools you may like** after you enter your first college on your **Decision Board**. This is a good way to find schools **similar** to your dream college*

2. Getting the Most from Your Decision Board

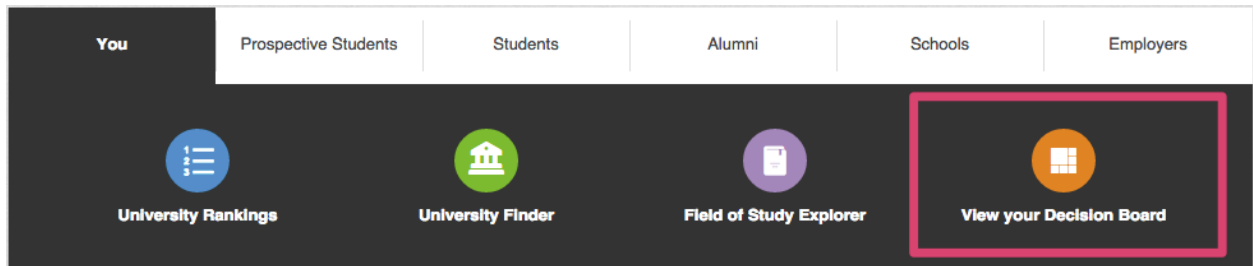
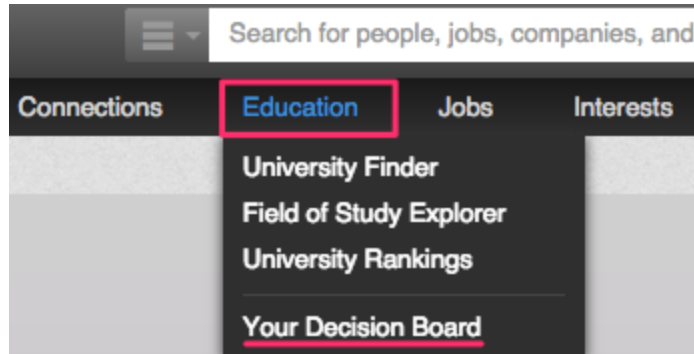
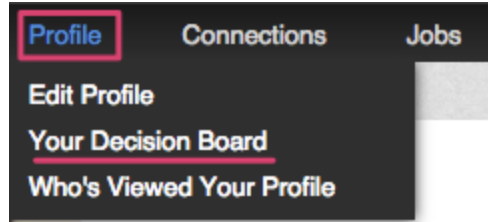
One of the major benefits of LinkedIn's **Decision Boards** is the interactivity: you can **add**, **remove**, and **modify** the content at any time.

This allows you to cast a wide net in the early stages of your dream college research, and then remove colleges and fields of study as you start narrowing your choices.

a) How to Add, Edit, and Remove Information on Your Decision Board

You can access your **Decision Board** on the global navigation menu under the **Profile > Your Decision Board** or the **Education > Your Decision Board** menu option, or on the [LinkedIn Higher Education](#) page.

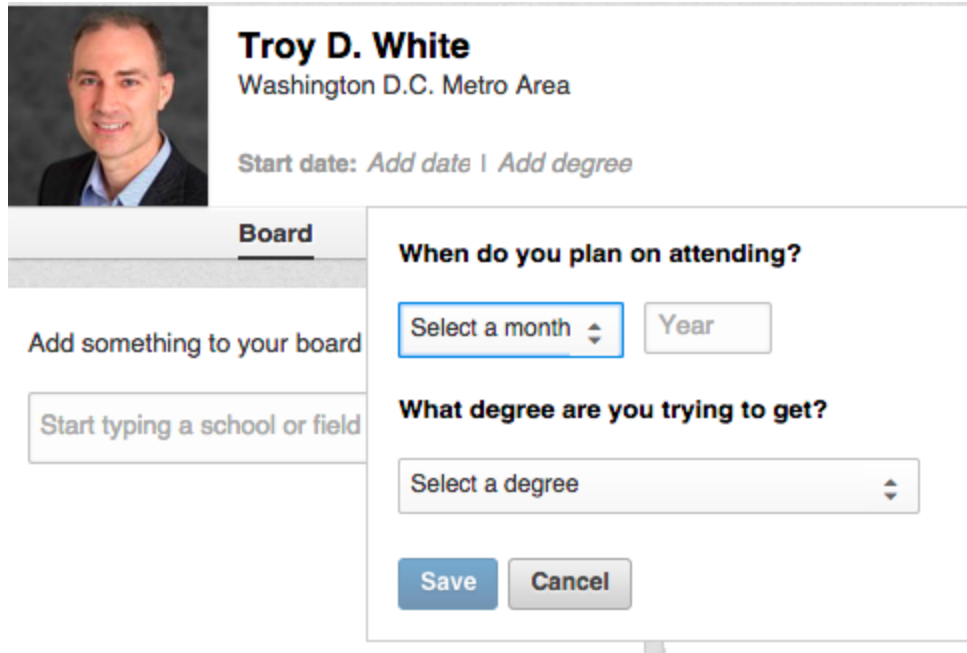
Use LinkedIn to Get Into Your Dream College



Your **Decision Board** is located in the global navigation menu under **Profile** or **Education**, or on the far right side of the [LinkedIn Higher Education](#) page

You can add, edit, or delete information by choosing the **edit** or **Add** symbol. If you skipped any information during the initial setup of your **Decision Board**, you can add it at any time.

Use LinkedIn to Get Into Your Dream College



The screenshot shows a LinkedIn profile for Troy D. White, located in the Washington D.C. Metro Area. A modal window titled 'Board' is open, allowing the user to add information to their decision board. The modal contains two sections: 'When do you plan on attending?' with a 'Select a month' dropdown and a 'Year' input field, and 'What degree are you trying to get?' with a 'Select a degree' dropdown. At the bottom of the modal are 'Save' and 'Cancel' buttons. In the background, the profile header includes a photo, name, location, and links to 'Add date' and 'Add degree'. Below the profile header, there is a section titled 'Add something to your board' with a text input field that says 'Start typing a school or field'.

***Add, edit, and delete** information on your **Decision Board** whenever you'd like*


The most useful feature will be the ability to add -- and later remove -- **Schools** and **Fields of Study**.

Similar to the setup process, once you start entering **Schools** or **Fields of Study** in the **Add something** box, LinkedIn will auto-populate a list.






If there are no results from your entry, you'll see a **No Results** listing under that category.

Use LinkedIn to Get Into Your Dream College

Add something to your board


university of mai 

Universities

	University of Maine Bangor, Maine Area
	University of Southern Maine Portland, Maine Area
	University of Maiduguri Borno State, Nigeria
	Columbia University Mailman School of Business Greater New York City Area
	University of Maine at Farmington Lewiston/Auburn, Maine Area

Fields of study

No Results






 **Field of Study Explorer** >

*Note in this case there are **No Results** under the **Fields of study** when entering a particular **University** name*

Use LinkedIn to Get Into Your Dream College

Add something to your board

Universities

-  **NED University of Engineering and T...**
sindh, Pakistan
-  **University of Engineering and Techn...**
Punjab, Pakistan
-  **The Faculty of Engineering at Lund ...**
Lund, Sweden
-  **Czech Technical University in Prague**
Praha, Czech Republic
-  **New York University - Polytechnic S...**
Greater New York City Area

Fields of study




- Engineering**
- Electrical and Electronics Engineering**
- Mechanical Engineering**

*When entering a **Field of study**, colleges with that **Field** in their title and focused on that **Field** are listed under **Universities***

When you click on the auto-populated **School** or **Field of Study** name, it will be automatically added to your existing **Decision Board** with **Interested** as the status.

Add something to your board

Universities

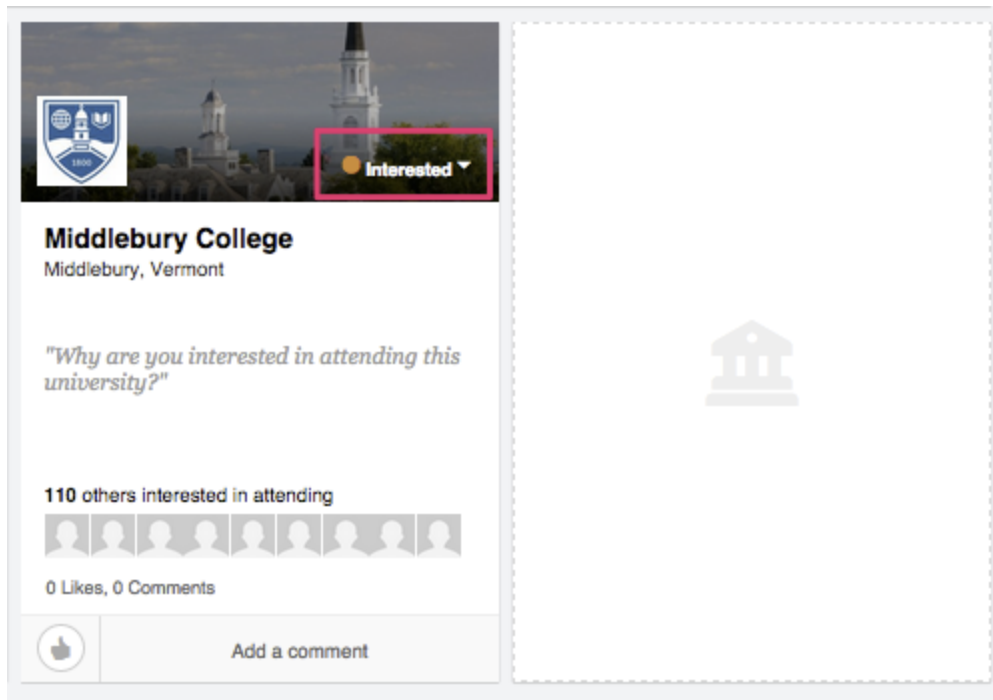
-  **Middlebury College**
Middlebury, Vermont
-  **Middlebury Institute of International...**
Monterey, California
-  **Sanford-Brown College-Middleburg...**
Cleveland/Akron, Ohio Area

Fields of study

No Results

*You can **Add Schools** and **Fields of Study** to your existing **Decision Board**. LinkedIn will auto-populate a list based on your search term*

Use LinkedIn to Get Into Your Dream College

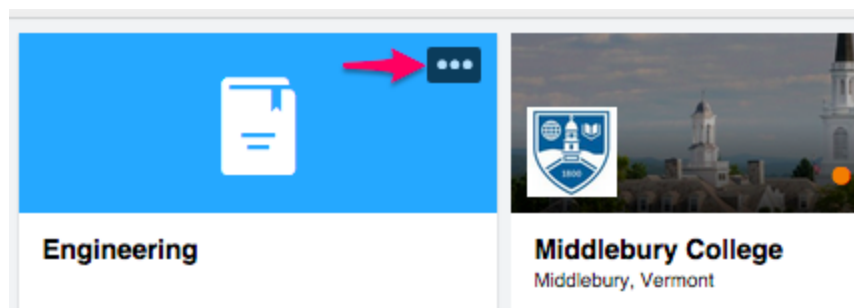


If you click on the the **School** or **Field of Study**, it will be automatically added to your **Decision Board** and marked as **Interested** in the status box if it is a **School**



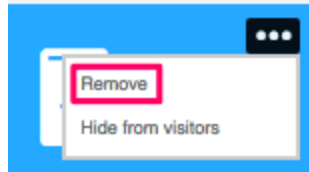
Tip: You'll need to choose one of the auto-populated entries, or LinkedIn won't let you add it to your **Decision Board**.

To remove **Schools** or **Fields of Study**, hover over the card, click the **3 dots** in the upper right corner, and choose **Remove**.



To delete a **School** or **Field of Study** card, hover over the card and click the **3 dots**...

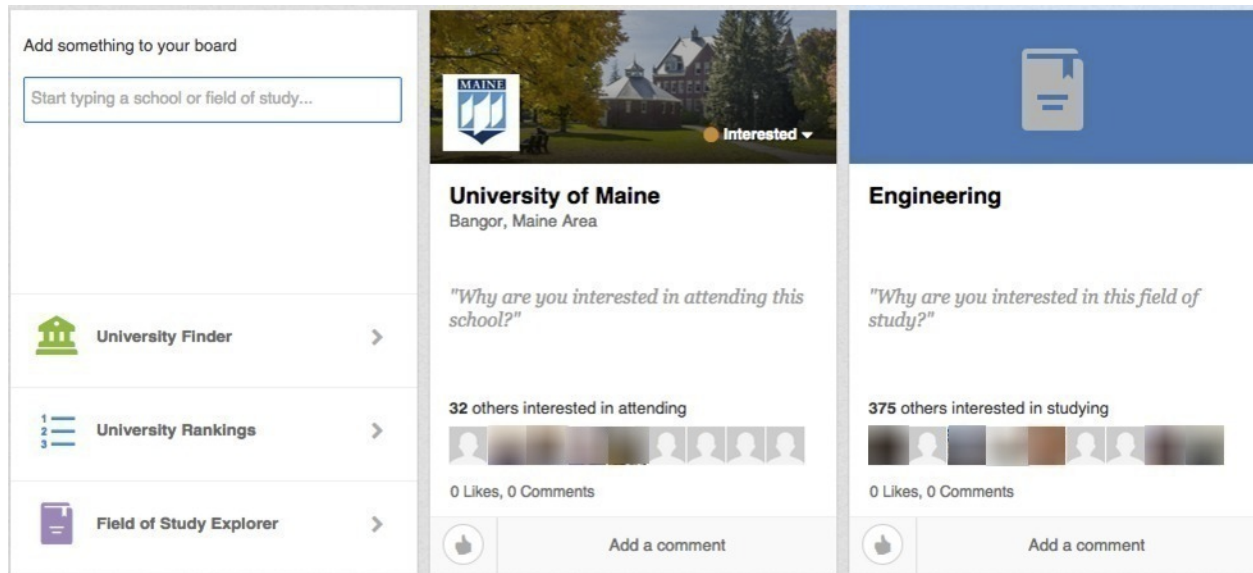
Use LinkedIn to Get Into Your Dream College



... then choose **Remove**

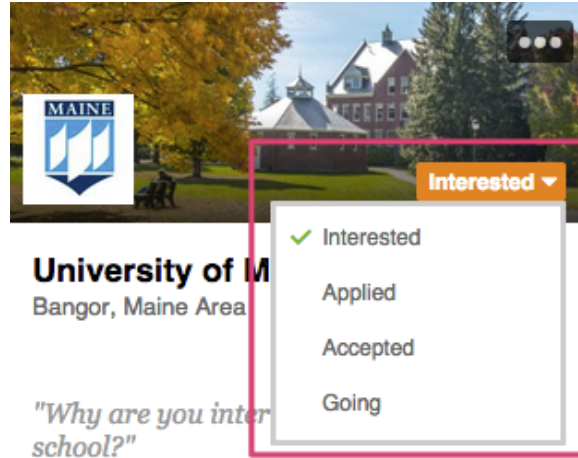
b) How to Use the School and Field of Study Cards

Once you've added content to your **Decision Board**, you'll see your **School** and **Field of study** choices in a card-style layout.



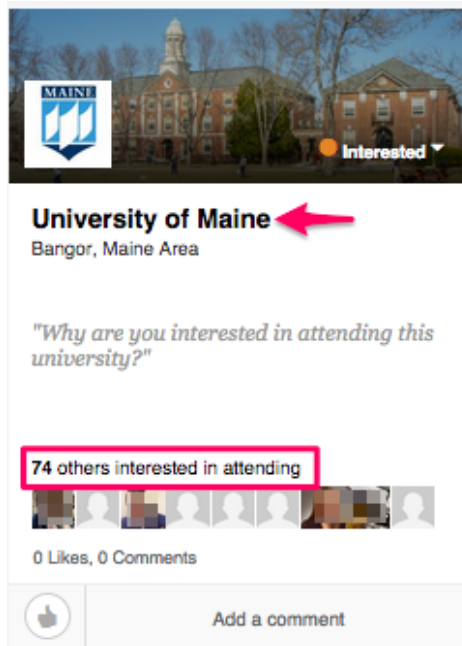
As you start creating your **Decision Board**, your **Schools** and **Fields of Study** are listed as cards.

Use LinkedIn to Get Into Your Dream College



During your research and application process, you can update the **School** card status to **Interested**, **Applied**, **Accepted**, and **Going**

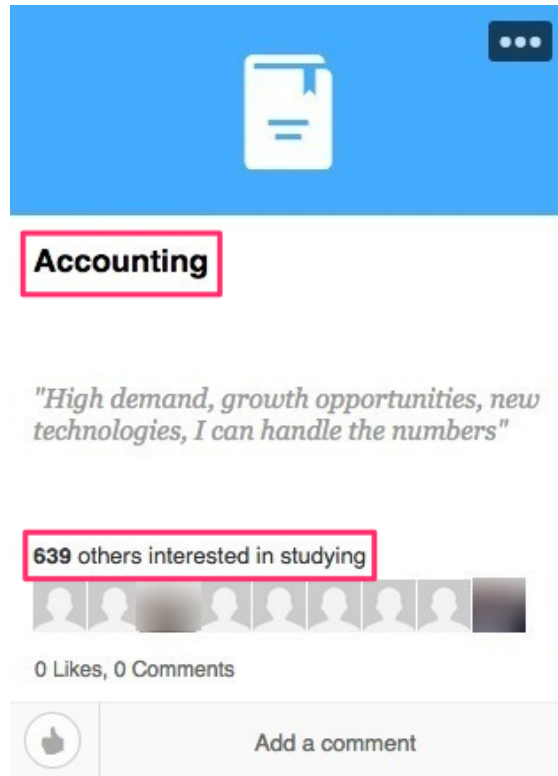
The **School Cards** include information about the school, including a link to **View** the University page when you click on the **School** name and a list of **others interested in attending** the **School**, along with links to their LinkedIn profiles.



The **School Cards** give you basic information about the College such as a link to the **School's University** page and the number of **students that are interested in attending the School**. You can also view the LinkedIn profiles of some of the **interested students**

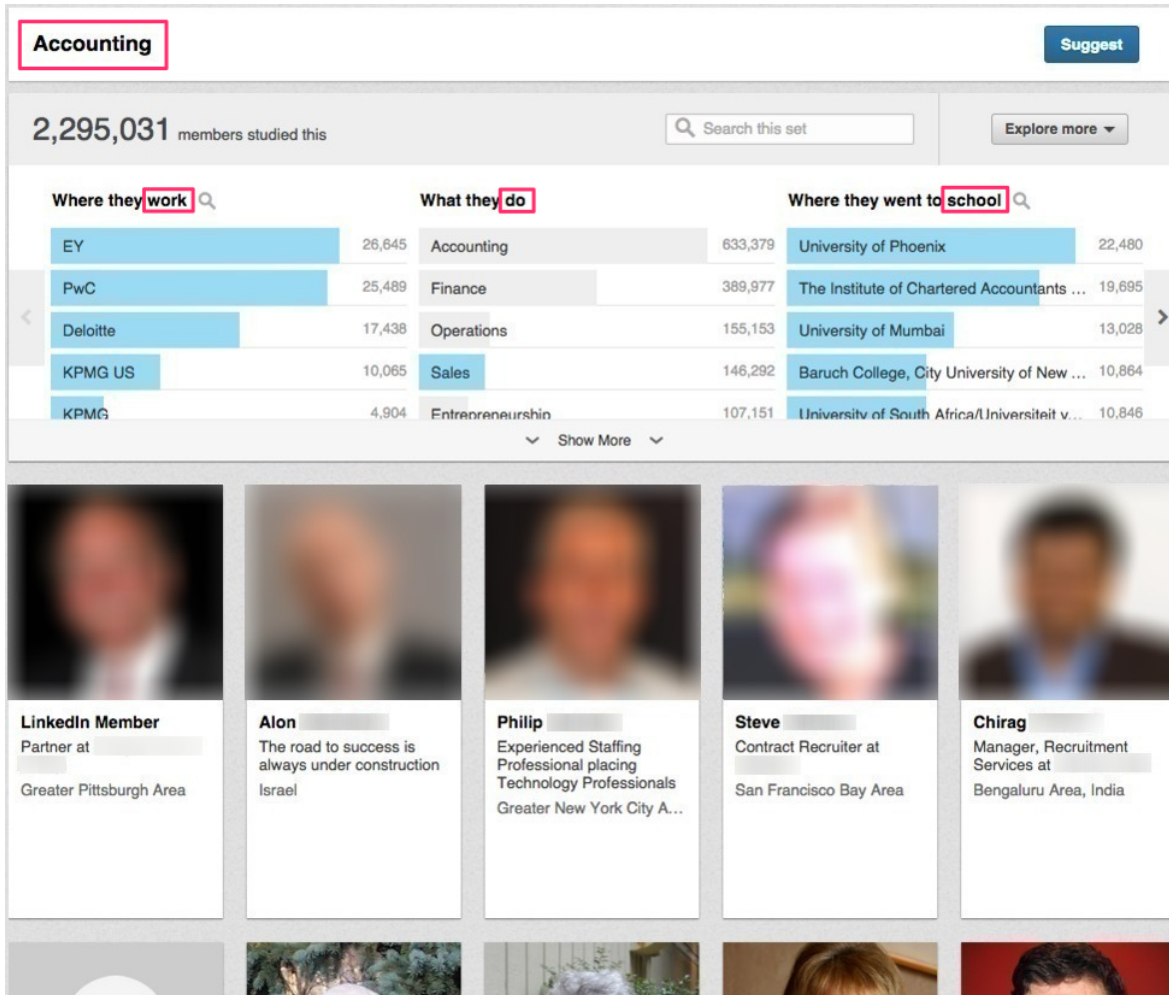
Use LinkedIn to Get Into Your Dream College

The **Field of Study Cards** show you how many people are interested in studying that particular field. Clicking the **Field of Study** name will take you to a landing page with searchable information and statistics. [See [How to Use LinkedIn's Field of Study Explorer](#).]



Field of Study Cards show you how many people are interested in that **Field of study**.

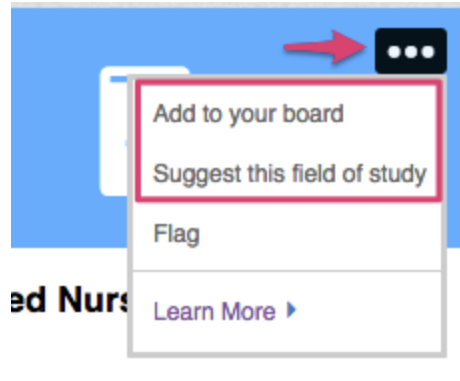
Use LinkedIn to Get Into Your Dream College



Clicking on the **Field** name takes you to a page with more information and statistics about that **Field**

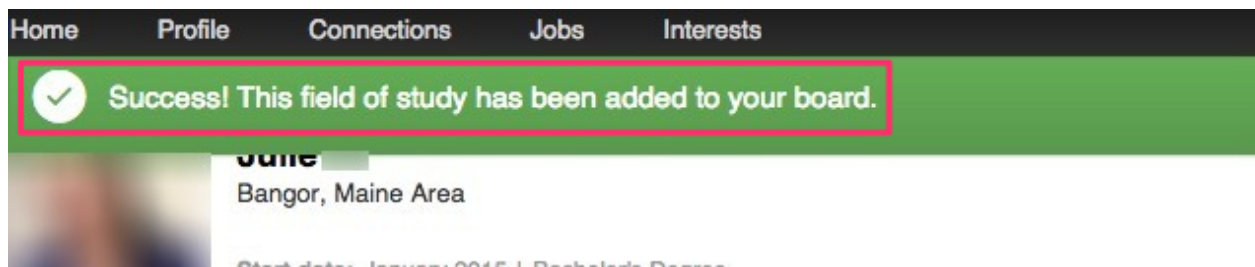
While browsing a profile, did you stumble across a **School** or **Field of Study** that looks interesting? You can **Add to your Board** or **Suggest** it to one of your connections.

Use LinkedIn to Get Into Your Dream College



*You can interact with someone else's **Decision Board** and **Add** their **Schools** or **Fields of Study** to your **Board**, or **Suggest this field of study** to one of your connections*

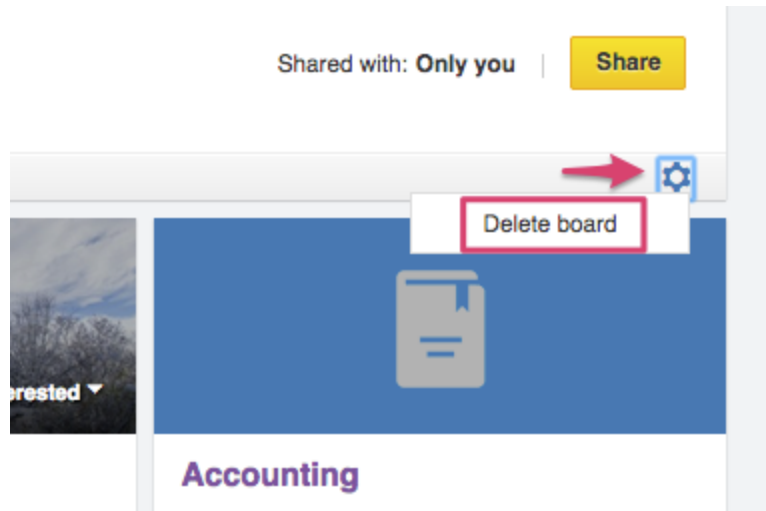
If you add a **School** or **Field of Study** to your **Board**, you'll receive a confirmation notice.



*When you add a **School** or **Field of Study** to your **Decision Board**, you'll receive a confirmation notice*

You can **delete** your **Decision Board** by choosing the gear button underneath the **Share** section.

Use LinkedIn to Get Into Your Dream College



*Thanks... but no thanks: Click the gear button to **Delete** your **Board***

c) How to Update Decision Board Cards

i. Visibility

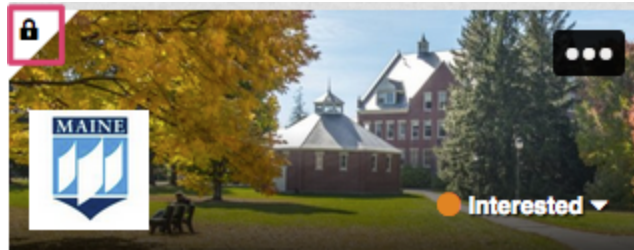
You can make your **Cards** visible to the public, which is the default setting, or you can choose to **Hide from visitors** or **Remove** cards altogether. Just hover over the **three dots** for a list of options.



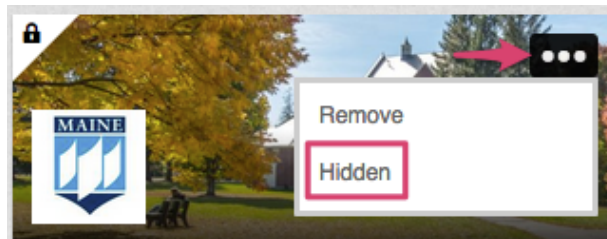
*You can **Remove** and **Hide from visitors** by hovering over the **three dots** at the top right corner of the **Field of Study** or **University Cards***

Cards that are **hidden** will have a **lock** displayed.

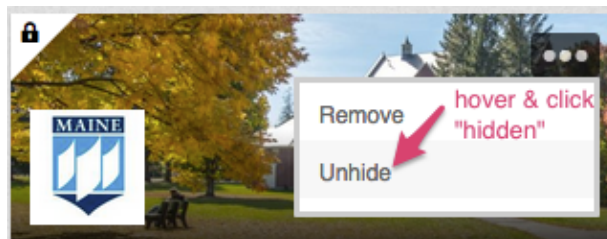
Use LinkedIn to Get Into Your Dream College



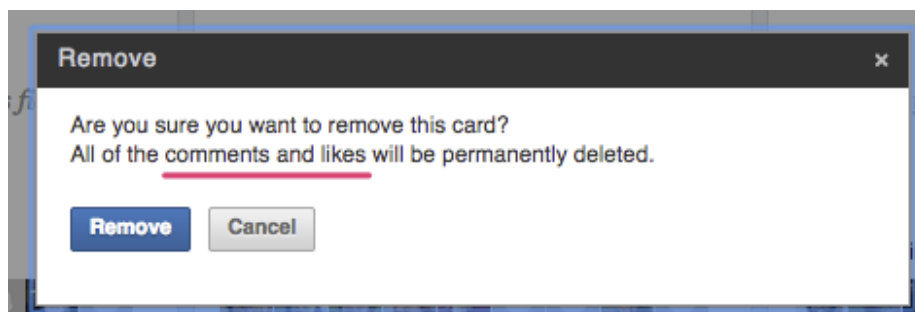
When you **Hide from visitors**, a lock appears in the upper left corner of the **Card**, meaning you're the only one who sees it



If you hover over the **3 dots** after **hiding from visitors**, **Hidden** appears in the menu as the status of the **Card**



Hover over and click "**Hidden**" to **Unhide** the **Card**



If you decide to **Remove** a **Card**, you'll receive a notice that you'll lose your **comments** and **likes**

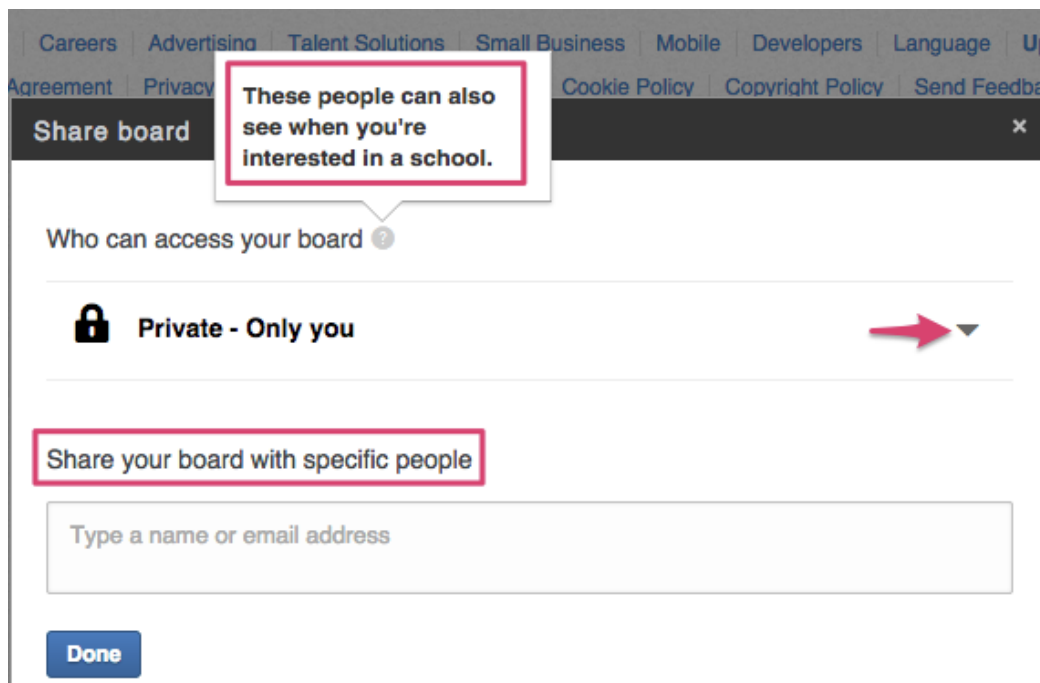
Use LinkedIn to Get Into Your Dream College

ii. Sharing

You can share your **Board** publicly, with a select group of people, or keep it **Private**.

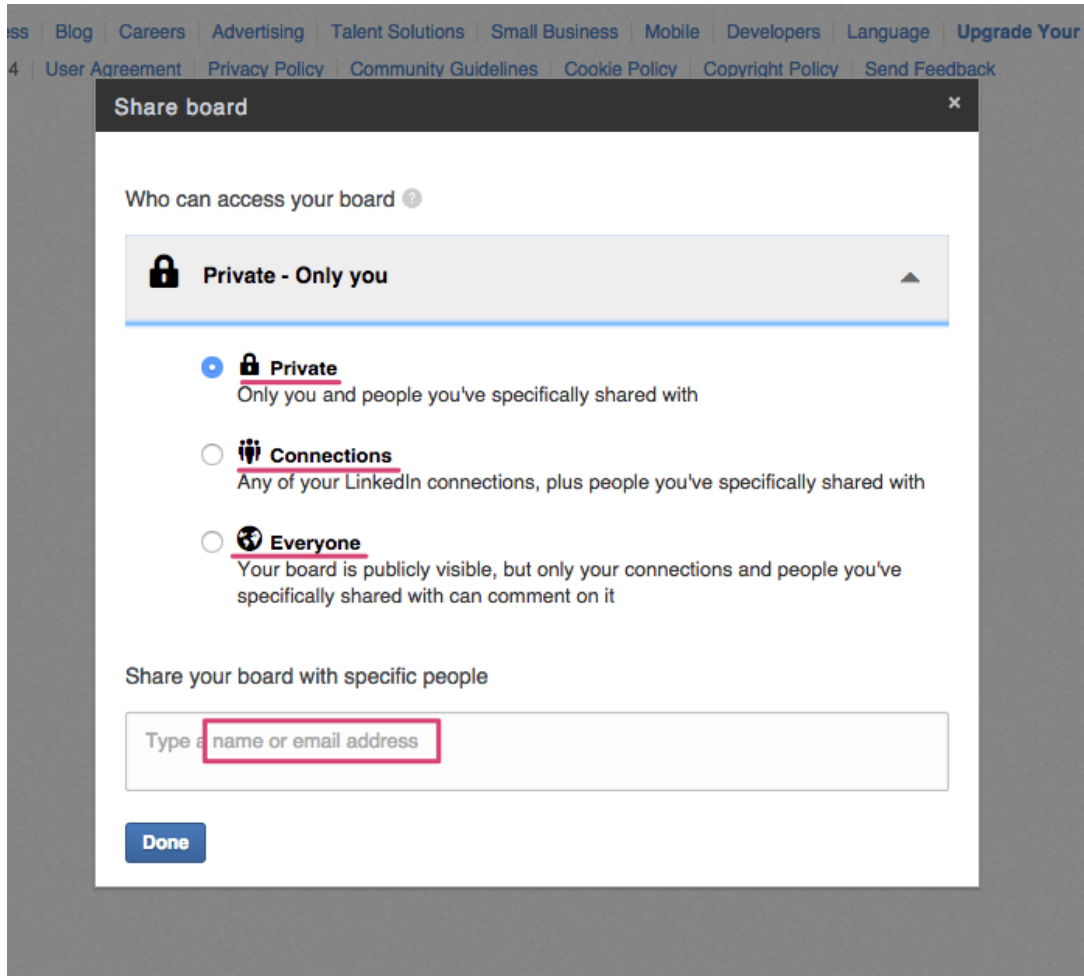
When you toggle the **Privacy** arrow, the **Share board** notice will be displayed.

