

# Linked





**ATU™**

Norman Career Services



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**ROTHWELL 107**





LinkedIn is a social media platform for your professional self

LinkedIn is the world's largest  
professional social network

400M+

Members across the globe



# WHAT IS LINKEDIN?

A social media platform for your professional self.



## 1. People

Define who you are:

- work history
- activities
- Education/qualifications
- Skills

## 2. Organizations

- Hire new employees
- Marketing
- Defining their services/mission

## 3. Opportunities

- Jobs
- Volunteer positions
- Internships
- Further education/training
- Networking



# HOW LINKEDIN HELPS YOU!

## Build Your Brand

Where did you study?  
Where did you work?  
What are you good at?  
What do you aspire to?

## Build Your Opportunities

Learn about companies/jobs/people.  
Learn about new schools and courses.  
Learn career advice and interests.  
Learn about your industry.

## Build Your Network

Finding opportunities.  
Finding mentors.  
Finding connections.  
Findings new skills and information.





# 70%

## **Rejected**

Of employers have rejected a job candidate because of information they found about that person online.

# 80%

## **Hired**

Of employers say that positive online reputation influences their hiring decisions.



**GETTING  
STARTED!**



Linkedin


Email address

Password

Forgot your password?

Sign In

Connect, share ideas, and discover opportunities.



Get started – it's free.

Registration takes less than 2 minutes.

First name

Last name

Email address

Password (6 or more characters)

By clicking Join Now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

Join now

# STARTING A LINKEDIN ACCOUNT

www.linkedin.com



**Make  
A  
Great  
First  
Impression**

**75%**

of hiring managers review LinkedIn  
profiles before making a hiring  
decision.

# Creating a Profile

## Adding your location

First, let's make sure you're recognizable

This will help others recognize you on LinkedIn

Country \*

United States

ZIP code (e.g. 94043) \*

45662

The people, jobs, and news we show you will be more relevant if you add your location

