

# CAREER & PROFESSIONAL DEVELOPMENT CENTER

## Join the Cal U Career Network Group on

Join the New Cal U Career Network Group on LinkedIn (an online networking site) and network with alumni and employers! Access to the Cal U Career Network Group on LinkedIn is free and available only to Cal U alumni, current students, faculty and staff, and employers. Members of the group must be confirmed by Career & Professional Development Center.

Through our members-only group, you can:

- Ask for career advice from professionals working in fields of interest to you
- Get information about career opportunities, internships and job openings
- Build your network. Did you know that more than 80% of people get internships and job through networking?

### **To join the Cal U Career Network Group, just follow these steps:**

1. Go to [www.linkedin.com](http://www.linkedin.com) and click on “join today” in the upper left hand corner.
2. Type your name, your email and create your password. Please use proper **CAPITALIZATION** rules when entering your name. Then click on “Join LinkedIn.”
3. On the next screen, click on the drop down menu and select “I am currently a student” and complete the education information (school name and years attending).
4. Confirm your email address. A confirmation will then be automatically sent to you via e-mail.
5. Once your email has been confirmed, you can add connections. Click on “proceed to the next step.” Adding connections can be done at a later time. The important step right now is to fully complete your profile.
6. The next screen will again ask you to connect to people you know (you will be able to enter the email addresses of friends, co-workers etc.). This can be done at a later time, so click on “skip this step.”
7. Choose the basic option, which is free.
8. The welcome page will appear –but you are not done yet! Click on “Profile”, then “Edit Profile.”
9. This is where you build your profile. Remember, when building your profile you are building your **PROFESSIONAL** brand. Proper capitalization, spelling and punctuation are very important! Your future employer may see this.

*See the other side of this handout for some tips from [igrad.com](http://igrad.com) for completing your profile and making connections on LinkedIn!*

### Tips for completing your LinkedIn profile:

- Your title (the phrase that appears under your name) can be anything you want. It doesn't need to be an actual job title. Use this as an opportunity to brand yourself. You might want to consider something like **“aspiring legal professional”** or **“recent graduate looking for work in public relations”** or **“engineering student seeking an internship”**.
- Don't know what to put under work history? We promise you have something to say here! Include **volunteer work, extracurricular activities, internships, college jobs, freelance work**, etc. If you have questions about completing this section, schedule an appointment with your Career Advisor in Career & Professional Development Center to discuss.

### Finding Connections

You may think you don't know anybody important. Following is a list of people or groups with whom you could connect on LinkedIn:

- **Join the Cal U Career Network and subgroups (click on the drop down menu at the top right and click on “groups”, then type in “Cal U Career Network”**. This will allow you to connect with Cal U alumni and others who have volunteered to talk with you! The subgroups are industry specific, so they are a great way to connect with people in career fields of interest to you.
- College career center staff –Remember there is a specific Career Advisor for each College. (College of Science & Technology – Krissie Doppelheuer; College of Education and Human Services: Bridgett Nobili; College of Liberal Arts: Emma Harris. Connect with your career advisor!
- Do an advanced search. You can search for individuals by company, school (California University of PA) and keywords that relate to your career interests or major.
- Parents and other relatives
- Friends
- Internship managers and colleagues
- Former bosses
- Volunteer work or extracurricular supervisors

### Check out these sites for tips on getting started, and effectively networking on LinkedIn.

<http://grads.linkedin.com/>

<http://careerservices.linkedin.com/Build-A-Professional-Profile.pdf>

<http://careerservices.linkedin.com/Network-Professionally.pdf>