In addition to sharing with your LinkedIn connections, you can invite people to view your **Decision Board** via email. They do not need to have a LinkedIn account to view your **Board**, although they won't be able to contribute to your **Board** unless they're on LinkedIn.



*You can set privacy levels for your **Decision Board**, including determining which individual connections can see your **Board**, by toggling the down arrow*

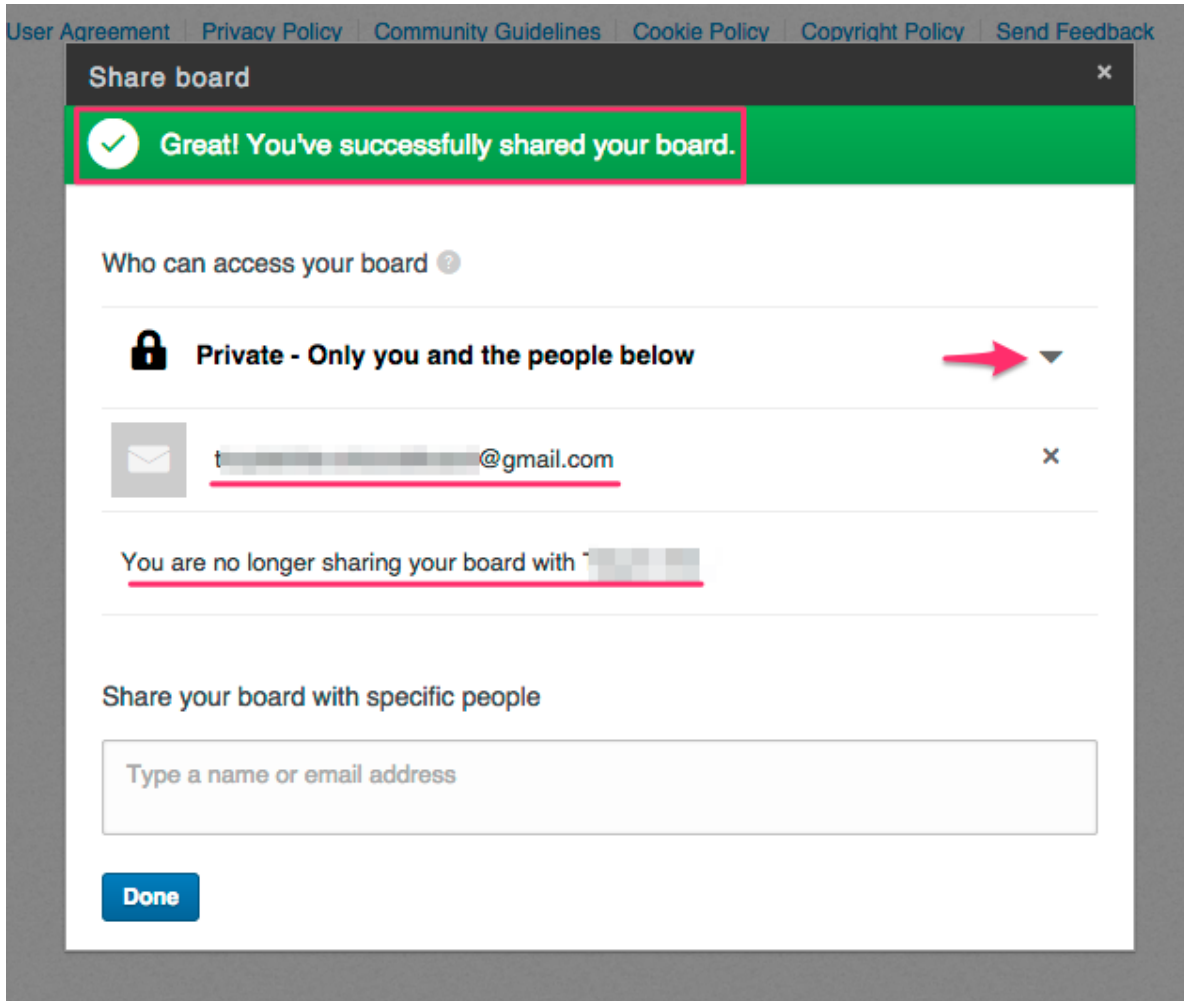
Use LinkedIn to Get Into Your Dream College



Set your **Decision Board** to be **Private** or **Share** it with **Connections** or the **Public**. To **Share** your **Board** with specific people, enter their **email address**

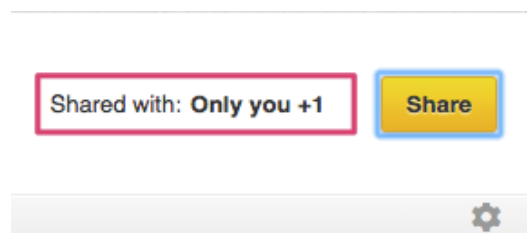
Once you've **Shared** your **Board**, you'll receive a confirmation notice and a status list of people you've shared, and unshared, your **Board** with. You can remove people by clicking the "x", or you can add additional people in the **Share** box.

Use LinkedIn to Get Into Your Dream College



*You'll receive a notice when you've successfully **shared your board**. You can see who has **access** to your **Board** by clicking the **Privacy** arrow*

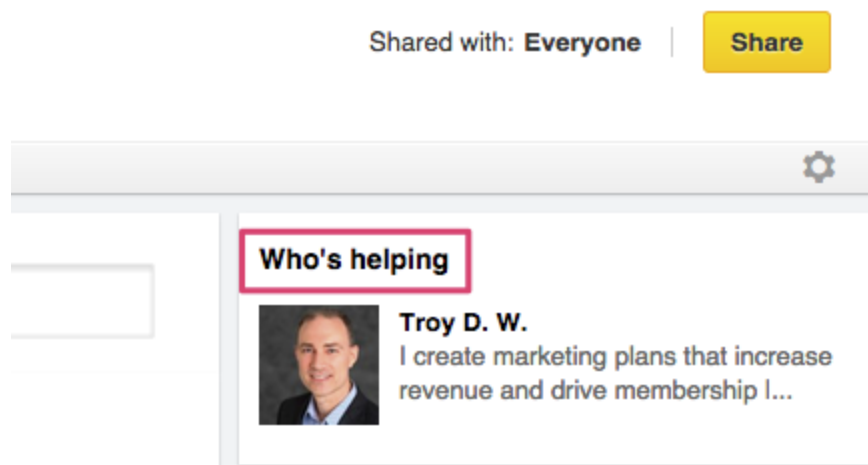
Whenever you visit your **Decision Board** you'll see the status of your **Privacy** setting, plus who else has access to your **Board**.



*The **Share** section of your **Decision Board** gives you a quick visual snapshot of your **Board Privacy** settings*

Use LinkedIn to Get Into Your Dream College

When you share your **Decision Board** with specific people, or allow your 1st degree connections to access your **Board**, you'll see those people listed under the **Who's helping** section of the **Conversation** tab.



*Find out **Who's helping** you find your dream college under the **Conversations** tab of your **Decision Board***

iii. Notes

You can add notes and status updates to your **Cards**. Again, this is useful information to share with your support network, or you can keep the information private and just make notes to yourself.

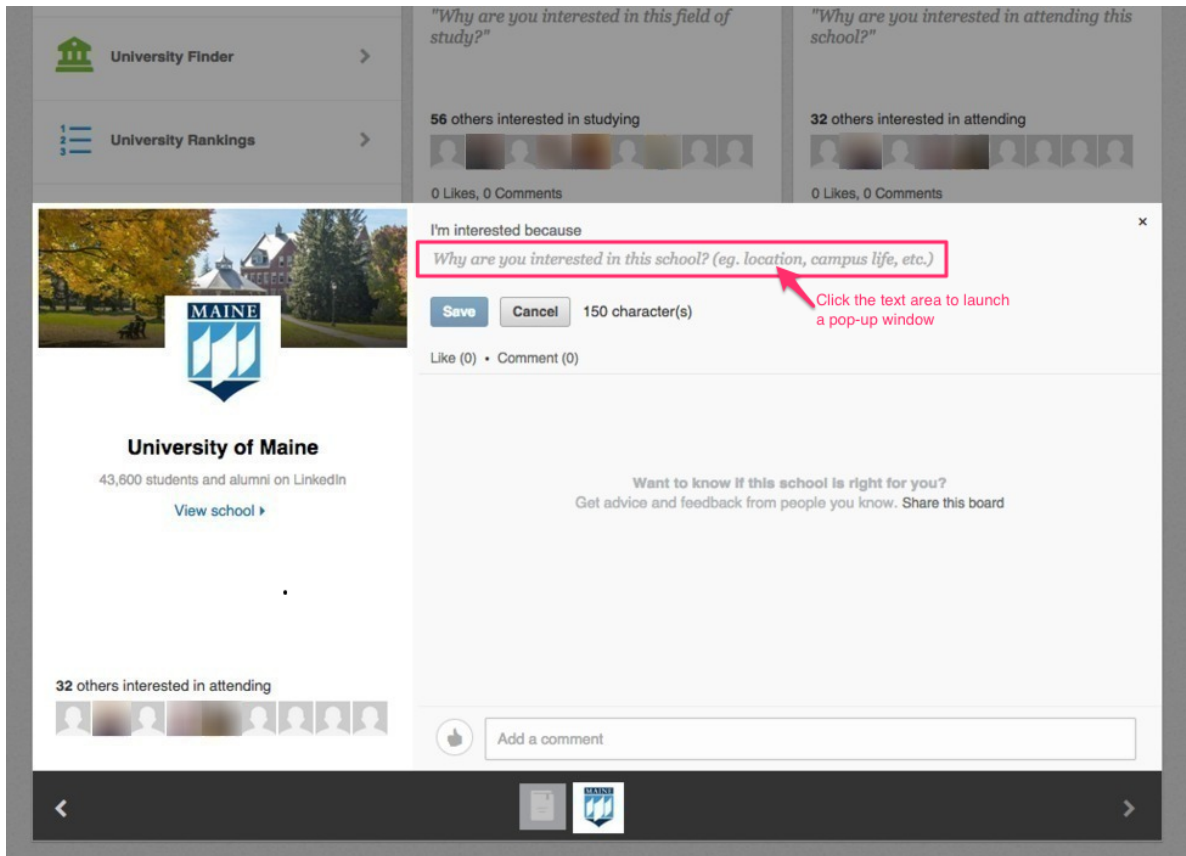
"Why are you interested in attending this school?"

"Why are you interested in this field of study?"

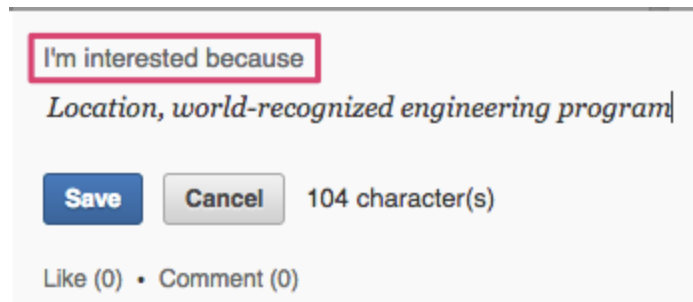
*You can let people know why you're interested in your dream **College** and your **Field of Study**, or just use it as your own private notebook*

To enter notes, click the "**Why are you interested in this school/field of study**" text. A pop-up window will appear with the cursor in the *Why are you interested in this school/field of study* field.

Use LinkedIn to Get Into Your Dream College



A window opens when you're ready to enter **Why you are interested** information

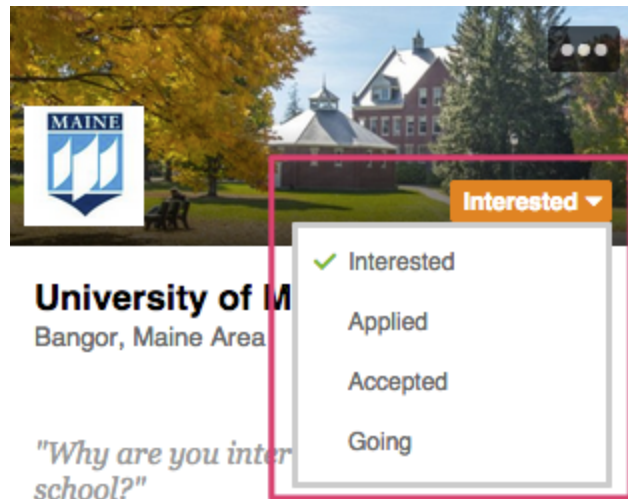


Enter the reasons you're **Interested** in attending your dream college. You're limited to 150 characters

iv. Status Updates

You can show your network the status of your dream college applications by updating your **School Cards** to **Interested**, **Applied**, **Accepted**, and **Going**.

Use LinkedIn to Get Into Your Dream College



*You can update your status to **Interested**, **Applied**, **Accepted**, and **Going**. This also keeps your family, friends, and support network up-to-date on your dream college decisions*

d) How to View Other Decision Boards

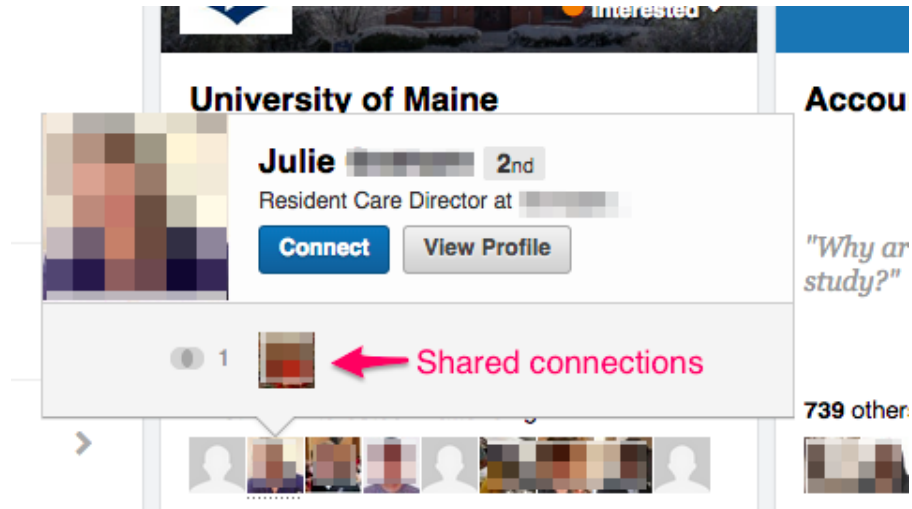
As you're researching your dream college, you can see who is applying to the same colleges you are, and who is interested in the same fields of study.

Both the **School** and **Field of Study Cards** show you **Others interested in attending/studying**. If you hover over a profile picture and the person is a 2nd degree connection, you'll see the person's **name** and current **title**, and have the option to **Connect** or **View Profile**, and you'll also see any connections you both share.



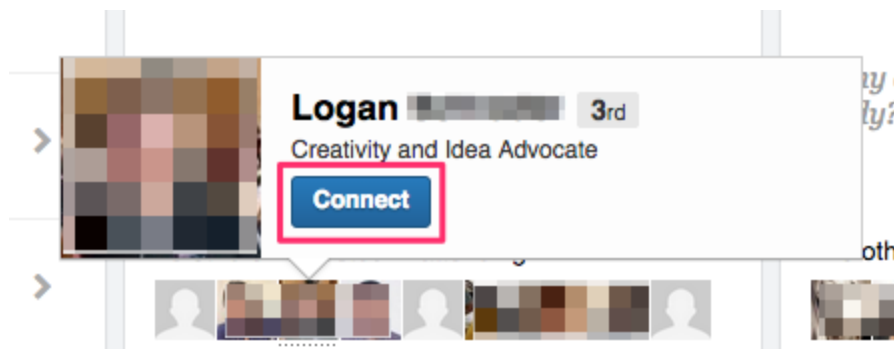
Remember: You can ask a shared connection for an **Introduction**.
[See [Introductions](#) in Chapter 2.]

Use LinkedIn to Get Into Your Dream College



View the *Name*, *Title*, and *Profiles* of people that are interested in a *School* or *Field of Study*. When you hover over the image of a 2nd degree connection, you'll see the *name* and current *title*, your *shared connections*, and you'll have the ability to *Connect* or *View Profile*

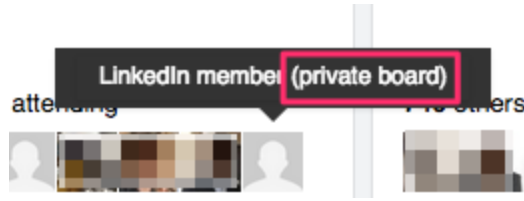
If the person is a 3rd degree connection, you'll see their **name**, **title**, and have the ability to **Connect**. To **View** their full LinkedIn profile, click on their **name**.



See the *name* and current *title* of 3rd degree connections. You'll also have the ability to *Connect*

If the **Decision Board** is **private**, you won't see any information, and you will not be able to click on the images.

Use LinkedIn to Get Into Your Dream College

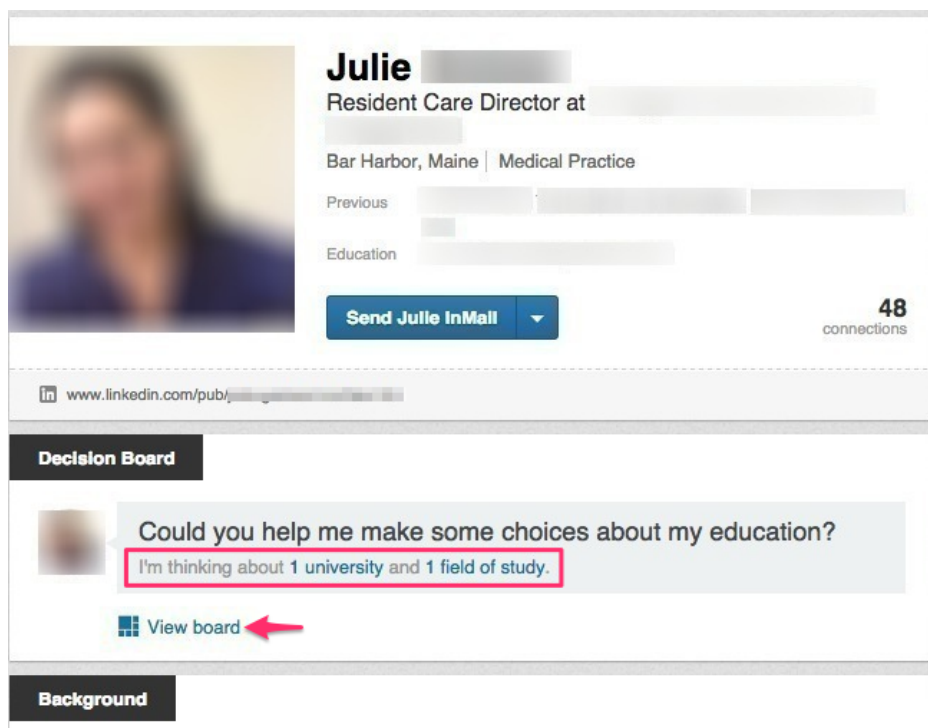


*You cannot view LinkedIn profiles for **private Boards***

If you click on a profile image and that person has a public, you'll go directly to their **Decision Board**.

Similarly, if you **View** someone's **Profile** and he or she has a public **Decision Board**, you'll see it at the top of their profile page, just underneath their summary box.

The **Decision Board** will show the number of **Universities** and **Fields of Study** the person is thinking about. Click **View board** to see more information.

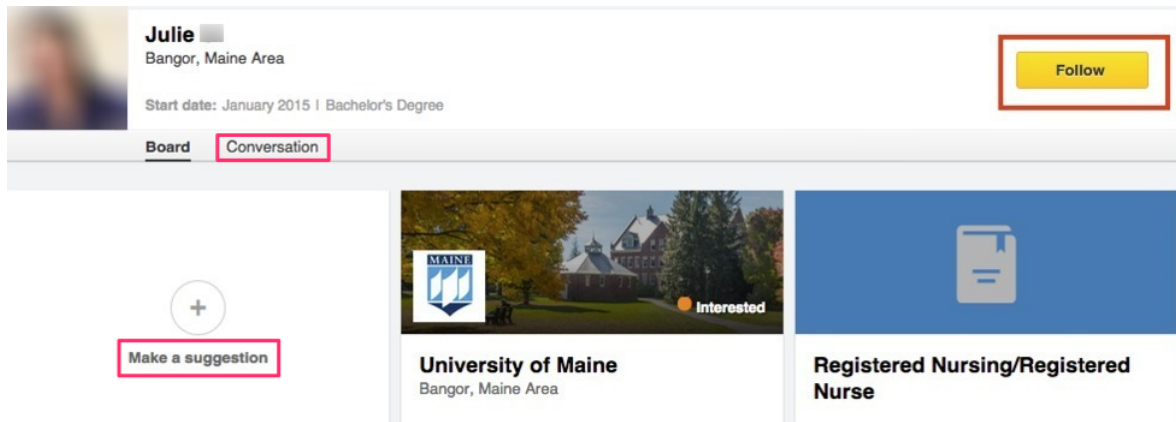


*When you **View** a **Profile** and the person has a public **Decision Board**, it will be listed near the top of the profile page*

Although you can view a public **Board**, you'll need to be a 1st degree connection before

Use LinkedIn to Get Into Your Dream College

you can contribute to someone's **Decision Board**, including **Following**, **Making a suggestion** or joining a **Conversation**.



Julie wants your opinion!

What **schools** would be good for Julie?

Start typing a school...

Suggest

Skip

Any suggestions for what Julie should **study**?

Start typing a field of study...

Suggest

Skip

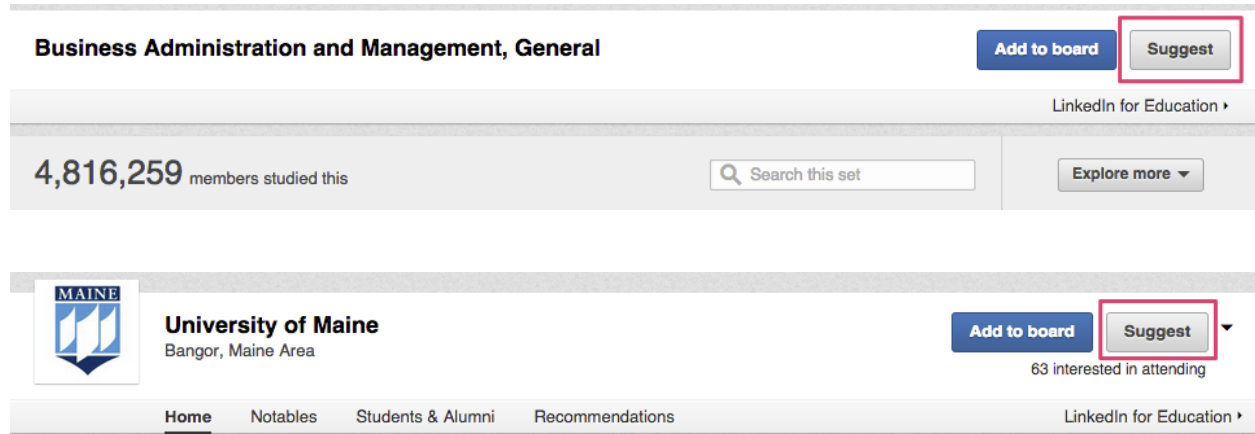
When you click on someone's public **Decision Board**, you'll see the option to **Follow**, join a **Conversation**, or **Make a suggestion**, but you'll need to be connected in order to

Use LinkedIn to Get Into Your Dream College

*interact with the **Board***

There are a few other ways to **Suggest** a **School** or **Field of Study**.

If you're using LinkedIn's **Field of Study Explorer** and you find a **Field** you'd like to suggest to someone, click the **Suggest** button. Likewise, if you're on a **University Page**, you can **Suggest** a **School**.




*If you find a **Field of Study** or **School** you'd like to suggest to a friend, click the **Suggest** button*

Then, type a **name** or **email address**. If your friend is on LinkedIn and you're connected to them, you should see their profile name in the list. If they're **not** on LinkedIn, you can send it to their **email address**.

Use LinkedIn to Get Into Your Dream College

Suggest this field of study

 **Engineering**


Who do you want to suggest this field of study to?

Message:

Send

Cancel

Suggest this school

 **University of Maine**
Bangor, Maine Area

Who do you want to suggest this university to?

Message:

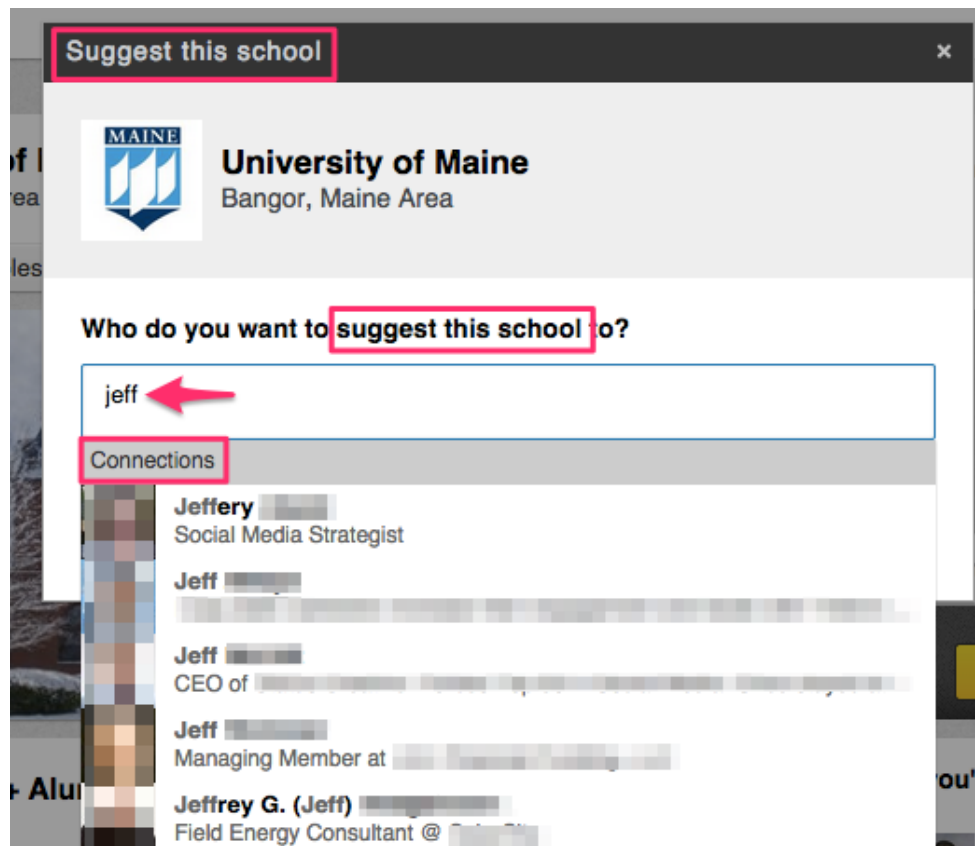
Send

Cancel

When you click the **Suggest** button for a **Field of Study** or **School**, a pop-up window gives you the option to send your **Suggestion** to a LinkedIn connection (**Type a name**) or an **email address**, as well as the option to include a **Message**

When you type the name of a connection, LinkedIn pre-populates a list for you.

Use LinkedIn to Get Into Your Dream College



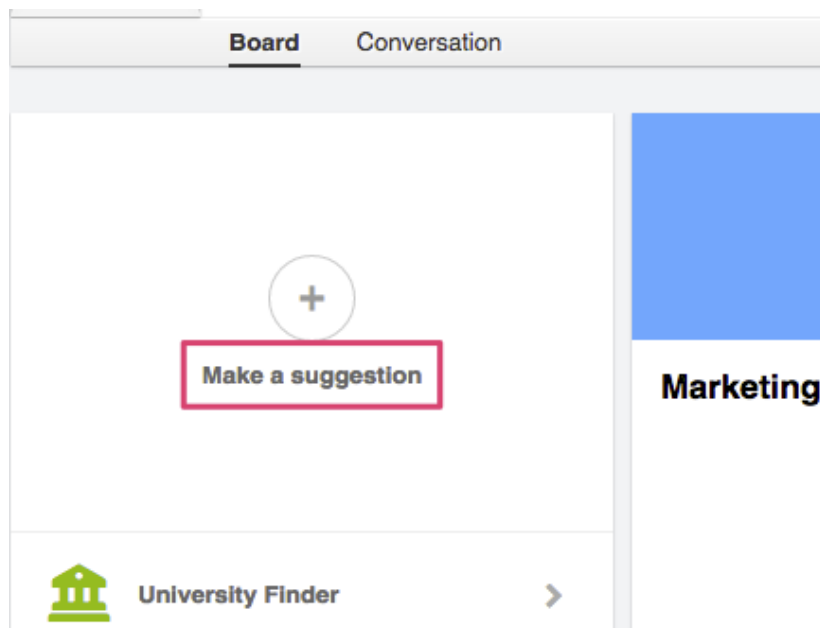
Start typing a **Name** when you want to **Suggest a School**. LinkedIn will auto-populate a list of your connections

You can also enter an email address. The **Connections** field will list **No Results**.

Use LinkedIn to Get Into Your Dream College

The screenshot shows a LinkedIn interface for suggesting a field of study. At the top, a dark header bar contains the text "Suggest this field of study". Below this, a light gray box displays a document icon and the word "Engineering". Underneath, the question "Who do you want to suggest this field of study to?" is followed by a search bar containing "@gmail.com". Below the search bar, there are three sections: "Emails" (highlighted with a red box), "Connections", and "No Results" (indicated by a red arrow). The "Emails" section shows a list of email addresses, with one "@gmail.com" address highlighted by a red arrow. At the bottom, there are "Send" and "Cancel" buttons.

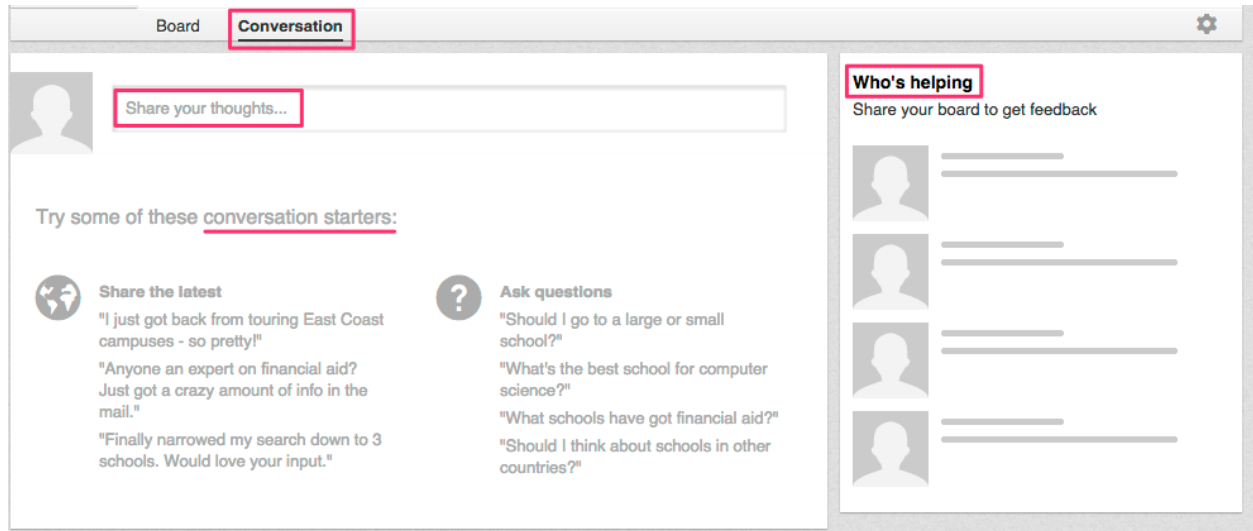
Another way to **Suggest Schools** or **Fields of Study** is to use the **Make a suggestion** feature on someone's **Decision Board**.



