



THOMAS MORE
UNIVERSITY

Make It **More.**

LinkedIn 101

—

**Institute for Career Development and
Graduate School Planning (ICG)**





Hello!

I am Samantha Palmer and my pronouns are she/her. I am the Coordinator of Career Planning which means if you schedule an appointment with the ICG you will be meeting with me.

Today we are going to learn:

- 1) What LinkedIn is
- 2) Why use LinkedIn
- 3) How to set up your profile
- 4) How to use the basic features

What is LinkedIn???



Finding:

- Part Time Jobs
- Internships
- Co-Ops
- Full Time Careers
- Volunteering

The Largest Professional Networking Platform



Networking & Connecting



- An evolving online public resume
- Develop your professional online brand
- Career exploration

Who do you know?

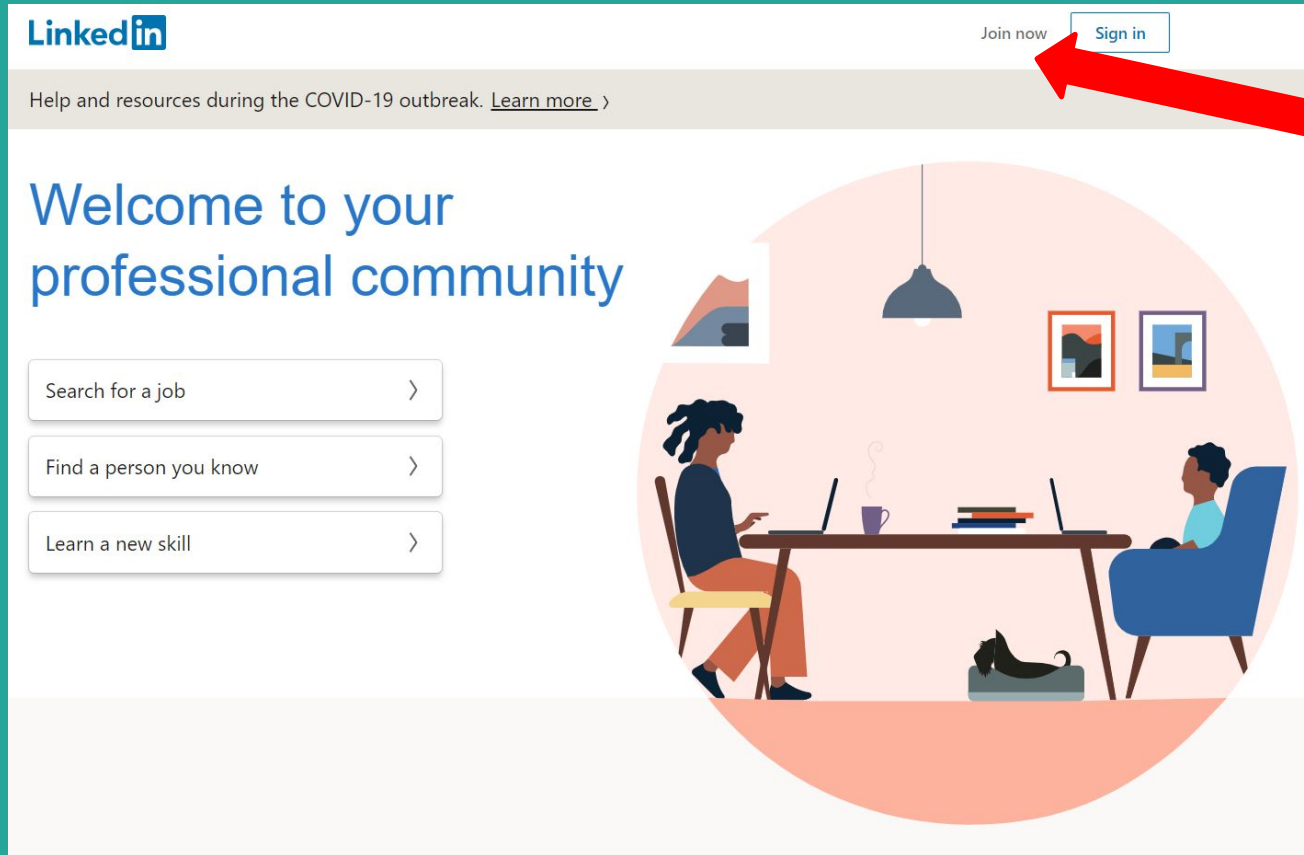
- Family members
- Friends of family members
- Friends with jobs
- Former co-workers
- Former supervisors
- Neighbors
- Teachers

All of these people are part of your network!



