

## Why LinkedIn?

A smart job searcher will recognize that 70-80% of open positions are never advertised publicly. The best way to get a job is to have an internal referral. Research has shown that our acquaintances and second degree connections (people who know people you know) are often the most helpful in introducing us to new opportunities. By creating and actively managing a LinkedIn profile, you can utilize your professional network to find and identify contacts within the organization or field in which you want to work.

## When should I use LinkedIn?

Right now! You don't need to be actively searching for a job to use LinkedIn; in fact, a job search will be more effective if you've been managing your professional network all along. You can also use LinkedIn to keep yourself updated on and participate in discussions of the trends in your field.

## How should I use LinkedIn?

The sections below will provide some tips on tools that you can use for career exploration and the job search. Remember that getting a job takes work. Following the suggestions below probably won't lead you straight into an open position, but they will help educate you about where to focus your search, who to contact, and how to best present yourself as a capable, qualified candidate.

## Your Profile

- Current position – this does not have to be a specific job title. If you're a student and/or are currently unemployed you can use a general description of the type of job that you would like to have, e.g. "Public Health Professional" or "MPH Candidate in Biostatistics."
- Summary – Use a statement that describes who you are, a general description of your experience, and what type of work you're seeking.
- Experience – List paid and unpaid work. Provide a brief description of your contributions within the position.
- Education – Don't forget to include awards, activities, and associations.
- Additional Sections – You can add information about languages, skills, publications, etc.

## Making Connections

- Always write a personal message along with the invitation to join your network.
- If you are interested in contacting someone who is a 2<sup>nd</sup> or 3<sup>rd</sup> degree connection, ask for an introduction from a 1<sup>st</sup> degree connection (i.e. someone you know).

- If you are not able to contact someone through a one of your own connections, try to locate the person's business email address through his or her employer's website. It is better to email a 2<sup>nd</sup> or 3<sup>rd</sup> degree connection through an email address than through LinkedIn.
- Join groups – Join university-affiliated and professional association groups to expand your network.

## People

- Use your network and groups to find people who are working in the type job that you would like to have. View their profiles and note the pathways that they have taken to get where they are. What is their educational background? What companies have they worked for previously? What groups do they belong to? This information can help you to get an idea of what you need to do to be qualified for your dream job.
- Using the Advanced People Search, type in keywords, location, position title, company name, etc. to see those in your network who are working in your areas of interest.

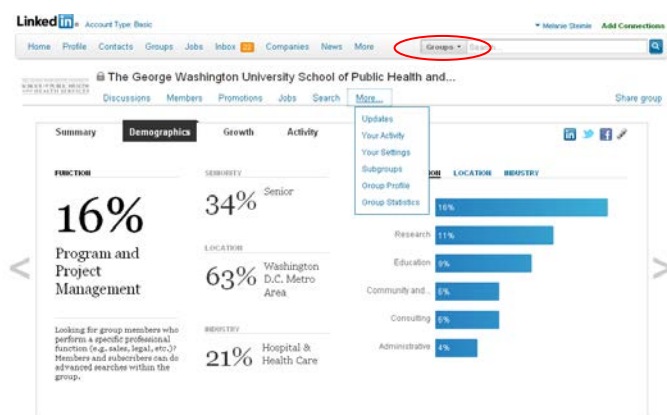
## Contacts

- After friends, family and former colleagues, your university alumni network is most likely to provide you with contacts within fields and companies of interest.
- Under the Contact menu, select your university. The Alumni Dashboard will appear. Adjust the dates on the upper right hand corner to ensure you are searching for alumni from a wide range of years, and put in search terms to find alumni working in your field. Use shared connections to make contact (offline) with people you would be interested in talking to. Remember, you're not asking for a job, but consider asking for an informational interview to find out more about what it takes to be successful in a field or company.
- If you see an alumnus that you are not connected with but would like to contact, you can try looking up that person in the GW University Alumni Directory at <http://alumni.gwu.edu/connect/directory/index.html> where you can enter their first name and graduation year into the search feature. If the alum has updated his contact information in that system, you may be able to send an email through the GW Alumni directory as a way to get in touch.