*When you're visiting a **Decision Board**, you can **Make a suggestion** for **Schools** and **Fields of Study***

Use LinkedIn to Get Into Your Dream College

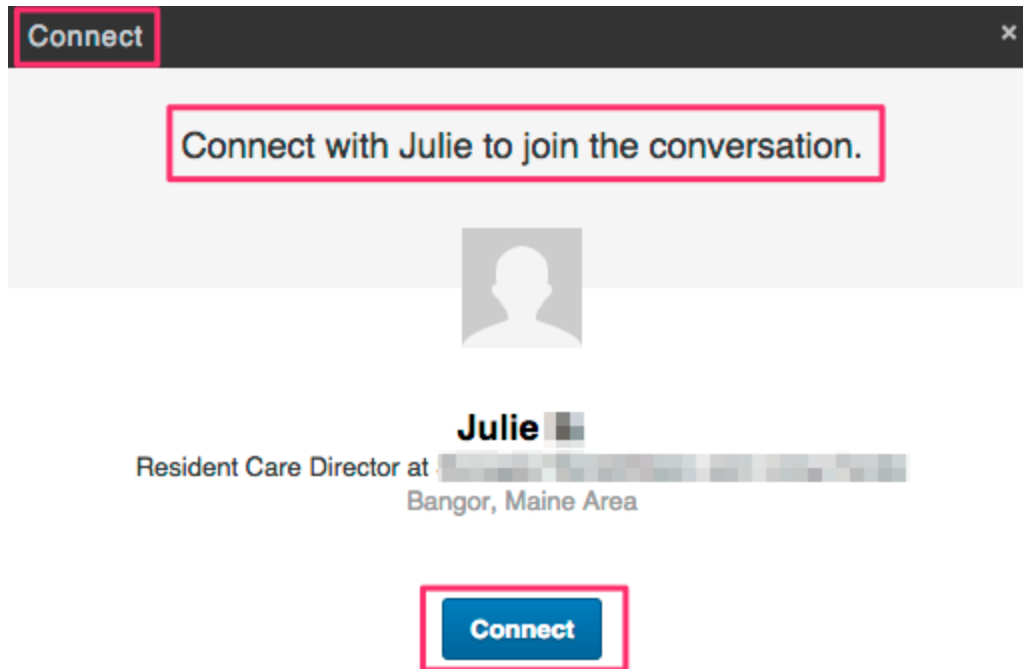
When you click the **Conversation** tab, you can **Share your thoughts** and see **Who's helping**.



*Be a part of an important **Conversation** by sharing your wisdom with your friends and other future college candidates*

Remember, you'll need to be a connection before you can contribute to someone's **Decision Board**.

Use LinkedIn to Get Into Your Dream College



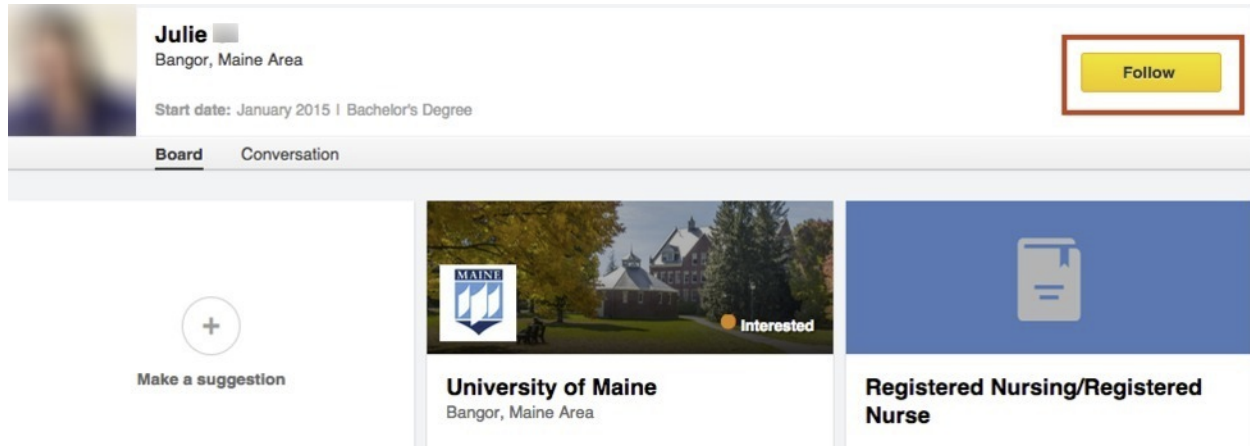
*You can only add comments to a **Decision Board** if you're **Connected**. If you're not connected, LinkedIn offer you the opportunity to **Connect***

3. How to Collaborate on a Decision Board

You can also collaborate on **Decision Boards** with your friends by **Following** their **Decision Boards**. Invite each other to your **Boards** so you can keep tabs on each other's dream college research and share tips and strategies for your dream **Colleges** and **Fields of Study**.

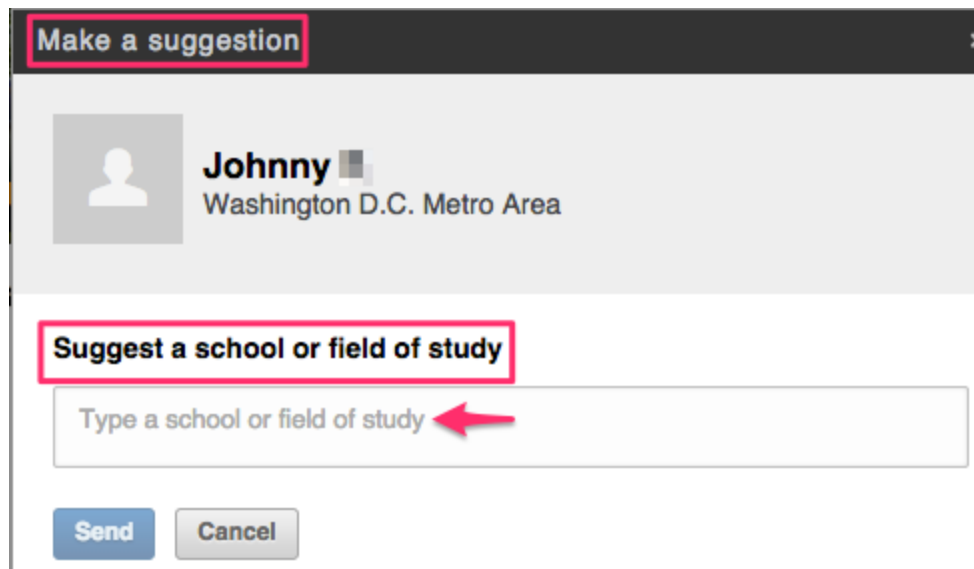
Reminder: You'll need to be a 1st degree connection in order to **Follow**, **Like**, or **Comment** on a **Decision Board**.

Use LinkedIn to Get Into Your Dream College



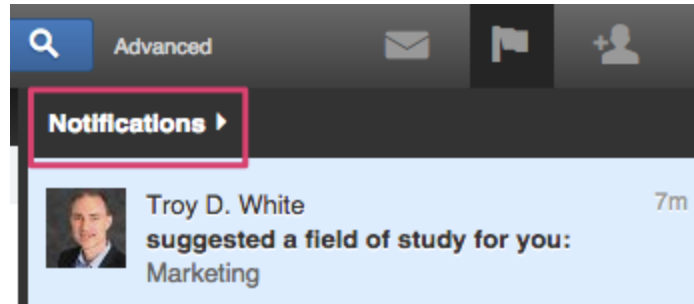
Follow the Decision Boards of your friends (make sure you connect with them, first!) so you can collaborate on your dream college research

If someone suggests a **School** or **Field of Study** for you, you'll receive an alert in your Notification Bar.



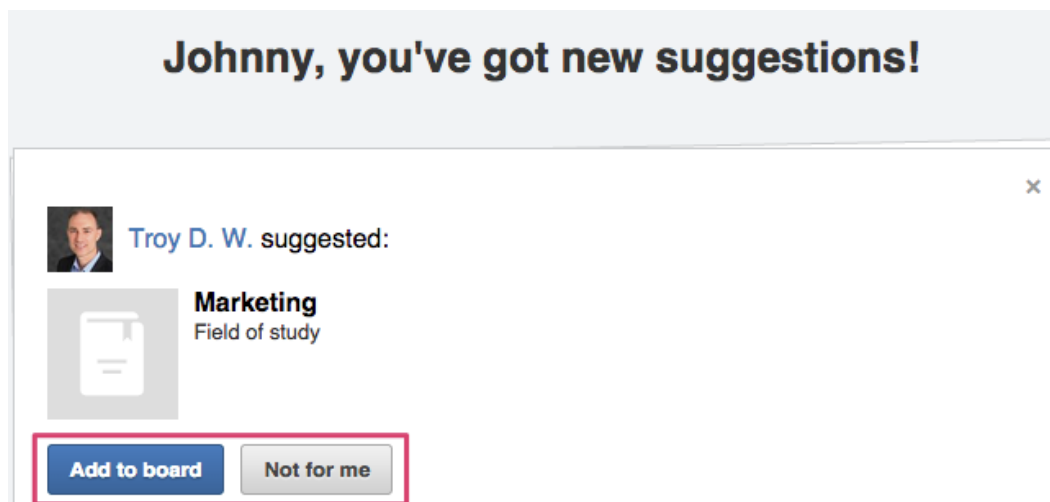
*If someone suggests a **School** or **Field of Study** for you...*

Use LinkedIn to Get Into Your Dream College



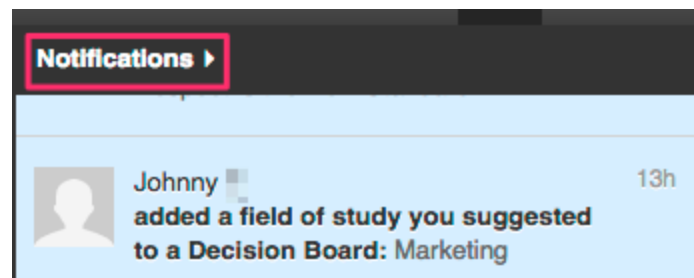
... you'll receive an alert in your **Notification Bar**

When you click on the notification, you'll see a list of **new suggestions**. You can **Add to board** or choose **Not for me**.



You can either accept the **suggestions** and **Add to board**, or reject it

If you accept a **Suggestion**, your connection receive a **Notification**.

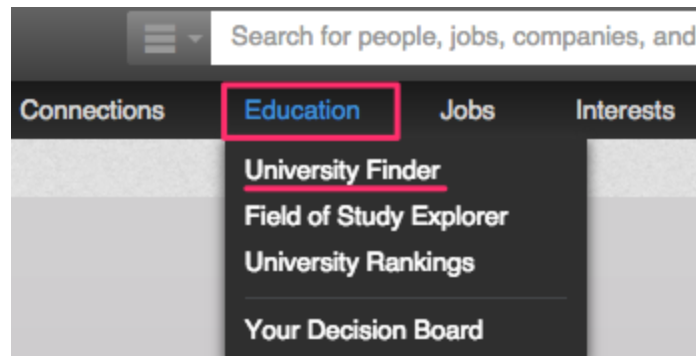


Your connection will receive a **Notification** if you accept their **Suggestion**

C. How to Use LinkedIn's University Finder

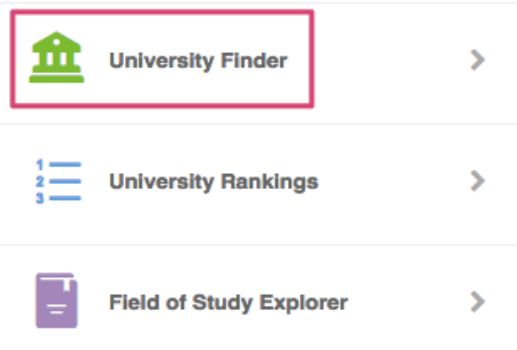
Whether you've chosen a dream college or not, the **University Finder** is a good place to start your research. It will give you a high-level overview of your dream college, and help you narrow down a list of potential schools based on what you want to **study** and **do**, and where you want to **work** or **live**... or all of the above.

You can access the **University Finder** through the global navigation menu under the **Education > University Finder** menu option, on your **Decision Board** (which you can access under the **Profile** and **Education** menus), or on the [LinkedIn Higher Education](#) page.

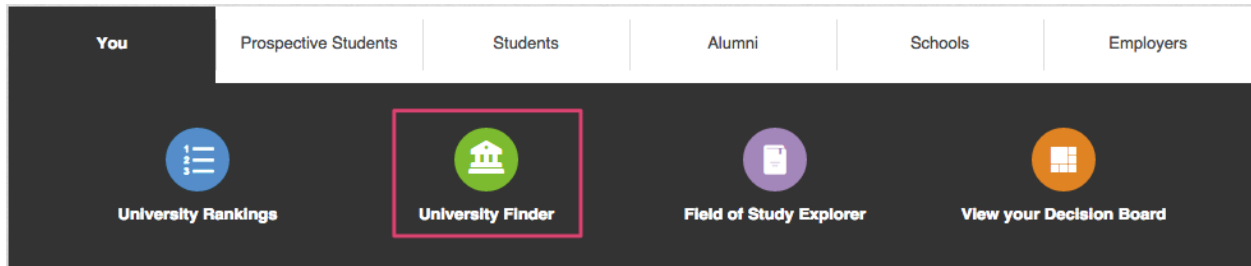


Add something to your board

Start typing a school or field of study...



Use LinkedIn to Get Into Your Dream College



Access the **University Finder** from the **Education** menu on the global navigation menu, on your **Decision Board**, or on the [LinkedIn Higher Education](#) page

The **University Finder** landing page has a number of columns you can use to filter your way to a dream college, such as:

- What you want to **study**
- Which companies you'd like to **work** at
- Where you want to **live**
- What you want to **do**

It will also list the most **Popular schools on LinkedIn**. As you filter the **study**, **work**, **live**, and **do** columns, the **Popular schools** list will update to reflect your choices.

Note the **University** cards list the **Top employer** for each school.

Use LinkedIn to Get Into Your Dream College

Home

Profile

Connections

Jobs

Interests





Business Services

Try Premium for free

LinkedIn University Finder

Johnny,
let's find your future university!

Tell us what you want to do, and we'll show you which universities send the most alumni into that career.

Share this page:
   

What do you want to study?

Where do you want to work?

Where do you want to live?

Engineering

Business, Management, Marketing, ...

Computer and Information Sciences ...

Business Administration and Manag...

Electrical and Electronics Engineering

IBM

Tata Consultancy Services

Hewlett-Packard

United States Air Force

US Army

United States

India

United Kingdom


Canada

Greater New York City Area

Show More

Popular schools on LinkedIn

updated based on the filters you choose above




University of Phoenix

Phoenix, Arizona Area

Top employer:
AT&T

Add to board




Penn State University

State College, Pennsylvania Area

Top employer:
IBM

Add to board



Purdue University

West Lafayette, Indiana

Top employer:
Eli Lilly and Company

Add to board

Where do you want to live?

What do you want to do?

Operations

Sales

Entrepreneurship

Education

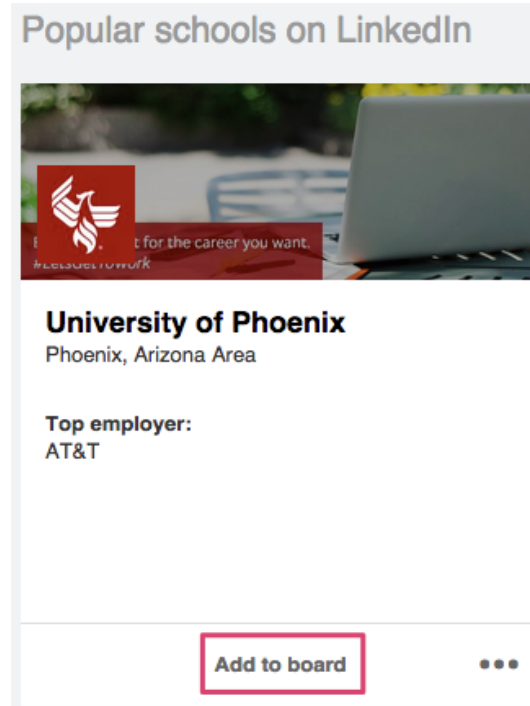
Engineering

Show More

You'll have a number of ways to find your dream college, including filtering by **Fields of Study**, **companies**, **geography**, and **skills**. The list of **Popular schools** will update based on your filters

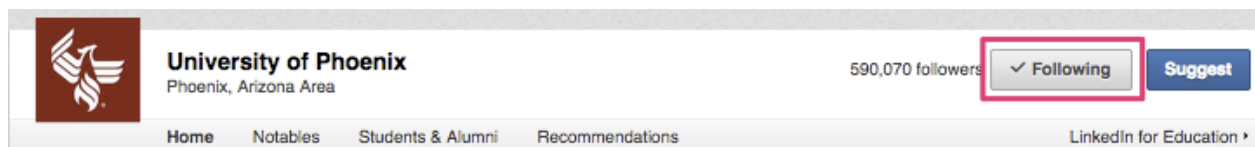
Use LinkedIn to Get Into Your Dream College

You can easily **Add a Popular School** to your **Decision Board**. Just click **Add to board**.



Click **Add to board** at the bottom of the **School card** to **Add the School** to your **Decision Board**

Once you add the **School** to your **Board**, you'll automatically follow the school. This puts news and updates for the college in your LinkedIn feed.

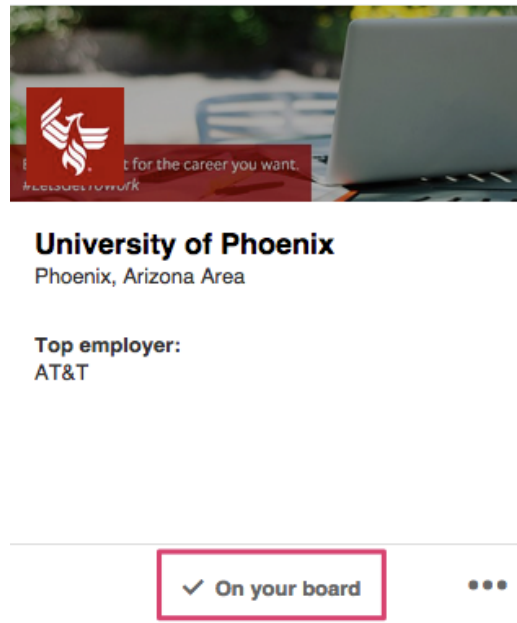


When you add a **University** to your **Decision Board**, you'll automatically **Follow the School** and receive updates in your news feed

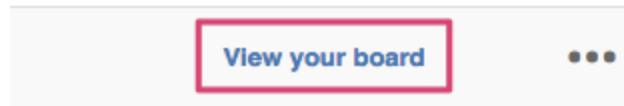
After you add a **University** to your **Decision Board**, you'll see a **On your board** notice on the **University** card.

When you hover over the **On your board** notification, you can **View your board**.

Use LinkedIn to Get Into Your Dream College



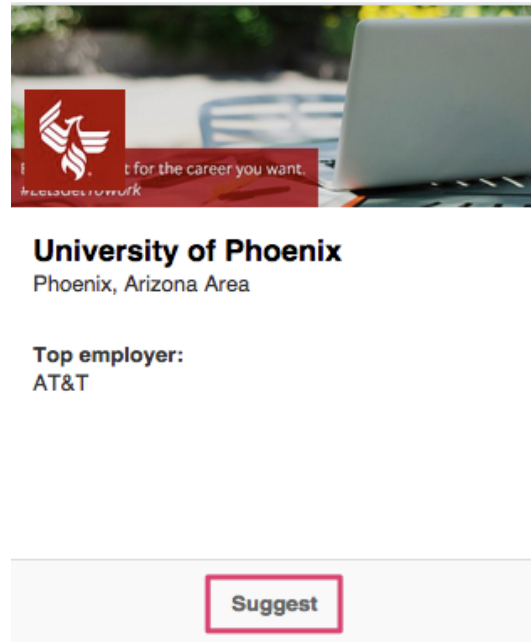
Once you add a **University**, you'll see a notice that it's **On your board**. If you hover over the notice...



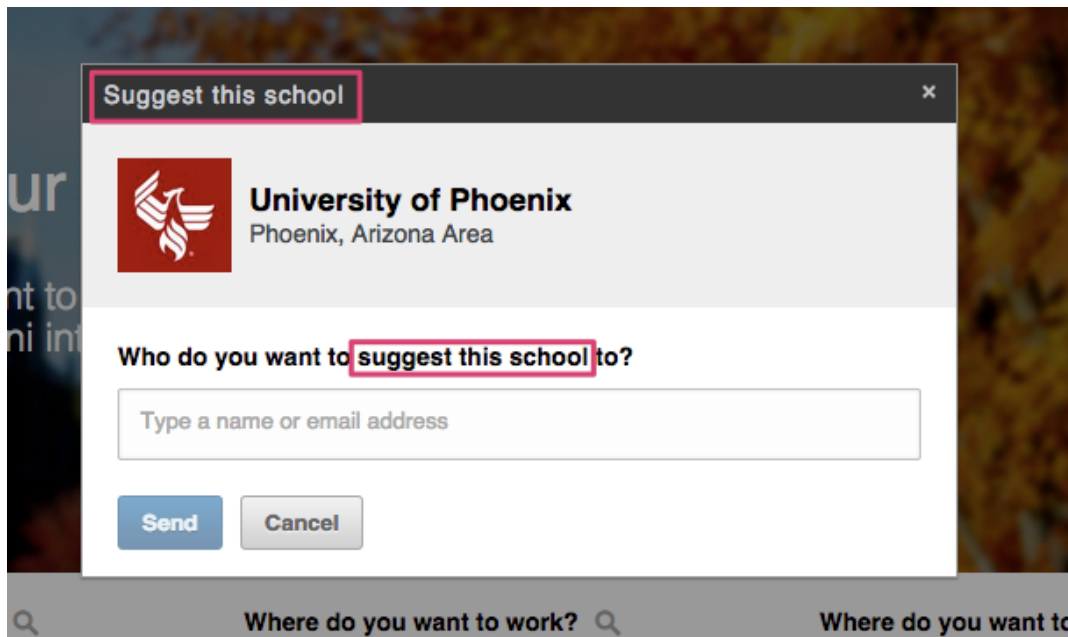
... you'll see **View your board**

If you click the **three dots** in the lower right corner of the card, you can **Suggest** the school to a LinkedIn connection or send via email.

Use LinkedIn to Get Into Your Dream College



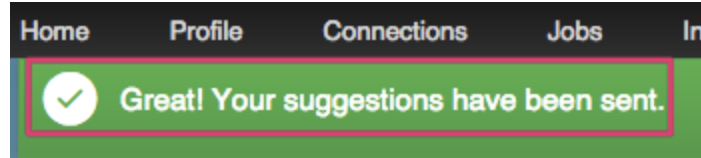
Click the **3 dots** (previous image) to reveal the **Suggest** feature



Suggest this school to a friend or LinkedIn connection -- or both

After you've sent your **Suggestion**, you'll receive a notification.

Use LinkedIn to Get Into Your Dream College



*Congratulations, you've successfully sent your **Suggestion***

When you click anywhere on the **School card**, you'll land on the **University** page.



Tip: For more information on how to get the most from the **University** page, see [LinkedIn's University Page, and How to Use It](#).

Use LinkedIn to Get Into Your Dream College

Click anywhere on a **Decision Board's School** card and you'll land on the **University** page. To find out how to get the most from this page, read the [LinkedIn University Page, and How to Use It](#) section

Use LinkedIn to Get Into Your Dream College

1. How to Search By Fields of Study, Careers, and Locations

There are a lot of factors that go into finding and choosing your dream college. Does it have the programs you want to study? Will you get a job? What kind of job will you get? And where?

LinkedIn's **University Finder** can help you answer those questions.

On the **University Finder** page there are four categories you can use to find your dream college:

- What do you want to **study**?
- What company do you want to **work** for?
- Where do you want to **live**?
- What do you want to **do**?

The screenshot displays the LinkedIn University Finder search interface. It features three main filter categories, each with a search bar and a list of suggestions:

- What do you want to study?** (Search bar with magnifying glass icon)
 - Engineering
 - Business, Management, Marketing, ...
 - Computer and Information Sciences ...
 - Business Administration and Manag...
 - Electrical and Electronics Engineering
- Where do you want to work?** (Search bar with magnifying glass icon)
 - IBM
 - Tata Consultancy Services
 - Hewlett-Packard
 - United States Air Force
 - US Army
- Where do you want to live?** (Search bar with magnifying glass icon)
 - United States
 - India
 - United Kingdom
 - Canada
 - Greater New York City Area

Below these filters, there is a "Show More" button with a downward arrow. To the right of the "Where do you want to live?" filter, there is a right arrow button. Below the "Where do you want to live?" filter, there is a search bar with the text "k City Area" and a "Show More" button with a downward arrow.

What do you want to do? (Search bar with magnifying glass icon)

- Operations
- Sales
- Entrepreneurship
- Education
- Engineering

LinkedIn helps you narrow your dream college choices by **Fields of Study, companies, geography, and job function**

Use LinkedIn to Get Into Your Dream College

When you click **Show More** at the bottom of the columns, you'll see an expanded list with search boxes at the top.

When you enter a search term or click on a listed term, the **Popular schools** list will update to reflect your choices. You'll see the filters you've added above the **Popular schools** section.

Click an **x** to clear a single filter, or **Clear all** to remove all the filters.

▼ [Show More](#) ▼

What do you want to study?

Business, Management, Marketin... 13,174,002

Engineering 5,598,313

Computer and Information Sciences ... 4,933,925

Business Administration and Manag... 4,786,678

Social Sciences 4,427,748

Marketing 3,669,001

Economics 3,192,832

Accounting and Related Services 2,826,669

Communication, Journalism, and Rel... 2,704,001

Business Administration, Manageme... 2,673,368

Finance and Financial Management ... 2,608,076

Computer Science 2,571,217

Where do you want to work?

EY 49,743

PwC 44,270

Deloitte 37,423

IBM 31,526

Citi 23,283

Accenture 23,139

Wells Fargo 22,774

Hewlett-Packard 22,629

JPMorgan Chase & Co. 22,280

Bank of America 20,317

HSBC 15,953

AT&T 15,309

Where do you want to live?

United States 6,217,220

India 1,044,486

Greater New York City Area 655,426

Canada 590,070

United Kingdom 520,507

Australia 393,016

Brazil 333,416

France 319,431

Greater Chicago Area 296,107

San Francisco Bay Area 240,201


Greater Los Angeles Area 228,006

Greater Boston Area 212,322

^ Show Less ^


Business, Management, Marketing, and Related Support Services x Clear all

Popular schools for this career goal ←




University of Phoenix
Phoenix, Arizona Area
127,752 alumni have careers like this

Top employer:
AT&T



Fundação Getulio Vargas
Brazil
58,797 alumni have careers like this

Top employer:
Itaú Unibanco



University of Mumbai
Mumbai Area, India
54,803 alumni have careers like this

Top employer:
Tata Consultancy Services

Page
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Use LinkedIn to Get Into Your Dream College

Click **Show More** to reveal a longer list and the search boxes. In this case, filtering by **Business** shows the most **Popular schools for Business**, such as Phoenix, Vargas, and Mumbai

Where do you want to work?

Where do you want to live?

What do you want to do?

Business, Management, Marketing, and Related Support Services x Coca-Cola Enterprises x United States x Marketing x Clear all

Popular schools for this career goal

Kennesaw State University
Greater Atlanta Area
2 alumni have careers like this
Top employer:
Cobb County Schools
Add to board

Universitat de Barcelona
Barcelona Area, Spain
1 alumnus has careers like this
Top employer:
Generalitat de Catalunya
Add to board

University of Alabama at Birmingham
Birmingham, Alabama Area
1 alumnus has careers like this
Top employer:
UAB Medicine
Add to board

A sample filter by **field of study**, **company**, **geography**, and **job function**

2. How to Search for a Specific University

If you know **what you want to study**, **where you want to work** or **live**, or **what you want to do**, LinkedIn's University Finder is the ideal way to

But what if you already have a short-list of dream colleges? And what if it doesn't show up in the list of popular schools on the **University Finder** homepage?

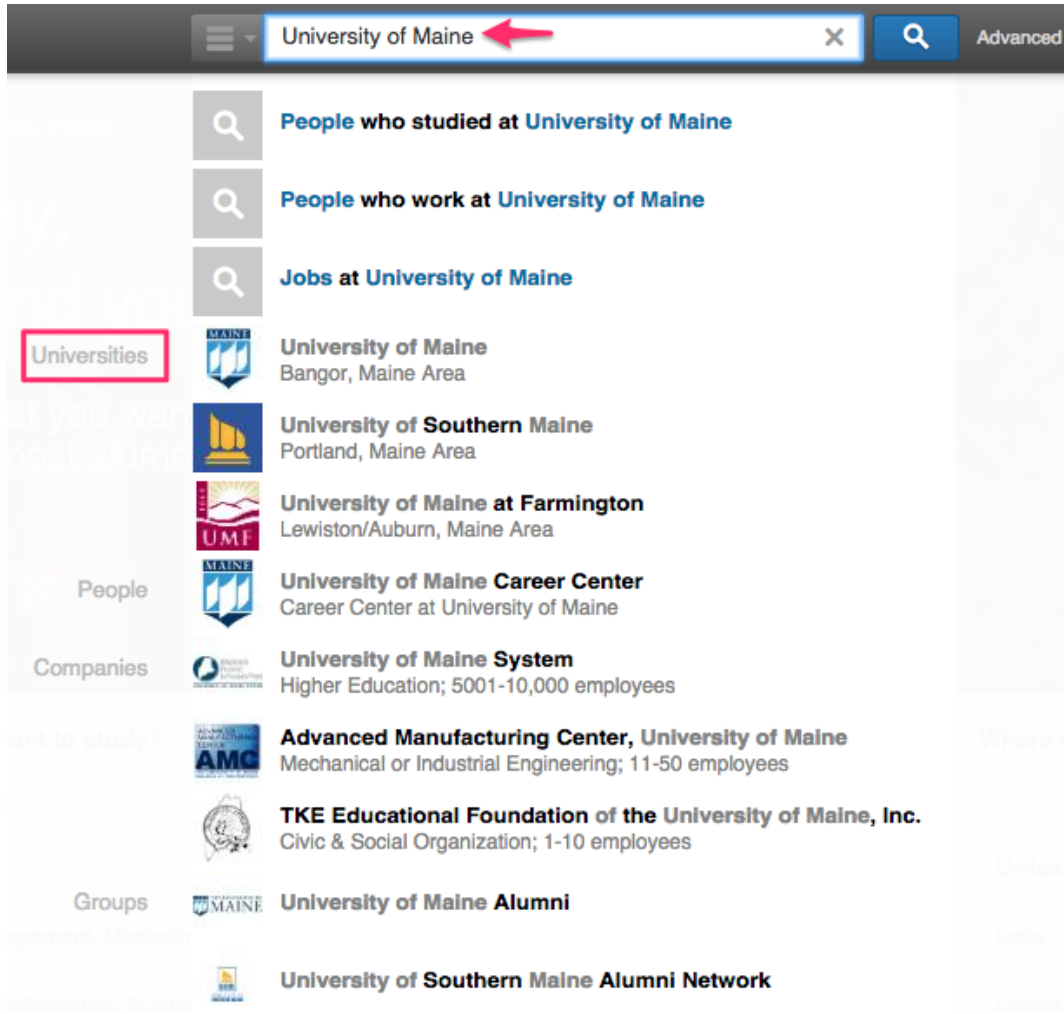
You can still find the same information by using the global search function.

Simply type your dream college name into the global navigation search box. As you start entering the college name, LinkedIn will auto-populate a box to help you narrow your search by:

- **People** who studied or work at the college
- **Jobs** at the college
- The **University** page
- **People** with the college name (odd, but true)
- **Companies** that share (or are) the college name
- **Groups** for the college



Use LinkedIn to Get Into Your Dream College



*If you enter your dream college in the global navigation box, you'll get a high-level overview of the college. Choose the school name from the **Universities** section to get detailed information about your dream college*

Use LinkedIn to Get Into Your Dream College

This screenshot shows the LinkedIn search interface. The search bar at the top contains 'University of Maine', with a red arrow pointing to it. Below the search bar, the navigation tabs are 'Home', 'Profile', 'Connections', 'Education', 'Jobs', and 'Interests'. The 'Search' section on the left has a dropdown menu with 'All' selected. The main results area shows '108 results for University of Maine'. The first result is 'University of Maine' (Higher Education, 1001-5000 employees) and the second is 'University of Maine Foundation' (Nonprofit Organization Management, 11-50 employees). Both results have a 'Similar' link.

