



# Leveraging LinkedIn

# The LinkedIn network

**Mission: Connect the world's professionals to make them more productive and successful**

 **546M<sup>+</sup>**  
professionals

 **60K<sup>+</sup>**  
college and university  
alumni groups

 **200<sup>+</sup>**  
countries

 **150<sup>+</sup>**  
industries

 **13M<sup>+</sup>**  
companies

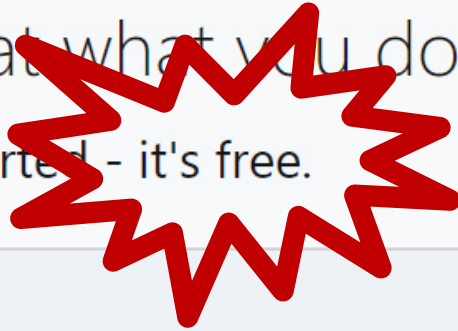
 Executives from every  
**Fortune 500**  
company

Email



Password

Be great at what you do  
Get started - it's free.



First name



Last name



Email



Password (6 or more characters)



By clicking Join now, you agree to the LinkedIn User Agreement

3

## ways LinkedIn helps you connect with success



Build a professional online identity



Connect with people you know and visualize your potential network



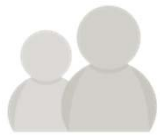
Research career paths, companies, and job opportunities

**3**

## **ways LinkedIn helps you connect with success**



Build a professional online identity



Connect with people you know and visualize your potential network



Research career paths, companies, and job opportunities

# Kim Petrie

Helping biomedical PhDs connect with meaningful careers

Greater Nashville Area, TN | Higher Education

500+

connections

|                 |  |
|-----------------|--|
| Current         | Vanderbilt University School of Medicine                 |
| Education       | Vanderbilt University                                    |
| Recommendations | 8 people have recommended Kim                            |
| Websites        | BRET Career Development<br>office blog<br>event calendar |

Name  
Location  
Industry  
Employer

Experience  
Education  
Projects  
Publications  
Skills  
Organizations  
Interests



## Kim Petrie

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Recommendations

Links to websites

Summary/Bio  
Photos of your work  
Videos  
Slide sets  
PDFs  
Publish articles