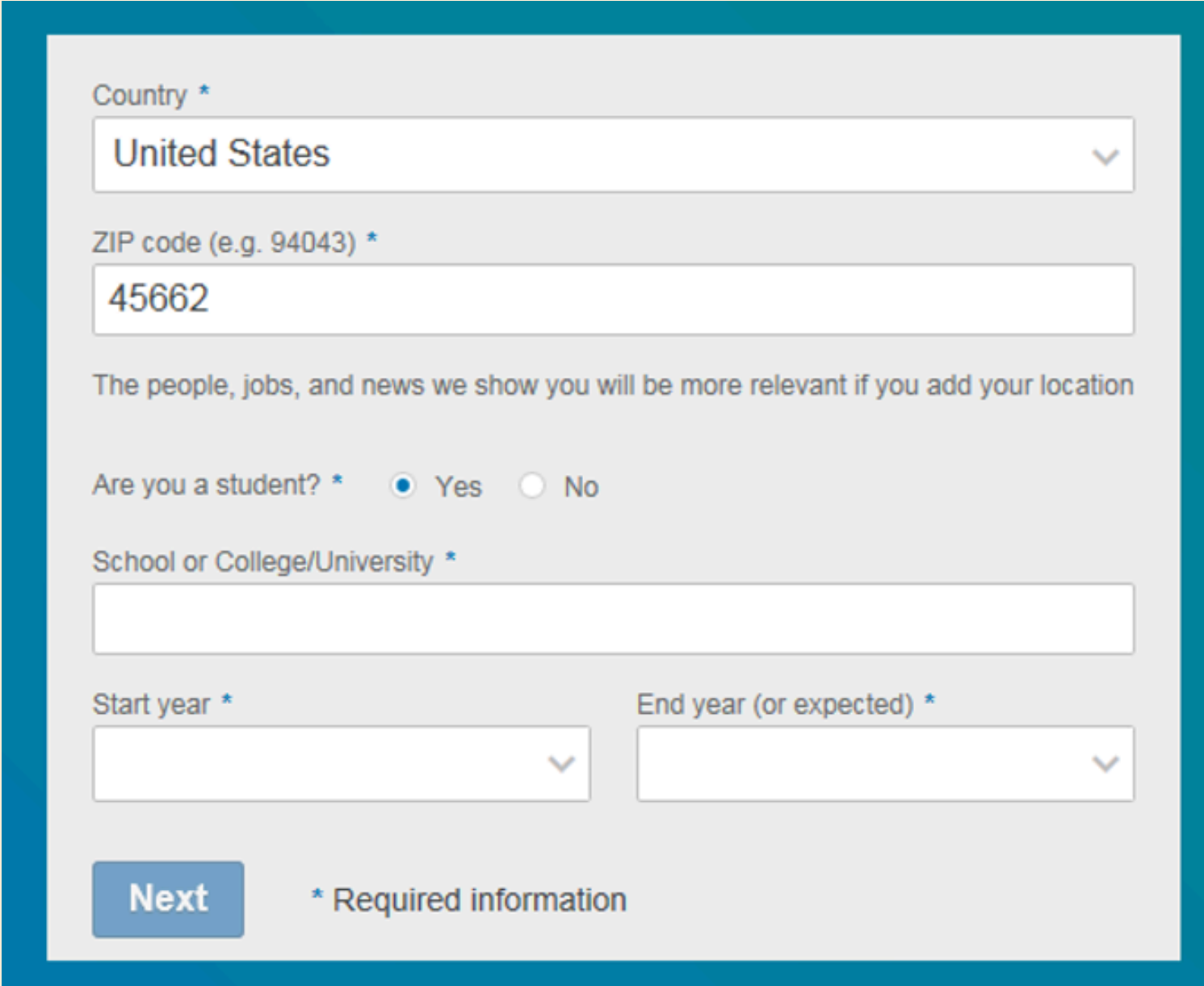
**Next**

\* Required information



# Creating a Profile

Add school: start to end (expected)



Country \*

United States

ZIP code (e.g. 94043) \*

45662

The people, jobs, and news we show you will be more relevant if you add your location

Are you a student? \* ☒ Yes ☐ No

School or College/University \*

Start year \* End year (or expected) \*

Next \* Required information







# Creating a Profile

## Verify email and add contacts

The fastest way to grow your network is to import your contacts

Continue

Or use one of these:

0

Your connections

[See all](#)