This screenshot shows the LinkedIn search interface with the same search term 'University of Maine'. The left sidebar now has 'Universities' selected in the filter menu. The main results area shows '14 results for University of Maine'. The first result is 'University of Maine' (Bangor, Maine Area, 45,800 students & alumni on LinkedIn) and the second is 'University of Southern Maine' (Portland, Maine Area, 25,200 students & alumni on LinkedIn). Both results have a 'Similar' link. A third result, 'University of Maine at Farmington', is partially visible at the bottom.

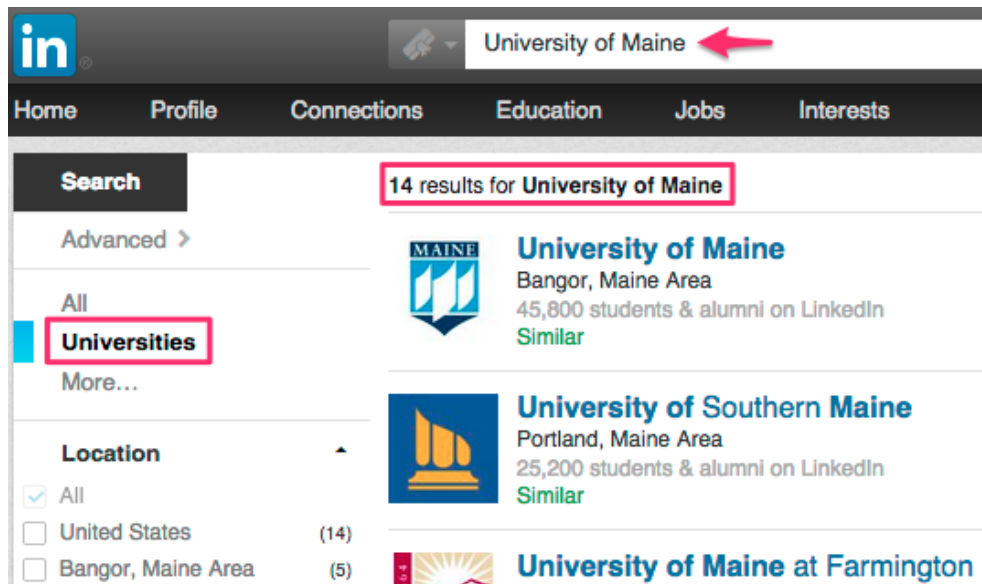
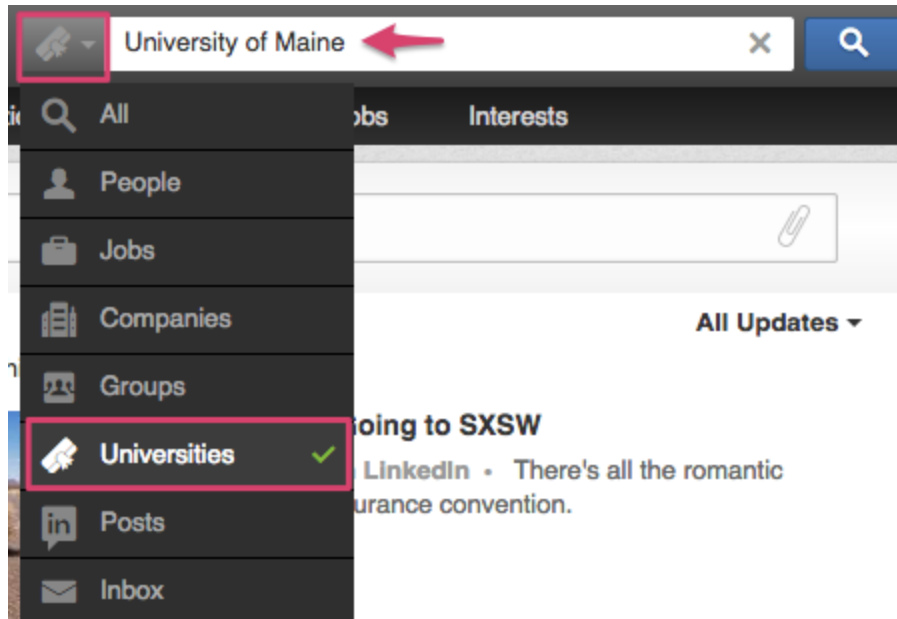
After entering the name of your dream college, you can narrow your search to just **University** names by choosing **Universities** in the left column



Tip: You may need to enclose your search with quotations to search for the full name of the college, such as "George Mason." Otherwise your Inbox will pull in George and Mason, so you might get results for George Washington and Free Masons.

Use LinkedIn to Get Into Your Dream College

To skip the auto-populated list or full results page, you can also use the dropdown menu to the left of the global search box and choose **Universities**. This takes you directly to the **University** results page.



*If you choose the **Universities** option from the global search dropdown menu, you'll see a listing of **University** names*

For now, you'll want to choose the **Universities** option, either from the auto-populated

Use LinkedIn to Get Into Your Dream College

results box, or from the results page.

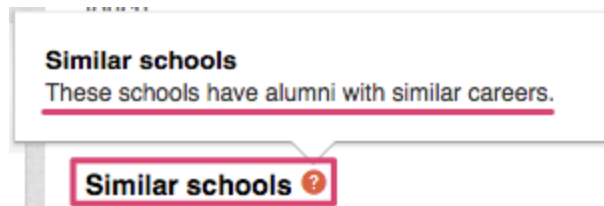
Once you land on the **University** page, you can do all the things you covered earlier, such as:

- **Follow** the school (highly recommended)
- **Add** it to your **Decision Board**
- **Suggest** it to a friend or family member, and so on

3. Build a List of Similar Schools

If you're in the early stage of your research and you've identified one or two colleges you're interested in, there are a number of ways you can find similar schools to your dream college.

The schools listed will have alumni with similar careers as the college you're looking at.



*The **Similar schools** features shows you schools with alumni that have similar careers*


4. Where to Find Similar Schools


a) University Homepage


In the right-hand column you'll see a list of similar schools.


Use LinkedIn to Get Into Your Dream College


Similar schools ?


**University of Virginia**
Charlottesville, Virginia Area

**Old Dominion University**
Norfolk, Virginia Area

**George Mason University - School of Business**
Washington D.C. Metro Area

**University of Maryland College Park**
Washington D.C. Metro Area

**Virginia Polytechnic Institute and State University**
Roanoke, Virginia Area

**University of Maryland University College**
Washington D.C. Metro Area

On the *George Mason University* page, you'll see a listing of similar schools in the right-hand column

b) University Career Page

When you click **Explore Careers of X+ Alumni** on the **University** homepage, you'll land on the **University Career page**, which is also the **Students & Alumni** tab on the University page.

Explore Careers of 95,234+ Alumni

Where they work

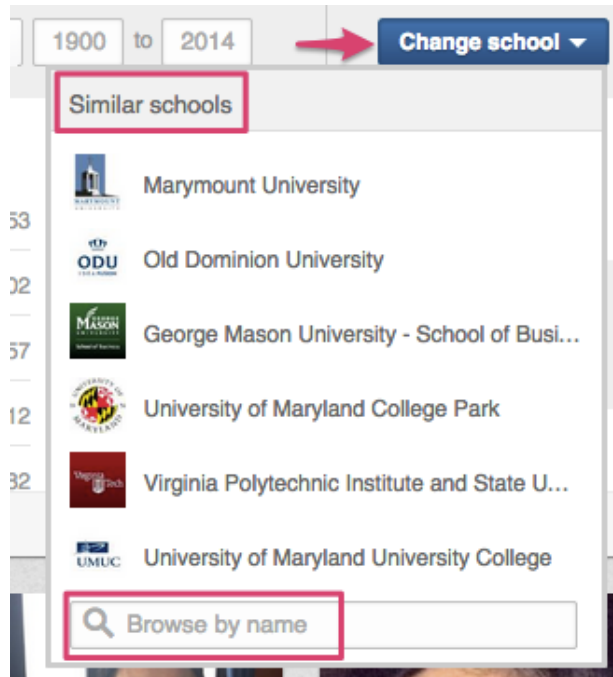
What they do

Find **Similar Schools** by clicking on the **Careers** link on the **University** homepage. From there, you can **Change University**, visit a **Company Page**, and see **Notable Alumni** and their schools

Use LinkedIn to Get Into Your Dream College

Here is some of the useful information you'll find:

- **Similar Schools** -- Choose **Change University** to get a list of schools similar to the **University Career Page** you are currently viewing.



- **Company Page -- People Also Viewed**, located on a University's **Company page**, gives you insight into similar schools people are searching for.

People Also Viewed



*Take a peek at what other schools people are looking at. This image is from the George Mason **Company page***

Use LinkedIn to Get Into Your Dream College

- **More Notable Alumni** -- The **More Notable Alumni** feature (sometimes it's also called **See other Notable Alumni**) shows you successful alumni from colleges that are similar to the **University** page you're currently researching.

Notables

Students & Alumni


Recommendations

LinkedIn for Education ▶

Abid Butt
Chief Executive Officer at Banyan Tree Hotels & Resorts

- Chief Executive Officer at Banyan Tree Hotels & Resorts Pte Ltd
- Vice President - Asset Management at Host Hotels & Resorts
- Vice President & General Manager at Turtle Bay Resort


Master of Business Administration (M.B.A.)
1991 – 1993





D'Wayne Bates
Assistant Principal and Director of Athletics & Student Activities at Lasalle-Peru High School


- Director of Athletics & Student Activities at Lasalle-Peru High School
- Associate Athletic Director at Evanston Township High School


More Notable Alumni


**Southern New Hampshire University**
23 notables

**Ashford University**
2 notables

**Regis University**
7 notables

**American InterContinental University**
2 notables

**Capella University**
8 notables

**Western International University**
11 notables

More Notable Alumni on the **University of Phoenix University** page shows you schools with **Alumni** that are similar to the **University of Phoenix Alumni**

Use LinkedIn to Get Into Your Dream College

The screenshot shows the LinkedIn profile of George Mason University. The header includes the university's logo, name, and location (United States). Navigation tabs for Home, Notables, Students & Alumni, and Recommendations are visible. The 'Notables' tab is active, displaying a list of notable alumni. Two alumni are highlighted: Chris Melissinos and Michael Covell. Chris Melissinos is a Director of Corporate Strategy at Verizon, with a background in Public Administration (BS, 1992-1995). Michael Covell is a Trend Following, President, with a background in Politics and Government (BA, 1987-1991). To the right, a section titled 'See other Notable Alumni' lists several other universities, including the University of Virginia, Old Dominion University, George Mason University - School of Business, University of Maryland College Park, Virginia Polytechnic Institute and State University, and University of Maryland University College.

You can find a list of **Similar Schools** under the **Notable Alumni** section

5. LinkedIn's University Page, and How to Use It

As you're building your **Decision Board**, you'll find yourself visiting the LinkedIn **University** pages to find information about the school, its programs, typical career paths, and notable alumni.

Here are the key elements of the **University** pages:

- *Admissions: General Information, News and Discussions*

What It Does: Provides essential admissions-related information: contact and background information, demographics, and statistics. Since this page is most likely managed by the admissions or marketing department, expect to find a lot of self-promotion. Check out the comments and recommendations to see what other people find important.

How to Use It: Does this college look like a good fit for you? Are they promoting newsworthy things you find interesting? Are they highlighting notable achievements and news for both students and the college? Do they keep

Use LinkedIn to Get Into Your Dream College

prospects up-to-date on deadlines and key events?

- *Careers*

Explore Careers of 95,234+ Alumni

Where they work

What they do

What It Does: Gives you the inside scoop on where alumni work, what they do in their careers, and the skills they use in their jobs.

How to Use It: Are graduates from the school doing what you want to do? Does their work look interesting to you? Are they living where you want to live?

- *How You're Connected*

What It Does: Shows you the people you're connected to at the college.

How to Use It: Use it for informational interviews, to connect with former high school classmates who are currently enrolled or are alumni at the college, and to expand your network by connecting with the 2nd degree connections.

- *Notable Alumni*

Notable alumni ?

< 1 / 11 >

What It Does: Shows you who the successful alumni are, and what they do.

How to Use It: This could (and hopefully will) be you some day. Do you see any traits or interests that are similar to yours? Could you see yourself on one of these potential career paths?

- *Join Your Alumni Group*

Join your alumni group

Share ideas, find opportunities and get back in touch.

Find a group

What It Does: Lists alumni groups for the college.

How to Use It: What kinds of things are the alumni saying about their college?

Use LinkedIn to Get Into Your Dream College

Does it seem like they're engaged and dedicated to their alma mater? Are there groups for your planned major?

Note: You may not be able to join the group, since you're technically not an alumnus.

- *Similar Schools*

Similar schools ?

What It Does: Shows you schools where alumni have similar careers to the school you're currently viewing.

How to Use It: Are you open to looking at other schools, or do you have your heart set on a particular dream college? This is a good way to expand your list of prospective colleges by seeing which schools with similar career paths, students, and programs.

- *See also...*

See also...


What It Does: Shows you related pages, such as the Company page, and Group pages from other departments and programs.

How to Use It: See if your potential major (if you've chosen one) has a Group so you can do more in-depth research on your chosen career path. The Company page gives you an alternative view of the college.

a) How to Get Information and News Updates on Your Dream College



On the **University** page, you'll find the **General Information** section, which includes a snapshot of alumni **Career** paths, an overview of the **University**, contact information, **Student & Faculty** statistics, and **Financial** data.

Use LinkedIn to Get Into Your Dream College



University of Maine
Bangor, Maine Area

[Home](#) [Notables](#) [Students & Alumni](#) [Recommendations](#)



Explore Careers of 38,585+ Alumni

Where they work

State of Maine	263
IDEXX Laboratories	177
Unum	127

[more >](#)

What they do

Education	3,714
Operations	3,577
Sales	3,381

[more >](#)

General Information

The University of Maine, founded in Orono in 1865, is the state's premier public university. It is among the most comprehensive higher education institutions in the Northeast and attracts students from across the U.S. and more than 65 countries. It currently enrolls 11,247 total undergraduate and graduate students who can directly participate in groundbreaking research working with world-class scholars. The University of Maine offers doctoral degrees in 35 fields, representing the humanities, sciences, engineering and education; master's degrees in roughly 70 disciplines; 90 undergraduate majors and academic programs; and one of the oldest and most prestigious honors programs in the U.S. The university promotes environmental stewardship on its campus, with substantial efforts aimed at conserving energy, recycling and adhering to green building standards in new construction. For more information about UMaine, visit umaine.edu. (Fall 2013).

Homepage
<http://umaine.edu>

Phone
+1.207.581.1110

Address
5713 Chadbourne Hall
Orono, Maine 04473
United States

Email
um-admit@maine.edu

Institution Type
Public

Year Level
Four or more Years

Students & Faculty

Undergrad Students 7,922	Male 52%
Graduate Students 817	Female 48%
Faculty 489	Admitted 81%
Total Population 8,739	Graduated 59%
Student/Faculty Ratio 16:1	

Financial Information

Financial Aid Available	Tuition In-State: US\$8,370.00/YEAR Out-of-State: US\$25,740.00/YEAR
Percent Receiving Aid 94%	

[Show less](#)

The **University Homepage** gives you a snapshot of the college, its top careers, and its admissions statistics

Page
163 of 233

Use LinkedIn to Get Into Your Dream College

The **University News Feed** is located on the **University Homepage**, underneath the **Information** box, and contains updated news from the **University** and recommendations from students and alumni.

If you follow the page, you'll automatically see these updates in your LinkedIn homepage feed. This is a good way to see if your dream college is posting news and information you find interesting.

Unum128Sales3,383

more >


more >

General Information

The University of Maine, founded in Orono in 1865, is the state's premier public university. It is among


Show more

Share something or ask a question...



University of Maine


Doles Orchard farmer, Allagash Brewing toast AgrAbility <http://bit.ly/1MnMg9r>



Like (10) · Comment · 7 days ago

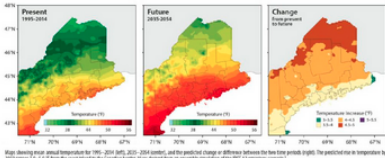
Bill Rogers, Roger Lowd +8

Add a comment...



University of Maine

UMaine report updates climate challenges, encourages proactive preparation <http://bit.ly/1vZe9QZ>



1


See all »


Join your alumni group


Share ideas, find opportunities and get back in touch.


Find a group


Similar universities


University of South Florida
Tampa/St. Petersburg, Florida Area

University of New Hampshire
Greater Boston Area


Penn State University
State College, Pennsylvania Area

University of Kentucky
Lexington, Kentucky Area

University of Southern Maine
Portland, Maine Area

University of Massachusetts, Amherst
Springfield, Massachusetts Area

See also...

University of Maine
(Company Page)

*The **University Homepage** has a news feed which will be managed by the admissions or communications department. Pay attention to the comments to get an unfiltered view of the college*

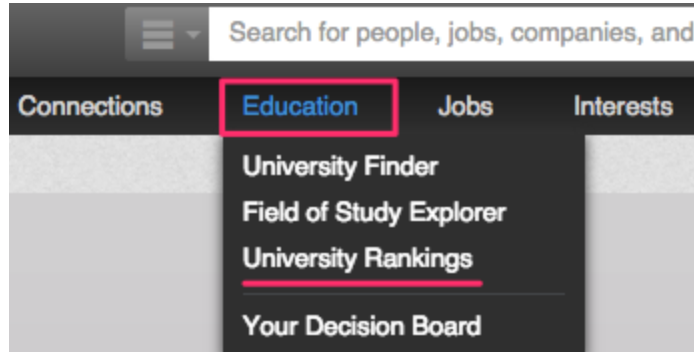
Page
164 of 233

D. How to Use LinkedIn's University Rankings

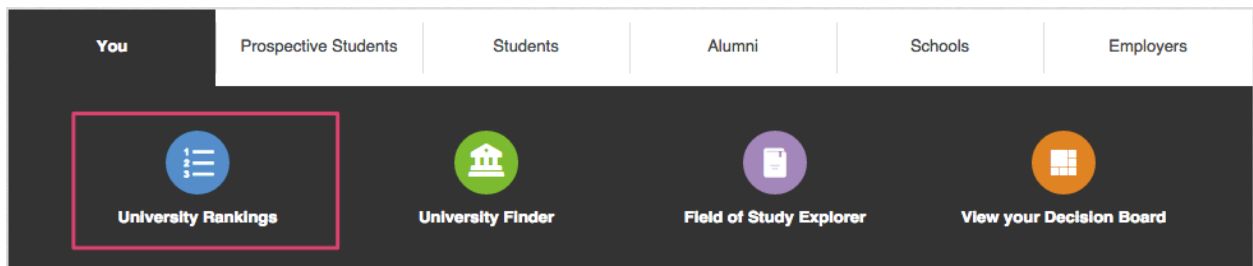
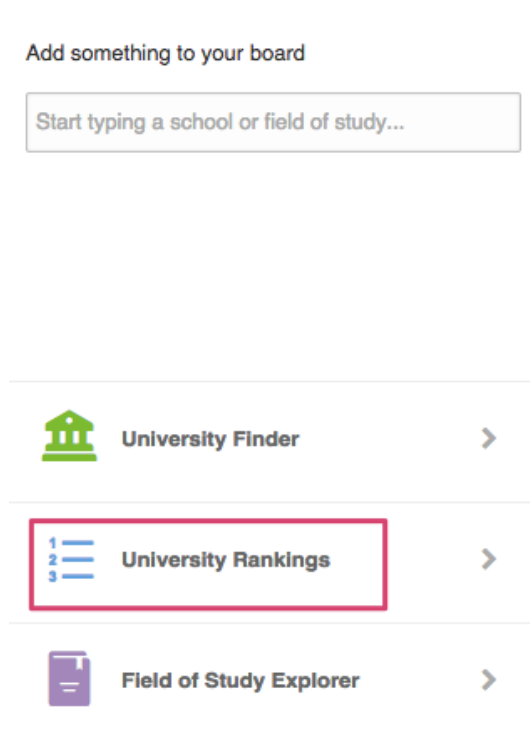
LinkedIn's **Rankings** are based on the jobs graduates have, what they're *doing* in those jobs, and what companies they're working for.

This gives you a real-world perspective of how likely you are to get a top job if you go to a particular **University**.

You can access the **LinkedIn University Rankings** through the global navigation menu under the **Education > University Rankings** menu option, on your **Decision Board** (which you can access under the **Profile** and **Education** menus), or on the [LinkedIn Higher Education](#) page.



Use LinkedIn to Get Into Your Dream College



Access the **University Rankings** from the **Education** menu on the global navigation bar, on your **Decision Board**, or on the [LinkedIn Higher Education](#) page

On the **LinkedIn University Rankings** homepage, you'll see a number of career **Fields** listed, with the top 3 **Schools** listed underneath each **Field**. Click **See this list >** to see the full list.

Use LinkedIn to Get Into Your Dream College

LinkedIn University Rankings

Based on career outcomes

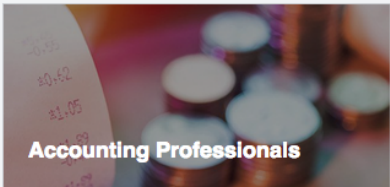



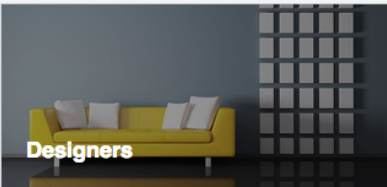









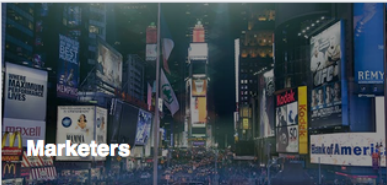

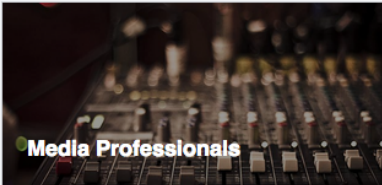

From university to career, see which schools are launching graduates into desirable jobs. [Learn more](#)

Share this page:



Undergraduate rankings in

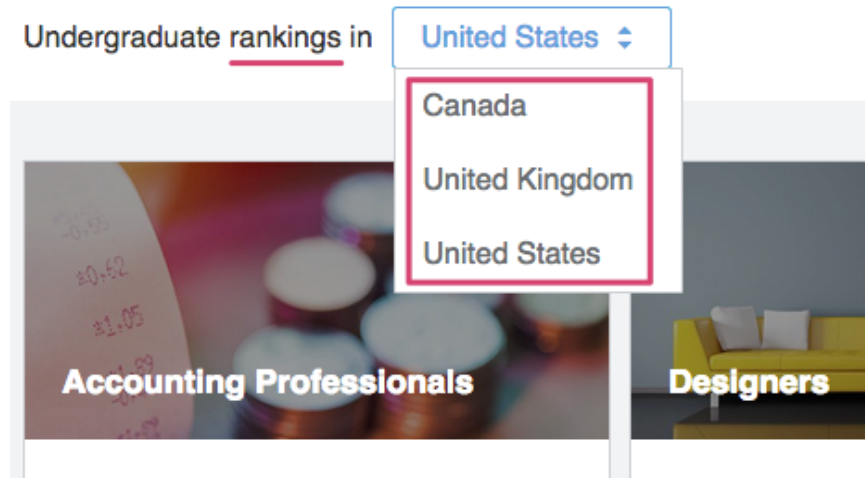
United States

 <h3>Accounting Professionals</h3> <ol style="list-style-type: none">1 Villanova University 2 University of Notre Dame 3 Boston College  <p>See this list</p>	 <h3>Designers</h3> <ol style="list-style-type: none">1 Carnegie Mellon University 2 School of Visual Arts 3 College for Creative Studies  <p>See this list</p>	 <h3>Finance Professionals</h3> <ol style="list-style-type: none">1 University of Pennsylvania 2 Yale University 3 Georgetown University  <p>See this list</p>
 <h3>Investment Bankers</h3> <ol style="list-style-type: none">1 Georgetown University 	 <h3>Marketers</h3> <ol style="list-style-type: none">1 University of Pennsylvania 	 <h3>Media Professionals</h3> <ol style="list-style-type: none">1 New York University 

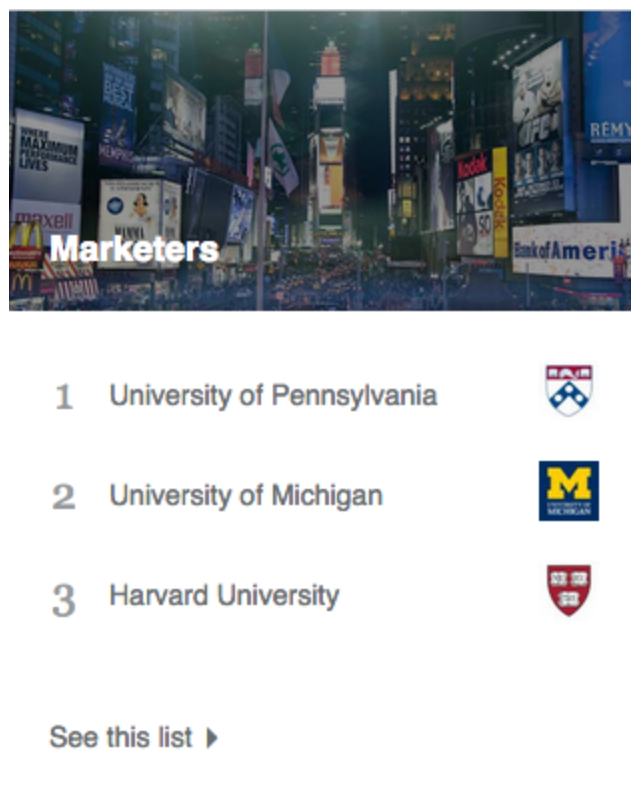
*LinkedIn's **University Rankings** page shows you which schools are producing graduates in the top career fields*

Currently, the **Rankings** are limited to undergraduate colleges in **Canada**, the **U.K.**, and the **U.S.** Only the top 25 schools in each career category are listed.

Use LinkedIn to Get Into Your Dream College

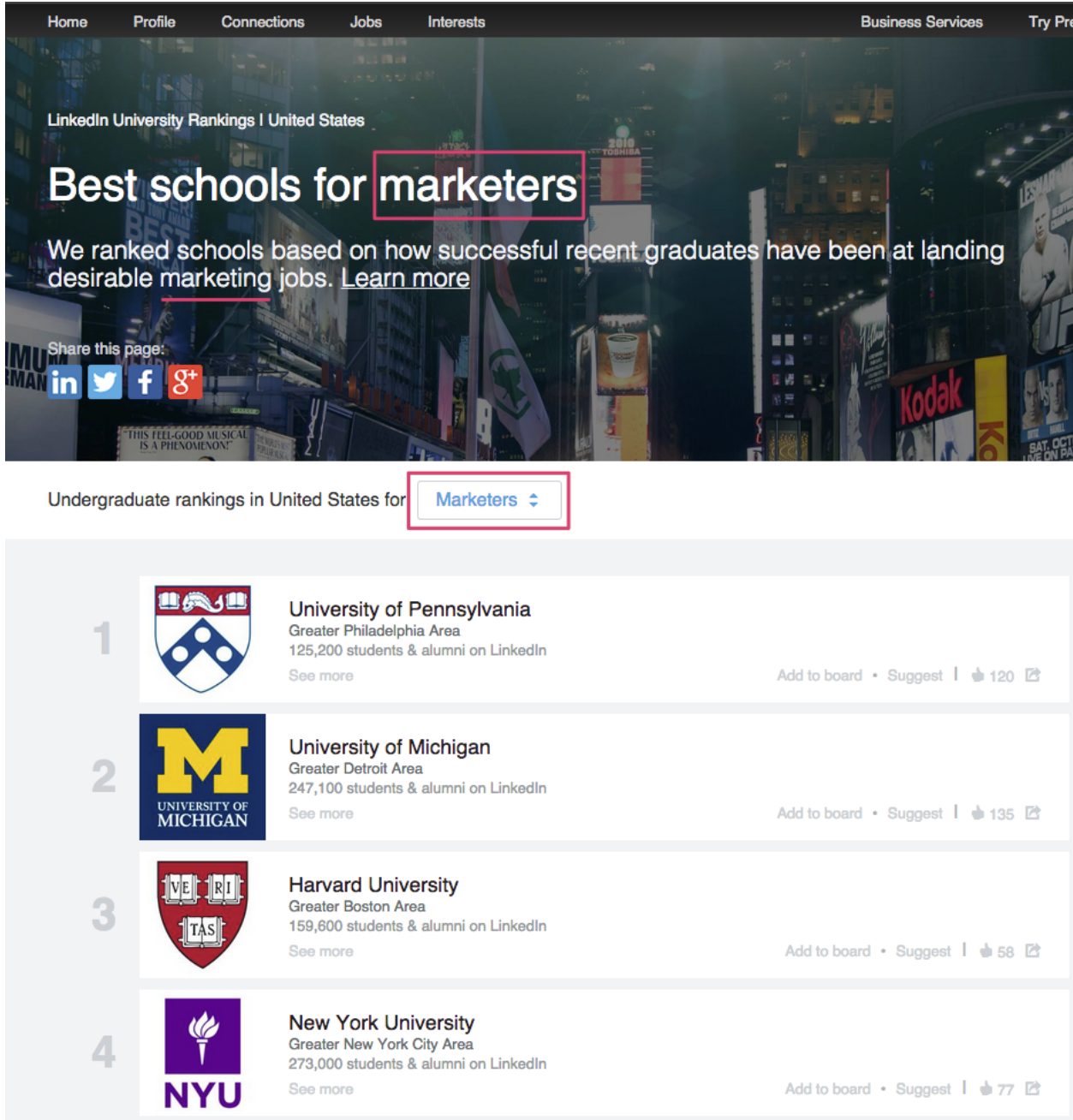


You can see the top schools in **Canada**, the **United Kingdom**, and the **United States**, based on career outcomes







Click anywhere on the career category **Card** to go to the rankings for that profession

Use LinkedIn to Get Into Your Dream College



The screenshot shows the LinkedIn University Rankings page for the United States, specifically for the 'Marketers' category. The page features a header with navigation links: Home, Profile, Connections, Jobs, Interests, Business Services, and Try Pro. Below the header, the main heading is 'LinkedIn University Rankings | United States' followed by 'Best schools for marketers'. A subheading reads: 'We ranked schools based on how successful recent graduates have been at landing desirable marketing jobs. [Learn more](#)'. Below this, there are social sharing icons for LinkedIn, Twitter, Facebook, and Google+. The main content area displays a list of undergraduate rankings in the United States for the 'Marketers' category. The list includes the following schools:

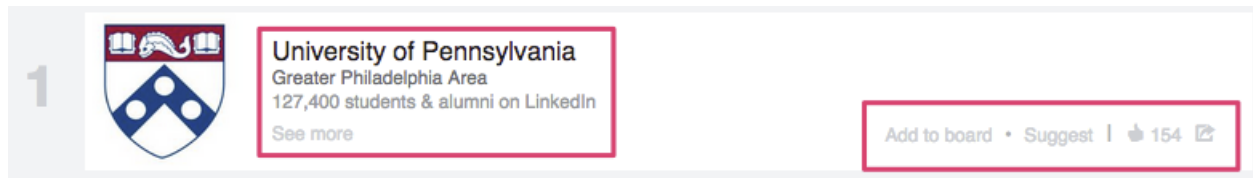
Rank	School Logo	School Name	Location	Students & Alumni on LinkedIn	Actions
1		University of Pennsylvania	Greater Philadelphia Area	125,200 students & alumni on LinkedIn	Add to board • Suggest Like 120 Share
2		University of Michigan	Greater Detroit Area	247,100 students & alumni on LinkedIn	Add to board • Suggest Like 135 Share
3		Harvard University	Greater Boston Area	159,600 students & alumni on LinkedIn	Add to board • Suggest Like 58 Share
4		New York University	Greater New York City Area	273,000 students & alumni on LinkedIn	Add to board • Suggest Like 77 Share

*The top **Universities** for **Marketers**. The top 25 **Universities** are listed for each career category*

On the career category homepage, you'll see a snapshot of the **School**, including its **Name**, **Location**, and the number of **Students & Alumni on LinkedIn**.

You can **Add to board**, **Suggest** the **School** to a friend or connection, **Like** the ranking, or **Share an update**.

Use LinkedIn to Get Into Your Dream College




For each of the top 25 **Universities**, you'll see basic information, such as **School Name, Location, and the number of Students & Alumni on LinkedIn**. You can interact with the listing by clicking **See more, Adding the School to your Decision Board, Suggesting it to a friend, Liking the ranking, or Sharing an update**


Clicking **See more** expands the listing to give you an overview of **Where alumni in this career work, Alumni with careers like this, and See more career paths of students and alumni**. If you choose **See more career paths**, you'll go to the school's **University** page.

Use LinkedIn to Get Into Your Dream College

1



University of Pennsylvania
Greater Philadelphia Area
125,200 students & alumni on LinkedIn
[See less](#)



[Add to board](#) [Suggest](#)

Where alumni with this career work

Google

American Express

Unilever

Microsoft

Alumni with careers like this

Bryan
Delivering economic opportunity to B2B marketers...
1986 – 1990, BS Economics, Entrepreneurial Studies; ...

