



STUDENT AFFAIRS
Career Center

Digital Presence, Professional Impact: Leveraging LinkedIn to Network Strategically

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AGENDA

What are we covering today

Learning Goal #1

- Learn how to leverage LinkedIn for digital Networking

Learning Goal #2

- Connect with UNC Alumni Across Region/Industry

Learning Goal #3

- Create a digital brand that showcases your unique strengths





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The Value of LinkedIn



Why is LinkedIn Valuable?

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Access a robust job board, set custom job alerts, and follow employers that align with your goals.



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Complete LinkedIn Learning courses and certifications to demonstrate continuous growth and learning.



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Use LinkedIn to research roles, explore company culture, and make informed decisions when applying.



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Expand Your Network

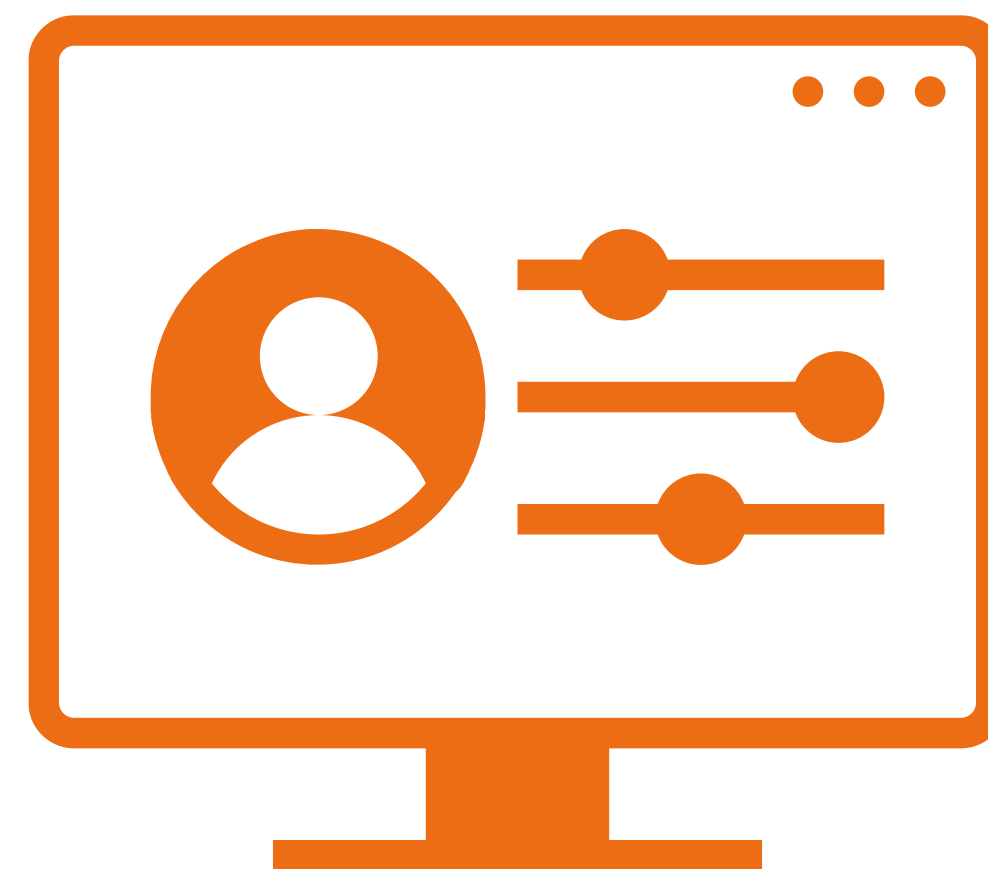
Connect with peers, alumni, recruiters, and professionals in your field to grow meaningful career connections.





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LinkedIn: Getting Started



careers.unc.edu

Create a Strategic Profile: About Me

You want to create a profile that makes you feel well-represented.



Profile Checklist:

- Professional Headshot
- Captive Headline
 - Title | Keywords & Skills | Tagline
- About Me Section
 - Present + Past + Future = Intro Pitch
 - Review [best practices](#) & use the space to build your brand!