More dynamic,  
engaging,  
multi-  
dimensional

**LinkedIn profiles  
with a photo are**

**21x**

**more likely to be  
viewed**



**9x** **more connection  
requests**



**3**

## **ways LinkedIn helps you connect with success**



Build a professional online identity

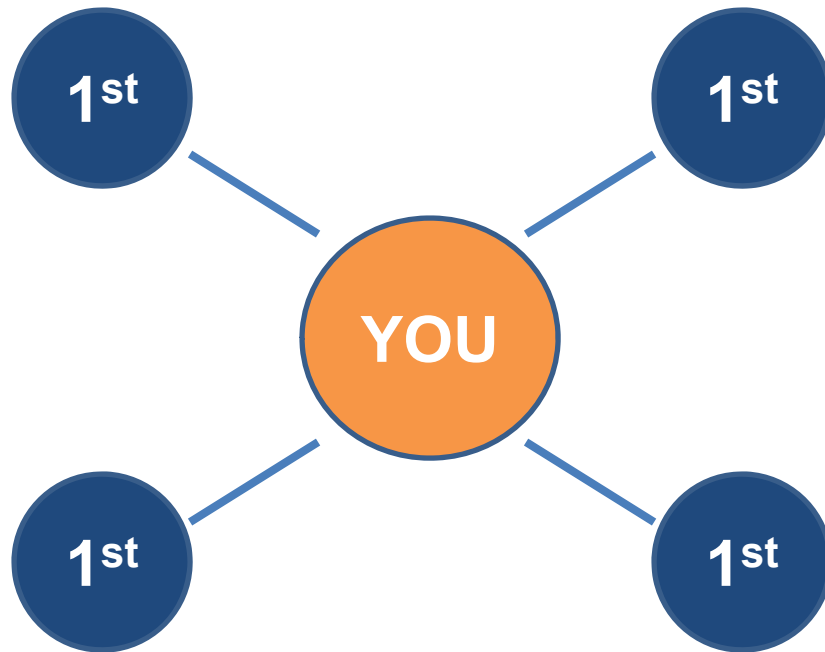


Connect with people you know and visualize your potential network

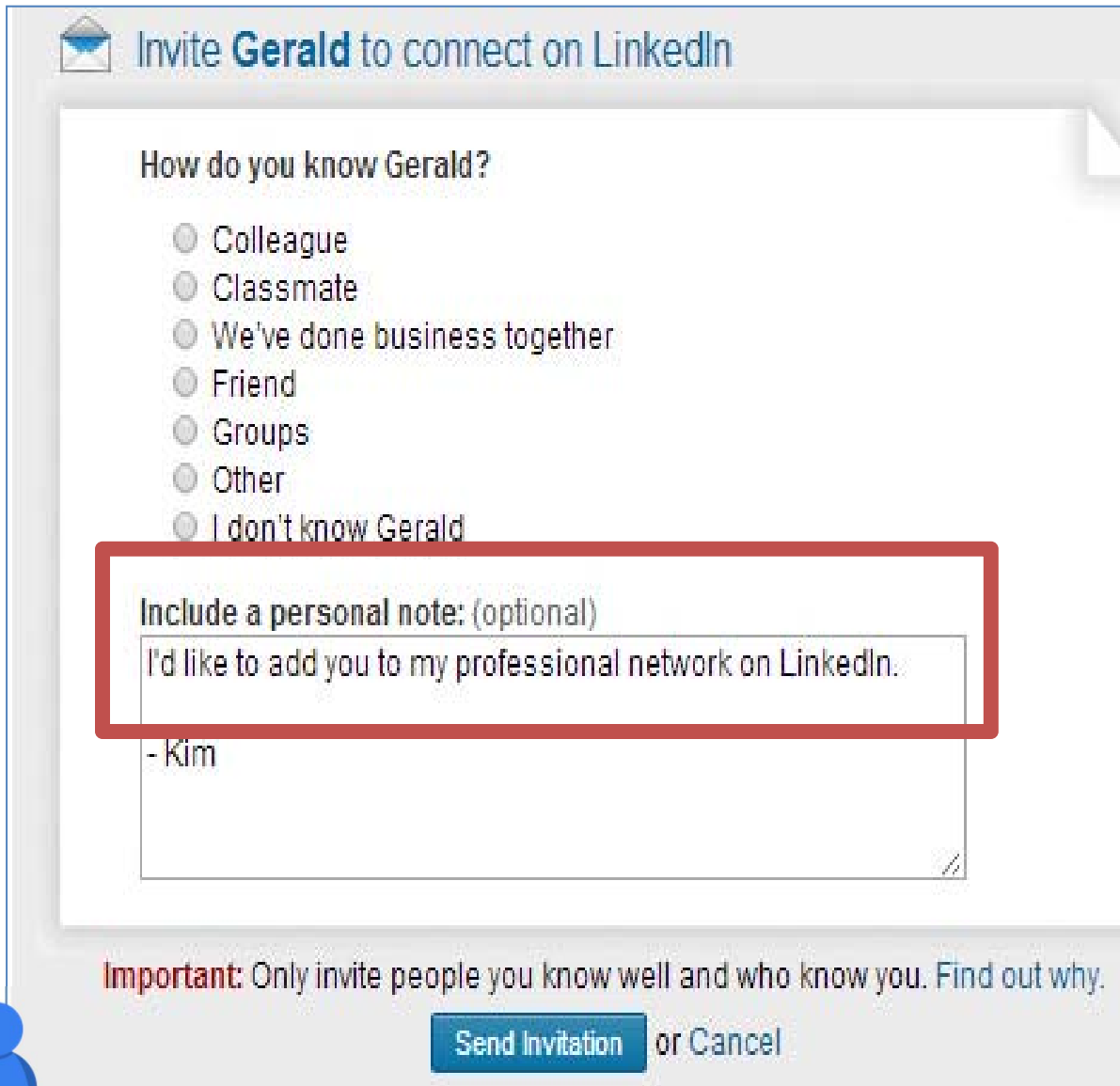


Research career paths, companies, and job opportunities

# Connecting on LinkedIn



# Customize your connection request!



Invite **Gerald** to connect on LinkedIn

How do you know Gerald?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
- Other
- I don't know Gerald

