Pulse Survey Data Analysis

Binghamton University
State University of New York

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Career and Alumni Connections

How to Network on LinkedIn
LinkedIn is a professional social media platform where members connect to keep in touch, follow companies, and network with other professions.

It is a valuable tool for networking. LinkedIn can be used to search for individuals and connections to build a network!

Remember: Networking is the reason for 80% of all job offers and employment!
IMPORTANT TO NOTE:

When you view someone’s profile, they get a notification saying that you have viewed their profile.

Before you start viewing a lot of unknown profile’s, it is best to change your privacy settings so you appear “Anonymous”.

You do not want future connections to be notified that you viewed their profile several times as it could hinder their likelihood to connect with you.
Change Privacy Settings

To Change Privacy Settings:

Go to LinkedIn Home Page
Changing Privacy Settings

On the home page, find the Profile Settings Icon Picture

Move cursor over the icon and click on “Privacy & Settings”
Changing Privacy Settings

Sign in again to access privacy information
Changing Privacy Settings

On the Account Settings Home Page, click “Select what others see when you’ve viewed their profile”
Changing Privacy Settings

A box will pop up. Click the circle for “You will be totally anonymous.”

Then click “Save Changes”

You are now anonymous when viewing other profiles!
Continue with presentation to learn how to start making connections!
Networking With LinkedIn

Go to LinkedIn Home Page
Networking With LinkedIn

On the home page find the, “Connections” Tab

Move cursor over “Connections” and click on “Find Alumni”
Networking With LinkedIn

“Find Alumni” Home Page
Networking With LinkedIn

Gives a list of every person associated with Binghamton on their LinkedIn as well as criteria to narrow down results.

Click “Show More” for more criteria.
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More Criteria are here to click on and narrow down search. Clicking the arrow over will bring up more criteria options.
Networking With LinkedIn

Narrow Down search by typing in certain keywords/companies

Narrow by dates attended

Search this set
Networking With LinkedIn

These are the results when “IBM” was searched from the dates of 1970 to 2015
Networking With LinkedIn

Result list from IBM, 1970-2015

<table>
<thead>
<tr>
<th>History</th>
<th>24</th>
<th>SDLC</th>
<th>144</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>20</td>
<td>Enterprise Software</td>
<td>143</td>
</tr>
<tr>
<td>English Language and Literature/Lett</td>
<td>20</td>
<td>C</td>
<td>133</td>
</tr>
<tr>
<td>Electrical, Electronics and Communic...</td>
<td>16</td>
<td>Software Project Management</td>
<td>130</td>
</tr>
</tbody>
</table>

Note: A result does not mean that person currently works there, but has IBM in their LinkedIn account somewhere (worked in the past/intern)
Networking With LinkedIn

Result list for IBM Search

Refine results by clicking a criteria of interest (ie. Mechanical Engineering)
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IBM – Mechanical Engineering Result List
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Choose someone with whom you’d like to connect
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Click the “Connect” button in the bottom left hand corner.

This message box will pop up, where you can write a small (character limited) message to the person you are connecting with.
Networking With LinkedIn

Choose “Friend” and craft a short message for the person you are connecting with!

**Sample Message**

Dear [Name],

I went to Binghamton University and would like to contact you about what your career is like at [company] and as a [job position]. If you'd be willing to talk, we can connect on LinkedIn and talk through email or phone.

Thank you,

[Your Name]
Networking With LinkedIn

Click “Send Invitation” and you’re done! Congrats!

Wait for a reply and start networking!

Note: Make sure your school is “Binghamton University” not “State University of New York at Binghamton” so you can be in the Alumni search as well!