Maria
Disruptive Cross-Platform & Emerging Media Mark...
1994 – 1998, Bachelor of Science (BS), Economics


Nicole
Social Media Marketing, Content Marketing & Soci...
1993 – 1997, BA, Communications, Marketing

Jennifer
Product Marketing Manager at ...
2001 – 2005, BA, International Relations, Economics

Matthew
Experience Design Strategy Supervisor at ...
1997 – 2000, B.A., Economics

[See more career paths of students and alumni](#)


2



University of Michigan
Greater Detroit Area
247,100 students & alumni on LinkedIn
[See more](#)

[Add to board](#) • [Suggest](#) | 135

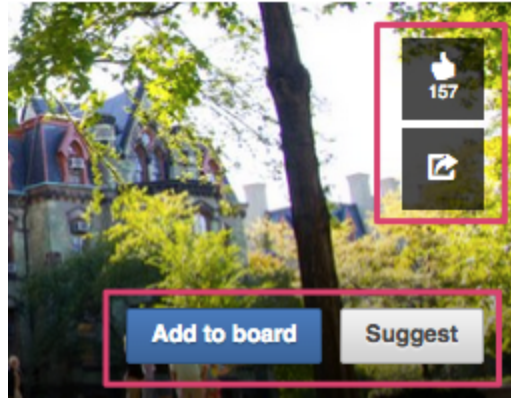
3



Harvard University
Greater Boston Area
159,600 students & alumni on LinkedIn

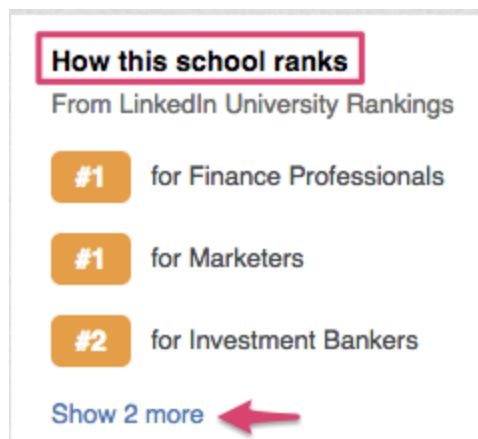
You can get more career-related details about a **School** by choosing **See more** underneath the **University** name. You'll see the profiles for **Alumni** who work in this **career** field and the top companies they **work** for. Click **See more career paths of students and alumni** to go to the **University** page, and click **See less** to collapse the details

Use LinkedIn to Get Into Your Dream College



*You can also **Add to board**, **Suggest**, **Like**, and **Share** the **School** ranking*

When you're on a top 25 **University** page, you'll see a **How this school ranks** listing in the right hand column.



Use LinkedIn to Get Into Your Dream College

How this school ranks

From LinkedIn University Rankings

#1 for Finance Professionals

#1 for Marketers

#2 for Investment Bankers

#14 for Media Professionals

#18 for Software Developers

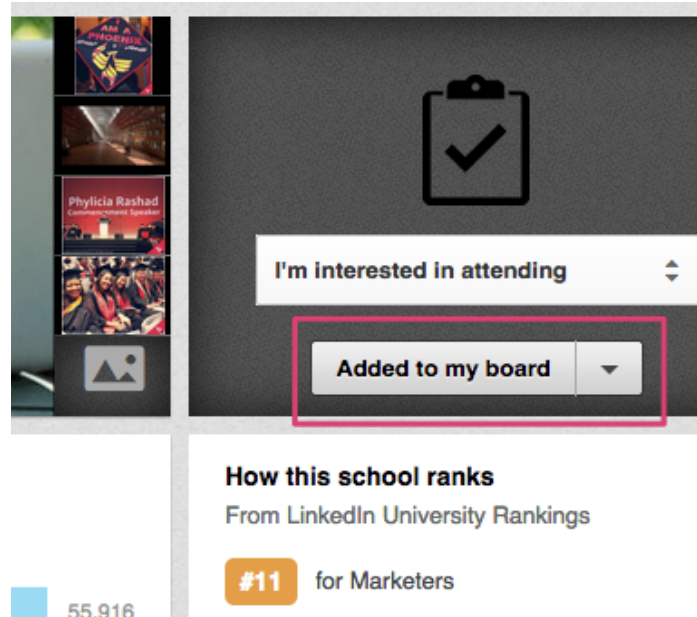
Show less

If the **School** you're researching ranks in the top 25, you'll see exactly how it ranks in the right-hand column. Click **Show more** to see what other rankings the **School** has, and **Show less** to collapse the list

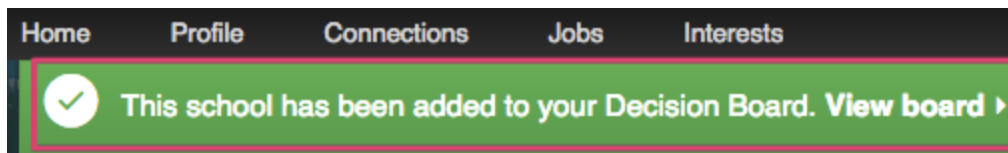
You can also **Add** the **School** to your **Decision Board** on the **University** page.

The screenshot shows a LinkedIn University page. On the left is a vertical image of a green tree. To its right is a dark grey panel with a clipboard icon containing a checkmark. Below the icon is a white button labeled "I'm interested in attending". Below that is a yellow button labeled "Add to decision board", which is highlighted with a red rectangular box. To the right of this panel is a section titled "How this school ranks" with the subtitle "From LinkedIn University Rankings". Below this are five orange boxes with white text: "#1 for Finance Professionals", "#1 for Marketers", "#2 for Investment Bankers", "#14 for Media Professionals", and "#18 for Software Developers". At the bottom of this list is a blue link that says "Show 2 more". To the left of the rankings section, there are three horizontal lines with numbers: "13,148", "10,651", and "9,833".

Use LinkedIn to Get Into Your Dream College



Quickly **Add Schools** to your **Decision Board** directly from the **University** page. You'll see **Added to your Decision Board** afterwards



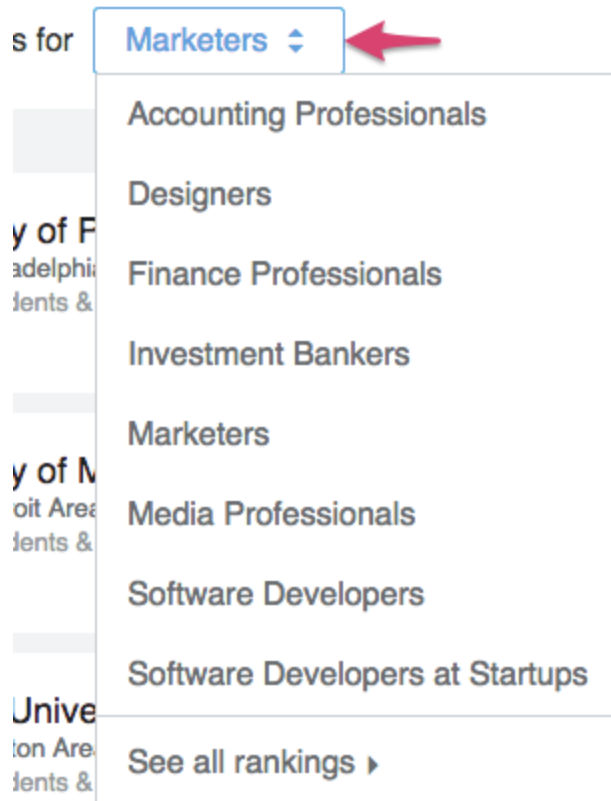
You'll also receive a notice when you add a **School** to your **Decision Board**, with the option to **View** your **Board**

You can see which **Schools** rank the highest in the career fields of **Accounting Professionals**, **Designers**, **Finance Professionals**, **Investment Bankers**, **Marketers**, **Media Professionals**, **Software Developers**, and **Software Developers at Startups**.

Quickly jump between the different career fields by using the dropdown menu.

If you click **See all rankings >** you'll return to the LinkedIn **University Rankings** homepage.

Use LinkedIn to Get Into Your Dream College



*You can quickly switch between **career fields** using the dropdown menu. **See all rankings >** brings you back to the **Rankings** homepage*

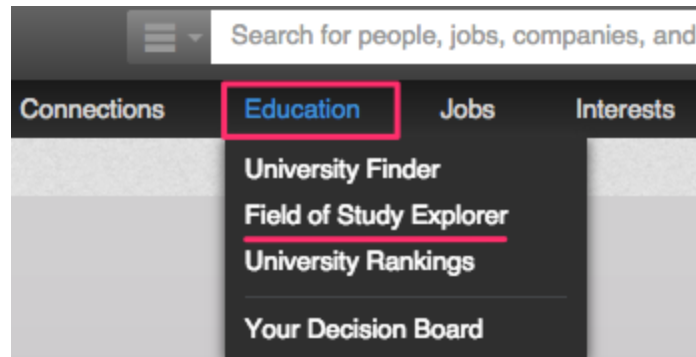
E. How to Use LinkedIn's Field of Study Explorer

Have you chosen your major yet? Have you started thinking about what type of career might be a good fit for your skills and talents?

Granted, it might be too early to have definitive answers for those questions, but LinkedIn can give you a feel for different career paths -- and help you determine whether your dream college can help you reach your career goals.

You can access the **Field of Study Explorer** through the global navigation menu under the **Education > Field of Study Explorer** menu option, on your **Decision Board** (which you can access under the **Profile** and **Education** menus), or on the [LinkedIn Higher Education](#) page.

Use LinkedIn to Get Into Your Dream College



Add something to your board

Start typing a school or field of study...



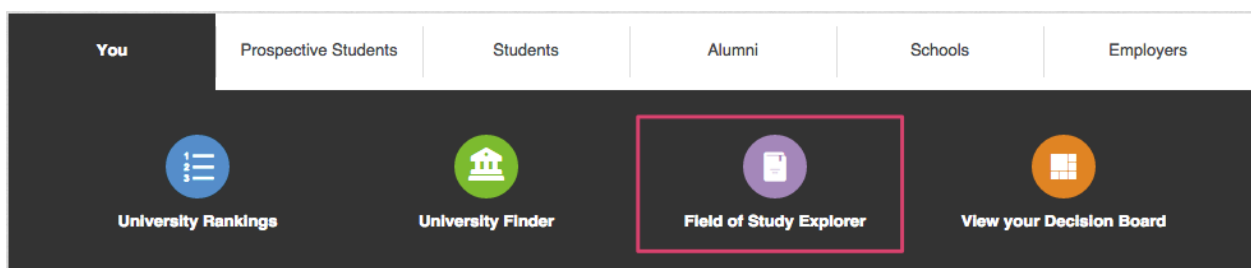
University Finder



University Rankings



Field of Study Explorer



Access the **Field of Study Explorer** from the **Education** tab on the global navigation menu, on your **Decision Board**, or on the [LinkedIn Higher Education](#) page

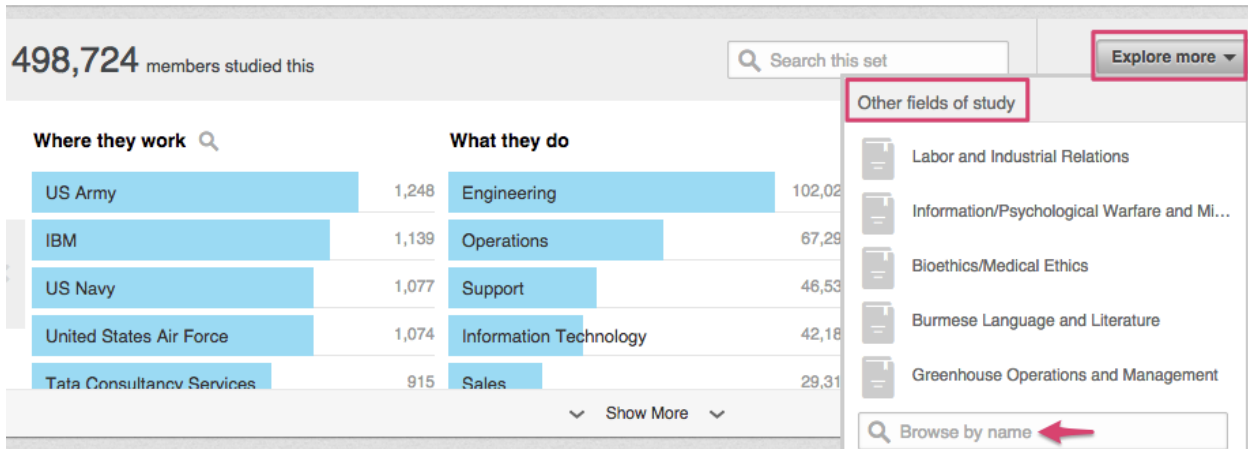
When you start on the **Field of Study Explorer** homepage, you'll see a **Field of Study** listed under the **Explore more** dropdown menu based on how much information you've

Use LinkedIn to Get Into Your Dream College

listed on your **Decision Board**. If it's not too accurate, you can see **Other fields of study** LinkedIn thinks you might like, or **Browse by name** at the bottom of the list.

Engineering Technologies and Engineering-Related Fields

Suggest









*LinkedIn will suggest **Fields of Study** under the **Explore more** dropdown. The accuracy will depend on what you've added to your **Decision Board**. To search for **Fields of Study**, choose **Browse by name***

You can also research **Fields of Study** on your **Decision Board**. Use the **Add something to your board** section to start entering the **Field** you're interested in.

Use LinkedIn to Get Into Your Dream College

Add something to your board

 
Universities

	University of Economics, Prague Czech Republic
	School of Economics, Business and ... São Paulo Area, Brazil
	Moscow Institute of Accounting and ... Moscow, Russian Federation
	Shanghai National Accounting Instit... China
	Azarbaijan Accounting and Manage... Iran

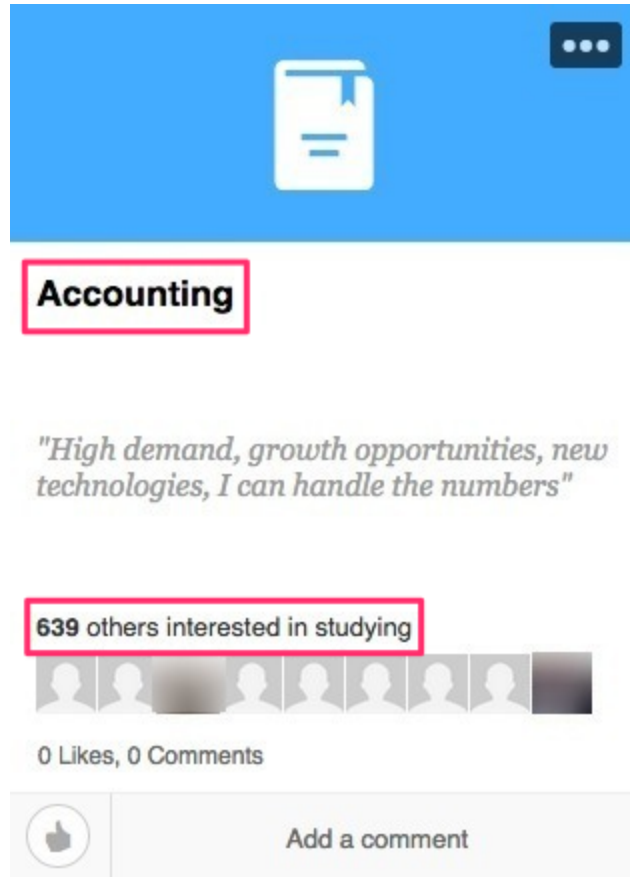
Fields of study

Accounting
Accounting and Finance
Accounting and Business/Management

*Enter the **Field of Study** you're interested in, and LinkedIn will start populating a list.
Click on the **Field** to add it to your **Decision Board***

You'll see a **Field of Study Card** with more information about that career field, including how many students are **interested in studying** this field.

Use LinkedIn to Get Into Your Dream College

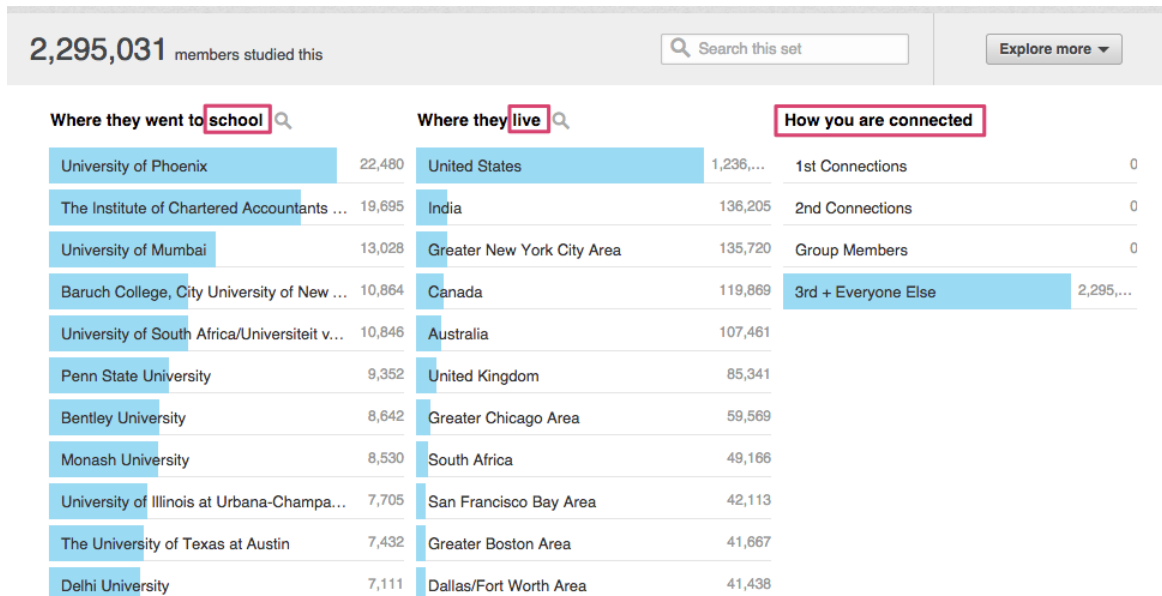
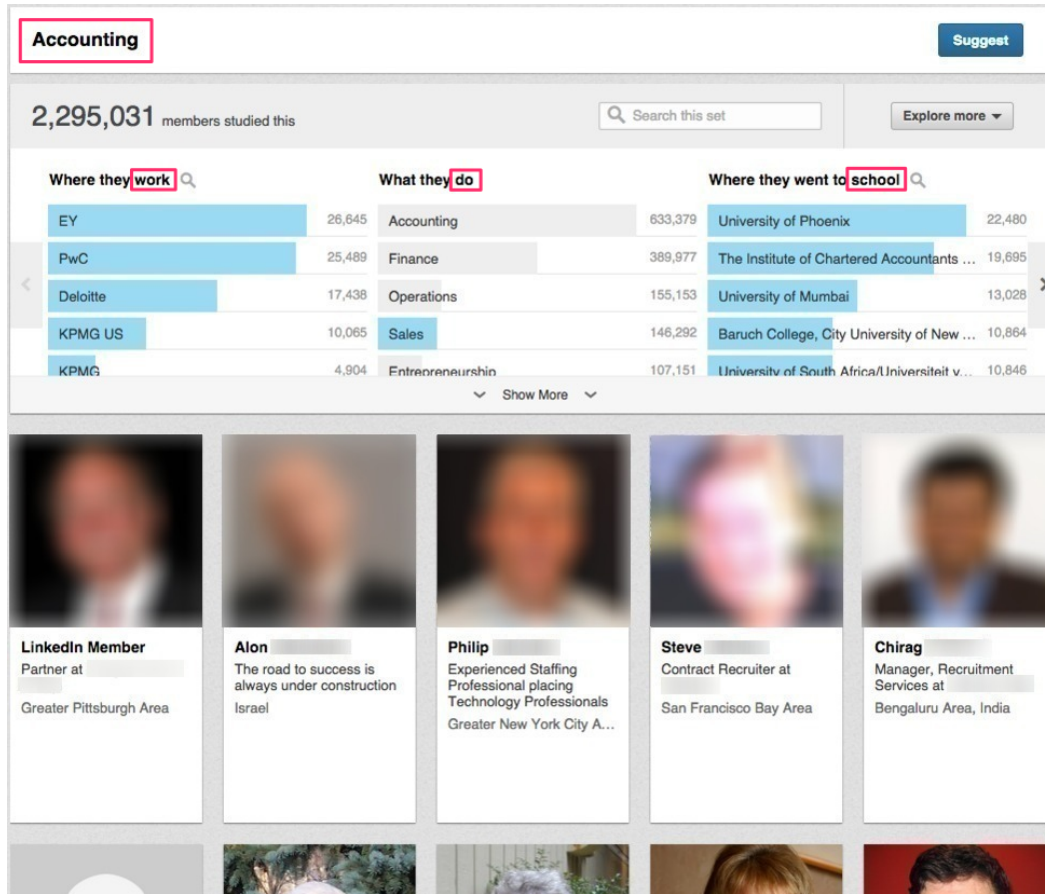


Field of Study Cards are a good way to start researching career fields and choosing your major. Clicking anywhere on the **Card** takes you to the **Field of Study** homepage

You can conduct in-depth research on professions and career paths on the **Field of Study** homepage. You'll see how many LinkedIn **members studied this field**, **Where they work**, **What they do**, **Where they went to school**, and **How you're connected** to people in this **Field**.

This is a good way to start exploring what types of majors might be a good fit for you. You'll be able to see what companies you might **work** for; the kinds of things you'll **do**; and **where** you should consider going to school. Hopefully your dream college will be on the list!

Use LinkedIn to Get Into Your Dream College



Find out how many LinkedIn members **studied this** field, what companies **they work for**, **What they do**, **Where they went to school**, and **How you're connected**

Use LinkedIn to Get Into Your Dream College

To see expanded results, click **Show more** at the bottom of the lists.

▼ [Show More](#) ▼

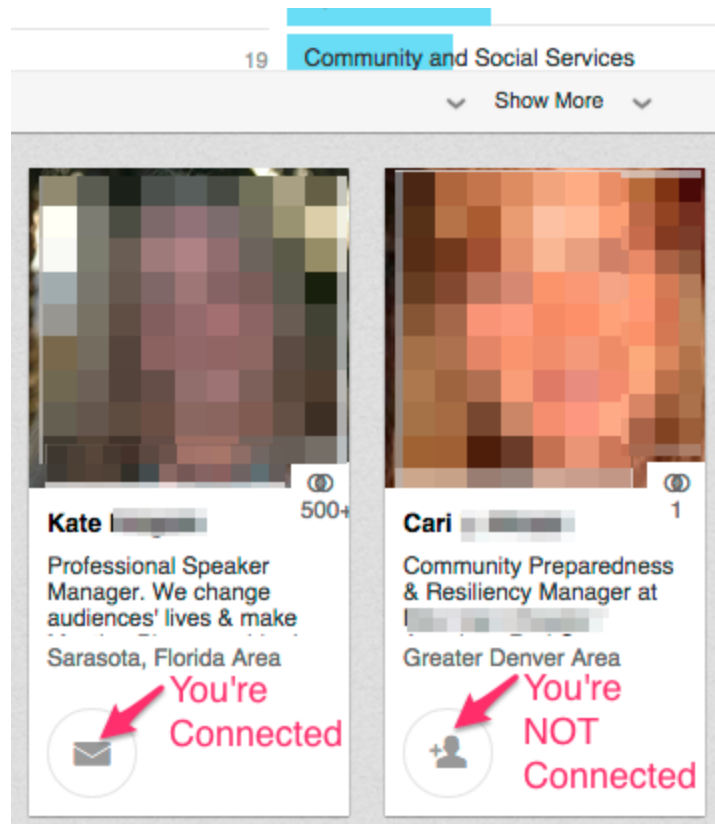
Accounting			Suggest		
2,295,031 members studied this			<input type="text" value="Search this set"/> Explore more ▼		
Where they work 🔍		What they do		Where they went to school 🔍	
EY	26,645	Accounting	633,379	University of Phoenix	22,480
PwC	25,489	Finance	389,977	The Institute of Chartered Accountants ...	19,695
Deloitte	17,438	Operations	155,153	University of Mumbai	13,028
KPMG US	10,065	Sales	146,292	Baruch College, City University of New ...	10,864
KPMG	4,904	Entrepreneurship	107,151	University of South Africa/Universiteit v...	10,846
IBM	3,848	Administrative	96,903	Penn State University	9,352
Citi	3,835	Consulting	93,139	Bentley University	8,642
Grant Thornton LLP	3,781	Information Technology	77,513	Monash University	8,530
JPMorgan Chase & Co.	3,664	Support	70,281	University of Illinois at Urbana-Champa...	7,705
Wells Fargo	3,453	Education	54,687	The University of Texas at Austin	7,432
McGladrey	3,348	Human Resources	54,477	Delhi University	7,111
Accenture	3,229	Program and Project Management	43,006	Michigan State University	6,742
Bank of America	3,157	Research	40,464	Texas A&M University	6,411
Hewlett-Packard	2,734	Marketing	37,390	Macquarie University	6,401
HSBC	2,566	Legal	35,132	DePaul University	6,314
BDO USA, LLP	1,941	Business Development	32,427	Brigham Young University	6,248
BNY Mellon	1,642	Media and Communication	24,771	Oxford Brookes University	5,885
Walmart	1,613	Real Estate	24,481	Northern Illinois University	5,774
Morgan Stanley	1,567	Community and Social Services	18,771	Keller Graduate School of Managemen...	5,323
AT&T	1,523	Engineering	18,051	UNSW Australia	5,187
Shell	1,499	Quality Assurance	17,115	University of Technology, Sydney	5,086
State Street	1,473	Healthcare Services	16,835	University of South Florida	4,991
TD	1,467	Arts and Design	14,895	Karachi University	4,861
Oracle	1,446	Purchasing	14,406	RMIT University	4,771
Standard Chartered Bank	1,351	Product Management	8,316	Cairo University	4,670
Show Less					

See even more information by clicking **Show more**. Collapse the list by clicking **Show Less**

Use LinkedIn to Get Into Your Dream College

If you scroll to the bottom of the page, LinkedIn will keep automatically loading profiles of **Alumni** in this **Field**. This is a good way to see who is working in this **Field**, and what they're doing: their job titles, their career paths, their duties, and so on.

Your 1st degree connections will be listed at the top and will display an email symbol so you can contact your connection directly. If you're not connected, you'll have the opportunity to connect with the “+silhouette” symbol.



*The list of **Alumni** who studies this **Field of Study Alumni** will include your 1st degree connections (left, with the **email** symbol) and all other connections (right, with the **+silhouette**)*

For more tips on using the **Field of Study Explorer**, see the [How to Use the Field of Study Explorer to Find a Career](#) section in **Chapter 4: How to Use LinkedIn to Explore Careers**.

Chapter 4



How to Use LinkedIn to Choose Your Major



A Step-by-Step Guide to Choosing the Right Major So You Can Find Your Dream Career

In this section, you'll:

- ✓ Find Out if Your Planned Major Is Really for You
- ✓ Get the Inside Scoop on Careers Using the Field of Study Explorer and Careers Sections
- ✓ Use LinkedIn's Pulse Feature to Explore the Latest Career Trends

Whether you already know what you want to study, or need a little help narrowing down your choices, there are a number of ways to use LinkedIn to explore careers paths, and determine which courses and programs you should study in college.

There are four LinkedIn resources to help kickstart your college major and career exploration research:

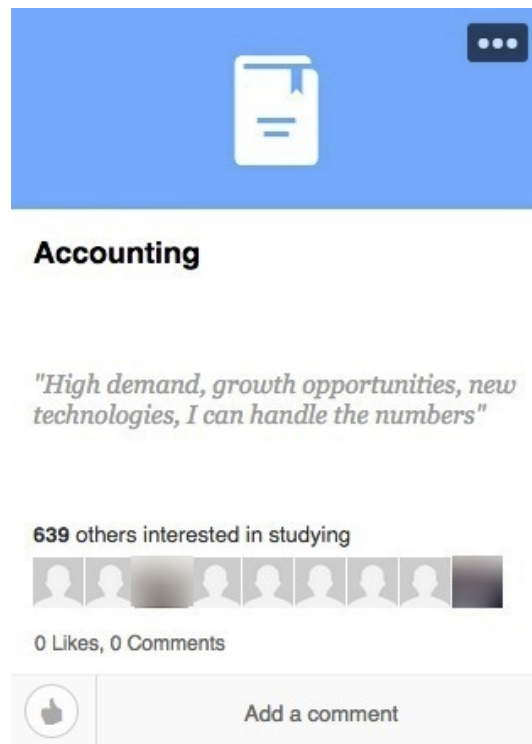
1. The **Fields of Study Explorer** on your **Decision Board**.
2. The **Careers** section of the **University** page.
3. The **Pulse** section, where you can follow top influencers and explore career channels.
4. **Notable Alumni**, also accessible from the **University** page, shows you the top alumni and their current occupations and, of course, what types of positions they've held throughout their careers.

Let's take a closer look at these four areas.

A. How to Use the Field of Study Explorer to Find a Career

If you have your **Decision Board** set up, you can use the **Field of Study Explorer** to research careers, **before** you choose a major at your dream college. [See [Decision Boards: The Best Way to Find Your Dream College](#) in Chapter 3 for a refresher on using **Decision Boards**.]

Once you've added some **Field of Study** cards to your **Decision Board**, you can share your **Board** to get feedback from your network of friends, family, and mentors. They can add comments and like your card, as long as they're 1st degree connections.

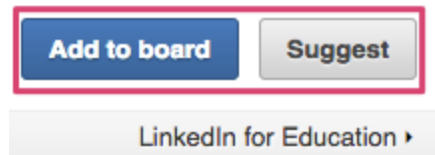


*Share your **Decision Board** with any of your 1st degree connections you feel can help you find your dream college. They will be able to see the careers you're exploring and leave comments and feedback*

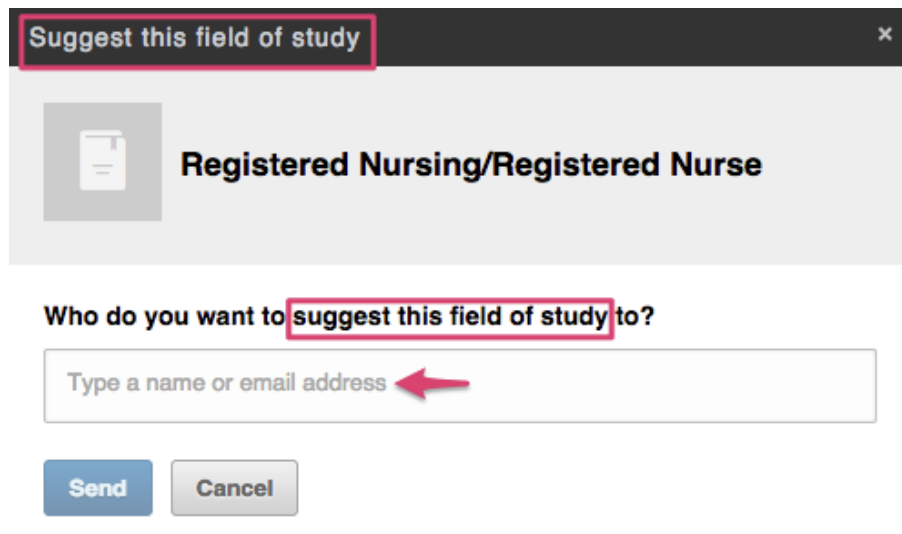
Savvy LinkedIn users can also use the **Suggest** feature to send you career recommendations, which you can then add to your **Decision Board**. Likewise, you can suggest **Colleges** and **Fields of Study** to your friends to help them with their dream

Use LinkedIn to Get Into Your Dream College

college research.