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Kim

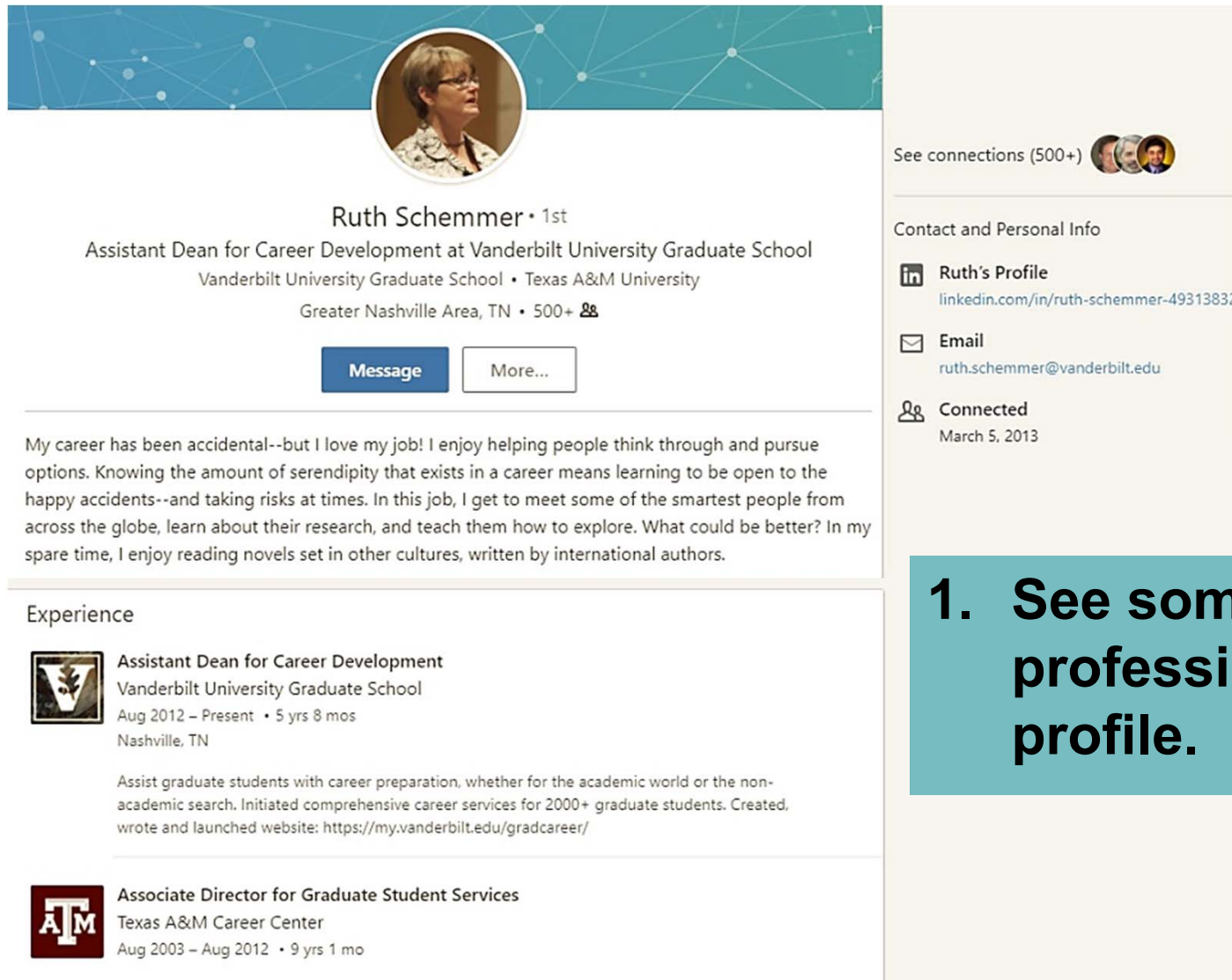
**Important:** Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

- Establish how you know the person or what you have in common.
- Explain why you want to connect.
- Be generous: offer to help them.



# Connecting on LI allows you to:




The image shows a LinkedIn profile for Ruth Schemmer. At the top, there is a blue header with a network diagram and a circular profile picture of Ruth Schemmer. Below the picture, her name "Ruth Schemmer • 1st" is displayed, followed by her current position: "Assistant Dean for Career Development at Vanderbilt University Graduate School". Her location is listed as "Greater Nashville Area, TN • 500+ &". There are two buttons: "Message" and "More...". A bio paragraph follows, describing her career as accidental and her enjoyment of helping people. The "Experience" section lists two roles: "Assistant Dean for Career Development" at Vanderbilt University Graduate School (Aug 2012 - Present, 5 yrs 8 mos) and "Associate Director for Graduate Student Services" at Texas A&M Career Center (Aug 2003 - Aug 2012, 9 yrs 1 mo). On the right side, there is a sidebar with "See connections (500+)", "Contact and Personal Info", "Ruth's Profile" (with a LinkedIn icon and URL), "Email" (with an envelope icon and address), and "Connected" (with a group icon and date).

Ruth Schemmer • 1st  
Assistant Dean for Career Development at Vanderbilt University Graduate School  
Vanderbilt University Graduate School • Texas A&M University  
Greater Nashville Area, TN • 500+ &


[Message](#) [More...](#)


My career has been accidental--but I love my job! I enjoy helping people think through and pursue options. Knowing the amount of serendipity that exists in a career means learning to be open to the happy accidents--and taking risks at times. In this job, I get to meet some of the smartest people from across the globe, learn about their research, and teach them how to explore. What could be better? In my spare time, I enjoy reading novels set in other cultures, written by international authors.

**Experience**


 **Assistant Dean for Career Development**  
Vanderbilt University Graduate School  
Aug 2012 – Present • 5 yrs 8 mos  
Nashville, TN


Assist graduate students with career preparation, whether for the academic world or the non-academic search. Initiated comprehensive career services for 2000+ graduate students. Created, wrote and launched website: <https://my.vanderbilt.edu/gradcareer/>


 **Associate Director for Graduate Student Services**  
Texas A&M Career Center  
Aug 2003 – Aug 2012 • 9 yrs 1 mo

See connections (500+) 