Justin Golding ✓ He/Him

Career Coach, Educator and Student Mentor

Greensboro--Winston-Salem--High Point Area · [Contact info](#)

500+ connections

Open to

Add profile section

Enhance profile

Resources



University of North Carolina
at Chapel Hill



University of North Carolina
at Greensboro

About

Top 5 Strengths: Harmony, Empathy, Restorative, Adaptability, and Relator

Myers Briggs Type: ISFJ

Certifications: Myers Briggs and Strong Interest Inventory

Hello, my name is Justin Golding and I'm a full-time career coach who primarily works with young professionals. I love working directly with clients, young professionals, and college students (both traditional and non-traditional) and I enjoy helping them develop their strengths. Over the past six years, I've supervised 200+ young professionals in regards to resume development, cover letter designs, navigating handshake and utilizing the VMock system. I've also worked 1 on 1 with 4,000+ clients/students and helped them search for internships, full time employment and graduate school opportunities.

Over the years, I've built presentations and slide decks for programs focused on networking, professional development and crafting exceptional resumes/cover letters/personal statements. My leadership style includes working one on one with members of a team and making sure that everyone is working towards a common goal while utilizing their strengths. I'm known in my current workplace for my positive, friendly personality and my ability to work with people from a variety of different backgrounds.

Create a Strategic Profile:

Sections

Profile Sections

- Experience
(Internships/Employment)
- Student Organizations
- Education
- Volunteer Experience
- Skills & Expertise
- Honors/Awards
- Recommendations
- Badges



Create a Strategic Profile:

Privacy & Security



Manage Your Settings

- Visibility
- Privacy
- LinkedIn URL
- Open to Work



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Connecting with Alumni on LinkedIn