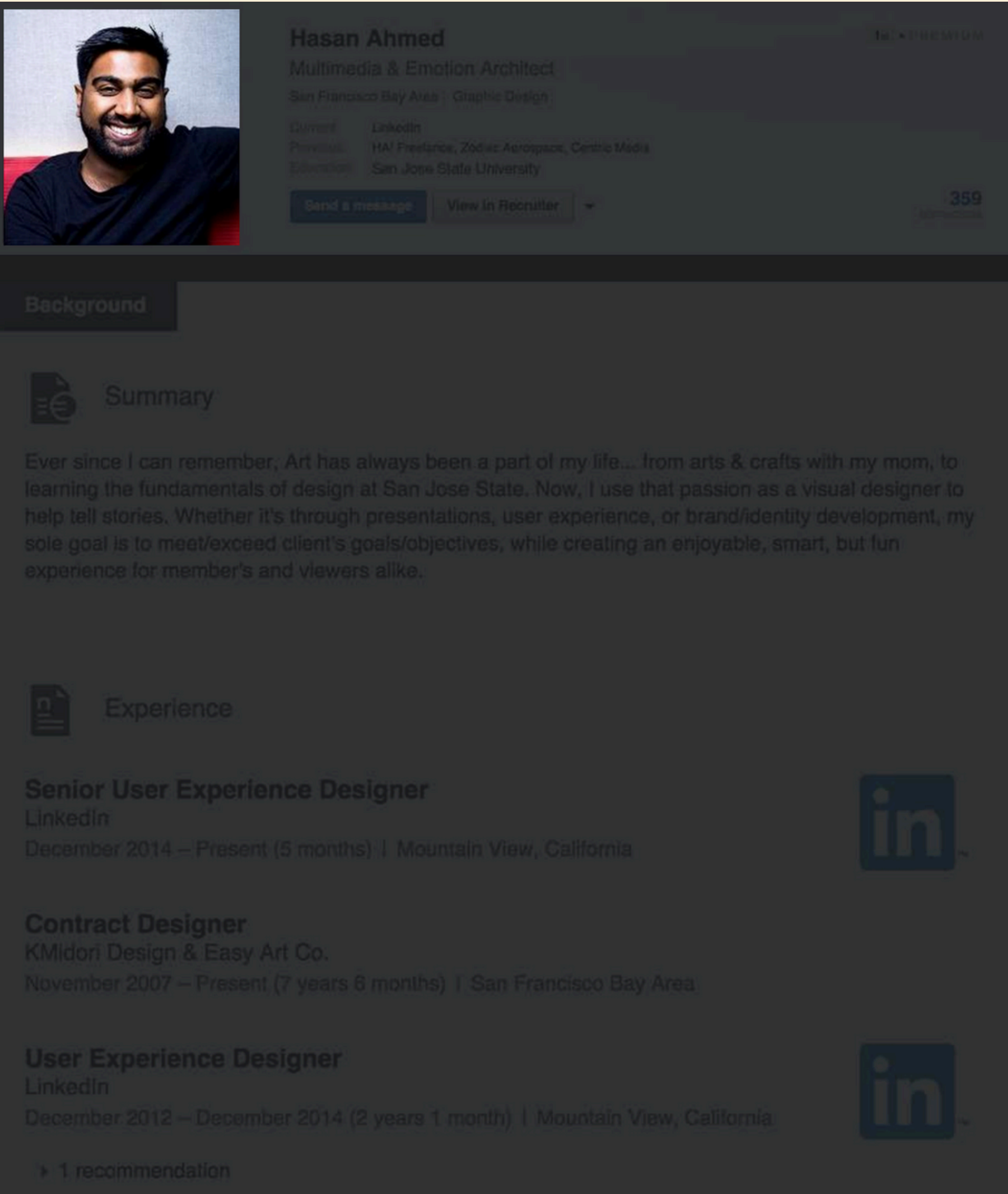
Add personal contacts

[Continue](#)

[More options](#)

We'll import your address book to suggest connections. [Learn more](#)





# ADD A PROFESSIONAL PHOTO

14X

More views with a profile photo than without.

**UP CLOSE, SMILING,  
AND A LIGHT BACKGROUND**

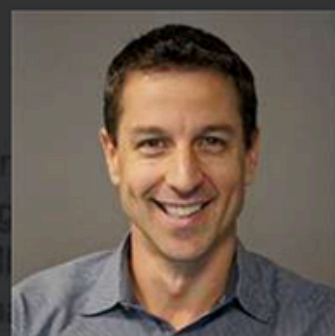




# NOT



# WRITE A STRONG HEADLINE



## Mike Gamson

Passionate about investing in people

Chicago, Illinois | Internet



## Reid Hoffman

Entrepreneur. Product Strategist. Investor

San Francisco Bay Area | Internet

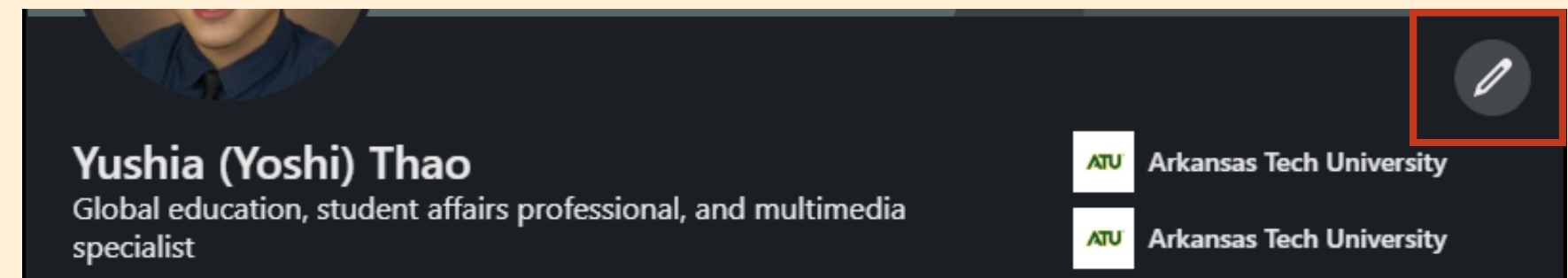
Explain what you do and/or what you want to do!

Show your passion and interests.









# HEADLINE IS YOUR BRAND

- A detailed LinkedIn headline is critical in increasing your “findability,” creating your professional credibility, and motivating your audience to keep reading the rest of your profile.
- In editing mode, simply hover over your current headline, click on the pencil, and update.
- Use key words that effectively identify your expertise, focus, experience.





 <b>Experience</b> People could be looking for someone with your experience.	 <b>Education</b> Members with a school on their profile get 7 times more profile views.
Add position	Add school
 <b>Summary</b> Adding a summary is a quick and easy way to highlight your experience and interests.	 <b>Skills</b> Members with skills on their profile get 4 times as many profile views.
Add summary	Add skills
 <b>Language</b> This can help you find a new job, get a promotion, or transfer overseas.	 <b>Volunteering Experience</b> 1 in 5 managers hired someone because of their volunteer experiences.
Add language	Add volunteering experience



# OTHER SECTIONS



## Summary



### Summary

Having obtained 9 GCSE's in 2015, I'm now studying my A'Levels in Maths, Physics, Chemistry and English. I'm very interested in science and engineering, and I love understanding how things work - and how they can work better! I intend to go into a career in an engineering discipline, either Mechanical or Aeronautical. I'm looking for work experience or a placement for the summer of 2016.