The screenshot shows the 'ALUMNI' dashboard for George Washington University. At the top, there is a search bar with 'Where are you from?' and a dropdown menu set to 'The George Washington University'. To the right, there are filters for 'Attended' (2000-2012) and 'Where they live...'. Below this, there are three columns of data: 'Where they work...', 'What they do...', and 'Where they live...'. Each column has a list of categories and counts. For example, 'Where they work...' includes 'George Washington University' (114), 'US Department of Health and Human Services' (44), 'Booz Allen Hamilton' (31), 'National Institutes of Health' (26), and 'U.S. Department of State' (24). 'What they do...' includes 'Administrative' (529), 'Medical' (329), 'Public relations' (342), 'Consultant' (215), and 'Creative' (265). 'Where they live...' includes 'United States' (2181), 'Washington D.C. Metro Area' (2,034), 'Greater New York City Area' (319), 'Greater Boston Area' (145), and 'Baltimore, Maryland Area' (95). Below the data, it says '4,270 alumni found' and 'show alumni with no graduation year listed'. There is a search bar with 'public health' entered. Below the search bar, there are several alumni profiles, each with a photo, name, title, location, and a 'Connect' button. The profiles shown are: Lindsey Realmuto (Health Program Planner at San Francisco Department of Public Health), Jason Feldman (Special Research Project Coordinator at Florida Department of Health), Mariana Mir (Clinical Epidemiologist in Toronto, Canada Area), Heather Pitorak, MPH (International Public Health and Health Communications Professional in Washington D.C. Metro Area), Angela Drumon, MPH (Communications Associate, Research Assistant at American Institutes for Research in Washington D.C. Metro Area), and John Michael May (Local Fund Agent/Project Manager at Cardio Emerging Markets USA, LLC in Washington D.C. Metro Area).

## Groups

- Find out more about your field by clicking on one of your groups. Then click on More and Group Statistics. The Demographics tab will show you a breakdown of job function, seniority, location, and industry of people within the group. This can help you get an idea of where people are working.



## Companies

- When you go to a company's LinkedIn page, you'll see people within your network and fellow university alumni that have been affiliated with that company, currently or in the past.
- Individual companies provide differing amounts of information. On a company's LinkedIn page you may see company updates, job postings, new titles and departures (which can clue you in to positions that might be opening up) and a list of similar companies (which can help you expand your job search). Browsing a company's LinkedIn page can provide you with valuable information about the company and its employees. Use this information to tailor your resume and application materials and become a stronger applicant.
- Here are a few examples of company LinkedIn pages:

The screenshot shows the LinkedIn page for Altarum. The page includes the following information:

- Company Overview:** Altarum Institute is a nonprofit health systems research and consulting organization serving government and private-sector clients. We provide objective research and tailored consulting services that help our clients understand and solve the complex systems problems that impact health and health care.
- Company Updates:**
  - Altarum Injuries are the leading cause of death for Americans under age 44 and the third leading cause of death overall. From our blog, why all levels of government must do more to prevent them: <http://healthpolicyforum.org/post/local-state-and-federal-government-must-do-more...>
  - Local, State and the Federal Government Must Do More to Prevent... [healthpolicyforum.org](http://healthpolicyforum.org)
  - It's common sense, right? If you want to avoid injuries, you wear seatbelts and helmets, use proper child safety seats and undertake other means that you know prevent injuries. While individuals are responsible for taking steps...
- Employee Statistics:** 254 Employees on LinkedIn
- Follow Company:** 615 Followers
- Connections:** 3 Second-Degree Connections
- Ads by LinkedIn Members:** NYU Stern Executive MBA, New Homes Martinsburg WV


Companies > Population Services International > Insights

Overview Careers Products Insights

Melanie Steirle, your network includes 2 Population Services International connections  
Employee statistics are based on 876 LinkedIn users of this company

People also viewed Employee's connections

People who looked at Population Services International also viewed



New Titles Departures

Employees at Population Services International with new titles

**Special Assistant to the President**  
 Jessica S.  
 Title was previously Associate Program Manager


**Health Services Technical Adviser**  
 Chrissy C.  
 Title was previously Global Fund Technical Advisor (consultant)

**Technical Advisor, HIV & WASH**  
 Teresa B.  
 Title was previously Senior Associate Program Manager, LAC

**Director, Human Resources**  
 Abdi F.

Follow Company  
2,181 Followers

Kimberly and Rose connect you to Population Services International.