If one of your connections is using [LinkedIn's Higher Education](#) tools, he or she can send you **Suggestions for Colleges and Fields of Study**



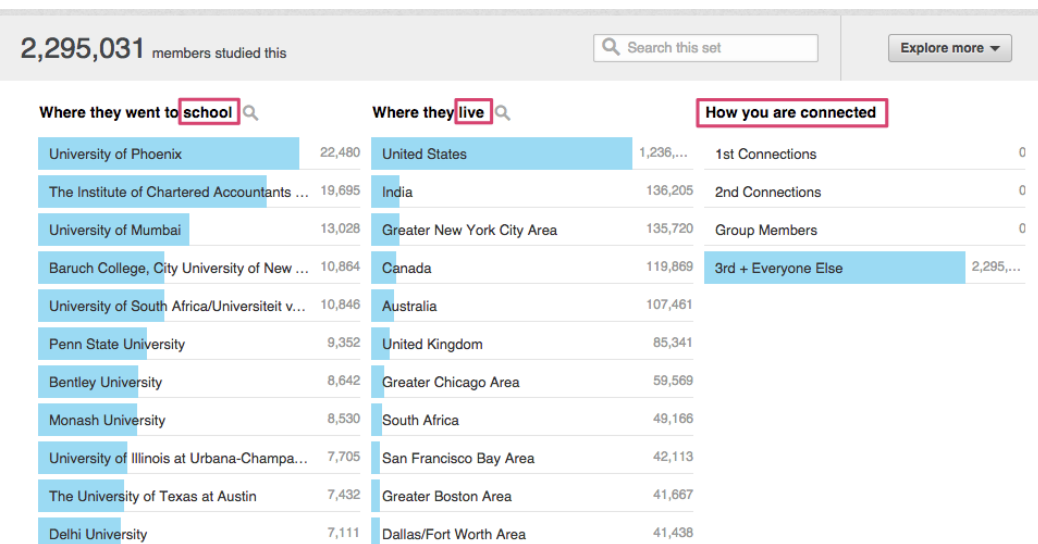
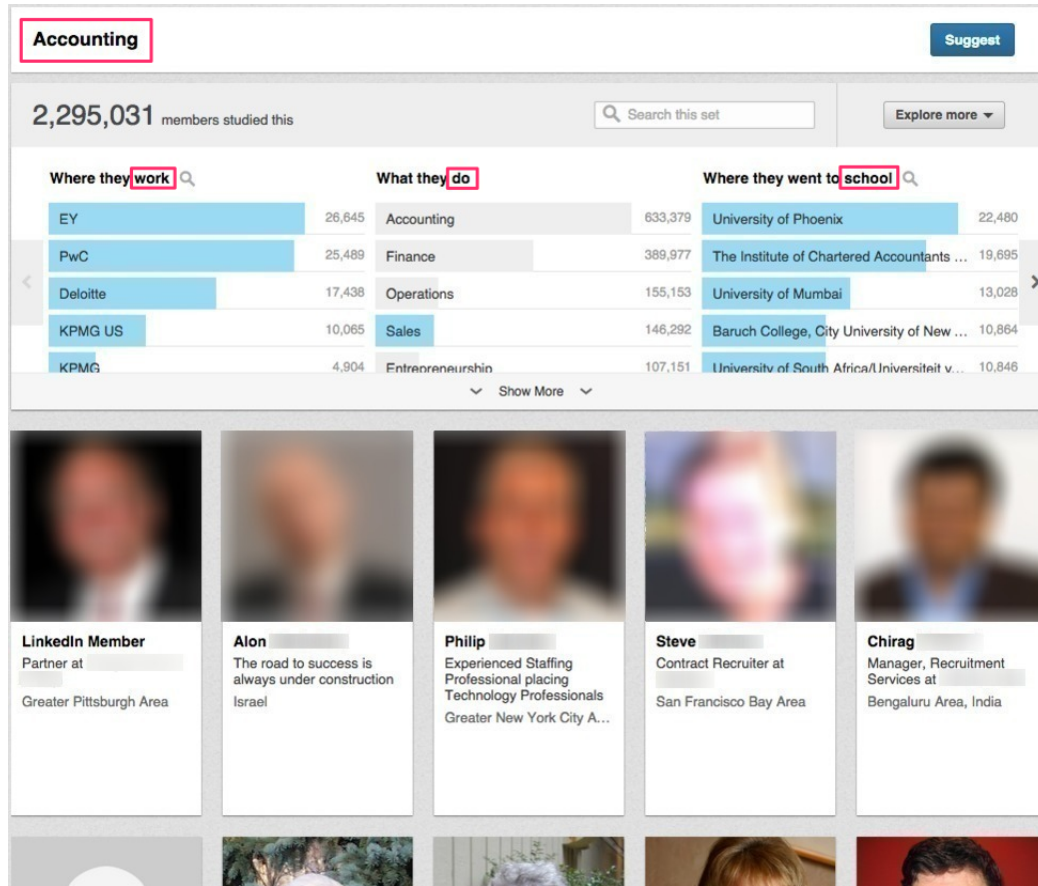
To **Suggest a Field of Study**, type in a 1st degree connection or an email address

When you click on your **Field of Study** card, you'll see the universe of LinkedIn members who majored in that career, the companies **Where they work**, **What they do** in their jobs, and **Where they went to school**.

These results will show you the kinds of companies you might work for; the kinds of things you might be doing; and the schools that produce the most graduates in that profession. Hopefully your dream college is in the list...

You can view the listed profiles to get a sense of individuals in this **Field of Study**, and the career paths they've taken since graduating from college. As you scroll down the page, more profiles will automatically load.

Use LinkedIn to Get Into Your Dream College



*The **Field of Study** page gives you information on the companies people **work** for, their **job functions**, the schools that produced the most graduates in that **field**, **where they live**, and **how you're connected**. Scroll down the page to automatically load new profiles*

You can filter and search within the **Field of Study**, and also **Explore more** fields of study by using the dropdown menu on the far right.

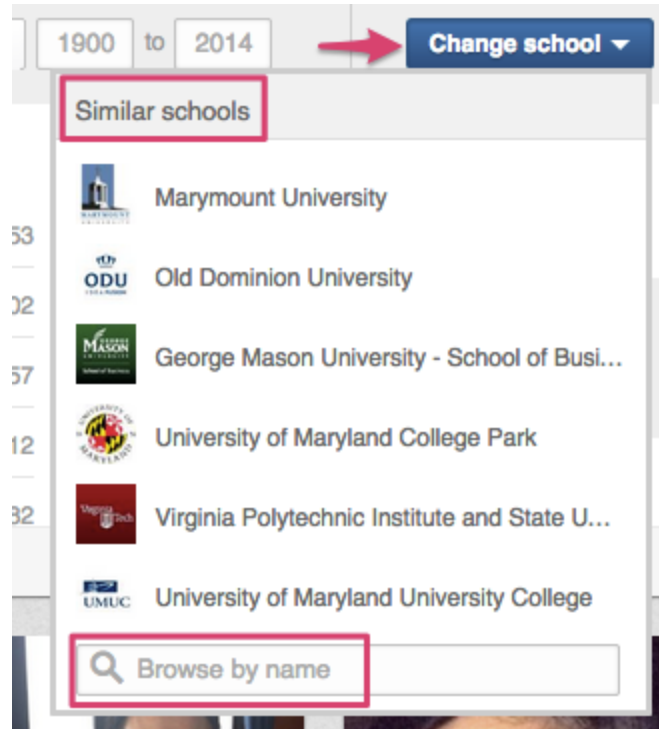
B. How to Use LinkedIn's Career Section

While past performance doesn't guarantee future success, the **Careers** section located under **University > Students & Alumni** shows you what types of things alumni are currently doing in their jobs and gives you an idea of how successful they are.

The **Careers** page is part of the **University** page, and gives you specific career-related information on that particular **University**, including:

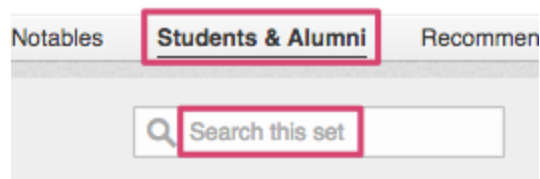
- **Where alumni live** -- As you're looking for your dream college, chances are you may end up working and living in the same geographic region as the school. This section shows you the other key regions where alumni live and, most likely, work.
- **Where they work** -- Use this information to see the companies and industries people work in. Most likely, the companies listed will be the top recruiters at that particular **University**.
- **What they do** -- Shows you the top career fields the graduates are working in. If you know what career path you'd like to follow, you can conduct in-depth research on careers and see exactly what people do in those occupations.
- **Change school** -- See similar schools based on alumni careers. If you'd like to search for a specific school, use the **Browse by name** search feature.

Use LinkedIn to Get Into Your Dream College



Find similar schools with the **Change school** button, and search for a particular school with the **Browse by name** search box

- **Total number of Students & Alumni on LinkedIn** -- Gives you an idea of how many students and alumni from that college are on LinkedIn. This is useful for research and networking purposes: more students and alumni on LinkedIn makes it easier for you to find people who can help you with your college research.
- **Search this set** -- Narrow your search within the entire set of career data and alumni profiles, from **where they live** to **what they do** to individual alumni profiles. Use this option to search for very specific information.



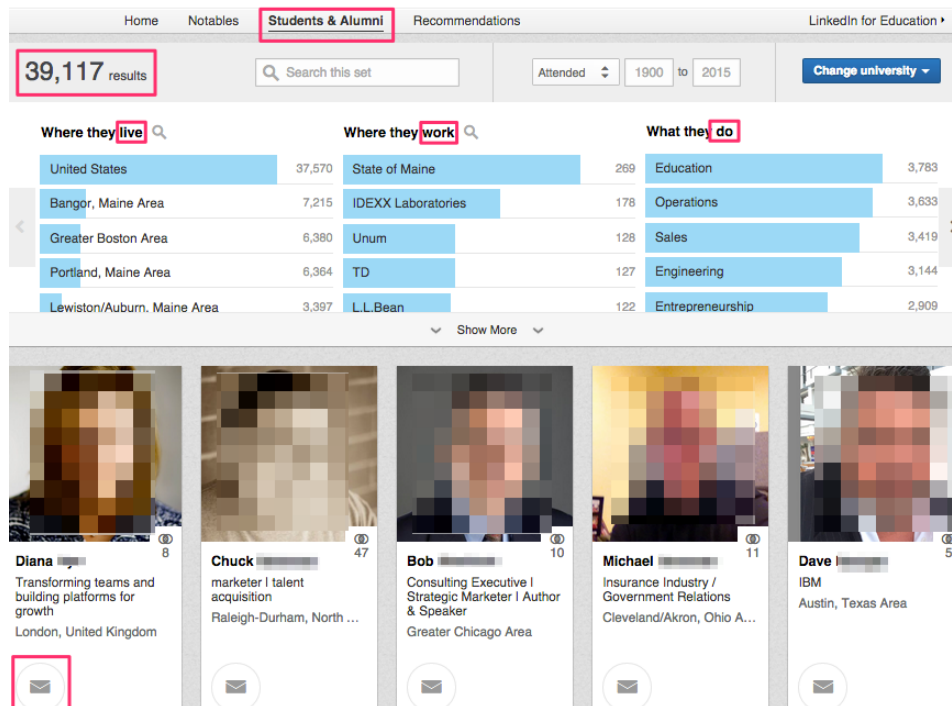
Search within the data **set** by using the **Search** boxes

Use LinkedIn to Get Into Your Dream College

- > (**See more**) -- Clicking the > and < (arrows) moves you between screens.

You'll also notice a list of LinkedIn users from the college and **How you're connected** to them: if they're 1st degree connection, you'll see an email icon so you can contact them directly. If they are a 2nd degree or higher, you'll see a connection symbol.

You can use the **Search** feature to narrow down the profiles by keyword. If you want to browse through the list, you can scroll to the bottom of the visible list and a new set of profiles will load.



The **Careers** section helps you discover **how many Students & Alumni** from your dream college are on LinkedIn, **Where they live, work, and What they do**. Scroll down the page to automatically load new **Alumni** profiles

When you move to the second section (by clicking the > arrow), you'll find:

- **What alumni studied** -- See which programs at the college are the strongest and produce the most graduates. This is useful for career exploration: you can see the most common majors at the college and what alumni typically end up doing.

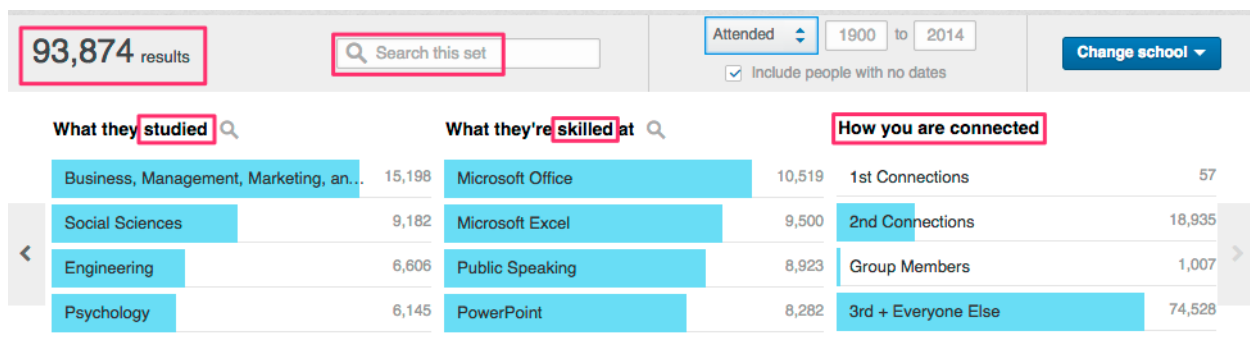
Use LinkedIn to Get Into Your Dream College

- **What alumni are skilled at** -- Gives you insight into what skills alumni use in their careers. This can help you determine if your skill set is aligned to the careers your dream college is known for. Do you have the same skills these alumni are using every day? This will help you determine if you're looking at the right major and if this is a future career path that will work for you.



Tip: These skills will help you develop your own list of skills for your **Summary** section of your profile. See the [Skills](#) section in Chapter 1.

- **How you're connected** to alumni -- This is useful if you'd like to connect with alumni for informational interviews and advice. The higher the number of your connections, the better, especially with 1st and 2nd degree connections.



The second page of the **Career** section includes **What Students & Alumni studied**, **What they're skilled at**, and, most importantly, **How you are connected**. You can also **Search** within profiles to find specific people, majors, and skills

If you click **Show More** under any of the columns, you'll see an expanded list of information.



Use LinkedIn to Get Into Your Dream College

95,251 results			Search this set		Attended	1900	to	2014	Change school
Where they live		Where they work		What they do					
United States	91,591	Fairfax County Public Schools	1,453	Education	9,164				
Washington D.C. Metro Area	64,975	Booz Allen Hamilton	902	Information Technology	8,410				
Greater New York City Area	2,198	Inova Health System	457	Operations	6,410				
Richmond, Virginia Area	1,425	Northrop Grumman Corporation	412	Engineering	6,305				
Norfolk, Virginia Area	1,296	Deloitte	382	Sales	6,254				
San Francisco Bay Area	1,242	Lockheed Martin	336	Research	5,754				
Baltimore, Maryland Area	1,112	Fairfax County Government	336	Consulting	4,870				
Greater Los Angeles Area	920	US Army	334	Program and Project Management	4,728				
Greater Atlanta Area	775	U.S. Department of State	314	Media and Communication	4,711				
Greater Philadelphia Area	735	CACI International Inc	307	Entrepreneurship	4,709				
Greater Boston Area	734	Northern Virginia Community College	294	Administrative	4,092				
Raleigh-Durham, North Carolina Area	713	Accenture	286	Finance	3,781				
Greater Denver Area	678	IBM	265	Support	3,647				
Greater San Diego Area	532	Freddie Mac	265	Healthcare Services	3,545				
Dallas/Fort Worth Area	528	MITRE	262	Human Resources	3,540				
Greater Seattle Area	513	Prince William County Public Schools	261	Marketing	3,277				
Charlottesville, Virginia Area	509	SAIC	229	Arts and Design	2,847				
Greater Chicago Area	501	Fannie Mae	223	Community and Social Services	2,819				

To get more detailed data in any of the sections, expand the column by clicking **Show More** at the bottom of the initial list

1. How to Narrow Your Search within Categories

In addition to expanding the columns to see more information, you can also fine-tune each of these categories by clicking the magnifying glass next to the section and entering your search terms in the box.

Or, if you've clicked **Show More**, you'll see a search box at the top of each column.

Where they live

Where they live

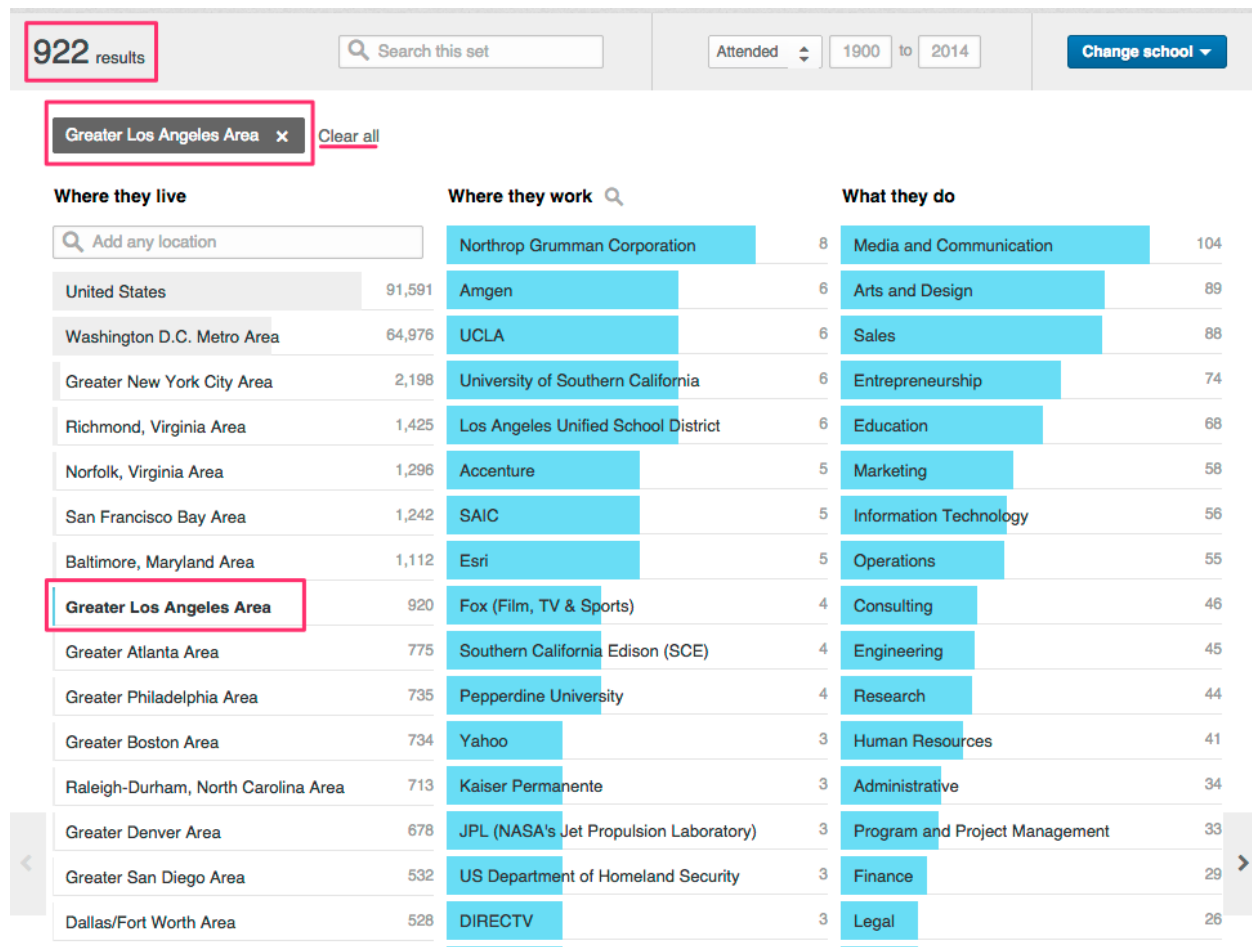
Search Add any location

Clicking the magnifying glass activates a search box so you can narrow your search within a particular category

Use LinkedIn to Get Into Your Dream College

For instance, if you'd like to live in Los Angeles after you graduate, you can type *Los Angeles* into the search field. The lists will update and you'll receive focused career data -- **where they live, where they work, what they do**, etc. -- for only the Los Angeles area.

In the example below, the new search shows 922 results for the Los Angeles area, from a total data set of 95,251, along with specific data for the other categories. To clear the results and return to the master list, choose **Clear all**.



Narrow your research even further by searching for specific keywords within each data set. This examples uses Los Angeles as the location.

You can do the same` thing with **company**, **field of study**, and **skills**.

C. How to Use Pulse to Explore Careers

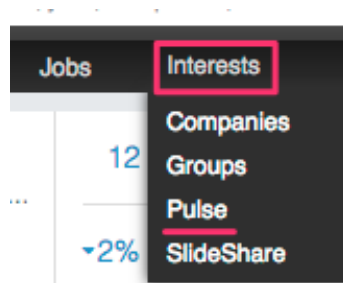
LinkedIn's **Pulse** is a feature that helps you find, publish, and consume personalized news and business insight. You can follow and share content from top news sources, industry-specific channels, and industry thought leaders -- called **Influencers**. You can also publish your own updates. **Pulse** is available in both desktop and mobile format.

Pulse is also a good way to research your college major.



*Explore potential careers, and college majors, with LinkedIn's **Pulse** feature*

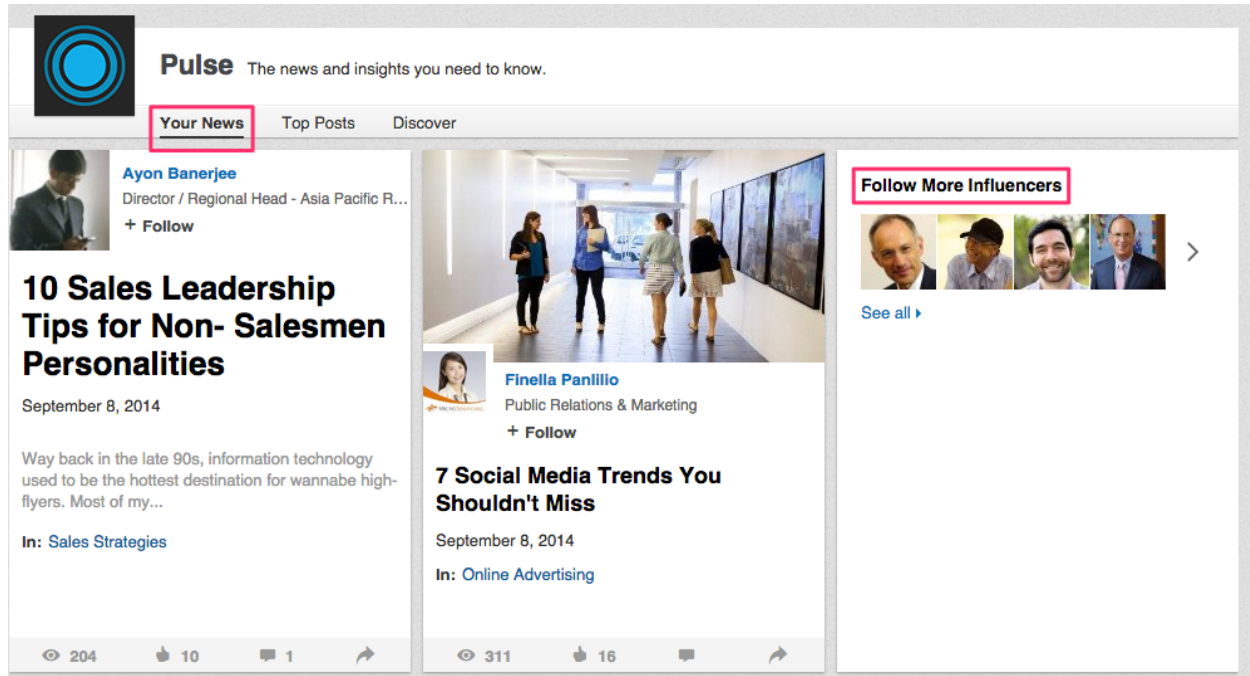
Access **Pulse** from the global navigation under **Interests > Pulse**.



*Go to **Interests > Pulse** to start researching your college major*

You'll land on the **Your News** tab, where you'll see a card-style list of stories published by LinkedIn members, **Influencers** and content providers. You can **Follow More Influencers** to get insight from industry thought leaders, and **+ Follow** the authors of the articles directly.

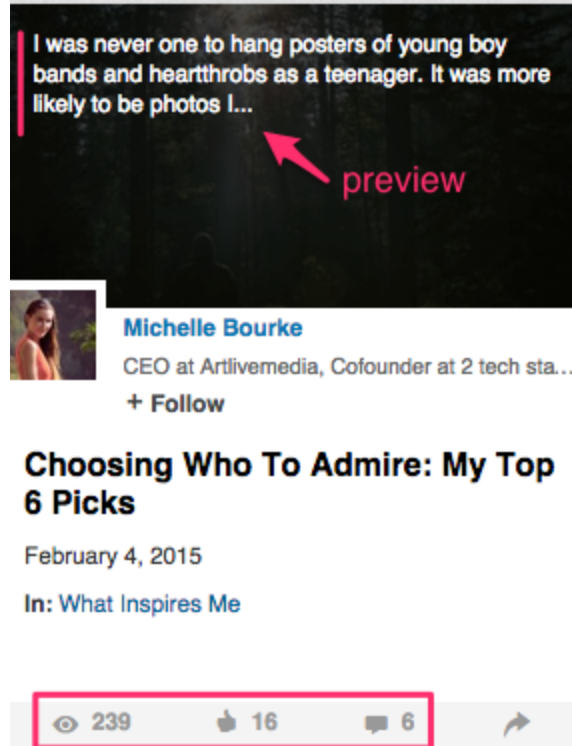
Use LinkedIn to Get Into Your Dream College



*The **Your News** page will show you articles published by LinkedIn members, **Influencers**, and content providers. Click **Follow More Influencers** to find and follow industry thought leaders*

If you hover over an article, you'll see a 3-line preview of the contents.

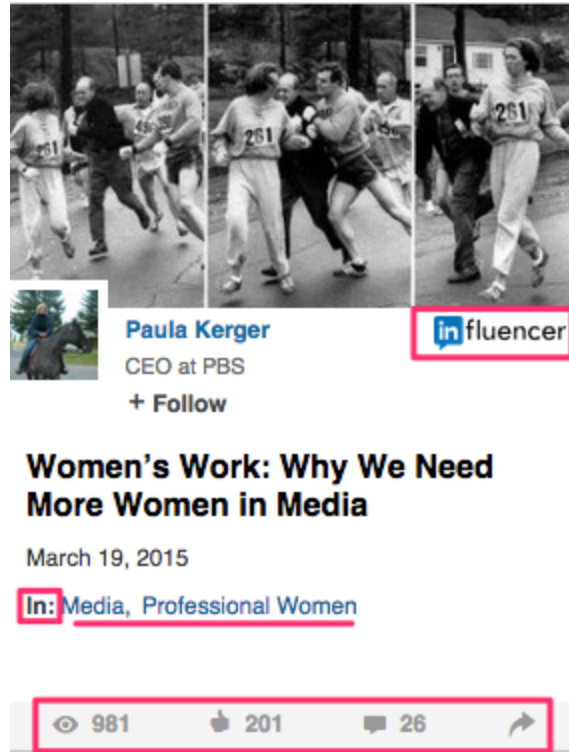
Use LinkedIn to Get Into Your Dream College



*Get a quick preview of the article by hovering over the card. The bottom of the card shows you how popular the article is through the **Views**, **Likes**, and **Comments** statistics*

As you're browsing the cards, you'll see an icon next to the author's name if he or she is an **Influencer**. The article category is listed as **In:** plus the **categories**, and the bottom of the card shows social statistics, such as **Views**, **Likes**, and **Comments**. You can **Share** the article by using the **arrow** button.

Use LinkedIn to Get Into Your Dream College



An **Influencer** will have an icon next to their name. The categories are listed next to the **In:** icon. You'll see social statistics at the bottom of the card, including number of **Views**, **Likes**, **Comments**, and an arrow to **Share** the article

If you choose to **Like** the article or leave a **Comment**, you'll be taken directly to the entire article; you won't actually be able to **Like** or **Comment** until you get to the full article. You can **Share** the article directly from the card.

Use LinkedIn to Get Into Your Dream College



Paula Kerger  influencer
CEO at PBS

Follow



Women's Work: Why We Need More Women in Media

Mar 19, 2015

 1,010

 204

 26



In 1967, Katherine Switzer became the first woman to run the Boston marathon. She signed up using only her initials, because women weren't allowed to compete. The

*The article has a number of social sharing tools, including **liking** and **commenting**. In addition, you can **Share** it on **LinkedIn**, **Facebook**, **Google+**, and **Twitter**. If you like the author's work, you can **Follow** them*

If you use the **Share** arrow on the **Pulse page**, a pop-up gives you the opportunity to post the article as an **update** to your profile, post it to a **Group**, or **Send to individuals**.

If you share the article as a LinkedIn update, you can choose to share it **Publicly** or only with your **Connections**, Post to **groups**, **Send to individuals**, and share on **Twitter**.

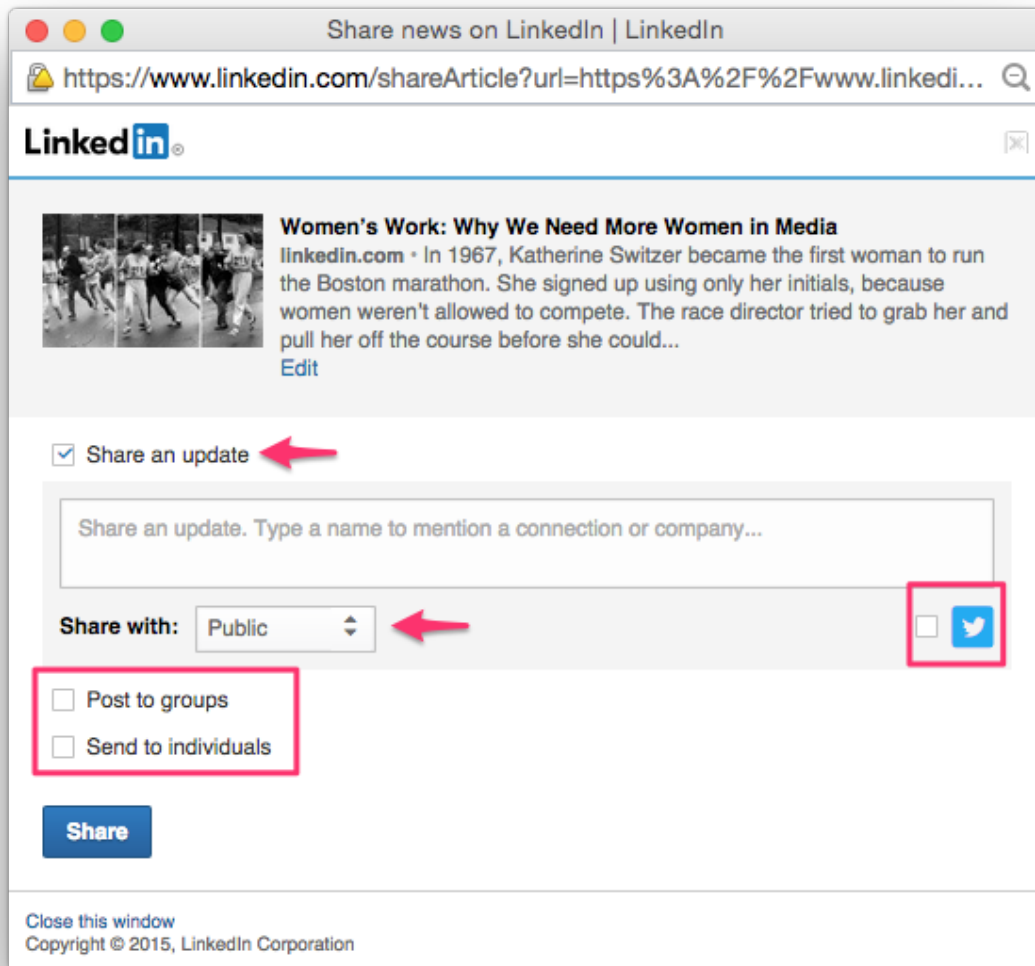
You can add a comment in the share box, as well as tag any **connections** or **companies** you want to see the update.

Use LinkedIn to Get Into Your Dream College

Share news on LinkedIn | LinkedIn

https://www.linkedin.com/shareArticle?url=https%3A%2F%2Fwww.linkedin...

LinkedIn



Women's Work: Why We Need More Women in Media


linkedin.com • In 1967, Katherine Switzer became the first woman to run the Boston marathon. She signed up using only her initials, because women weren't allowed to compete. The race director tried to grab her and pull her off the course before she could...

[Edit](#)

☒ Share an update

Share an update. Type a name to mention a connection or company...

Share with: Public

☐ 

☐ Post to groups

☐ Send to individuals

Share

Close this window


Copyright © 2015, LinkedIn Corporation


You can share **Pulse** articles as an **update** to your profile, as a **Post to groups**, or to your **individual** connections

Use LinkedIn to Get Into Your Dream College


☒ Share an update

Share an update. Type a name to mention a connection or company...