LinkedIn is a great way to
stay connected to your
network and connect with
new professionals.

Go to the LinkedIn website: www.linkedin.com

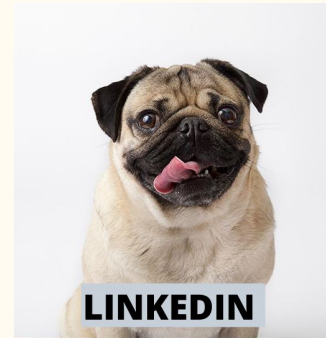


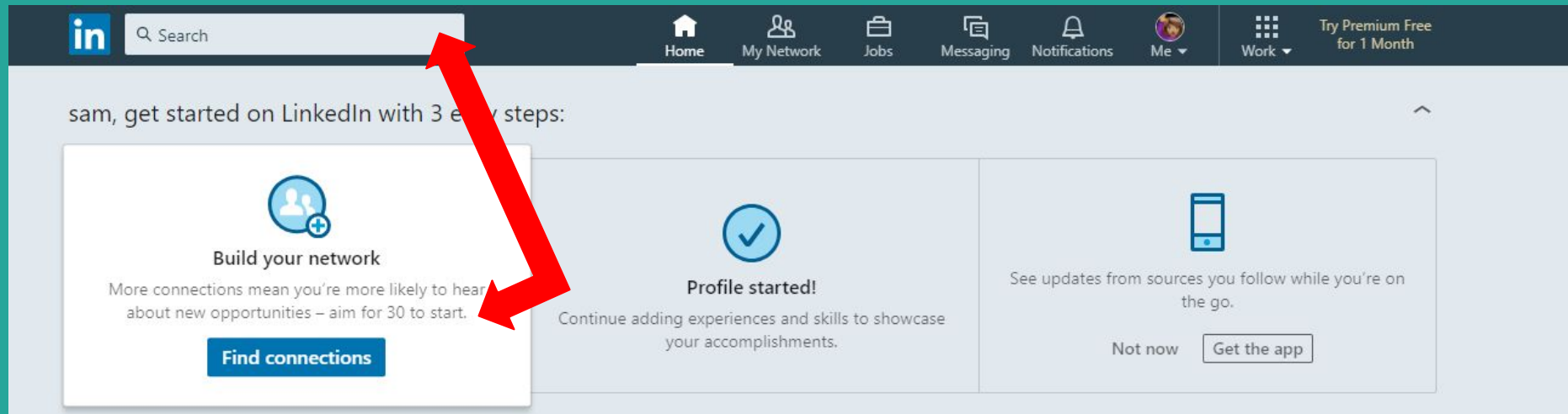
Starting An Account:

- Use your personal email account, not your Thomas More email
- Check your email to confirm
- Provide info requested for profile
- Choose the 'I'm a student' option
- Fill in Thomas More info.
 - Degree = Bachelor's degree
 - Specialization = Major
- Connect with people you know
- Add profile photo