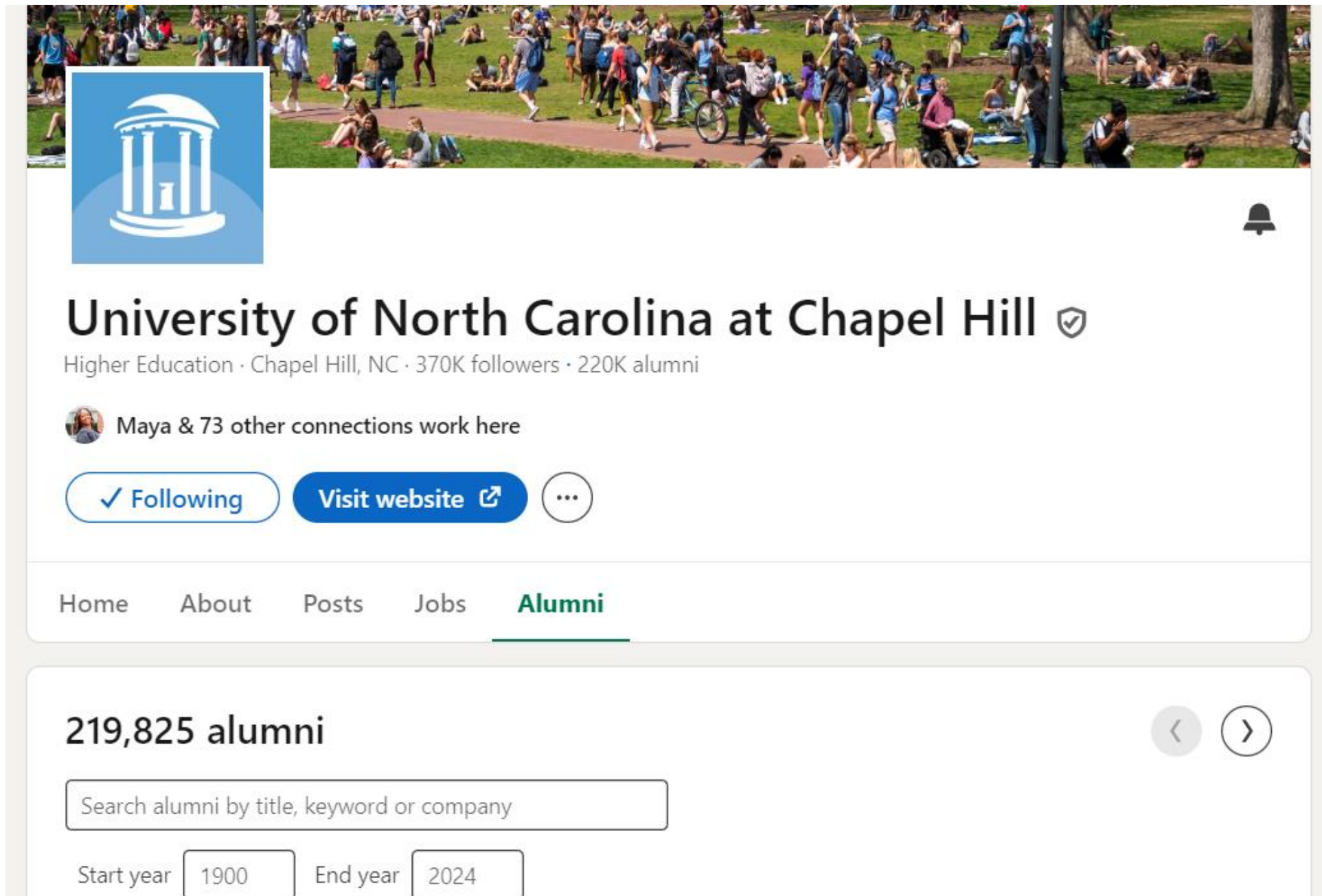


careers.unc.edu

Connect with Fellow Tar Heels

LinkedIn Alumni Tool

- **Explore** how different majors connect to a variety of career paths
- **Connect** with UNC alumni across industries and career stages
- **Identify** alumni for informational interviews and career insights
- **Discover** employers that frequently hire UNC graduates



The screenshot shows the LinkedIn profile of the University of North Carolina at Chapel Hill. The profile picture is a blue square with a white icon of a classical building. The banner image shows a large group of students sitting on a grassy lawn. The profile name is "University of North Carolina at Chapel Hill" with a verified badge. Below the name, it says "Higher Education · Chapel Hill, NC · 370K followers · 220K alumni". There is a notification bell icon in the top right corner. Below the name, it says "Maya & 73 other connections work here". There are two buttons: "Following" (with a checkmark) and "Visit website" (with an external link icon). There is also a three-dot menu button. Below the buttons, there is a navigation bar with links: "Home", "About", "Posts", "Jobs", and "Alumni" (which is highlighted in green). Below the navigation bar, it says "219,825 alumni" with left and right arrow icons. There is a search bar with the placeholder text "Search alumni by title, keyword or company". Below the search bar, there are two input fields: "Start year" with "1900" and "End year" with "2024".

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People you may know



Amanda Mehl · 2nd
VP of Collaborative Education

Stephen Sills, Coretta Roseboro Walker, Ph.D., and 2 other mutual connections

[Connect](#)



Tyasia Dennis · 2nd
MPH Candidate at UNC Gillings School of Global Public Health

Daniel Grigg, George Upper, and 55 other mutual connections

[Connect](#)



Carly Chandler · 2nd
Residence Life professional with a passion for helping students...

Dr. Brett Carter, Coretta Roseboro Walker, Ph.D., and 56 other mutual connections

[Connect](#)



Emily R. Cranford · 2nd
Scholar-Practitioner | Student Success Strategist | Builder of...

R. Bradley Johnson, Ph.D., Augusto Peña, and 12 other mutual connections

[Connect](#)



Jai'Lyn Lover · 2nd
Masters of Education

Tyeesha Wesley, Ed.D., Briana Coleman, M.Ed., and 7 other mutual connections

[Connect](#)



Christine N. · 2nd
Nursing Student at University of North Carolina at Greensboro

Kathy Meza-Herrera, Ayana Cholula, M.Ed., and 13 other mutual connections

[Connect](#)



Stefanie Ledwell · 2nd
Always Learning

Stephen Sills, Katherine Faulkner, MPA, and 2 other mutual connections

[Connect](#)



Arleth Hernand... · 2nd
Coordinator of Operations at Casa Azul of Greensboro/ MPA...

Allison Binkley, Marisa G. González, and 2 other mutual connections

[Connect](#)



Kate Humphries · 2nd
Academic Program Specialist, Office of Assessment...

Kim Sousa Peoples, Ph.D., Megan Cayton, Ph.D., and 38 other mutual connections

[Connect](#)

220,436 alumni

Search alumni by title, keyword or company

Where they work

+ Add

6,493 | The University of North Carolina

1,924 | UNC Health

1,046 | Wells Fargo

910 | UNC School of Medicine

725 | Duke University

Where they live

+ Add

202,886 | United States

123,472 | North Carolina, United States

74,709 | Raleigh-Durham-Chapel Hill Area

26,209 | Chapel Hill, NC

23,548 | Charlotte Metro

LinkedIn Outreach: The Art of Networking Requests

Reaching out to someone you don't know is a **normal** part of networking in the U.S.—and easier than you think! Just follow these three steps:

1

**Introduce yourself
briefly**

[Name, School,
Area of Interest]

2

**Explain your reason
for reaching out**

[Ex: to learn more
about their role,
company, or career
path]

3

**Suggest a short
meeting or ask to
connect**

[Include a timeframe
if you're asking to
chat]

LinkedIn Outreach: The Art of Networking Requests

Sample Message:

Hi Marie,

I hope you're doing well! I'm currently a member of the Network for Professional Research Professionals interested in learning more about the company culture at Atrium Health. I have 4+ years of experience in Public Health Research and Initiatives. I'd love to connect and, if you're open to it, schedule a brief chat in the next week or two to hear more about your career journey.