Save

Cancel

Add a summary

## Summary

Having obtained 9 GCSE's in 2015, I'm now studying my A'Levels in Maths, Physics, Chemistry and English. I'm very interested in science and engineering, and I love understanding how things work - and how they can work better! I intend to go into a career in an engineering discipline, either Mechanical or Aeronautical. I'm looking for work experience or a placement for the...

Add Media: Document Photo Link Video Presentation

# WRITE A COMPELLING SUMMARY

Reference what you have done  
and what you are doing, but focus  
on your future and aspirations..



# Summary: Your Elevator Pitch

What gets you out of bed in the morning?

What is your dream?

What can people expect when they work with you?

Why do you love your major or organizations?

What do you bring into a room?

# COMPELLING SUMMARY

- **Include you're job hunting and contact information.**
- **Provide basic introduction to you.**
- **What are you doing to follow your "passion."**
- **Co-curricular involvement, on campus or within the community.**



I am a Mechanical Engineering student, graduating in May 2025, looking for Full-Time Employment. Please contact me at student123@atu.edu.

I grew up on a 120-acre fruit and vegetable farm in Jonesboro, AR, and am no stranger to hard work. I worked long hours operating machinery to plant, harvest, sort and clean produce and sold all our crops in my family's store – just some of the work I did as the daughter of a self-employed farmer. I had to work just as hard at Arkansas Tech, as it's got a reputation for a demanding and hands-on curriculum, and I'm really proud of my 3.70 GPA. I also added internship experience and campus leadership experience that has helped me develop strong teamwork, project management, communication and leadership skills, that I believe have prepared me to make a valuable contribution to your company. I'm really ready to work hard and exceed your expectations!

In the summer of 2014, I worked at Ford Motor Company as a Design engineering intern where I created an original design for the console mats for the newly designed 2017 Escape. I also worked at John Deere as a manufacturing (operations) engineering intern in the summer of 2013 where I developed a logistics procedure to outsource paint stripping in the seeding factory and coordinated off-site training for 550 employees.

One of the most rewarding experiences I've had at ATU has been my 3 years as a member of the Engineering Program, where I got work on a satellite funded by the US Air Force that will actually be launched into space in 2022. An accomplishment I'm really proud of is that I founded an official student org called Silver Wings (SW). "SW is a national, professional organization dedicated to creating proactive, knowledgeable, and effective civic leaders through community service and education about national defense." I'm now president of a 20 member group, working toward national recognition.



## Education

+ Add education



School \*

Dates Attended

Or expected graduation year

Degree

Field of Study

Grade

Activities and Societies

Examples: Alpha Phi Omega, Chamber Chorale, Debate Team

Description

[See examples](#)

Save

Cancel

[Remove this school](#)

Add Media:



Document



Photo



Link



Video



Presentation

Add education

# DETAIL YOUR EDUCATION

Adding school will connect you with current ATU students and alumni.

## Experience

+ Add position



Company Name \*

Title \*

Location

Time Period \*

Choose... ▾ Year – Choose... ▾ Year

☐ I currently work here

Description

[See examples](#)

Save

Cancel

## Experience

Check-out

Asda

July 2014 – August 2014 (2 months) | Newark

[Add Description](#) ?



Add Media:



Document



Photo



Link



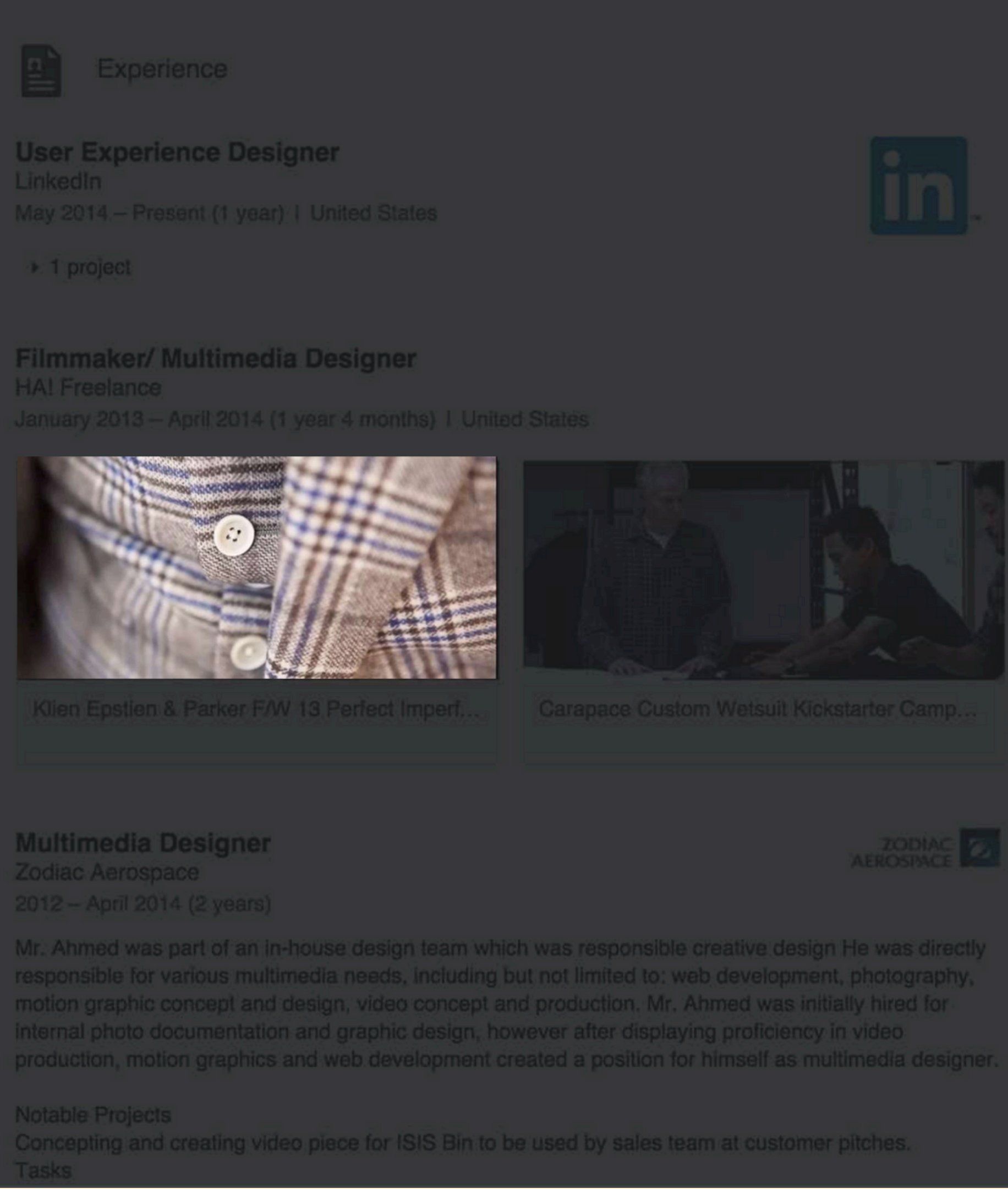
Video



Presentation

# DETAIL YOUR EXPERIENCE


- Include summer jobs, part-time jobs, and work experience.
- Keep the description short and informative.
- Answer what did you achieve, deliver, learn?





# DETAIL YOUR EXPERIENCE


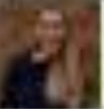


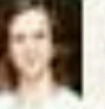

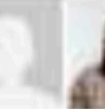












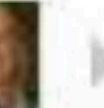



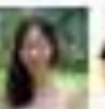
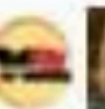
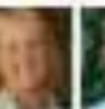

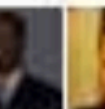

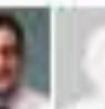



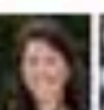
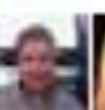
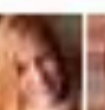
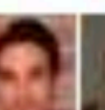
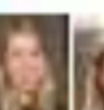
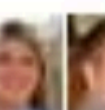
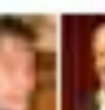
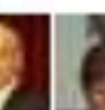
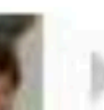
- Add examples of your work in photos presentations & videos.
- Give a dynamic, visually appealing representation of your professional story.

# ADD SKILLS & ENDORSEMENTS

 Skills & Expertise

 Edit | 

Most endorsed for...