Contact and Personal Info

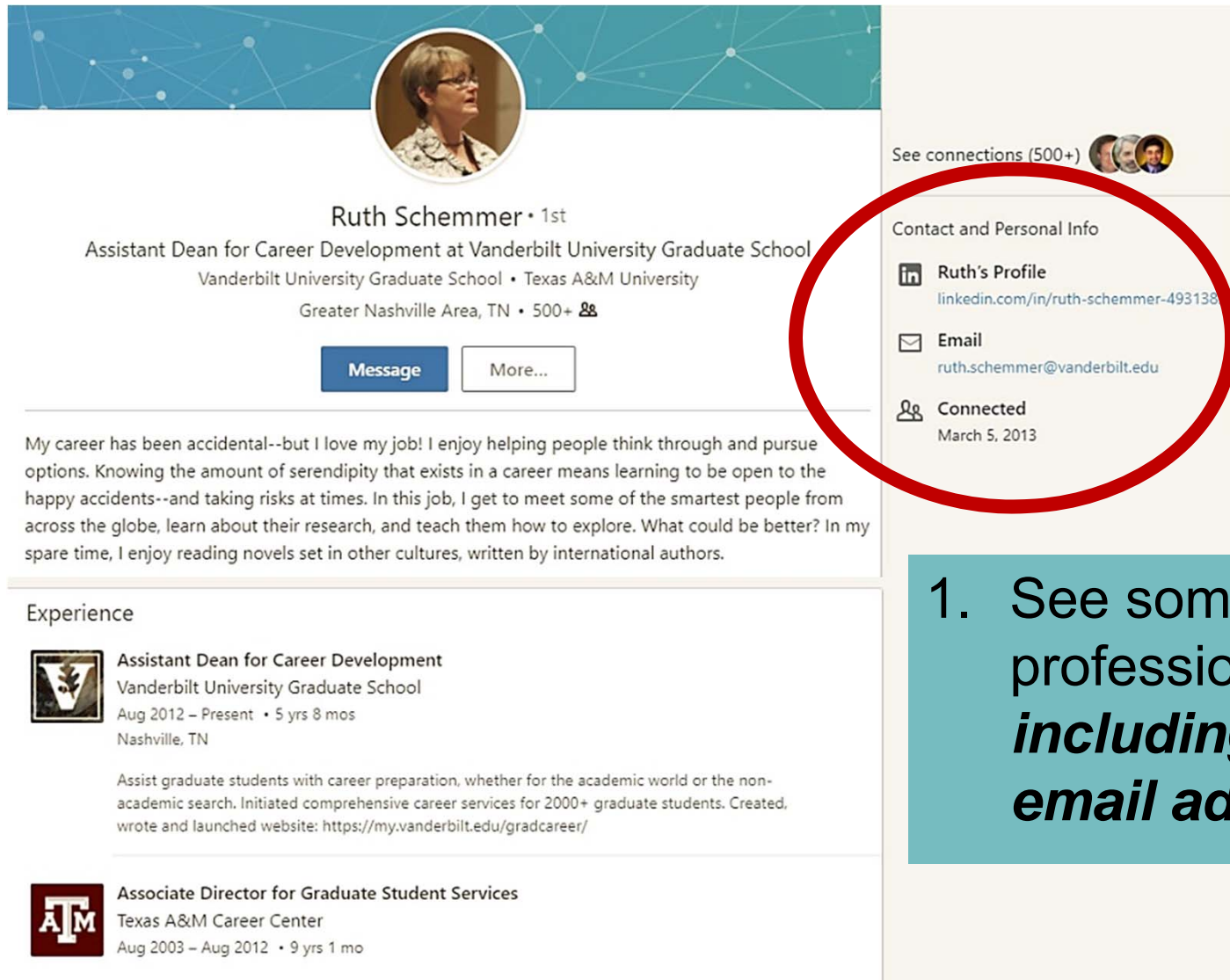
 **Ruth's Profile**  
[linkedin.com/in/ruth-schemmer-49313832](https://www.linkedin.com/in/ruth-schemmer-49313832)

 **Email**  
[ruth.schemmer@vanderbilt.edu](mailto:ruth.schemmer@vanderbilt.edu)


 **Connected**  
March 5, 2013


**1. See someone's full professional profile.**

# Connecting on LI allows you to:



The image shows a LinkedIn profile for Ruth Schemmer. The profile includes a header with a blue background and a network diagram, a profile picture of Ruth Schemmer, and her name and title: Ruth Schemmer • 1st, Assistant Dean for Career Development at Vanderbilt University Graduate School. Below this, there are buttons for 'Message' and 'More...'. A red circle highlights the 'Contact and Personal Info' section on the right side of the profile, which includes links to her LinkedIn profile, her email address (ruth.schemmer@vanderbilt.edu), and the date she was connected (March 5, 2013). The 'Experience' section is visible at the bottom, listing her roles at Vanderbilt University Graduate School and Texas A&M Career Center.