Thanks so much, and Go Heels!

Informational Interviewing:

Questions to Ask

Ask about the job, company, industry, or personal career path:

What does a typical week look like in your role?

What do you enjoy most about your work—and what's most challenging?

What types of decisions are you responsible for?

What skills or qualities are most valued in your position or field?

What past job or college experience best prepared you for your current role?

 **Tip:** These questions help you go beyond job descriptions and understand what working in this role is really like.

Explore Employer Profiles

careers.unc.edu

CISCO

Cisco ✓
Software Development · San Jose, CA · 7M followers · 10K+ employees

Caroline & 34 other connections follow this page

+ Follow Visit website ...

Home About Products Posts Jobs Life **People**

97,488 associated members

Search employees by title, keyword or school

Where they live + Add
41,854 | United States

Where they studied + Add
1,759 | San Jose State University

Employer Profile Pages

- **Identify and connect** with employees at target companies
- **Gain insights** into company size, culture, and areas of focus

Reminder: Handshake offers similar profiles, too!

Join Industry & Interest Groups



Internal Communications Best Practices

40,417 members

✓ Joined



Learning, Education, and Training Professionals Group

1,276,199 members

✓ Joined



Georgetown University Alumni Group

36,396 members

✓ Joined



[National Career Development Connections \(NCDC\)](#)

21,139 members

✓ Joined

Industry & Interest Groups

- **Join groups** related to your career interests, majors, or target industries
- **Learn from discussions** on trends, challenges, and opportunities in the field
- **Follow group activity** to discover thought leaders, events, and job postings
- **Engage thoughtfully** by commenting or sharing articles to grow visibility
- **Identify potential connections** who share your interests or career goals

LinkedIn Learning

LinkedIn Learning is the online educational platform that offers thousands of video courses taught by industry experts. LinkedIn Learning is free to all UNC students!



Upskill Yourself

Identify key skills you want to develop & take relevant courses to bridge gaps.



Enhance Profile

Showcase completed courses + certificated on profile to highlight commitment to growth.



Network

Connect with course instructors + engage in discussions to expand network.



Practical Application

Apply new skills to projects + current job & share progress to attract potential employers.

Connect your LinkedIn Profile to the [UNC LinkedIn Learning subscription](#) via UNC ITS

Search for Jobs & Internships

LinkedIn Job Board

- **Search** by title, company, location, or keyword
- **Filter** by job type, remote options, and experience level
- **Set** custom job **alerts** so you're the first to know about new postings
- **Save** jobs to track deadlines and revisit listings easily

💡 **Pro Tip:** Explore different combinations of filters and keywords to uncover a wider range of opportunities.

Jobs ▾ | Date posted ▾ | Experience level ▾ | Salary ▾ | Company ▾ | Remote ▾ | All filters | Try the new job search →

research analyst in Raleigh-Durham-Chapel Hill Ar... Set alert ☐ 191 results

Theoretical Pharmacology Tutor ✓
Varsity Tutors, a Nerd Company
Raleigh, NC (Remote)
\$18/hr - \$40/hr
17 company alumni work here
Viewed · Promoted · Be an early applicant

Research Analyst ✓
CBRE
Raleigh, NC
1 connection works here
Promoted

Research and Development Coordinator ✓
Advanced Recruiting Partners
Raleigh, NC (Hybrid)
Promoted · Easy Apply

Research Analyst ✓
VoicedIQ
United States (Remote)
Dental, 401(k), +3 benefits
Promoted

Outreach Planner ✓
North Carolina Department of Public Safety
Durham County, NC (Hybrid)
Medical benefit
12 company alumni work here
Promoted

Theoretical Pharmacology Tutor ✓
Varsity Tutors, a Nerd Company
Raleigh, NC · 2 days ago · 0 people clicked apply
Promoted by hirer · Responses managed off LinkedIn
\$18/hr - \$40/hr Remote ✓ Full-time
Apply ↗ Save