Share with: Connections 

☐ 

☐ Send to individuals

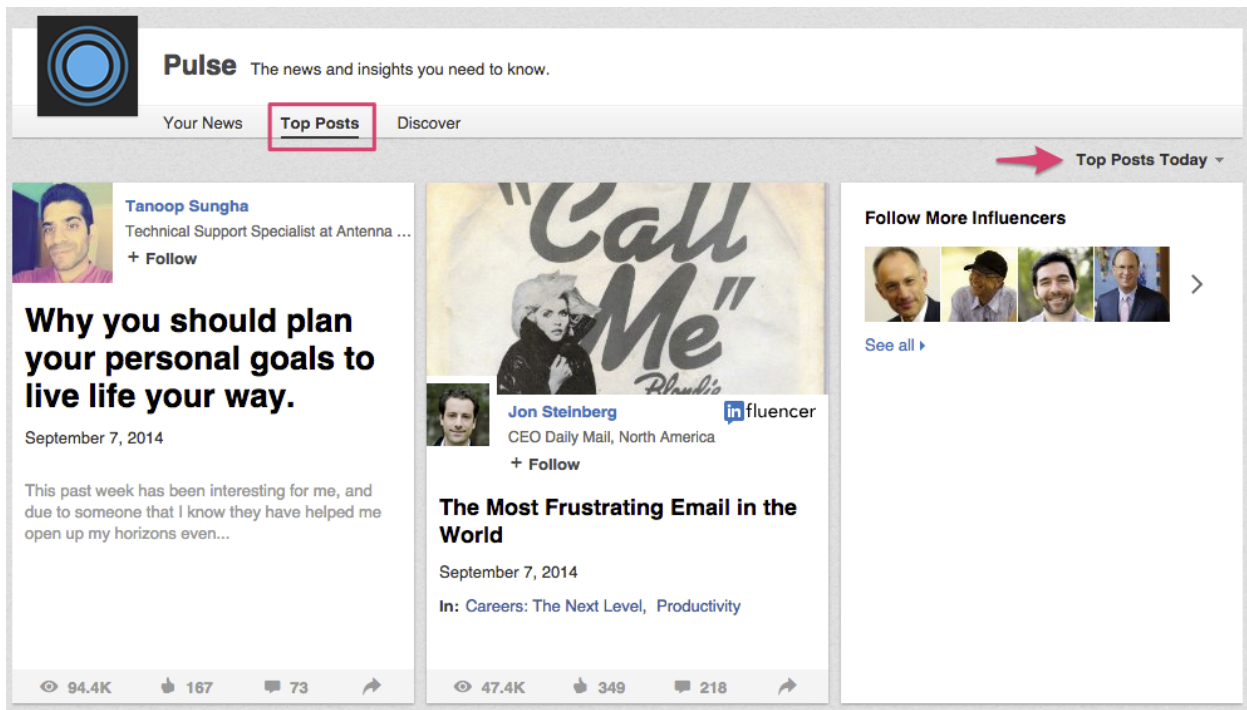
Share 

You can add a comment to your **update**, and also tag a **connection** or a **company**




Tip: You'll have the same sharing options if you use the LinkedIn share button on the article page.

The **Top Posts** tab shows you the most popular content. You can sort by **Today**, **This Week**, **All Time**, or **Recent**.



Pulse The news and insights you need to know.

Your News **Top Posts** Discover

 Top Posts Today ▾

Tanoop Sungha
Technical Support Specialist at Antenna ...
+ Follow

Why you should plan your personal goals to live life your way.

September 7, 2014

This past week has been interesting for me, and due to someone that I know they have helped me open up my horizons even...

94.4K 167 73

Jon Steinberg
CEO Daily Mail, North America
+ Follow

"Call Me"


The Most Frustrating Email in the World

September 7, 2014

In: Careers: The Next Level, Productivity

47.4K 349 218

Follow More Influencers

 >

See all ▶

Use LinkedIn to Get Into Your Dream College



*To see the most popular content on **Pulse**, choose the **Top Posts** tab and sort the **Top Posts** by **Today**, **This Week**, **All Time**, and **Recent***

The **Discover** tab gives you a list of **recommended** content that includes thought leadership from **Influencers** and industry news from topic-centered **Channels** and **Publishers**.







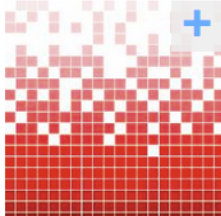



Use LinkedIn to Get Into Your Dream College

Pulse The news and insights you need to know.

Your News Top Posts **Discover**

A SMARTER READ IN MORE WAYS THAN ONE
Follow what interests you to get personalized news and insights.

Recommended for you

 Carlos Ghosn Chairman and CEO, Renault-Nissan Alliance 159,648 followers	 Bill Gates Co-chair, Bill & Melinda Gates Foundation 2,499,753 followers	 Richard Branson Founder at Virgin Group 6,365,437 followers	 Hunter Walk Partner at Homebrew VC (fmr YouTube, Google,...) 587,386 followers	 Michael Moritz Chairman, Sequoia Capital 155,889 followers
 Business Travel 883,231 followers	 Big Data 1,062,305 followers	 Pharmaceutical 33,496 followers	 The Huffington Post: Science 86,914 followers	 FOX Sports NFL 28,402 followers

The **Pulse Discover** tab recommends content from a mix of **Influencers**, **Channels** (topics), and content **Publishers**

Further down the page, you can **Discover more Influencers, Channels, and Publishers.**

Use LinkedIn to Get Into Your Dream College

Discover more

Influencers

Insights from top industry leaders



Richard Branson
Founder at Virgin Group
6,242,153 followers



Deepak Chopra MD (official)
Founder, Chopra Foundation
3,285,893 followers



Jack Welch
Executive Chairman, Jack Welch Management Institu...
3,280,273 followers



Arianna Huffington
President and Editor-in-Chief at The Huffington Post Me...
2,484,135 followers



Bill Gates
Co-chair, Bill & Melinda Gates Foundation
2,448,643 followers

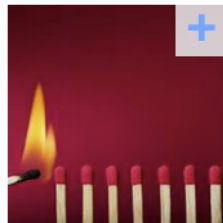
*You can get insights from industry leaders in the **Influencers** section*

Channels

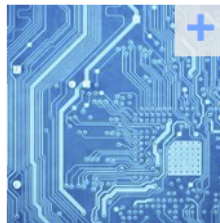
Collections of articles and insights grouped by topic



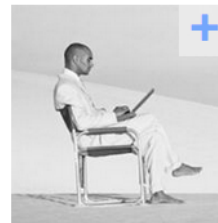
Leadership & Management
7,408,784 followers



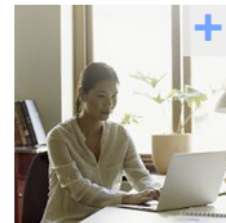
Big Ideas & Innovation
6,582,162 followers



Technology
4,678,849 followers



Entrepreneurship & Small Business
4,665,927 followers

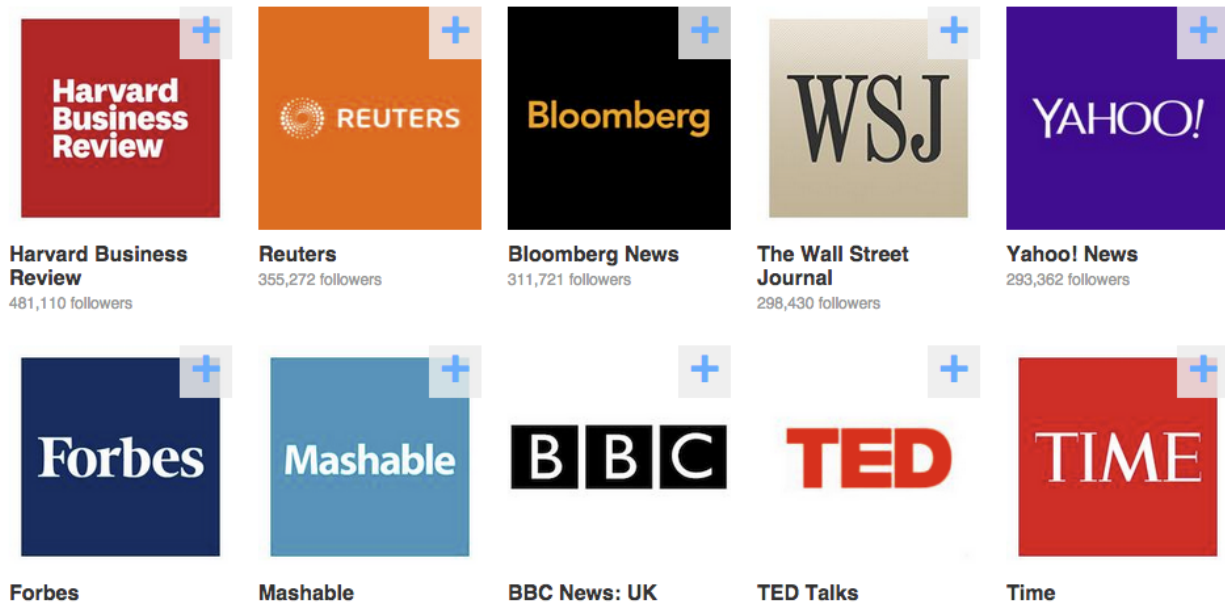


Professional Women
3,903,639 followers

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Publishers

Top news from global and industry sources



*If you're interested in particular topics and industries, explore the **Channels** and **Publishers** sections*

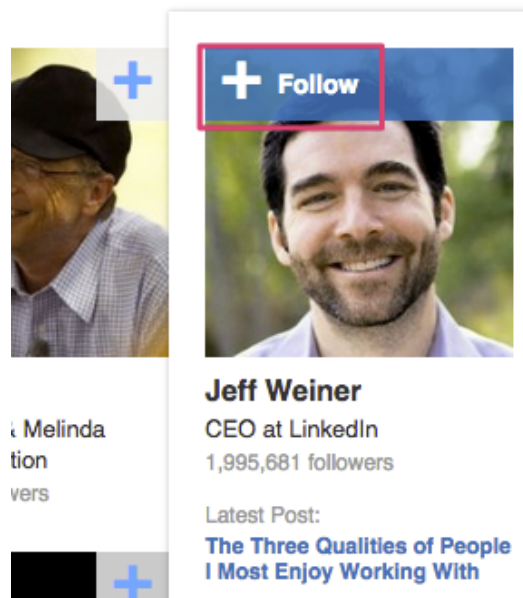
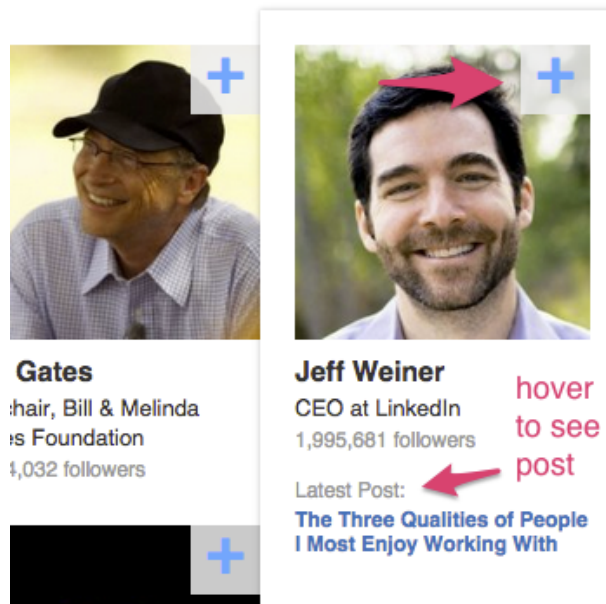
For all of the content areas, choose **See More** to expand the selection.



*Click **See More** to expand the sections*

Whenever you hover over a card, you'll see the **Latest Post** from that **Influencer**, **Channel**, or **Publisher**. If you hover over the "+" sign, you can follow that person, topic, or content provider.

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*When you hover over a card you'll see the **Latest Post**. You can **Follow** the person, channel or content provider by clicking the "+" sign*


D. How to Use Notable Alumni to Discover Noteworthy Careers

What kinds of high-profile careers do the **Notable Alumni** at your dream college have? You can look at their backgrounds, their current jobs, their past jobs, when they

Use LinkedIn to Get Into Your Dream College

graduated, and how you're connected -- 1st, 2nd or 3rd degree.

Do you see any patterns with your dream college? Do you see most of them clustered around a specific field, such as finance, political science, and so on? Is your dream producing graduates with the kinds of things you want to be doing?




Chris Gabaldon

Area Vice President at The Ritz-Carlton Hotel Company, L.L.C.

- Area Vice President, Western Region and Canada at The Ritz-Carlton Hotel Company, L.L.C.
- Chief Sales and Marketing Officer at The Ritz-Carlton Hotel Company LLC
- Vice President, Sales at The Ritz-Carlton Hotel Company

EMBA, Business Administration and Management, General
2002 – 2004



3rd

Window Shopping for a Career: Check out the **Notable Alumni** section to see what kinds of high-profile careers your dream college produces



Tip: If you see a **Notable Alumni** in a field you're interested in, feel free to reach out to them for an informational interview. You'll be surprised at how many will make time to speak with you about their college experience and their current career path.

Chapter 5



How to Get the Best (Free) Dream College Research and Advice



A Step-by-Step Guide to Getting Sound Advice from Your Network of Friends, Former Classmates, and Alumni... and People You Don't Even Know Yet

In this section, you'll:

- ✓ Find People Who Can Help You Choose Your Dream College
- ✓ Use Informational Interviews to Get the Inside Scoop on Your Dream College
- ✓ Research the Admissions Staff Before Your Campus Visit

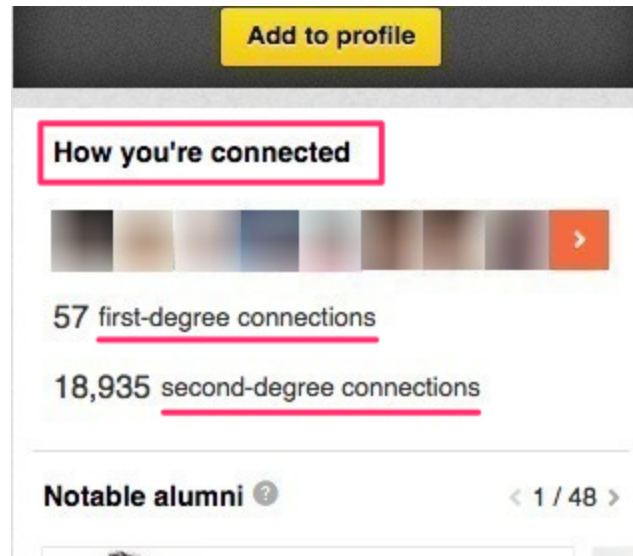
What if you could go beyond the slick brochures, eye-catching websites and professionally-produced YouTube videos and find out what your dream college is *really* like?

That information is out there, and it's called family, friends, and alumni. Here is how to find out what your dream college is really like.

A. Find Out Who You Know (and If They Can Help You)

How You're Connected lets you know if you're connected to any current students or alumni. It is especially useful if you'd like to conduct informational interviews: you may be surprised to learn you know a current student or a family friend that attends your dream college. That's a great opportunity for informational networking -- take advantage of it!

Use LinkedIn to Get Into Your Dream College



When you research **Universities**, LinkedIn shows you the **1st- and 2nd-degree connections** you know. These are people you can -- and should -- reach out to for advice and informational interviews

A screenshot of the LinkedIn search filter interface. At the top, it shows "93,874 results" (highlighted with a red box), a search bar "Search this set" (highlighted with a red box), and filters for "Attended" (dropdown), "1900 to 2014" (date range), and a checkbox "Include people with no dates". A "Change school" button (highlighted with a red box) is on the right. Below are three filter categories: "What they studied" (highlighted with a red box), "What they're skilled at" (highlighted with a red box), and "How you are connected" (highlighted with a red box). Each category has a list of items with corresponding counts. The "What they studied" list includes Business, Management, Marketing, an... (15,198), Social Sciences (9,182), Engineering (6,606), and Psychology (6,145). The "What they're skilled at" list includes Microsoft Office (10,519), Microsoft Excel (9,500), Public Speaking (8,923), and PowerPoint (8,282). The "How you are connected" list includes 1st Connections (57), 2nd Connections (18,935), Group Members (1,007), and 3rd + Everyone Else (74,528). Navigation arrows are visible on the left and right sides of the filter lists.

You can search and filter the Alumni by **job**, **skills**, **fields of study**, **careers**, **geography**, and more. Click **Change school** to switch to another school you are following or see a list of similar schools. As always, you can **Search** for specific profiles and keywords

As you're researching your dream college, you'll discover LinkedIn's true power lies in the 2nd and 3rd degree connections -- or, who the people you know, know. This wide network of people gives you access to even more advice and research resources.

Use LinkedIn to Get Into Your Dream College



Tip: As always, a larger network is better. See [Chapter 2](#) for tips and techniques on building out your network.

1. Talk to Your Existing Connections

To see if any of your classmates, friends, or family have a connection to your dream college, go to the **University** page, choose the **Students & Alumni** tab, then the **How you are connected** section on the second page (click the > arrow to move to the second page).

You'll have the option to click on **1st**, **2nd**, or **3rd** degree **connections**. You can even choose **Group Members**. You can narrow your search by using the **Search this set** feature if you're looking for someone in particular.

What they studied	What they're skilled at	How you are connected
Business, Management, Marketing, an... 4,680	Microsoft Office 3,675	1st Connections 431
Engineering 3,889	Customer Service 3,647	2nd Connections 12,374
Business Administration and Managem... 2,944	Public Speaking 3,645	Group Members 5,946
Social Sciences 2,258	Leadership 3,097	3rd + Everyone Else 22,875

*Find out who you know at your dream college by visiting the **Students & Alumni** section of the **University** page. Use **Search this set** to find specific people or information*



Tip: A large network will give you more connections to the school, and make it easier to reach out to people in the future. Try to connect with as many of your classmates, friends, and family as you can throughout your time in high school; it will start to payoff when you're applying to college later on.

2. Set Up Informational Interviews with Alumni Ambassadors

Almost every college has alumni ambassadors; sometimes they're called alumni mentors. This dedicated group of volunteers helps promote the college to prospective students, both formally and informally.

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Some of these ambassadors serve in an official admissions capacity and interview candidates in specific geographic areas. However, the vast majority of them simply contribute when and where they can: by attending college fairs and local recruitment events, or answering candidate questions with one-on-one meetings, phone calls and email exchanges.

Alumni ambassadors tend to be quite passionate about their college experience; that's one reason they're willing to talk to prospective students.

They're also on LinkedIn, waiting to give you first-hand information about your dream college... you just need to know how to find them.

a) Why You Should Use Alumni Ambassadors

Alumni ambassadors often reach out to newly accepted students after they've been accepted. But with LinkedIn you can easily identify alumni ambassadors and contact them for informational interviews before you apply.

These informal interviews can give you unique insight into the college, without any packaged marketing messages. It's a great chance to have a one-on-one discussion with someone who can not only give you background information on your dream college and answer your questions, but also share some of their experiences at the college and in their careers.

They might even provide you with feedback on the college's social atmosphere and recreational activities, which you're typically not going to get from the college admissions staff.

Volunteer Alumni Ambassador

George Mason University

2010 – Present (4 years)

Helping the Office of Admissions with welcoming possible and incoming students into the university by attending events and reaching out individually to them via phone or other means

Use LinkedIn to Get Into Your Dream College

Alumni Ambassador

George Mason University

November 2010 – Present (3 years 7 months) | Education



Connect with newly admitted students to offer congratulations, talk about my experience at Mason, and answer any questions they may have. The Ambassador's goal is to ensure that GMU is the student's #1 choice.

Volunteer Alumni

Mason Admissions Volunteer Network

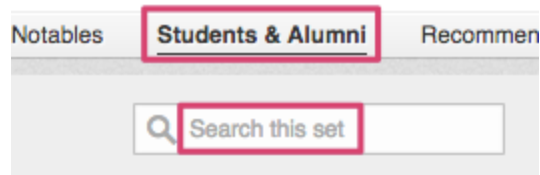
February 2011 – Present (3 years 4 months) | Education

Work with the Admissions Office to answer potential applicant questions as an alumni ambassador via electronic communication and events.

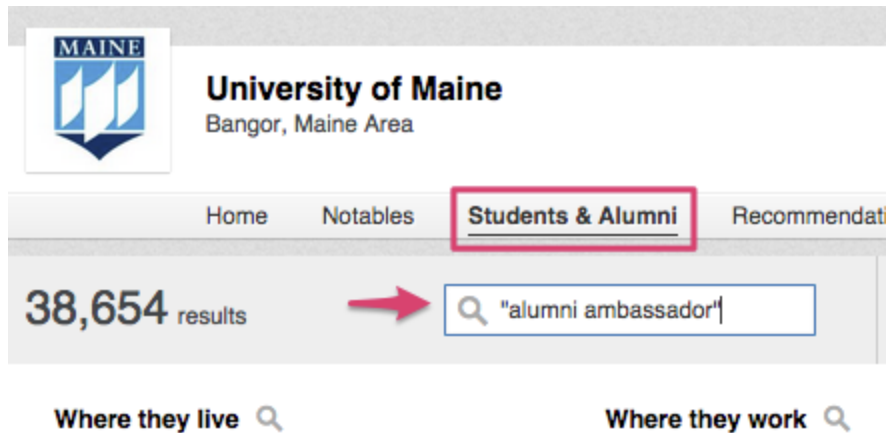
*Your dream college will have **Alumni** who are happy to answer questions and provide advice... and they're on LinkedIn. All you need to do is reach out to them*

b) How to Find and Connect with Alumni Ambassadors for Informational Interviews

Go to the **Students & Alumni** section of the **University** page. Search for “alumni ambassador,” “alumni mentor,” “volunteer alumni,” or “admissions representative” in the **Search this set** field.



Use LinkedIn to Get Into Your Dream College



To find people for informational interviews, enter your search terms in the **Search this set** field of the **University's Students & Alumni** page



Tip #1: Enclose the keywords in quotations to narrow your search; otherwise you'll end up with a broad search that includes the word alumni and also the word ambassador.



Tip #2: "Admissions representative" may be an official position within the admissions department, so it's not always the best choice for finding people for informal interviews.

You'll see a list of **Students & Alumni** who have "alumni ambassador" somewhere in their profiles. Click on the profile card to view their profile. Scroll through the profile (or do a "find" search on the webpage) until you find the "alumni ambassador" keyword. Make sure they're an ambassador for the college you're interested in.

If you'd like to speak with the alumni ambassador and you're already connected, send them an email to their personal account. This is the best option, since not everyone diligently checks their LinkedIn messages.

If you're not connected, send them an invitation to connect. Use the message template below as part of your invitation to connect.

In both cases, let them know you have some questions about the college, and you'd like to set up a time to speak. You can use the template below:

Use LinkedIn to Get Into Your Dream College

Dear [Mr. or Ms. LastName], I'm very interested in applying to [XYZ College] and during a LinkedIn search for alumni ambassadors I came across your profile. I would like to ask you a few informational questions about [XYZ College] and was wondering if I could have 15 minutes of your time? I would greatly appreciate it. I'm available at [Your Email] or [Your Phone]. Thank you, [Your Name]

An informational interview with a local alumni can be an invaluable way to get face-to-face advice about your dream college. If the alumni ambassador lives locally, your note could also include:

I'm also available to meet in [geographic area] at a coffee shop, your office, or another place that's convenient for you.

Southern California Regional Alumni Ambassador

George Mason University

December 2010 – Present (3 years 6 months)

Alumni Ambassador

George Mason University Alumni

April 2011 – Present (3 years 2 months) | Education

Assist GMU Admissions in recruiting prospective students from California by representing the university at college fairs and serving as resource for admitted students.

*Most colleges also have local and regional **Alumni Ambassadors**. If you'd like to schedule a face-to-face informational interview, look for **Alumni** in your region. George Mason University is located in metropolitan Washington, D.C., but these **Alumni Ambassadors** are in Southern California*



Tip: Don't worry about "bothering" people -- these are people who want to help you, that's why they're promoting their **Alumni** involvement on LinkedIn. So it's safe to reach out to them -- most likely they'll be happy to hear from you, and you'll do the same for others one day!

c) How to Conduct a Successful Informational Interview

Even though you've initiated the informational interview, keep in mind what you say and do could get back to the admissions committee. That's why you'll want to make a good impression.

That means following basic etiquette norms, both in your digital and face-to-face communications. Use "please" and "thank you" and, if you meet in person, dress professionally. Always treat your contacts with respect and stay on the side of formality when in doubt. Your goal is to leave the alumni ambassador with a positive impression of you and your accomplishments.

The good thing about an informational interview is that you're in charge and you can drive the questions, as opposed to a normal interview where you'll need to answer someone else's questions.

But that means you'll need to prepare for the interview for it to run smoothly, and that's where a little planning can pay off.

Here are 10 tips for making a great impression during your informational interview:

1. **Formality.** It's always safe to use "Mr.," "Ms.," "sir" or "ma'am." But if they insist on being informal and suggest you call them by their first name, don't hesitate to accept their offer.

2. **Use Proper Grammar and Complete Sentences.** This is especially important in both your written and verbal communications. Avoid "hey," abbreviations, emoticons (when writing) and other slang you typically use with your friends. *And remember to proofread your emails before you hit "send"!*

3. **Schedule.** Ask for 15 to 20 minutes, whether you're meeting by phone or in-person. Most people will give you more time, but you don't want to come across as asking for too much time, too soon. Also thank them for their time *before* and *after* your meeting.

4. **Dress.** One of the benefits of an informational interview is that it's not a formal event... but your appearance shouldn't be *too* casual. Err on the side of overdressing: you can always remove a blazer or tie/scarf. Go with business casual, at a minimum, which means no jeans, no shorts, no T-shirts... you get the picture. If you're visiting a

Use LinkedIn to Get Into Your Dream College

business, know what the dress code is so you don't stand out in a negative way.

5. **Be Punctual.** Make sure you show up on time; ideally, you'll even arrive a few minutes early -- it's better to wait than to be late! And make sure you stick to your pre-agreed upon time allotment. If the alumni ambassador wants to go over the time slot, let them make the suggestion.

6. **Questions.** Come prepared. Write down lots of questions *before* the meeting so you know what you want to ask. That means doing your research on the college beforehand. Also be prepared to talk about yourself, your background, and your interests. Remember: It's good practice for your real interviews!



Tip: Use informational interviews to prepare for your real interviews. One of the toughest parts of interviewing is talking about yourself. Informational interviews are a great way to “practice” talking about yourself and will give you more self-confidence when it comes time to formally interview at your dream college. You'll also be able to test-drive your questions before you get to a formal admissions interview.

7. **Take Notes.** Bring a notebook. Yes, a real notebook. People will share more information if it looks like you're actively engaged and jotting down brief notes during your discussion. Make sure you maintain eye contact, though, don't focus on your notebook *too* much!

8. **Ask About Your Interviewee -- A Lot.** It's human nature: People like to talk about themselves. So asking questions is a good way to develop rapport with the alumni ambassador and show that you're interested in what he or she has to say. Most likely you'll even learn something fascinating about them.

9. **Don't Expect Too Much.** The alumni ambassador will have no insight as to your chances of being accepted to your dream college. They're only able to provide information about their college and career experiences.

10. **Follow Up.** Always send a thank you card, ideally via snail mail, and thank the ambassador again for their time. Use this follow up opportunity to let them know you'd like to keep in touch. Remember, your paths may cross again in the future, so it's good to leave on a positive note! Finally, don't forget to let the ambassador know where you chose to go to school, whether it's their school or not.

Use LinkedIn to Get Into Your Dream College

Informational interviewing is a skill you should master: You'll use it in your internship and job searches in the future, too. If you start practicing now, you'll be more successful down the line.



Tip : Whenever you do a phone interview, or just reach out to a new contact via phone, try to use a landline or a high-quality Voice-over-IP (VoIP) connection. Cellphones don't have a quality connection and don't leave a good impression.

List of Informational Interview Questions to Ask

- ☐ Why did you choose XYZ College?
- ☐ What did you like best about XYZ College?
- ☐ What experience at XYZ College stands out for you?
- ☐ What did you study? Why?
- ☐ How were the class sizes?
- ☐ What are 2 things you wish someone had told you before starting college?
- ☐ Are you still working in your field of study, or did you change careers?
- ☐ How was the career center during your job search?
- ☐ Do you know about ABC program at the college?
- ☐ Did you know anyone that majored in ABC?
- ☐ How is XYZ College viewed in the business world?
- ☐ Did you find the faculty approachable/talented?
- ☐ How did you find your first job after college?
- ☐ What kind of recreational/sports/outdoor activities are near the campus?
- ☐ How accessible are extracurricular/social activities (sports, hiking, etc.)?
- ☐ How were the sports teams when you were an undergraduate?
- ☐ Did you attend sporting events?
- ☐ Is there an active alumni group in your area?
- ☐ Can you recommend anyone else I should speak with?
- ☐ Can I stay in touch with you if I have other questions?
- ☐ What did you find challenging about your experience, if anything?
- ☐ Would you choose the college again, if you started over?

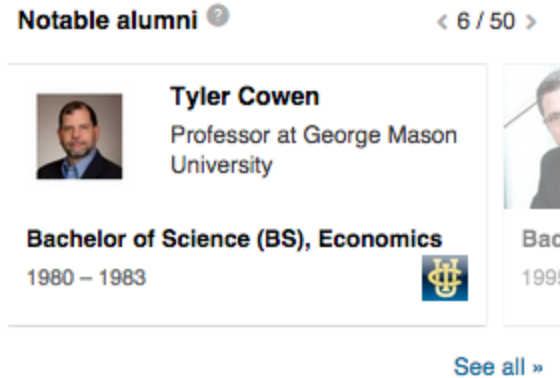
Add additional questions as you think of them.

Use LinkedIn to Get Into Your Dream College

3. See Who the Successful Alumni Are

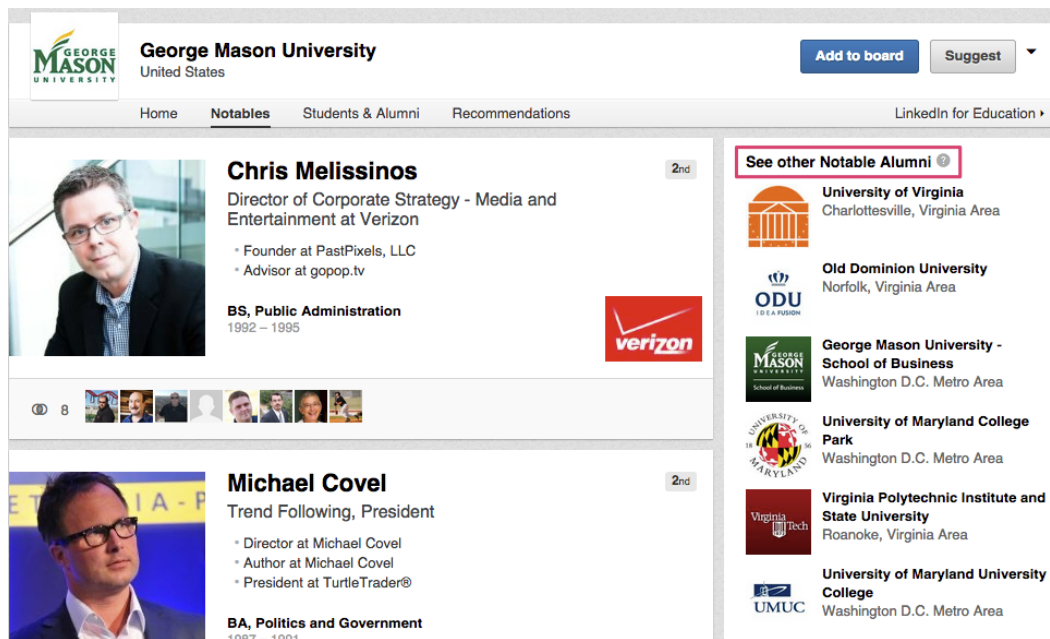
Notable Alumni gives you insight into who the high-profile alumni are, their backgrounds, and what they are currently doing (and of course, what they have done). This information helps you see what a successful career path might look like at this college.

You can scroll through the **Notable Alumni** one by one (2), or click **see all** (3) to jump to the **Notable Alumni** page.



Find out who the successful alumni are, and what they do

You can also see **similar schools** and their **Notable Alumni**. This is also a good way to expand your list of potential dream colleges.



*On the **Notable Alumni** homepage, you can also see **Notable Alumni** at **similar schools***

4. Join Groups... and Get the Most from Them

LinkedIn **Groups** are a good way to make connections, view and participate in discussions, and explore career paths. If you're able to join an alumni group (more on that later), you'll get to see:

- what the various **Group** members are doing, career-wise
- what they're saying about their jobs and careers
- how they're staying involved with the college
- how they're incorporating their college experience into their personal and professional lives

Alumni **Groups** may be hit-or-miss. Some of the **Groups** are private and require approval to join. Since you're not actually an alumnus, the **Group** manager may not let you join.