See connections (500+) 

**Ruth Schemmer** • 1st  
Assistant Dean for Career Development at Vanderbilt University Graduate School  
Vanderbilt University Graduate School • Texas A&M University  
Greater Nashville Area, TN • 500+ 


[Message](#) [More...](#)

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 **Associate Director for Graduate Student Services**  
Texas A&M Career Center  
Aug 2003 – Aug 2012 • 9 yrs 1 mo

**Contact and Personal Info**

-  **Ruth's Profile**  
[linkedin.com/in/ruth-schemmer-493138](https://www.linkedin.com/in/ruth-schemmer-493138)
-  **Email**  
[ruth.schemmer@vanderbilt.edu](mailto:ruth.schemmer@vanderbilt.edu)
-  **Connected**  
March 5, 2013

1. See someone's full professional profile, *including their email address.*

# Connecting on LI allows you to:

**Ruth Schemmer** • 1st  
Assistant Dean for Career Development at Vanderbilt University Graduate School  
Vanderbilt University Graduate School • Texas A&M University  
Greater Nashville Area, TN • 500+

**Message** **More...**

My career has been accidental--but I love my job! I enjoy helping people think through and pursue options. Knowing the amount of serendipity that exists in a career means learning to be open to the happy accidents--and taking risks at times. In this job, I get to meet some of the smartest people from across the globe, learn about their research, and teach them how to explore. What could be better? In my spare time, I enjoy reading novels set in other cultures, written by international authors.

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See connections (500+)

Contact and Personal Info

- Ruth's Profile**  
[linkedin.com/in/ruth-schemmer-49313832](https://www.linkedin.com/in/ruth-schemmer-49313832)
- Email**  
[ruth.schemmer@vanderbilt.edu](mailto:ruth.schemmer@vanderbilt.edu)
- Connected**  
March 5, 2013

**2. Message someone via LinkedIn.**

# Connecting on LI allows you to:

Congratulate **for starting a new position** as Senior Vice President, Portfolio Leadership at Goldfinch Bio 1mo

Say congrats

 Like

Congratulate **for starting a new position** as Director of Academic Programs at Emory University School of Medicine 2w

 You sent Amy a message

**3. Receive updates on career moves.**

Congratulate **for being promoted** to Associate Vice President at Proactive Worldwide 4w

 You sent Travis a message



# Connecting on LI allows you to:

The image shows a screenshot of a LinkedIn profile for Ruth Schemmer. The profile header includes her name, title as Assistant Dean for Career Development at Vanderbilt University Graduate School, and location in the Greater Nashville Area. A red oval highlights the 'See connections (500+)' button in the top right corner. A red line connects this button to a larger red-bordered box that shows a zoomed-in view of the 'See connections (500+)' button with three profile picture icons. Below the profile, the 'Experience' section is visible, listing her roles at Vanderbilt University and Texas A&M University. A teal callout box in the bottom right corner contains the text '4. Identify your potential network!'.

Ruth Schemmer • 1st  
Assistant Dean for Career Development at Vanderbilt University Graduate School  
Vanderbilt University Graduate School • Texas A&M University  
Greater Nashville Area, TN • 500+

See connections (500+)

My career has been... options. Knowing th... happy accidents--an... across the globe, lea... spare time, I enjoy r...