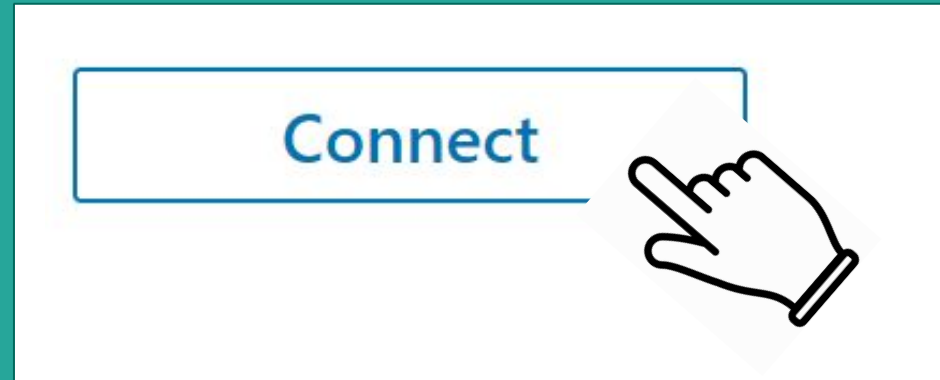
Professional Looking Headshot





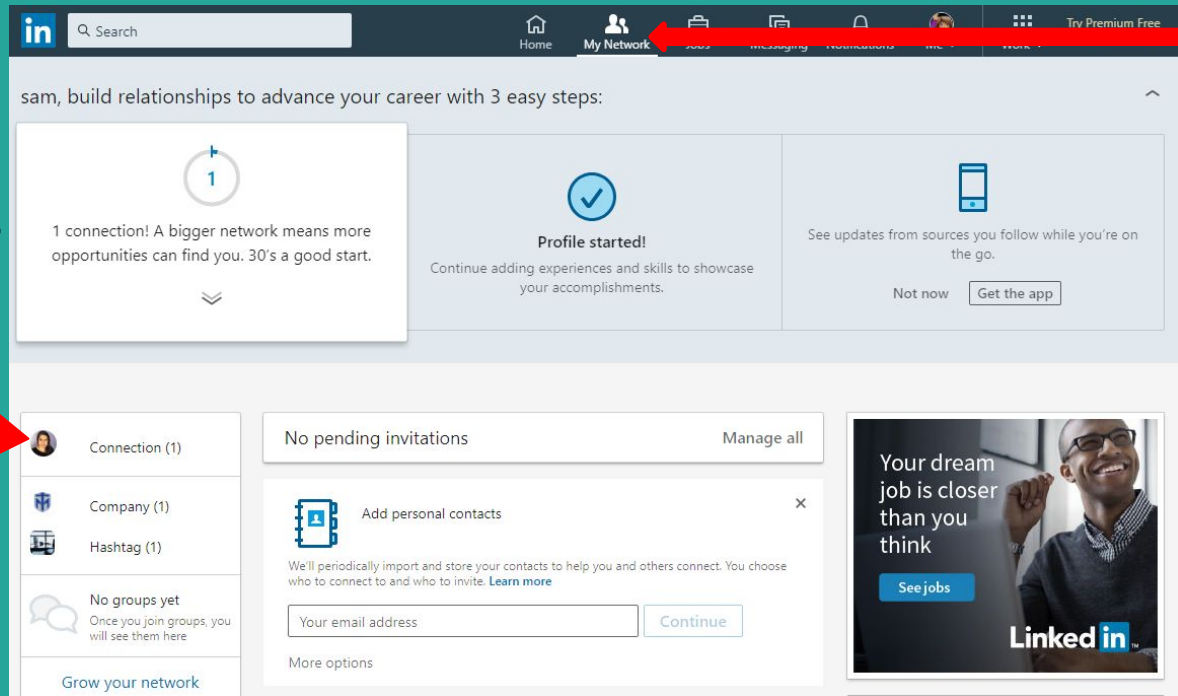
Search or Find Connections:

- 1) Find Your Professors
- 2) Find Your Friends
- 3) Find Your Parents and/or Family
- 4) Find Your Supervisors



*****Connecting with important people? Send a message when you ask to connect. *****

Finding new connections through current connections...



1) Click 'My Network'

2) Click 'Connections'

1 Connection

Sort by: Recently added ▾

Search by name

[Search with filters](#)



Samantha Palmer

Connector of people, services, resources, and opportunities.
Connected 14 minutes ago

[Message](#)

...

Manage synced and imported contacts

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

Your email address

[Continue](#)

[More options](#)

3) Click on 'Samantha Palmer'



Samantha Palmer • 1st

Connector of people, services, resources, and opportunities.

