

USING LINKEDIN

to aid your job search and focus your field of interest

WHY USE LINKEDIN IN THE FIRST PLACE?

Find out where over **14,000 MICA alumni** and students are working now.

Research job titles, fields, and companies that interest you.

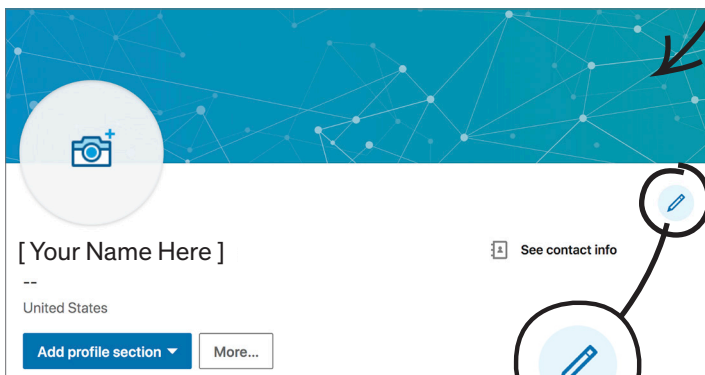
See if you have a connection with someone at the company that interests you.

Check out the competition and learn from them at the same time.

LINKEDIN is a great way to tap into the wealth of knowledge and experience of MICA alumni without waiting for an Alumni Talk to occur on-campus.

HOW TO GET YOUR LINKEDIN ACCOUNT SET UP

After signing up, you'll want to go to the homepage and click on the **"Me"** icon near the top right in the navigation bar. Click **"View Profile"** to open...



Next, click this "Edit" icon to open up the "Edit intro" panel shown to the left.

A screenshot of the "Edit intro" panel in LinkedIn. The panel is titled "Edit intro" and has a close button (X) in the top right corner. It contains several fields and sections, numbered 1 through 6:

- 1**: Profile picture area with a camera icon and a pencil icon.
- 2**: First Name and Last Name input fields. The Last Name field has a link for "Add former name".
- 3**: "+ Add current position" and "+ Add new education" buttons.
- 4**: Country/Region dropdown menu (set to "United States") and ZIP code input field.
- 5**: Industry dropdown menu (set to "Choose an industry...").
- 6**: Contact info section with "Profile URL, Email, WeChat ID" input field and a pencil icon.

Below the contact info is a "Summary" section with a large text area (numbered 5) and a "Media" section with "Add or link to external documents, photos, videos, and presentations." (numbered 6). There are "Upload" and "Link" buttons, a "Supported formats" link, and a "Save" button at the bottom right.

1. Profile Picture

Profiles with pictures get 11 times more views!

2. Your Name & Headline

A headline is your current position, educational pathway, or field of interest.

3. Experience

You can copy your resume, or this can help you draft a new one. Add previous or current positions and levels of education.

4. Contact Info

An easy way to find your website, portfolio, email, twitter, instagram.

5. Summary

Your introduction contains your background, accomplishments, contribution to your area of specialty or other professional interests.

6. Media

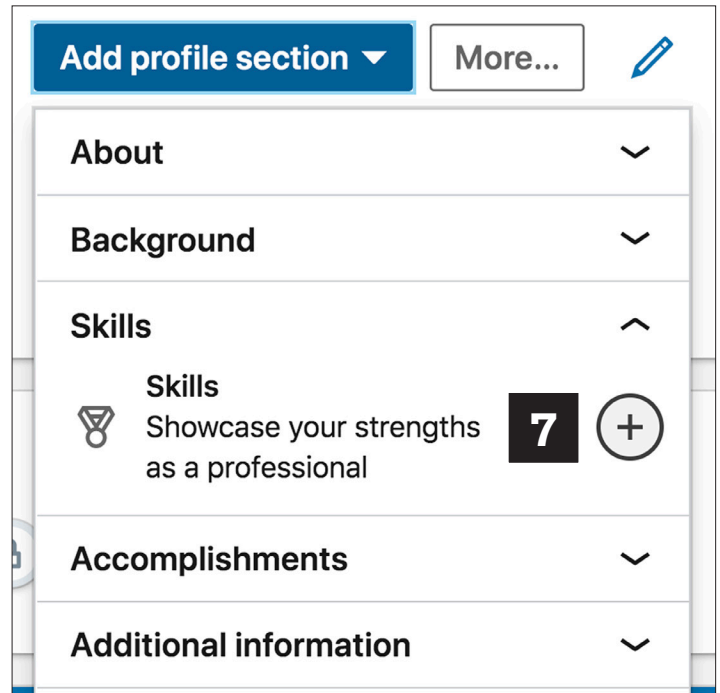
Add or link to external documents, photos, sites, videos, and presentations. This is useful for portfolios.

