

PERSONAL
BRANDING



BAYLOR
UNIVERSITY

CAREER MANAGEMENT
Hankamer School of Business



How to Network on LinkedIn

Get connected and get your career going.

1

100% complete = 40x more opportunities.

Building connections starts with people seeing all you have to offer. Members with complete profiles are 40x more likely to receive opportunities through LinkedIn.

2

You're more experienced than you think.

Think broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.



3

Use your inbox.

Networking doesn't mean reaching out cold to strangers. Start building your LinkedIn network by uploading your online address book (from your email account) and connecting to people you know and trust.

4

Get personal.

As you build your connections, customize your requests with a friendly note and, if necessary, a reminder of where you met, who you met through, or what organization you have in common.



5

Join the "In" crowd.

LinkedIn Groups can help you form new connections. Start with your school groups and reach out to alumni (they love to connect with students). Find volunteer organizations and associations you belong to.



Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1

Write an informative profile headline.

Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.

2



Pick an appropriate photo.

LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!



3

Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4

Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

5

Fill "Skills & Expertise" with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.





LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. The profile includes a profile picture, a headline, a summary, an experience section, and an organizations section. The summary section contains the following text: "I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing? As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies." The experience section lists a "Venture Capital Internship" at Berkeley Ventures from May 2013 to September 2013, with a description: "Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment." Below this is a link to a presentation titled "INTRODUCTION TO VENTURE CAPITAL" with a description: "A presentation I gave to my classmates, based on what I learned at Berkeley Ventures." The organizations section lists "Berkeley A Capella" as a "Lead Singer" from March 2012 to Present, with a description: "Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game."



Build Your Personal Brand on LinkedIn

In today's working world, your professional online brand is key. LinkedIn can help you build one. Here's how.



1

Be authentic.

The best online identities are real, honest, and focus on what makes you unique and what you can offer. Personal branding is not about sales or spin.

2

Create a distinctive profile headline.

Your LinkedIn headline is the first description that people will see. Make it count. Good headlines are clear, confident, and use terms people search for.



3

Avoid clichés.

Words like "creative," "extensive experience," and "team player" appear on so many profiles that they're almost meaningless. Find unique ways to describe your skills.



4

Be visible.

Stand out by updating your status with projects you're working on, stuff you're reading (and your opinions on them), and events you're attending. Your brand is not just who you are; it's what you do.

5

Build brand associations.

You're judged by the company you keep. By building your LinkedIn network, you're building your personal brand. Connect with colleagues, classmates, and others.

LINKEDIN VIDEOS

LINKEDIN FOR STUDENTS VIDEOS



[Your Career Starts Here](#)



[Top Five Profile To-Do's](#)

LINKEDIN FOR STUDENTS VIDEOS



[What is LinkedIn and Why Should I Join?](#)



[Building Your Professional Brand](#)



[Finding and Pursuing Your Career Passion](#)



[Building and Maintaining a Professional Network](#)



[Turning Relationships Into Opportunities](#)



[Researching and Prepping for Interviews & Other Opportunities](#)

ETIQUETTE IN THE DIGITAL AGE

OVERVIEW

Because we don't abandon professionalism when we use e-mail, we need to pay attention to our business etiquette. This refers to the rules of behavior that apply when we use business e-mail to quickly communicate internally and externally. Adherence to some basic rules of e-mail etiquette will alleviate some of the time-wasting problems that poorly written e-mail can create. Speaking of etiquette, texting should not be used when communicating with a potential employer unless the potential employer initiates the texting. At that point, texting should use the rules below when applicable.

While everyone has their own unique writing style and distinctive quirks, there are some simple rules of e-mail etiquette you can follow in order to make sure your e-mails are more productive:

1. Clearly state the purpose of your message in the subject line. Don't be clever.
2. Direct your message only to people who need the information. Don't use the CC function to copy your message to large numbers of people if it is not necessary.
3. Plz Don't Abbrvt. Texting is different from writing a business e-mail or even a business text.
4. Keep your messages short and focused. Recipients tend to ignore or scan long messages, especially if they are reading them on a smart phone or other mobile devices.
5. Pay attention to grammar, spelling, and punctuation — the same rules apply as for hard copy correspondence.
6. Remember to consider the tone of your e-mail. Written comments can be misinterpreted. Humor, sarcasm, and emotion do not translate well in e-mail.
7. Always sign off with your name and signature, which is a short block of copy that identifies you and includes your contact information, trimmed to not more than five lines. If the signature takes up more space than the message itself, it is not always clear to the eye what it should pay attention to.
8. Avoid signing your messages with boilerplate remarks or smileys. Quotes at the end of your signature file can be fine – but for business use, they must be carefully selected and apropos for the business at hand.
9. Take a moment to proofread your message before pressing "send."
10. Don't forward chain letters or unconfirmed messages about possible scams or e-mail hoaxes.
11. Ditch the "dear diary" tone with too much personality expressed. Be cognizant of the fact that all the colors, fonts and formatting can make your e-mails more difficult to read on the other side.
12. Start every e-mail with a brief greeting, such as "Dear colleagues," or "Good morning" and close with a courteous sign-off, like "Warm regards," "All the best" or "Thank you."

EMAIL FORMATTING

E-mail requires attention to formatting.

1. Avoid using all capital letters. USING ALL CAPS MAKES IT LOOK LIKE YOU'RE SHOUTING! IT'S ALSO MORE DIFFICULT TO READ. Using all lowercase appears lazy and looks like you are mumbling.
2. Insert a blank line between paragraphs; don't indent paragraphs.
3. Create bulleted lists to help the reader locate pertinent information quickly.
4. Get organized. Learn how to edit your e-mails so you don't force the recipient to decipher which issues you are addressing. Bottom line up front; put the most important information at the beginning of the e-mail.
5. Use plain fonts. Your e-mail program may be able to handle all the fancy graphics found on Web pages, but your readers may not have the same font software.
6. When sending an attachment, in a small e-mail message, briefly describe the attachment so they will open it.
7. Be careful in sending attachments over a megabyte because they can clog up the recipients e-mail system, especially when using smartphones.
8. Make your messages a joy to read by ensuring your lines are short and sweet. Wrap lines at about 65 characters to make sure your messages look good in every e-mail program on every computer.

REPLYING

If you receive an e-mail that requires a response, do so quickly. In addition:

1. Answer all questions
2. Acknowledge an action item with an e-mail response even if you can't get to it for a while.
3. Include enough of the original message to put your reply in context.
4. If you are forwarding or re-posting a message you've received, do not change the wording. If the message was a personal message to you and you are re-posting to a group, you should first ask permission of the sender. You may shorten the message and quote only relevant parts, but be sure you give proper attribution.
5. When sending high priority documents, it's wise to include yourself in the bcc field and even call the recipient as a "heads up" courtesy.

REMINDER

E-mail is not private! Everything you mail could be used against you.



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