Cincinnati, Ohio Area

[Message](#)

[More...](#)

4) Click on 'See Connections'



Thomas More University



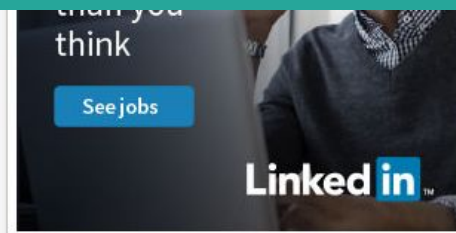
University of Louisville



See contact info



See connections (500+)












LinkedIn

Learn the skills Samantha has



Rocking Your First Retail Sales Job

Viewers: 897

Bobbie Bitter • 2nd Registered Medical Assistant at Bluegrass Urgent Care Cincinnati, Ohio Area  1 shared connection	Connect
Donetta Moore • 2nd Executive Assistant at American National University and National College Cincinnati, Ohio Area  1 shared connection	Connect
Melinda Ford • 2nd Workforce Development Supervisor Cincinnati, Ohio Area  1 shared connection	Connect
Dawn Lamping • 2nd VP - Scrum Master Cincinnati, Ohio Area  1 shared connection	Connect
Brad Hodge • 2nd Owner, Simple IT Cincinnati, Ohio Area  1 shared connection	Connect
Beth Hinden • 2nd Licensed Massage Therapist/Owner at Sanctuary of Integration Wellness Center, LLC Cincinnati, Ohio Area  1 shared connection	Connect
Brent Hegge • 2nd Volunteer at American National University Cincinnati, Ohio Area  1 shared connection	Connect
Lisa Hungler • 2nd HR Coordinator at Eagle Financial Services, Inc. Cincinnati, Ohio Area  1 shared connection	Connect
Kaleigh Courts • 2nd Registered Medical assistant Cincinnati, Ohio Area  1 shared connection	Connect

Previous 1 2 3 4 5 6 7 8 ... 98 Next

Find & Connect With ICG's Staff:

1) Samantha Palmer

2) Robin Norton

3) Kiera Bowman

Personalize the connect request by telling us who you are and why you are connecting on LinkedIn.

Settings and Privacy

First Click
Here

The image shows the LinkedIn homepage for a user named 'sam dinap'. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and the user's profile (labeled 'Me'). A red arrow points to the 'Me' icon with the text 'First Click Here'. Below the navigation bar, a banner reads 'sam, get started on LinkedIn with 3 easy steps: Keep connecting, Profile started, and a third step that is partially obscured. The main content area shows the user's profile card on the left, which includes a profile picture, name 'sam dinap', and affiliation 'Student at Thomas More University'. A red arrow points from the profile card to the 'Settings & Privacy' option in the 'Me' dropdown menu, with the text 'Then Click Here' next to it. The dropdown menu also lists options like ACCOUNT, NEED HELP?, MANAGE, and SIGN OUT. The background shows various job recommendations and articles.

in Search

Home My Network Jobs Messaging Notifications Me

Work Try Premium Free for 1 Month

sam, get started on LinkedIn with 3 easy steps: Keep connecting Profile started

Color & Shine Sell - Brand Differentiat

View profile

ACCOUNT

Settings & Privacy

Language

NEED HELP?

Open Quick Help

MANAGE

Posts & Activity

Job postings

Sign out

are talking about now

s surge readers

most profitable company 65 readers

curity? Try being funny 31 readers

to is worth 1,000 reviews 18 readers

sa changes affect tech 101 readers

Jobs recommended for you

STUDENT ASSISTANT TriHealth • Cincinnati, OH, US 32 Thomas More University alumni work here

2019 & 2020 Undergraduate Seeking Full-Time Opp Fidelity Investments • Covington, KY, US 171 Thomas More University alumni work here