24	Public Speaking	+	          
19	Business Development	+	          
17	Strategic Planning	+	          
17	Start-ups	+	          



# DETAIL YOUR SKILLS

- What are your areas of expertise? Add at least 5 skills.
- Adding skills and expertise helps your profile appear in searches!
- If you endorse other people, they are more likely to endorse you in return!







**Designer**

East Palo Alto Charter School  
2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

**Board Member; Co-Chair, Marketing & Communications Committee**

LinkedIn for Good for Employees  
January 2015 | Economic Empowerment

Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

<https://linkedinforgood.linkedin.com/>

**Opportunities Hasan is looking for:**

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

**Causes Hasan cares about:**

- Children
- Education
- Environment
- Health
- Science and Technology

**Organizations Hasan supports:**

- [Sierra Club](#)

**DETAIL  
YOUR  
VOLUNTEERING  
AND CAUSES**

**41%**

of Hiring Managers consider  
volunteer experience highly valuable

# Ask for recommendations that add credibility and flavor



## Vicki Davis

Teacher, Blogger - Cool Cat Teacher Blog, Keynote speaker, Co-Founder Flat Classroom Projects

“ Beth is my de facto, "go to" person for nonprofit and social media advice. She has given me ideas for fundraising and has also encouraged and supported the work we've done with the Flat Classroom project. I highly recommend Beth as a resource and as a person who gives so much to all non profits around the world as evidenced by the awards and recognition that she has... more

July 22, 2009, Vicki was with another company when working with Beth at [bethkanter.org](http://bethkanter.org)

## Tips for getting strong recommendations:



Ask former professors, colleagues, clients



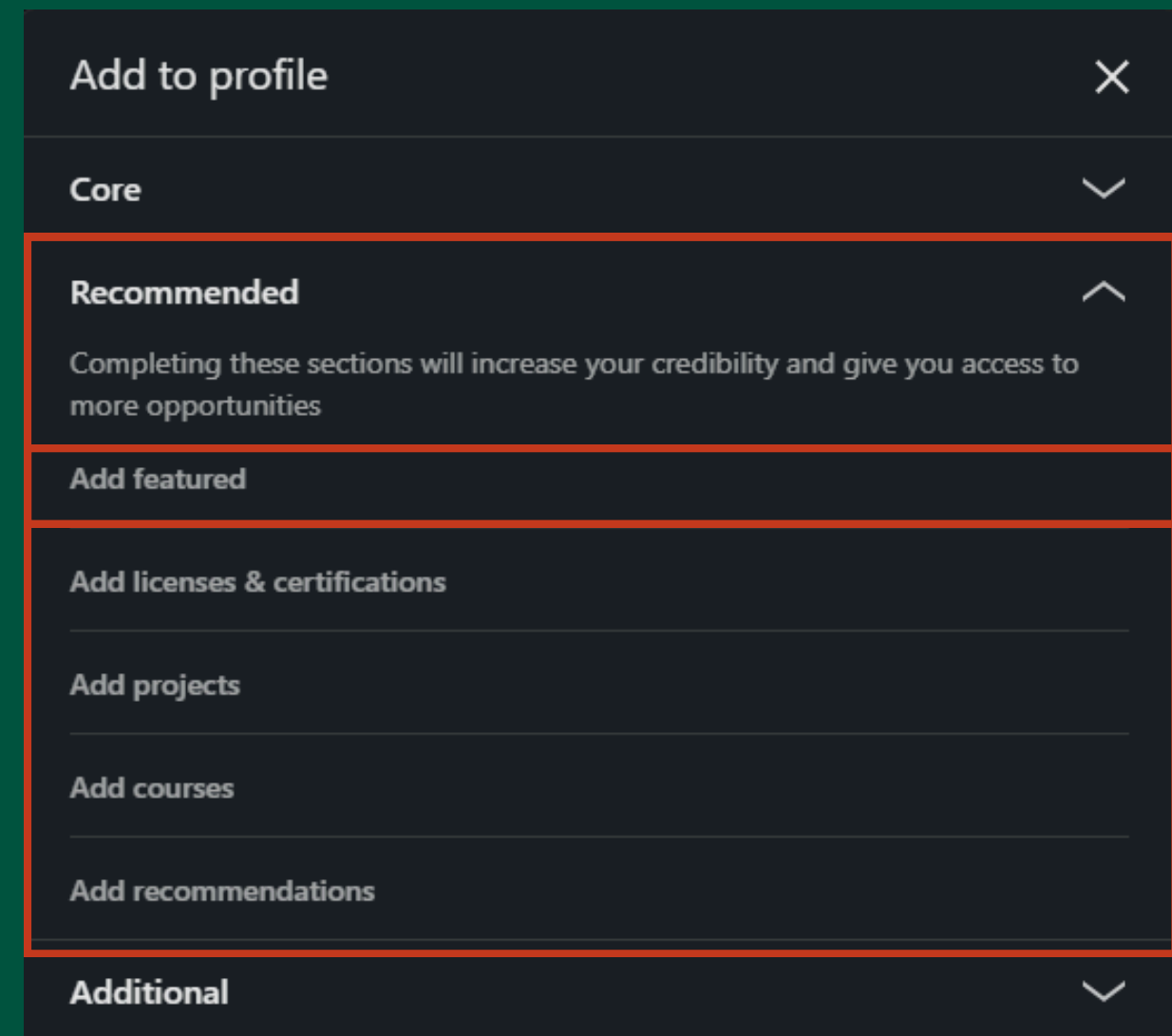
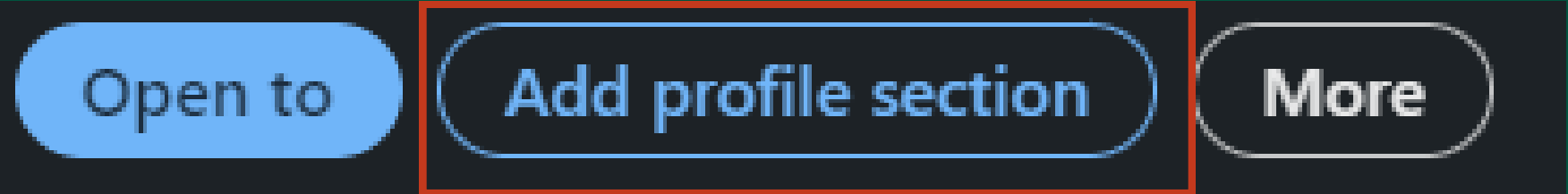
Remind them of your past projects and accomplishments