Experience

Assistant...  
Vanderbi...  
Aug 2012 – Present • 5 yrs 8 mos  
Nashville, TN

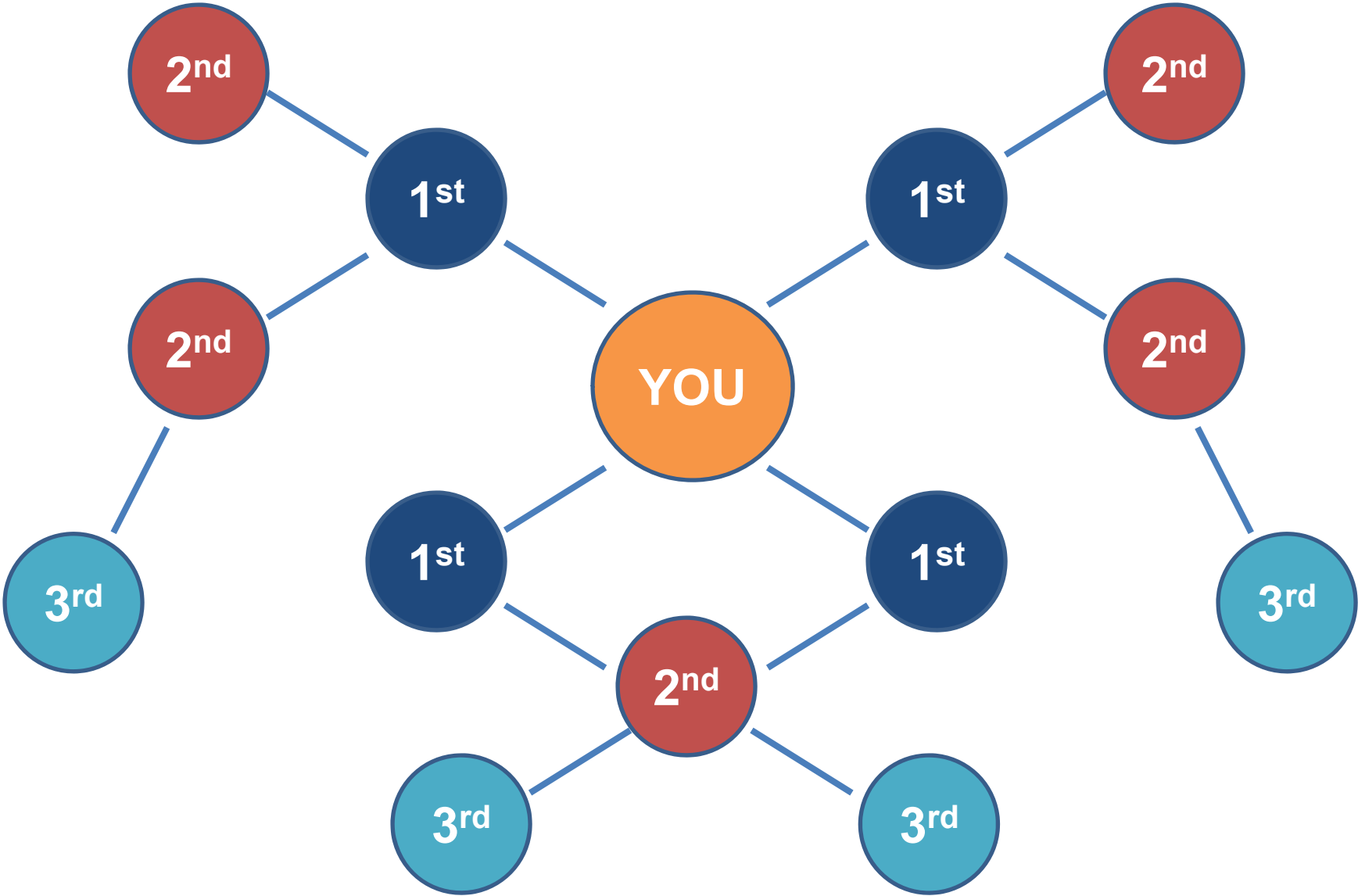
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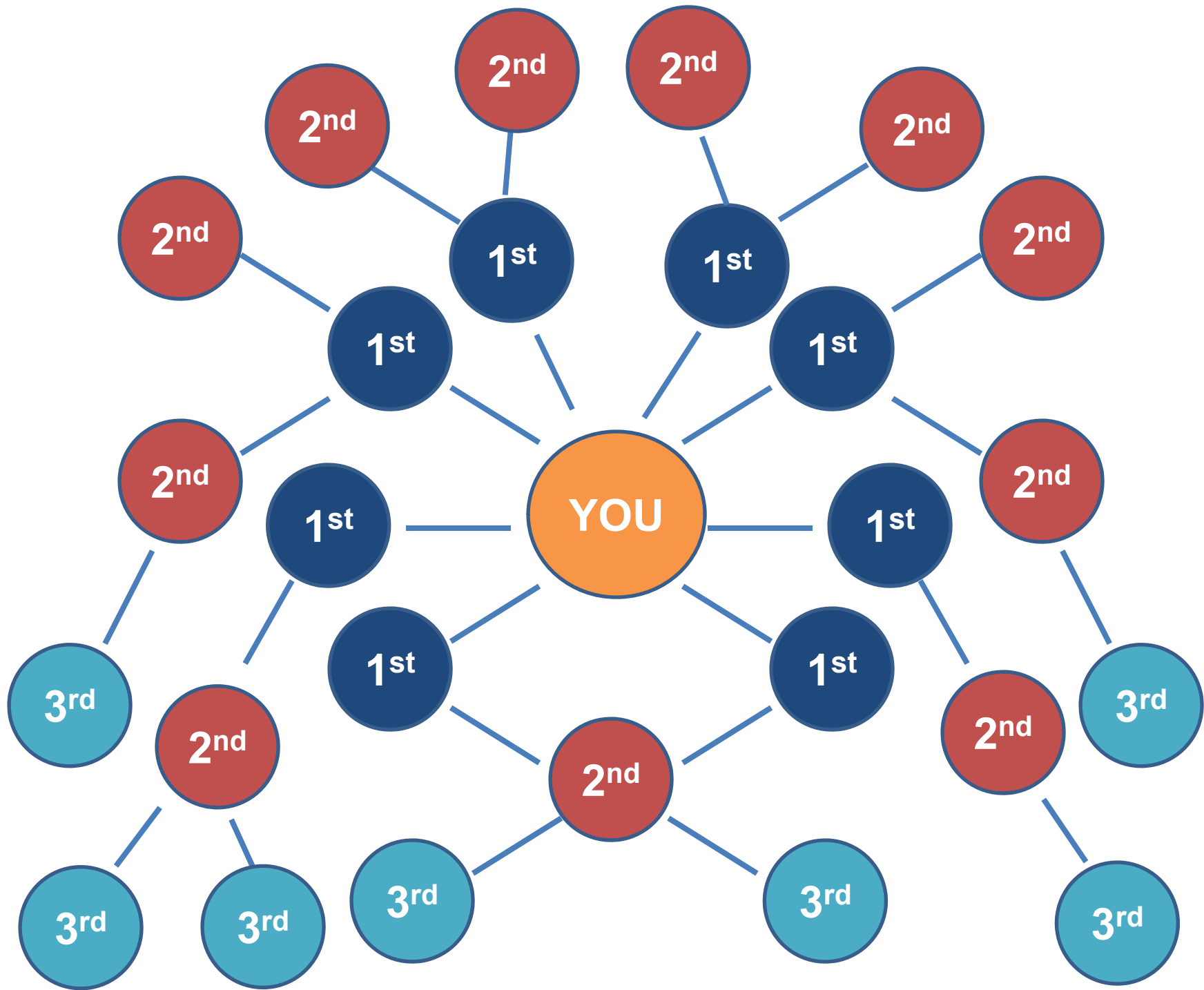
Associate Director for Graduate Student Services  
Texas A&M Career Center  
Aug 2003 – Aug 2012 • 9 yrs 1 mo