2 Second-Degree Connections  
676 Employees on LinkedIn  
View all connections >

Ads by LinkedIn Members

**Baltimore MD Photography**  
 MD commercial photographers: corporate, industrial, editorial and portraits

**Successful Women Network**  
 Apply Now to the National Association for Professional Women


**Agile Testing Case Study**  
 Discover The 10 Tips of Agile Testing  
 Download Free Whitepaper To Find Out

Before Population Services International employees worked at:

- Peace Corps (26)
- PSI Group ASA (5)

Companies > The Advisory Board Company

Overview Careers Insights



Careers at The Advisory Board Company

Whether you're just starting your career, or whether you're looking to apply your previous successes to a new level of challenge and responsibility, the Advisory Board Company offers compelling career paths to motivated individuals with strong force of intellect and innate generosity of spirit.

We have conceived our organization as a true meritocracy, with pace of advancement within the firm based on an individual's performance, capabilities, and ambition. We have a strong bias toward promoting internally where possible rather than hiring externally. Within a very few years, our most talented employees see their responsibilities (and their compensation) expand at an almost inconceivable rate.

Moreover, our firm's ongoing growth and continuous evolution ensures that new positions arise every month, if not every week. As a result, many employees end up exploring and mastering content terrains, professional disciplines, and organizational roles they never dreamed of when they arrived at the Advisory Board.

Jobs you may be interested in...

Faculty Member & Leadership Consultant, Talent Development, The Advisory Board Company - Washington, DC  
 Faculty Member and Leadership Consultant Talent Development The Advisory Board Company (NASDAQ: ABCO) www.advisory.com Forbes: Ranked one of the 200... more


Consultant, Higher Education Research, The Advisory Board Company - Washington, DC  
 Consultant Higher Education Research The Advisory Board Company (NASDAQ: ABCO) www.advisory.com www.educationadvisoryboard.com Forbes: Ranked one of... more

Physician Faculty Member and Leadership Consultant, The Advisory Board Company - Washington, DC  
 Physician Faculty Member and Leadership Consultant Talent Development The Advisory Board Company (NASDAQ: ABCO) www.advisory.com Forbes: Ranked one of... more

Senior Analyst, Higher Education Research, The Advisory Board Company - Washington, DC  
 Senior Analyst at Higher Education Research The Advisory Board Company (NASDAQ: ABCO)

Follow Company  
6,413 Followers


Eric, Matthew, and 25 others connect you to The Advisory Board Company.



1 First-Degree Connection  
26 Second-Degree Connections  
1,676 Employees on LinkedIn  
View all connections >

Our History

Advisory Board Company - History



## Simply Hired

- This is a job aggregate website, like Indeed.com, that can pull information from LinkedIn to show where you have connections within companies and organizations that have posted jobs.
- Type in key words and/or a location. Once a list of results populates, click on the LinkedIn logo on the right side of the screen. You'll then see notifications which will alert you to connections you have within a company; many of these will be second degree connections. You may be able to get an internal referral if you work through your shared connection to make contact offline.

The screenshot shows the SimplyHired website interface. At the top, there is a search bar with 'public health' in the 'Keywords' field and 'Washington DC' in the 'Location' field. A 'Search All Jobs' button is visible. Below the search bar, the results are for 'public health jobs - Washington, DC' within 25 miles, showing 1-10 of 5,973 jobs. On the left, there are filters for 'Date Posted' (Last 24 hours, Last 7 days, Last 14 days, Last 30 days), 'Title', 'Company', 'Job Type', 'Education', 'Experience', 'Special Filters', 'Job Boards', and 'Recruiters'. The main content area displays three job listings: 'Public Health Officer' at U.S. Air Force - Aspen Hill, MD; 'Jr Unix Systems Administrator - Health IT' at Northrop Grumman - Bethesda, MD; and 'Director, Federal Government Affairs, Public Policy, and Alliance Dev' at Novartis Pharmaceuticals - Washington, DC. On the right side, there is a 'Who Do I Know?' section with a LinkedIn logo circled in red, and a 'Related Jobs' section listing various roles like 'Nurse Practitioner, CRNP, O', 'Public Health Officer', and 'Senior Community Health N'. A red circle highlights a notification from Ellen W. knowing Eric Pearson, with a link to 'See all 16 connections'.