Connection 1 Grow your network

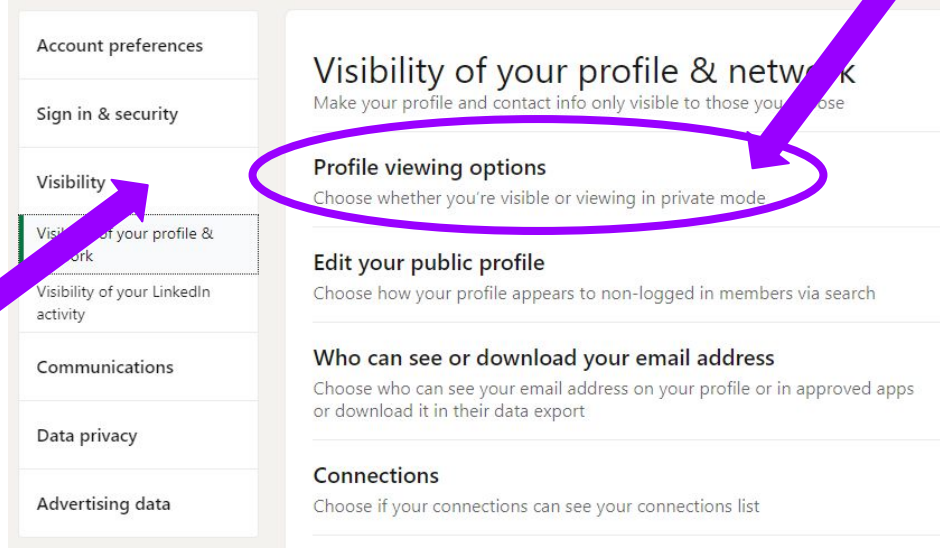
Access exclusive tools & insights Try Premium Free for 1 Month

Recent # careers

Groups

Seeing Your Activity

1) Click
'Visibility'



2) Click 'Profile viewing options'

3) Click your preferred option

Visibility of your profile & network

Make your profile and contact info only visible to those you choose

Profile viewing options


Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile


Your name and headline

 **Samantha Palmer, M.A., SHRM-CP**
Connector of people, employment, resources, and opportunities.
Cincinnati Metropolitan Area | Higher Education

Private profile characteristics

☐  Someone at Appalachian Regional Commission (ARC)

Private mode

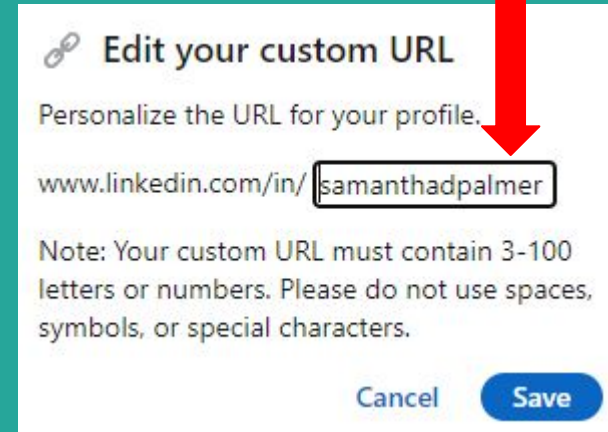
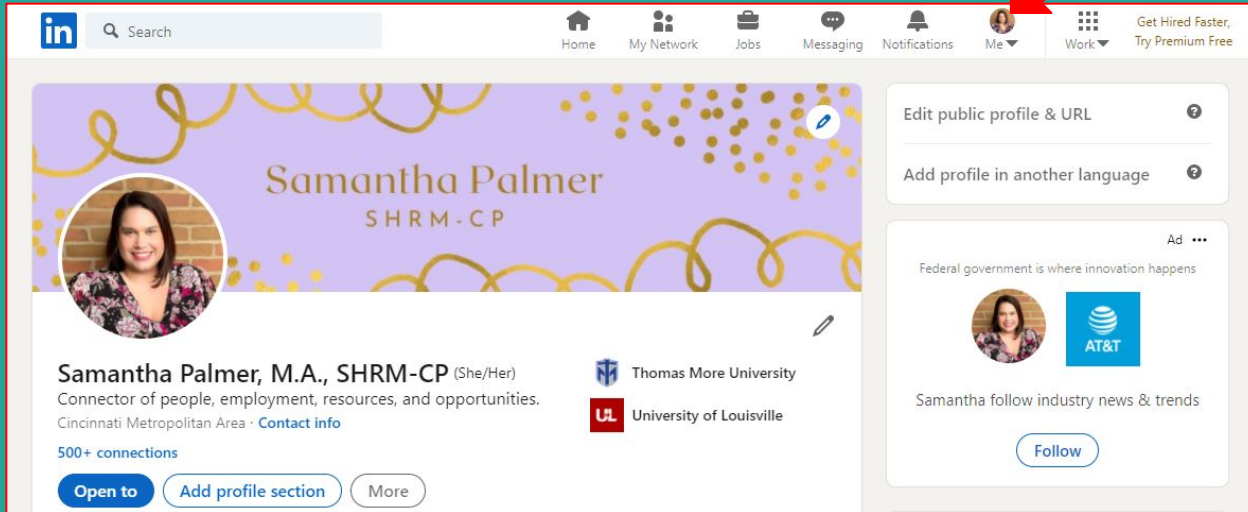
☐  Anonymous LinkedIn Member

LinkedIn lets people know that you have visited their page. If you don't want people to know that you visited their page update your 'Profile Viewing Options' to make your profile private.