7. Skills

Just like a resume, you can include your hard and soft skills. If this section is not on the "Edit intro" panel, try clicking on the "Add Profile Section" option and adding it manually.

TIPS FOR YOUR ACCOUNT INTRO

- Be specific when writing about your career interests, accomplishments, and experience.
- Keep it to 40 words min to 200 words maximum. Around twitter length.
- Avoid passive voice and be sure to read your summary out loud.
- Think of your LinkedIn as a professional statement for the job you really want.
- Check what skills others list in their public profile and use them to help build your own.



WHAT TO DO WITH YOUR LINKEDIN ACCOUNT

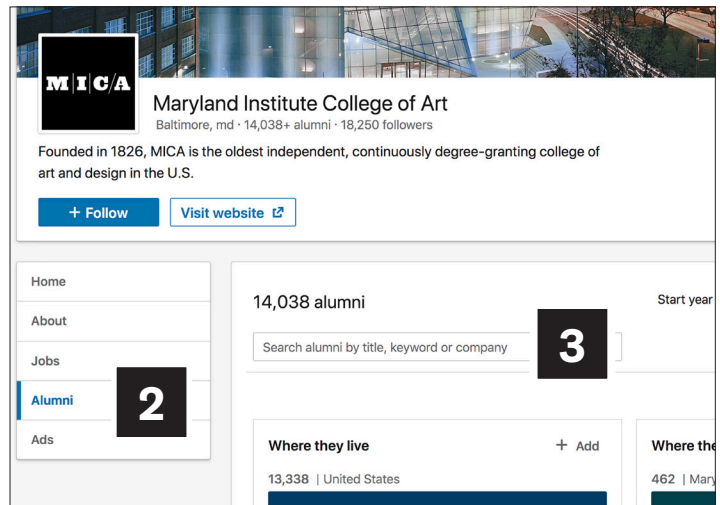
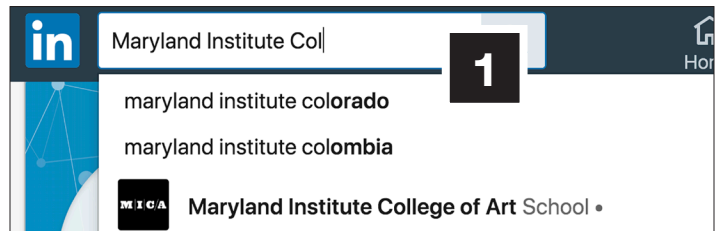
Find MICA Alumni

1. **Type** "Maryland Institute College of Art" in the search bar to find our page.
2. **Click** the **Alumni** tab on the left-hand sidebar
3. **From here**, you can **narrow your search results** by position titles, employer, location, or graduation year.

If you filter by "What they studied" and/or "Where they live", you can find alumni and investigate what internships or job positions they hold and how it relates to your career path.

If you enter a keyword, current position, or job title, the profiles you click on will have career histories that can help you research what internships or entry-level positions to take to get to where you want to be.







IF YOU FIND someone who has an internship you want, click on their contact info for portfolio links to see the work that got them accepted to the internship!



