



LinkedIn:

A Guide for Engineering Students

Introduction

LinkedIn is a powerful tool for engineering students to build a professional network, discover job opportunities, and showcase their skills and accomplishments. This guide will provide you with instructions on optimizing your LinkedIn profile to help you stand out in the competitive engineering job market. LinkedIn provides a platform for engineers to connect with other professionals in their field, including colleagues, mentors, professors, and industry experts. Building a robust network can lead to valuable connections, knowledge sharing, and potential job opportunities. Engineering students and professionals can find a wide range of job opportunities on LinkedIn. Many companies and recruiters use LinkedIn as a primary source for talent acquisition. Overall, LinkedIn empowers engineers to connect, learn, share, and grow in their careers by providing a platform that is tailor-made for the professional and technical needs of the engineering community.

Getting Started

Getting started on LinkedIn is a straightforward process. Here are the steps to help you begin your LinkedIn journey:

Create an Account:

Visit the LinkedIn website (www.linkedin.com) and click on "Join now". Provide your first and last name, email address, and create a strong password to create an account.

Complete Your Profile:

- Add a professional profile picture. This should be a high-quality headshot.
- Write a compelling headline that highlights your profession, skills, or aspirations.
- Create a summary that briefly describes your background, skills, and career goals.
- Add your educational background, including your current or past schools and degrees.
- Include your work experience, internships, and any relevant volunteer work.
- Specify your skills, certifications, and languages spoken.
- Customize your LinkedIn URL (e.g., www.linkedin.com/in/yourname) to make it more user-friendly.

Connect With Others:

- Search for classmates, colleagues, professors, and other professionals you know. You can use your email address book to find connections.
- Send personalized connection requests. Explain why you want to connect and how you know the person. This resource has a section on how to best write personalized connection requests.

Advanced Search on LinkedIn

LinkedIn's Advanced Search feature is powerful because it allows you to perform highly targeted and specific searches to find the exact people or job opportunities you are looking for.

On a company's page, for example, Tesla, you can filter to see all alumni from the "University of British Columbia" by clicking on "people" and looking up "University of British Columbia". By utilizing this filter, you can target people you have a higher chance of connecting with. Scrolling down, and you find a complete list of people you can send a personalized connection request to!

Alternatively, the same can be done in reverse where you look at your chosen institution (UBC, for example), and see what alumni are doing! For example, you can set the filters on the UBC Alumni LinkedIn page to "Microsoft" and "Washington, United States" which allows you to see all UBC graduates/current students who work at Microsoft in Washington! You now have a list of people to reach out to who have gone through the interview and relocation process for roles you might find interesting.

Posts and Engagements

Often, it's frustrating and mentally hard to see Congratulatory posts or milestones of other people in your network finding jobs when you're still in the job search.

However, you can choose to use that to your advantage to connect with hiring managers directly. You can use 'quotations' in the search bar and look for "Happy" or "Excited to announce" posts in combination with "internship" or "co-op" and see the recruiters and managers tagged in the posts!

Reading a LinkedIn Profile

The skill of reading a LinkedIn profile of someone you want to connect with come in handy many times when networking, most commonly when:

- You have an interview, and you know the interviewer's name (reading the profile could also help come up with specific questions!)
- You want to learn specifically what people in roles you are interested in do
- Writing a customized connection invite!

Of course, the obvious ones are reading the descriptions under 'Experiences', but do not overlook other areas like the Biography, Languages, Recommendations, Patents/Awards/Projects etc. Some biographies also have personal websites or GitHub projects that you can check out to learn more about the person outside of

their profession. You can find Patents, Publications, and Technical Projects that could be conversation starters, interview questions, or just general new knowledge for you! Note that not everyone on LinkedIn will have their profile fully filled, so sometimes you might not find anything on their profile.

Personalized Connection Requests

This option will pop up when you click on 'Connect', which allows you to 'Add a note'. Chances are if you want to connect with someone, there would be many others doing the same. Writing a personalized connection request sets you apart from the many other requests. It shows that you are proactive and made the effort.

There are many templates you may find online on how to 'personalize' your request, but at the end of the day it must come from you and what interests you about their experiences and their profile.

Creating Content on LinkedIn

Another option on LinkedIn is to 'Post' content. This is completely up to you, and like all things on this article, it is also optional. Posting relevant milestones (completion of a class or passion project, participation or placing in a Hackathon or case competition) is a useful way to make your accomplishments noticed. You never know – maybe it will land on the feed of a recruiter. It is also a good way to continue to build your LinkedIn profile.

Need More Advice on Getting Started on LinkedIn?

Book a one-on-one session with one of the Engineering Career Peer Coaches today:

<https://experience.apsc.ubc.ca/get-experience/coaches>