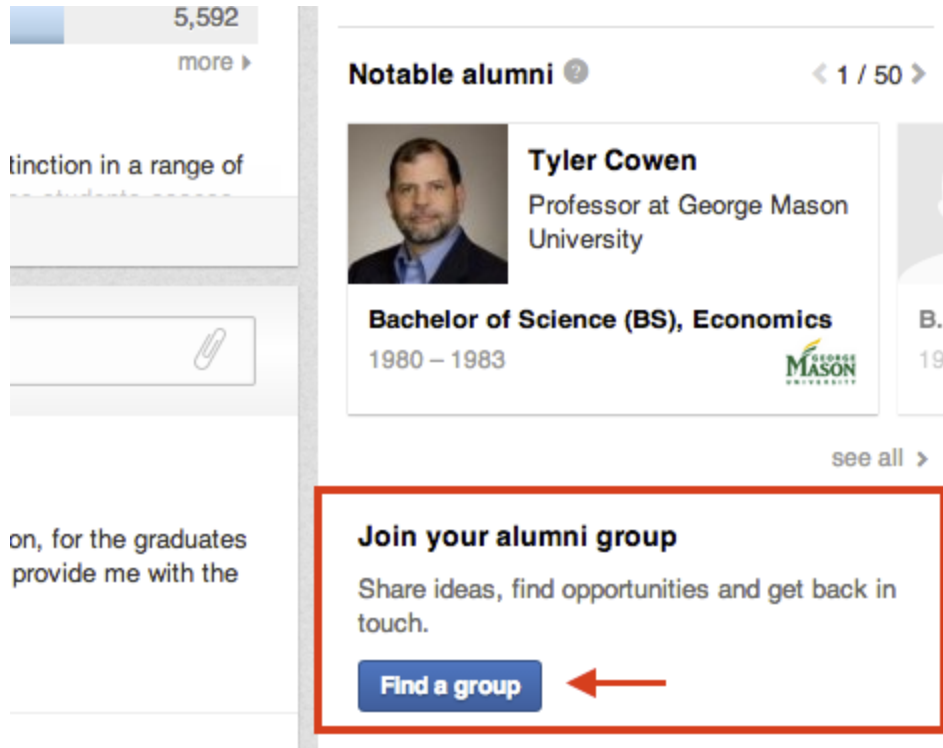
But give it a try, it's worth it if you successfully join an **Alumni Group**. The worst that can happen is the answer -- for now, anyway -- is "no." The best case: they allow you to join and you get an insiders view of the college.



Tip: A [sample email](#) you can send to the **Alumni Group** manager is below.

When you choose **Find a group** under the **Join your alumni group** section, you'll see a list of **Groups** that are related to the college. The top ones will be alumni **Groups**, but you'll also find interest-specific groups for things like sports and academic departments.

Use LinkedIn to Get Into Your Dream College



Alumni Groups** are a good source for dream college research and networking... if you can **Join

If you decide to join the alumni **Group**, look for the **Official** one first. If you can't get into the **Official** group first, you can try a non-official **Group** as an alternative.

Most of the programs of study will have their own **Groups**, although they tend to be small and not as active as the **Official Alumni Group**. Nevertheless, if the school or department you're interested in has a **Group**, you should join it.



Tip: Regardless of which **Groups** you join, always look for the **Very Active Groups** (the **Official Group** will almost always be the most active one). You'll find much better discussions and information in the active **Groups**.

When you decide to join a **Group**, ideally it will have a lot of people who are already in your network. That means you'll have some solid connections at the college who you can reach out to for advice.

To find out **how many people are in your network**, click on the **Group** name.

Use LinkedIn to Get Into Your Dream College

In case you're joining a **Group** where you don't have many -- or any -- connections, this is a good way to start getting connected with people at your dream college.


172 results for **george mason**




George Mason University Alumni Association
(Official)

 The **George Mason** University Alumni Association is a forum for alumni of **Mason** / GMU to connect. This group is managed by ...
12 discussions this month • 12,616 members


Similar




School of Business | George Mason University

 The **George Mason** School of Business LinkedIn Group delivers news and information about the school on a regular basis. ...
2 discussions this month • 4,070 members

Similar



Volgenau School of Engineering at George Mason University

 This group was started by an alumni for the corporate partners,

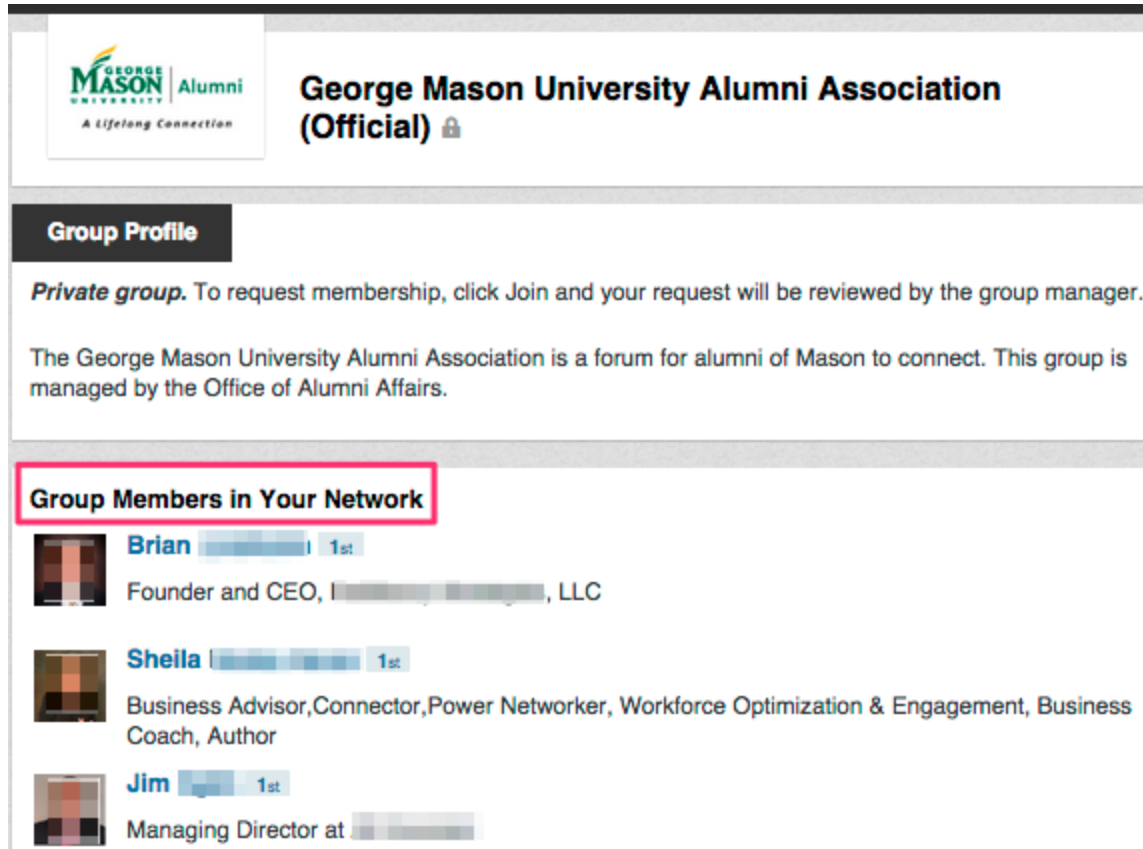
Join

Join

Join

*Look for the **Official** group, **Groups** that are **Very Active**, and **Groups** where you already have a number of **connections***

Use LinkedIn to Get Into Your Dream College



Click the **Group** name to see *how many people are in your network*

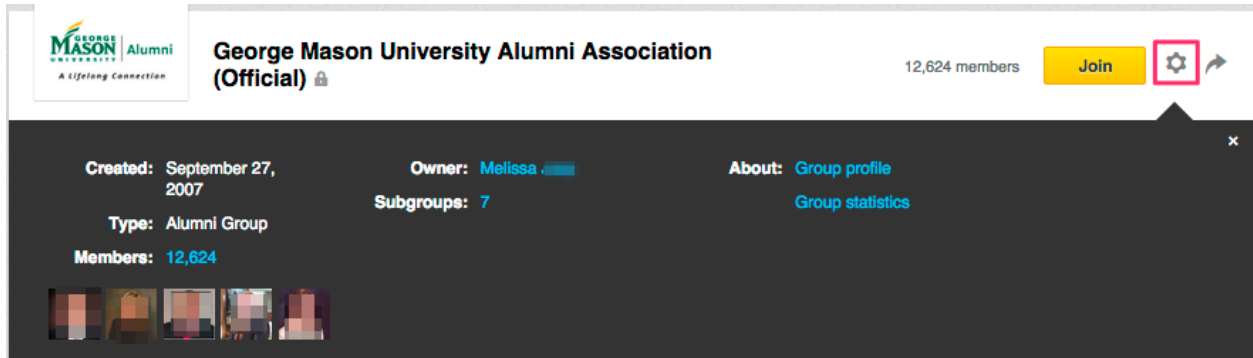
A **Group** homepage includes:

- Information about the **Group**
- Whether it is open or private
- Who you may know in the **Group**
- Statistics on the **Group**
- A list of **subgroups**

The **Information & settings** gear gives you data on the **Group**. You'll see:

- What type of **Group** it is
- How many members are in the **Group**
- Statistics
- Who you know

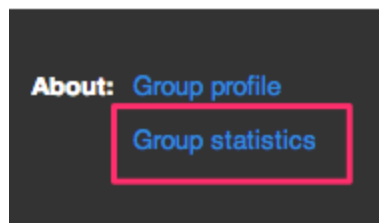
Use LinkedIn to Get Into Your Dream College



*The **Group Information & settings** page (the gear symbol, at top right) gives you a snapshot of the **Group***

Under **Group statistics**, you'll see a summary of the **Group**, along with **Demographics**, **Growth** and **Activity**.

10,224 r



Use LinkedIn to Get Into Your Dream College



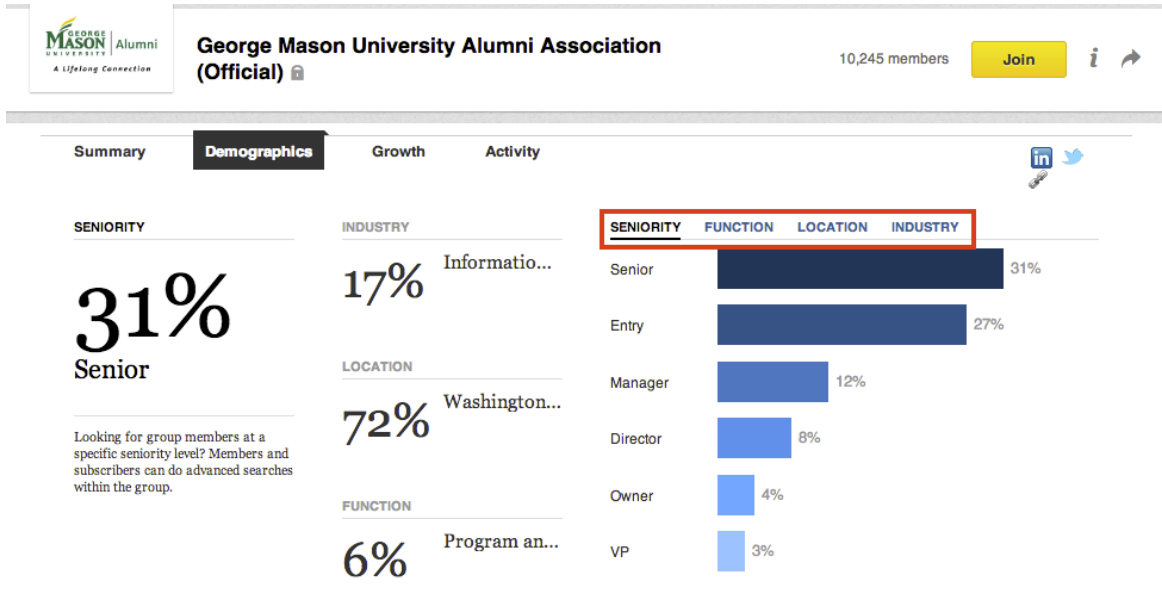
For detailed statistics, choose the **Group Statistics** link and you'll see a **Summary of statistics**

The **Demographics** section gives you detailed information about the **Group** members, including:

- **Seniority** -- The mix of career levels in the **Group**
- **Industries** -- Where the **Group** members work
- **Location** -- Where people are living and working
- **Function** -- what type of jobs the members have

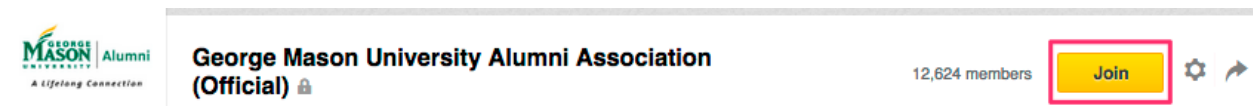
This is a good way to see the kinds of jobs your dream college graduates have, where they're located, and what they do.

Use LinkedIn to Get Into Your Dream College



Demographics helps you research careers and see what types of jobs alumni have

Found a **Group** you're interested in? When you're ready to join one (or more), click **Join**, regardless of whether it has a **lock** (which indicates it's a private **Group**) or not.



*Once you find a **Group** you're interested in, click **Join***

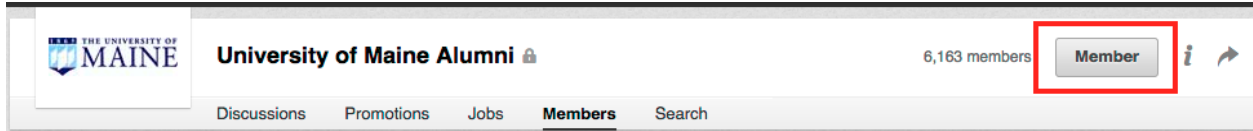


Tip: Don't forget: if you need more **Information** about the **Group**, click the **Information & settings** gear button next to the **Join** button.

If the **Group** has a **lock** next to its name, you'll need to be approved before you can join. If it is an open **Group**, you'll be added automatically.

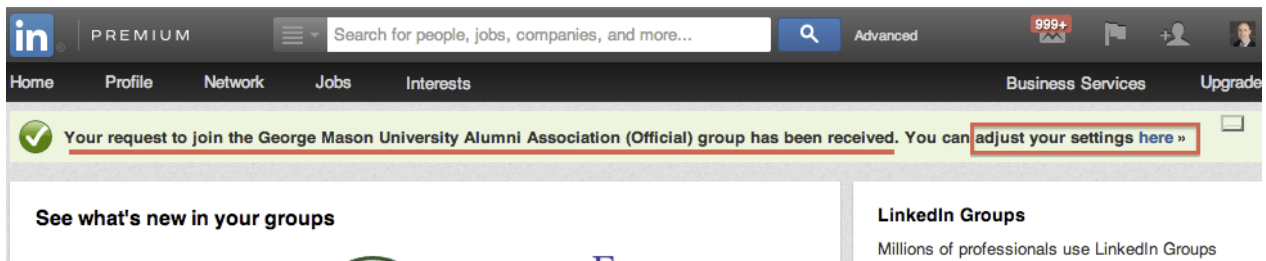
Once you've **Joined** a **Group**, you'll see a **Member** icon in place of the **Join** button.

Use LinkedIn to Get Into Your Dream College



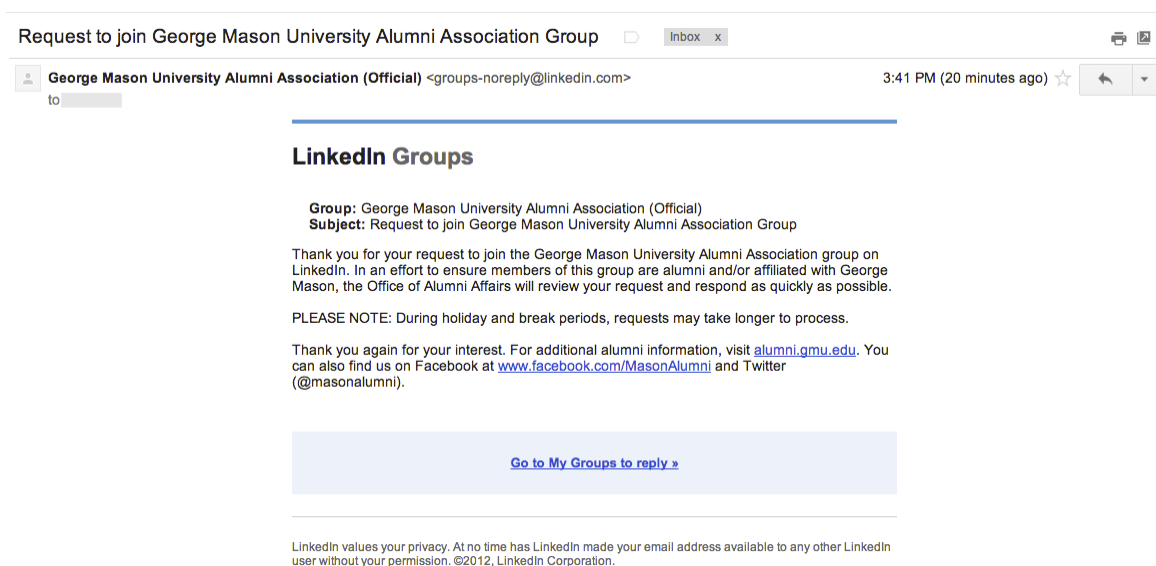
*The **Join** button switches to **Member** once you've joined, or have been accepted, to a **Group***

For closed **Groups**, once you click the **Join** button you'll receive a message that your request has been received.



*Once you click **Join** you'll see a message that your request has been received by the **Group manager***

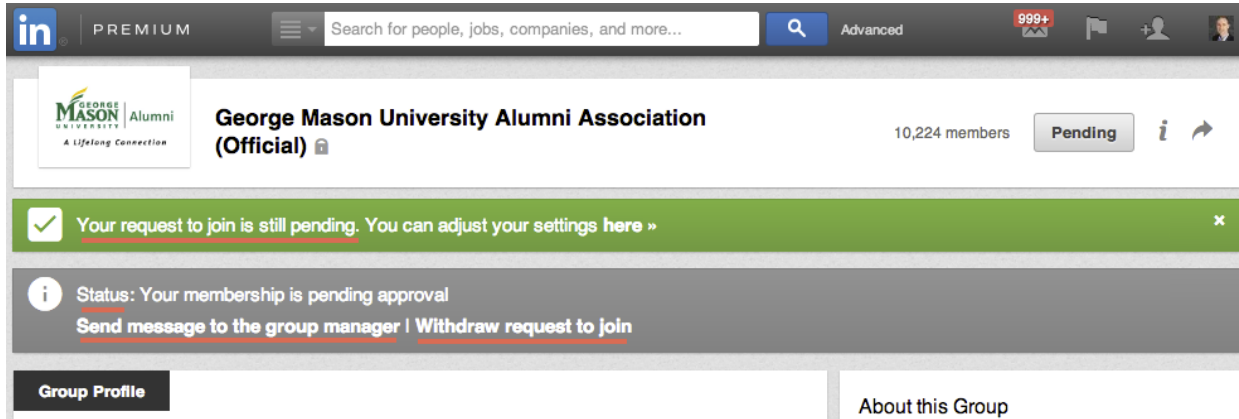
You'll also receive a confirmation email that your request was received.



*When you request to **Join** a closed **Group**, you'll receive an email confirmation that your request has been received*

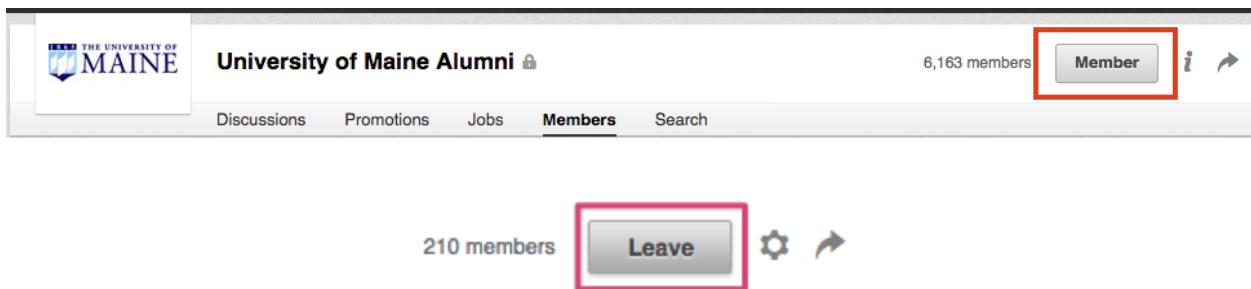
Use LinkedIn to Get Into Your Dream College

When you visit the **Group**, you'll see that your request is still pending, unless the owner has already approved your request. You can **send a message** to the **Group** manager or **withdraw your request**.



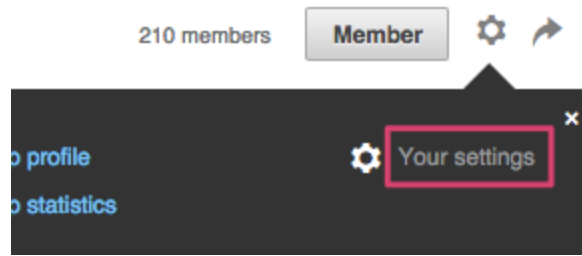
*If you visit the **Group** before your request has been processed, you'll see a status update of your request*

Once you're no longer interested in the **Group**, choose **Leave Group**. To **Leave**, hover over the **Member** button on the **Group** navigation box and click **Leave**, or choose the **gear** button > **Your settings** > **Leave Group** at the bottom of the **Settings** page.



*When you hover over **Member**, you'll see the option to **Leave the Group***

Use LinkedIn to Get Into Your Dream College



Updates Settings

Updates: To change settings for group Network Updates, go to your [Account Settings](#).

[Save Changes](#) or [Cancel](#)

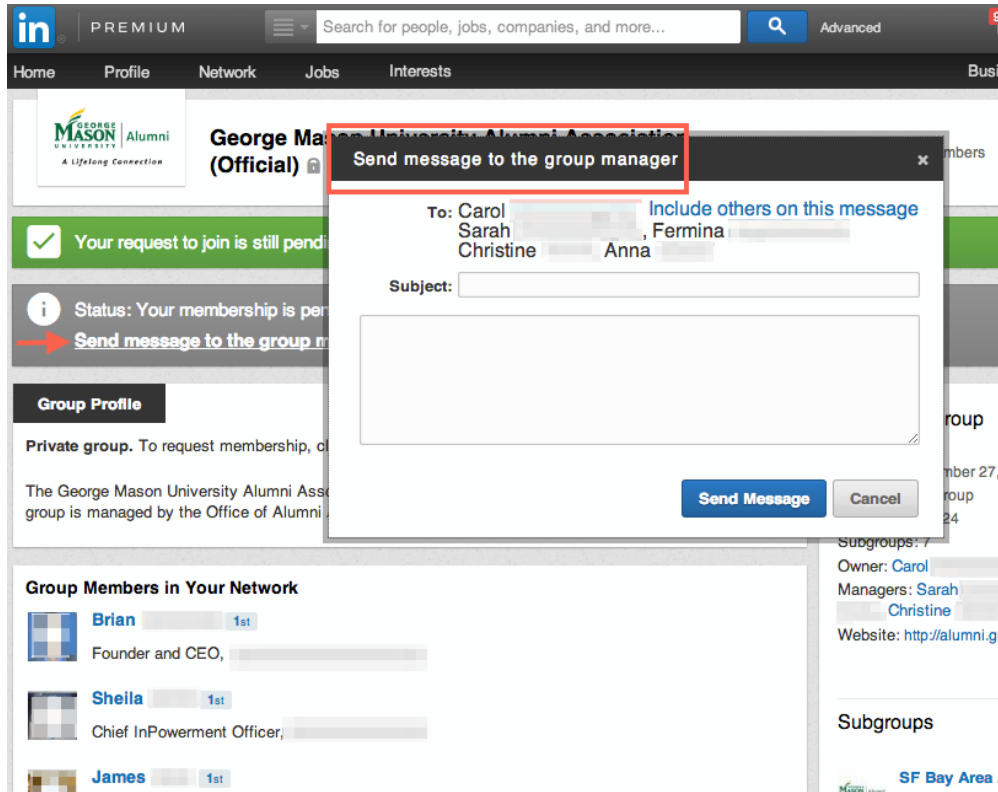
[Leave Group](#)

You can also **Leave the Group** from the **gear** button > **Your settings** > **Leave Group**

a) How to Send a Message to the Group Manager

Since you're not an alumnus, you may need to send a note to the **Group** manager to let them know why you'd like to join the Alumni **Group**. A pop-up window will appear once you click on **Send message to the group manager**.

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Contact the **Group manager** to explain why you'd like to join the Alumni **Group**

Here is a template email you can modify:

Hi [manager name],

I'm currently a [grade level at your high school] and I'm in the process of applying to colleges. [Insert name of College] is one of the top schools on my list.

I would like to join your alumni group so I can see what types of discussions are taking place, network with the alumni, and see what types of careers alumni follow once they graduate.

Thank you for considering my request,

[Your Name]

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If you're approved to join the **Group**, great. If not, don't worry: there are plenty of other ways to learn about the college.

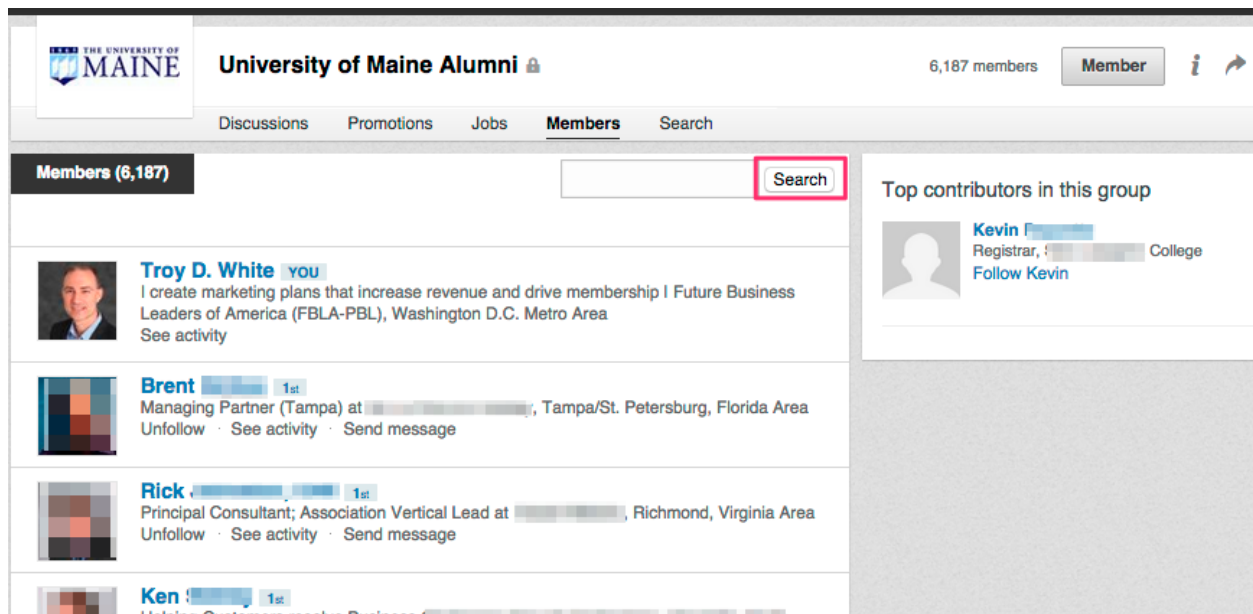
b) How to Connect with and Send Messages to Fellow Group Members

One of the top benefits of joining **Groups** is the ability to send messages directly to fellow **Group** members.

Of course, you can send messages to your 1st degree contacts, regardless of whether you share the same **Group** or not.

Once you're in a **Group**, though, you can send messages to anyone else in the **Group**, and also send them invitations to connect if they're not a 1st degree connection yet.

Go to the **Group** homepage and click on **Members**. You'll see a list of the **Group** members, starting with your 1st degree connections. You can either scroll through the list or use the **Search** box to narrow the list.



*Click the **Members** tab to see a list of **Group** members. You can also narrow the list using the **Search** function*

If you see someone you'd like to connect or correspond with during your dream college

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research, click either **Send message** or **Connect**.



*Regardless of your connection to a fellow **Group** member, you can send them a message. If you're not connected, you can also send them an invitation to connect.*

When you send an invitation, choose **Group** under **How do you know**.

A screenshot of the LinkedIn 'Invite Steve to connect on LinkedIn' dialog box. The title bar shows an envelope icon and the text 'Invite Steve to connect on LinkedIn'. The main content area is titled 'How do you know Steve?' and contains a list of radio button options: 'Colleague', 'Classmate', 'We've done business together', 'Friend', 'Groups', 'Other', and 'I don't know Steve'. The 'Groups' option is selected and highlighted with a red rectangular box. Below the list is a text input field labeled 'Include a personal note: (optional)'. At the bottom of the dialog, there is an 'Important' notice: 'Only invite people you know well and who know you. Find out why.' and two buttons: 'Send Invitation' and 'or Cancel'.

*You can send connection invitations to your fellow **Group** members. This is a good way to build your network*

c) How to Modify Your Group Digest Email Settings

When you're accepted to a **Group**, you'll want to modify your settings so you're not overwhelmed by emails and notifications. Depending on how well you manage your emails, you may want to set your **Delivery Frequency** to **Weekly Digest**.

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Group Summary

My Settings

Status: Members-only Group (Discussions can only be viewed and shared by group members.)

Group Logo: ☒ Display the group logo on my profile.

Contact Email: Use when receiving communications from the group:
 [Add a new email address »](#)

Posts: ☐ Send me an email for each new discussion.

Digest Email: ☒ Send me a digest of all activity in this group.

Delivery Frequency:
 Daily digest email

Note: Your email address will remain hidden from members of this group.

Announcements: ☒ Send me group announcements. (Never more than one a week.)

Messages: ☒ Allow members of this group to send me messages.
Note: Your email address will remain hidden from members of this group.

[Save Changes](#) or [Cancel](#) [Leave Group](#)

Maintain your sanity by actively managing your LinkedIn email communications

Other settings you may want to modify:

- **Group Logo** -- You can choose to display the **Group's** logo on your profile
- **Contact Email** -- If you have multiple emails attached to your LinkedIn profile, you can choose which one you'd like to receive **Group** notification emails at
- **Posts** -- You can receive an email for each new discussion started in the **Group**. Warning: you may receive a lot of emails if the **Group** is very active!
- **Digest Emails** -- This is the best way to manage your email communications. You can choose between **daily** or **weekly** digests
- **Announcements** -- Sometimes the **Group** manager sends out important news or updates, so it's a good idea to check this box
- **Messages** -- You should opt-in to allow other **Group** members to send you messages. Most likely they've done the same, and this is a good way to reach out to fellow **Group** members

B. Get to Know the Admissions Staff Before an Interview

If you're planning a campus visit and admissions interview, take a look at the LinkedIn profiles of the admissions staff. This will give you some insight into their professional

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backgrounds, and even provide some conversational nuggets before, during, or after an interview.

If you know the names of the admissions staff member you'll be working with, you can do a direct search on LinkedIn.

In addition, you can choose advanced search, and enter “**admissions**” as the current **Title** and the **college name** under **Company**.

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The image shows a screenshot of the LinkedIn Advanced People Search interface. The left sidebar contains search filters: Title, First Name, Last Name, Company, School, Location, Country, and Postal Code. The 'Title' filter is expanded, showing options: 'admissions' (highlighted with a red arrow), 'Current or past' (highlighted with a red box), 'Current', 'Past', and 'Past not current'. The 'Current Company' filter is also highlighted with a red box. The main search area shows '15,354,390 results' and tabs for '1st Connections', '2nd Connections', and 'Group Members'. The search results list includes George Mason University, George Mason University Athletics, George Mason Mortgage, LLC, George Mason University School of Law, Mercatus Center at George Mason University, George Washington Masonic National Memorial, American Association of University Professors; George Mason University, Professional Writing and Rhetoric at George Mason University, and King George Masonic Temple Inc. The 'Current Company' field is populated with 'george mason' (highlighted with a red box).

SEARCH 15,354,390 results

Advanced <

1st Connections x 2nd Connections x Group Members x

People
Jobs

Keywords
[Text Input]

First Name
[Text Input]

Last Name
[Text Input]

Title
admissions [Red Arrow]
Current or past [Red Box]
Current
Past
Past not current

Company
[Text Input]

School
[Text Input]

Location
Located in or near: [Dropdown]

Country
United States [Dropdown]

Postal Code
[Text Input] Lookup

Search Reset

Advanced People Search

Relationship
☒ 1st Connections
☒ 2nd Connections
☒ Group Members
☒ 3rd + Everyone Else

Location
[Text Input]

Current Company
george mason [Red Box]

Indus
Past
Scho
Profil
Nonp

George Mason University
Higher Education; 1001-5000 employees

George Mason University Athletics
Sports; 51-200 employees

George Mason Mortgage, LLC
Financial Services; 501-1000 employees

George Mason University School of Law
Higher Education; 501-1000 employees

Mercatus Center at George Mason University
Research; 51-200 employees

George Washington Masonic National Memorial
Museums and Institutions; 11-50 employees

American Association of University Professors;
George Mason University
Higher Education

PWR Professional Writing and Rhetoric at George Mason University
Writing and Editing; 5001-10,000 employees

King George Masonic Temple Inc.
Philanthropy; 1-10 employees

To research the admissions staff before an interview, use **Advanced Search**. Use “admissions” and **Current** in the **Title** field and the **University** name in the **Current Company** field

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51 results

1st Connections x


2nd Connections x

Group Members x

3rd + Everyone Else x

Current Company: George Mason University x

Reset




Amy Takayama-Perez 1st

Dean of Admissions at George Mason University

Washington D.C. Metro Area • Education Management

5 shared connections • Similar • 500+

Message



Jennifer Tkacz 2nd

*An example of the search results for **George Mason University**. Note the filters at the top of the results*