Personalize Your URL

1) Click on your photo, then click 'view profile'

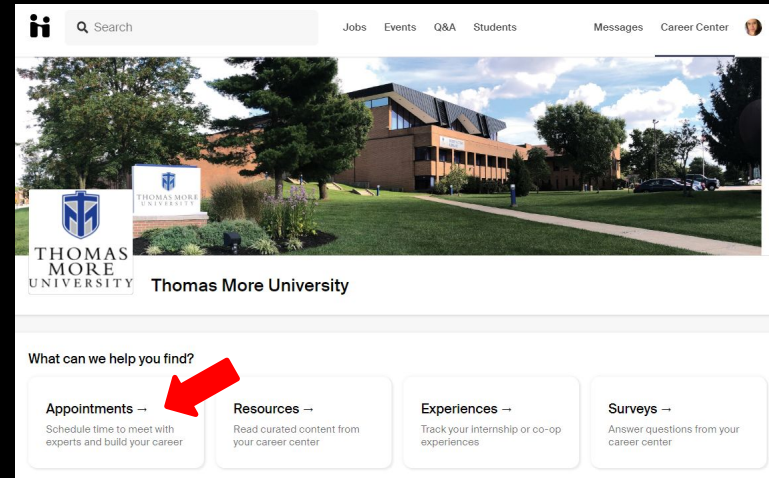
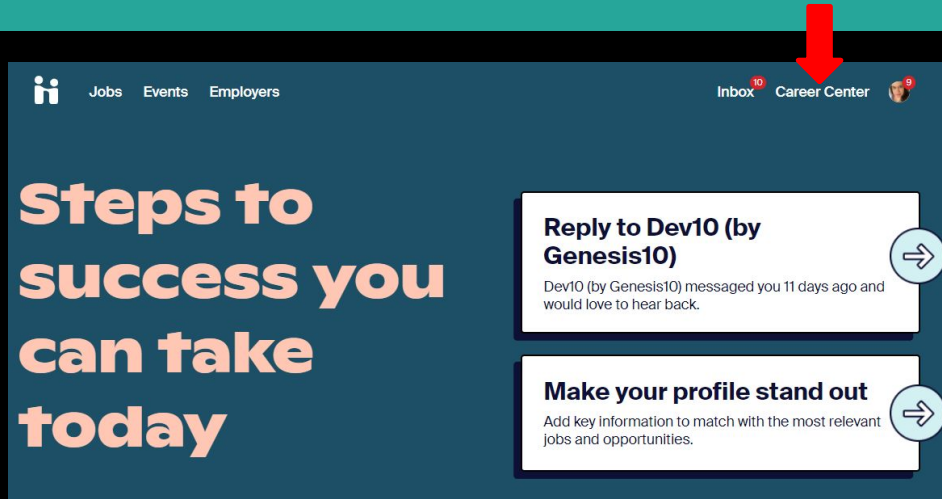
2) Click 'Edit public profile & URL' then click on the pencil edit button



Tips:

- Try to use a variation of your name: SamanthaDpalmer, SamPalmer, or SamanthaPalmerKy
- You can use numbers, but don't use your birthday year. You can use your birth month and day (January 23rd): SamanthaPalmer0123
- Personalizing your URL makes it easier for people to find you & looks better in you include it on your resume

Want to learn more about how to use LinkedIn?



Schedule an individual LinkedIn Review appointment with the ICG Staff. Head over to [ThomasMore.JoinHandshake.com](https://thomasmore.joinhandshake.com). Log In with your MyTMU credentials. Click Career Center, then Appointments. Follow the prompts to schedule your appointment.

The ICG is also available virtually.