Reach out to MICA Alumni

After looking at a few Alumni profiles you find inspiring or enlightening to your career path, you can reach out to ask them more about their work, their career goals, or for general or specific advice. They used to be a student just like you!

See our [Netiquette Guide](#) and other resources in the Career Development office for e-mailing and networking best practices.

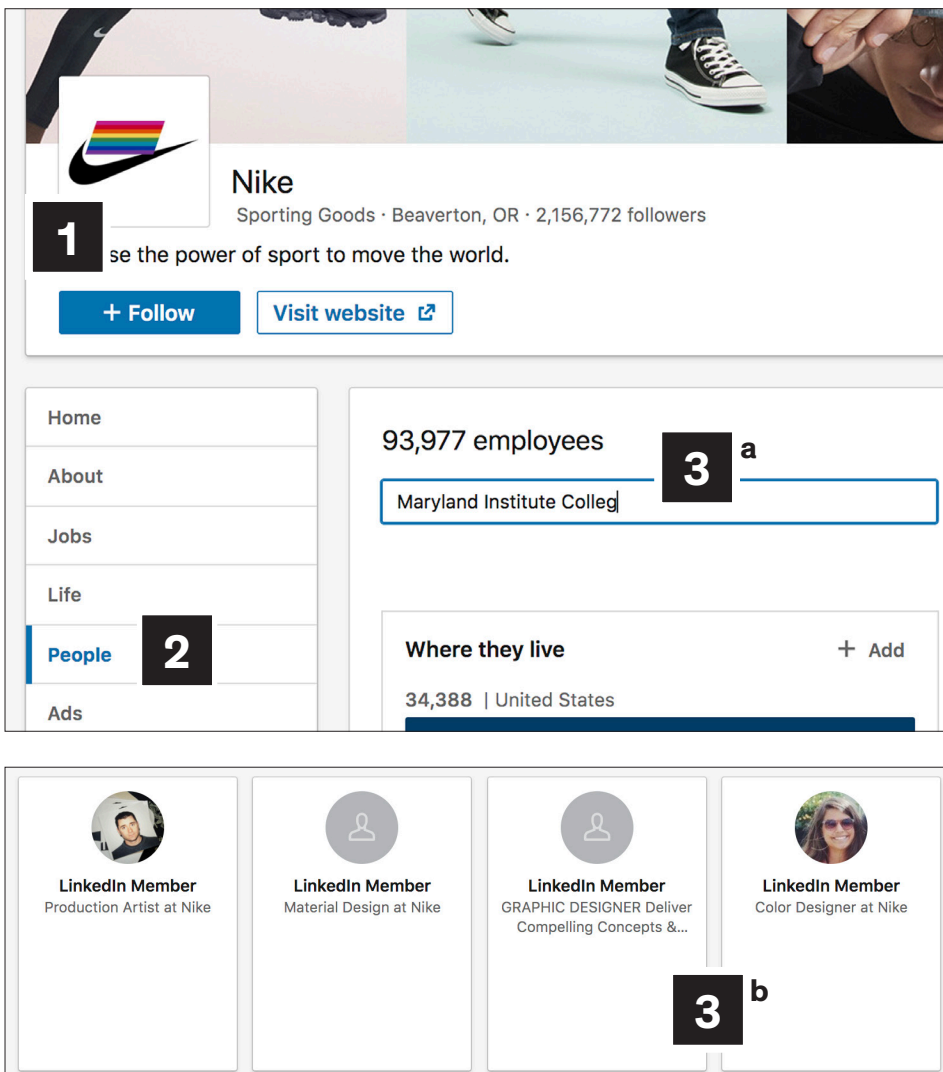
 LinkedIn Member Creative Director at Splice.com	 LinkedIn Member Product Designer at Able Co.	 LinkedIn Member Designer at Pentagram
 LinkedIn Member Product Design Team Lead at KAYAK	 LinkedIn Member Interaction Designer III at Google	 LinkedIn Member Senior Designer at Glossier

Find Employer Connections

If you're applying for jobs, it's helpful to look for existing connections that may already exist with the employer to which you are applying.