4. Identify your potential network!



# Your LinkedIn network

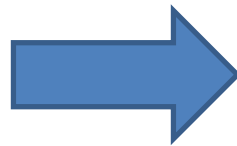




# My LinkedIn network (2018)

1262

first-degree  
connections



219,498

second-degree  
connections



449,090

third-degree  
connections



Gerald Liu • **2nd**

Princeton Theological Seminary - Assistant Professor of Worship and Preaching

Princeton Theological Seminary • Vanderbilt University

Princeton, New Jersey • 500+

Connect

Message

More...

United Methodist Minister [Elder] - MS Conference Ph.D. Religion [Homiletics & Liturgics] - Vanderbilt University MDiv. - Emory University [Candler School of Theology] B.A. Music, Business Minor - Washingt...

Show more

## Highlights



### 4 Mutual Connections

You and Gerald both know David J. Dunn, Justin Graham, and 2 others



### 1 Mutual Group

You and Gerald are both in the Vanderbilt Alumni Group group

Showing 4 results



**Ruth Schemmer** • 1st

Assistant Dean for Career Development at Vanderbilt University Graduate School  
Greater Nashville Area, TN



91 shared connections

[Message](#)

**David J. Damm** • 1st

Educational Consultant & Technology Coordinator; Independent Scholar  
Greater Nashville Area, TN



20 shared connections

[Message](#)

**Jennifer Haskin, Ph.D.** • 1st

Grant Consultant | Writing Coach | Editor  
Raleigh-Durham, North Carolina Area



14 shared connections

[Message](#)

**Austri Girsham** • 1st

Global Client Account Director at PwC  
San Francisco Bay Area



30 shared connections

[Message](#)