Recommendations should showcase a diverse set of skills & strengths

# ADD YOUR RESUME/WEBSITE

- Add Profile Section
- Click Recommended
- Click Add featured
- Click the "+" Sign
- Add Link
- Copy and Past your Website
- Click the "+" Sign
- Add Media
- Upload your Resume from your computer  
(MAKE SURE IT IS IN PDF FILE)





**ONCE  
YOUR  
PROFILE  
IS MADE,  
USE IT!**



# USING YOUR PROFILE

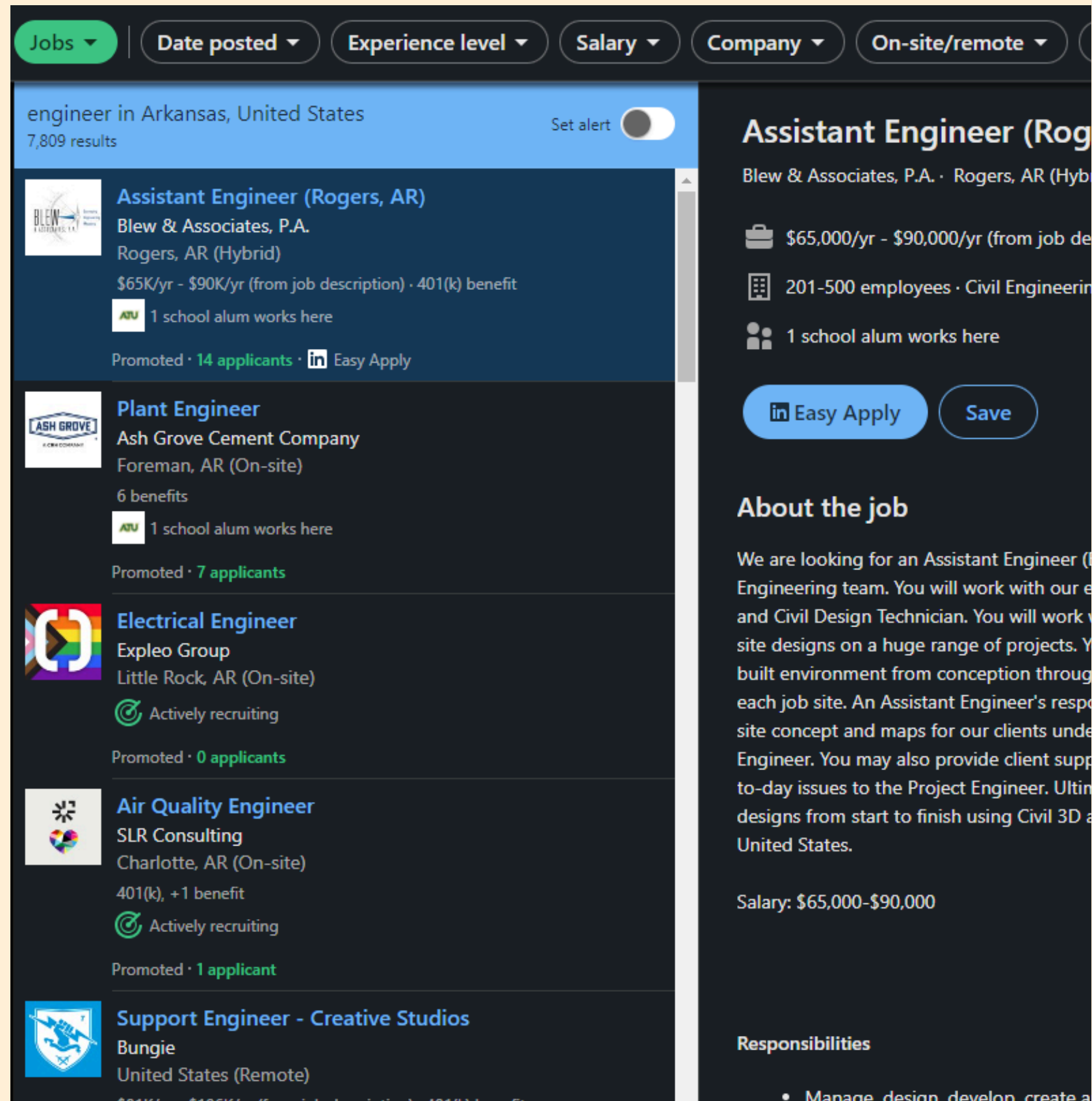
- **Connect with people you know.**
- **Connect with fellow ATU alumni.**
- **Connect using messages.**







# Search millions of job postings




- Click on jobs
- Filter by keyword, title, company, location, function, industry, years of experience, and date posted.
- Save a search result to get email alerts for new job postings.



# Network insights into the company

- See if any connections work there
- See if ATU alumni work there
- See if you background matches




When We Build Our Communities...  
We Build Our Bank!


My100Bank.com | A Home BancShares Company | Member FDIC

Centennial Bank

Banking · Conway, AR · 6,876 followers · 1,328 employees

 Randy & 1 other connection follow this page

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About

Centennial Bank, a Home BancShares Company, is a customer focused bank that provides a broad range of commercial and retail banking and related financial services to businesses, investors, individuals and municipalities. We have locations in Arkansas, Florida, Alabama, New York and Texas. Member F ... see more


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Page posts




Centennial Bank

6,876 followers


1d · 

...



Centennial Bank

6,876 followers

2d · 

...

Centennial Bank

Banking · Conway, AR · 6,876 followers · 1,328 employees

Randy & 1 other connection follow this page

+ Follow

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Create job alert for Centennial Bank

Create job alert

Centennial Bank has 4 job openings - find the one for you.

Job title or keyword

Search

Recently posted jobs

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Bookmark icon

BSA Case Investigations Manager

Centennial Bank  
Conway, AR

⌚ Be an early applicant

6 days ago

CENTENNIAL BANK

Bookmark icon

Director of IT Strategy & Control

Centennial Bank  
Conway, AR

⌚ Be an early applicant

6 days ago

CENTENNIAL BANK

Bookmark icon

Teller

Centennial Bank  
Lynn Haven, FL

⌚ Be an early applicant

6 days ago

Show all jobs →

HomeAboutPostsJobsPeople

1,328 employees

Search employees by title, keyword or school

Where they live+ Add

1,303 | United States

728 | Arkansas, United States

471 | Little Rock Metropolitan Area

413 | Florida, United States

Where they studied+ Add

117 | University of Central Arkansas

80 | Arkansas State University

40 | University of Arkansas

34 | Arkansas Tech University

Show more

**Now is time to make it  
happen!**





# Thank You!



Kyla Stewart-Davenport  
Employer Relations Coordinator  
kstewart20@atu.edu



Kristen Merritt Beck  
Assistant Dean  
kbeck12@atu.edu



Yushia "Yoshi" Thao  
Career Counselor  
ythao1@atu.edu





# Visit our Website