You can also follow our Instagram, Facebook, & Twitter at @ThomasMoreICG

We also have many online resources available at our website: bit.ly/ThomasmoreICG



Twitter profile for Thomas More ICG (@ThomasMoreICG). The profile picture is a circular logo with the Thomas More University crest and the text "THOMAS MORE UNIVERSITY Institute for Career Development and Graduate School Planning". The header image is a blue banner with the "Focus 2" logo and the text "MAJOR SELECTION AND CAREER DECISION MAKING STARTS HERE". The bio reads: "Connect with the TMU Institute for Career Development & Graduate School Planning to take the next step in your career and professional development!". The location is "Crestview Hills, KY" and the website is "linktr.ee/TMU_ICG". The profile was joined in January 2013. It has 822 following and 472 followers. The bottom navigation bar shows "Tweets", "Tweets & replies", "Media", and "Likes".

Thomas More ICG
@ThomasMoreICG

Connect with the TMU Institute for Career Development & Graduate School Planning to take the next step in your career and professional development!

Crestview Hills, KY linktr.ee/TMU_ICG

Joined January 2013

822 Following 472 Followers

Followed by Thomas More University, Diversity Club TMU, Thomas More...

Tweets Tweets & replies Media Likes



Facebook post from Thomas More ICG. The post features a blue banner with the "Focus 2" logo and the text "MAJOR SELECTION AND CAREER DECISION MAKING STARTS HERE". The main text of the post reads: "NEW!!! To access Focus 2 Career login to MyTMU, select the 'Student Services' tab, then go to 'Career Services (ICG)'". The bottom of the post shows the "Institute for Career Development & Graduate School Planning" logo and the text "College & university". A blue "Liked" button is visible in the bottom right corner.

NEW!!!

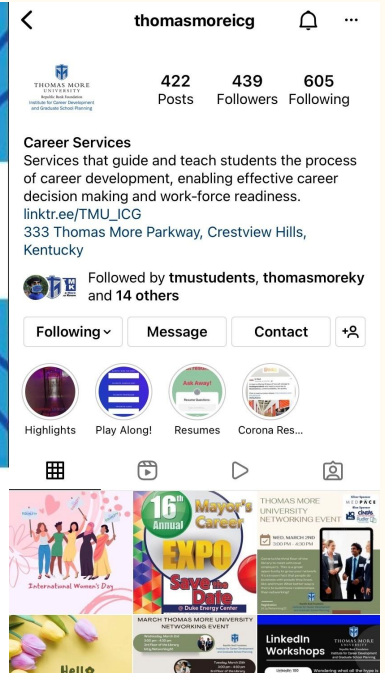
Focus 2
MAJOR SELECTION AND CAREER DECISION MAKING STARTS HERE

To access Focus 2 Career login to MyTMU, select the 'Student Services' tab, then go to 'Career Services (ICG)'.

Institute for Career Development & Graduate School Planning

College & university

Liked



Instagram profile for thomasmoreicg. The profile picture is the Thomas More University crest. The header shows 422 posts, 439 followers, and 605 following. The bio reads: "Career Services Services that guide and teach students the process of career development, enabling effective career decision making and work-force readiness. linktr.ee/TMU_ICG 333 Thomas More Parkway, Crestview Hills, Kentucky". It is followed by "tmustudents, thomasmoreicg and 14 others". The bottom navigation bar shows "Following", "Message", "Contact", and a search icon. Below the navigation bar are icons for Highlights, Play Along!, Resumes, and Corona Res... The bottom of the post shows a grid of images, including a "16th Annual Career Expo" poster and a "LinkedIn Workshops" poster.

thomasmoreicg

422 Posts 439 Followers 605 Following

Career Services
Services that guide and teach students the process of career development, enabling effective career decision making and work-force readiness.
linktr.ee/TMU_ICG
333 Thomas More Parkway, Crestview Hills, Kentucky

Followed by tmustudents, thomasmoreicg and 14 others

Following Message Contact +

Highlights Play Along! Resumes Corona Res...

16th Annual Career Expo
International Women's Day
Hello

THOMAS MORE UNIVERSITY
16th Annual Career Expo
Saves Date
March 16th 2024
Networking Event

LinkedIn Workshops