# Ask for an introduction



**ME**



**Ruth**

**Schemmer**



**Gerald**

**Liu**

**3**

## **ways LinkedIn helps you connect with success**



Build a professional online identity & establish your expertise



Connect with people you know and visualize your potential network



Research career paths, companies, and job opportunities



# **Research careers, companies, and job opportunities**

**LinkedIn alumni tool**  
**[www.linkedin.com/alumni](http://www.linkedin.com/alumni)**





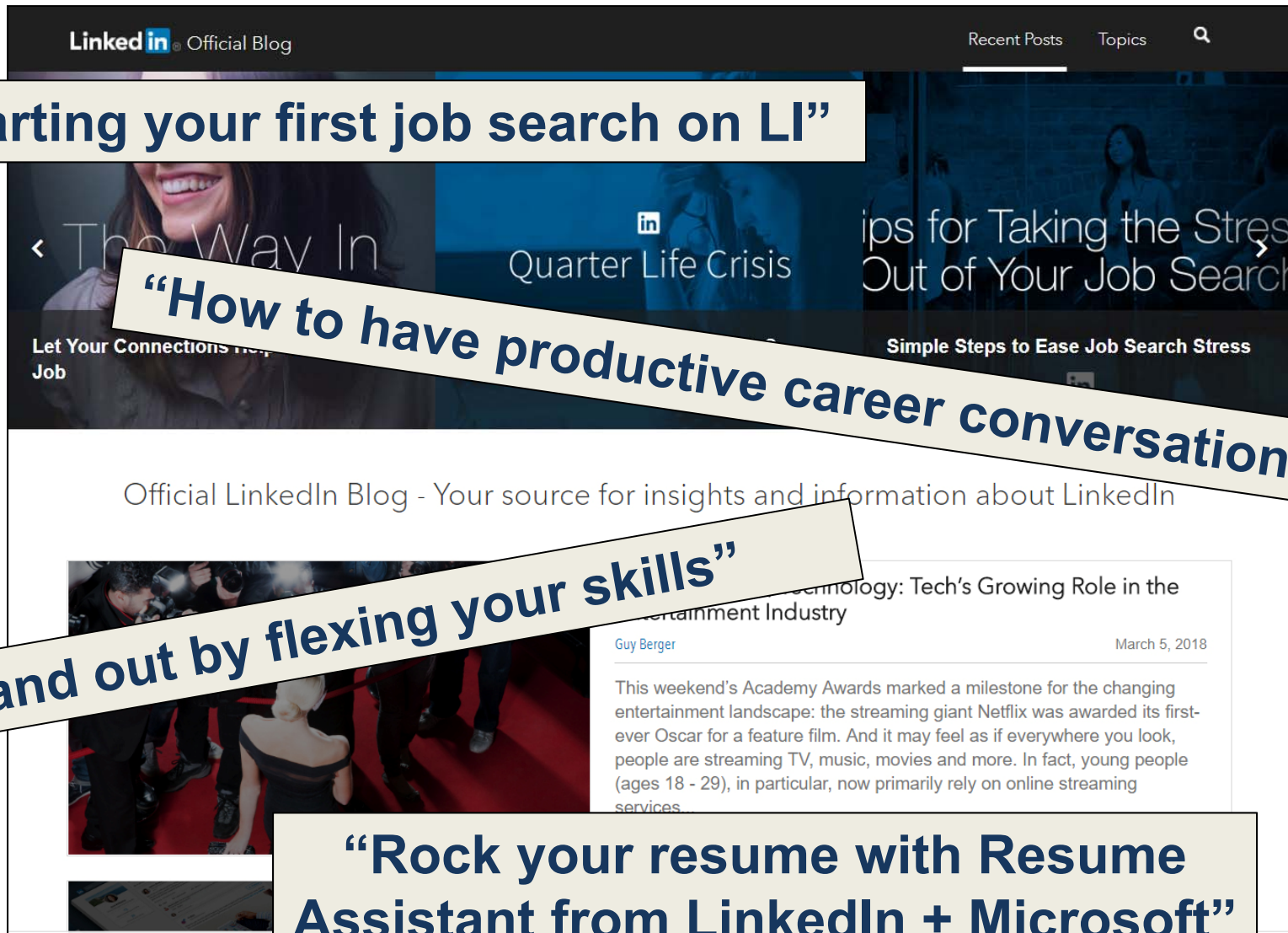
**Happy Connecting!**





# **Tips & Tricks when you're starting out on LinkedIn**

# The LinkedIn blog



**“Starting your first job search on LI”**

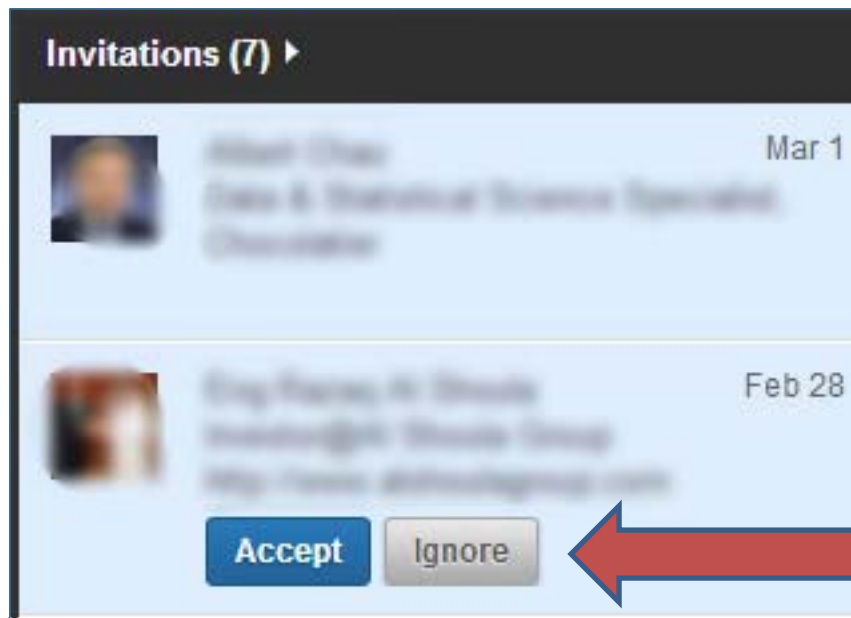
**“How to have productive career conversations”**

**“Stand out by flexing your skills”**

**“Rock your resume with Resume Assistant from LinkedIn + Microsoft”**

# Invitation FYIs

1. You can't customize invitations sent thru a LinkedIn app.
2. LinkedIn penalizes you for spamming people you don't know with connection requests.



# Privacy settings – job search preferences


## Job seeking preferences

---

### Let recruiters know you're open to opportunities Close

Share that you're open and appear in recruiter searches matching your career interests

We take steps not to show your current company that you're open, but can't guarantee complete privacy.  
[Learn more](#)

Yes  

[Update career interests](#)

---

### Sharing your profile when you click apply Change

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply No

---

### Stored job applicant accounts Change

Manage which third party job applicant accounts are stored on LinkedIn.

---

### Saving job application answers Change

Choose if you'd like for LinkedIn to save the information you enter into job applications. No

---

# Privacy settings – visibility of your activity

## How others see your LinkedIn activity

---

**Profile viewing options** Change  
Choose whether you're visible or viewing in private mode Full profile

---

**Manage active status** Change  
Choose who can see when you are on LinkedIn

---

**Sharing profile edits** Close  
Choose whether your network is notified about profile changes Yes

Do you want to share your profile changes with your network?  
Your network may see when you change your profile, make recommendations, or follow companies.

Yes

---

**Notifying connections when you're in the news** Change  
Choose whether we notify people in your network that you've been mentioned in an article or blog post Yes

---

**Mentions by others** Change  
Choose whether other members can mention you Yes