1. **Search for the company** on LinkedIn and view its page.
2. On the left-hand sidebar, **click "People"** and you will have options similar to those you had while searching through the list of MICA Alumni.
3. Type in "Maryland Institute College of Art" to see if any alumni are currently working under the same employer.

If you do the reverse—which would be going to the MICA page and entering a company name—you can also see past employees from MICA.



1 se the power of sport to move the world.

2 People

93,977 employees **3 a**

Maryland Institute College

Where they live **3 b**

34,388 | United States

LinkedIn Member
Production Artist at Nike

LinkedIn Member
Material Design at Nike

LinkedIn Member
GRAPHIC DESIGNER Deliver Compelling Concepts &...

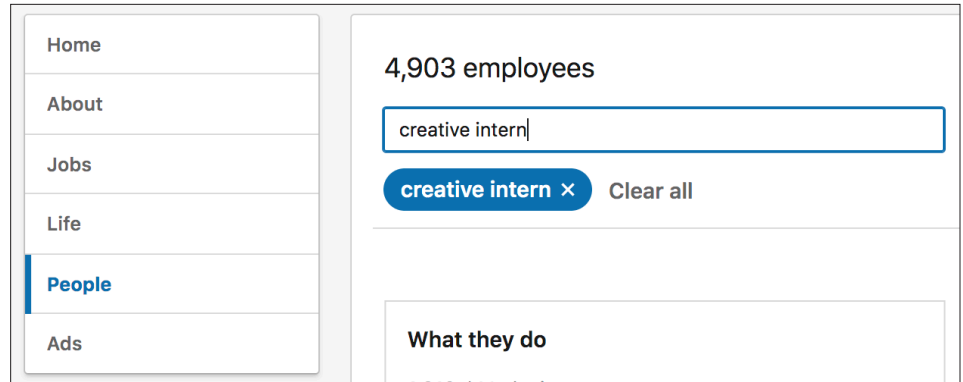
LinkedIn Member
Color Designer at Nike

Check Out Your Competition

If you have an Internship in mind, you can find out what it takes to get the spot!

1. Go to the Internship Provider/Employer's LinkedIn page.
2. On the left-hand sidebar, **click "People"**.
3. Filter the profiles by typing in "intern" or a slightly more specific title that you are searching for and press enter.

Now with the profiles of interns who "got the job," you can view their work or volunteer history, find their portfolio, and see if you have similar work or experiences to offer when you apply to the same position in the future.



This is a great way to compare how you're marketing your skills and profile to those you are viewing. Compare the skills you chose to list and the industry language you're using.

INSIDER TIPS

Connecting Etiquette

LinkedIn is a professional network, not a friend system. So it is completely acceptable to connect with faculty, supervisors, visiting artists, and alumni in addition to your friends and family.

Most users do not connect with people they do not already know. Have a meaningful interaction, maybe through e-mail, before trying to add them to your LinkedIn network.

Always customize the connection request message & reference how you know this person. For example: "Thanks or visiting with us in the Illustration department at MICA, I would love to keep in touch."

Messaging Contacts

You do not have to message people through LinkedIn. Often, e-mailing is more effective or even preferred.

Profiles of people you have 2nd or 3rd level connections with, as well as group contacts, **do not have their email address available.** Try clicking on "see contact info" to see if they have listed a portfolio, website, or other social media link.

If they have not listed any, google their name and key words to find their website or social media pages.

Maximizing Search Results

Don't be stingy with your connections.

You can even send invites to people you have connected with on other social media sites by:

1. Clicking the **"My Network"** tab.
2. On the left-hand sidebar, **click "Grow Your Network"**.

In addition, try joining groups that other professionals have joined to get info and opportunities. You could even follow specific companies to get alerts for job openings and see how competitive and engaged they are.