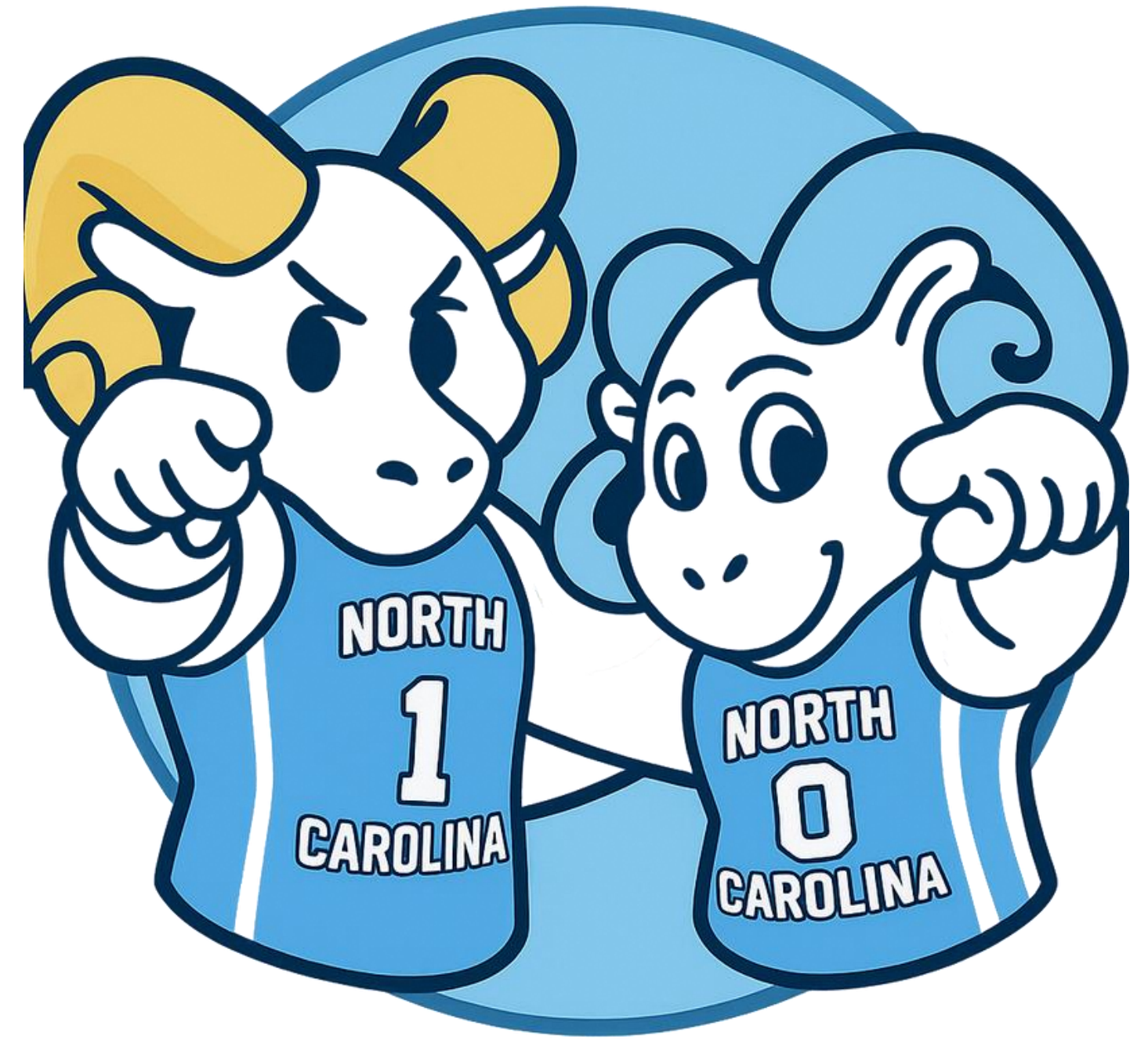
Your profile is missing required qualifications
Show match details
BETA · Is this information helpful?

Get personalized tips to stand out to hirers
Find jobs where you're a top applicant and tailor your resume with the help of AI.
Reactivate Premium

People you can reach out to
Company alumni from University of North Carolina at Chapel Hill and others in your network
Show all

LinkedIn Tips

- LinkedIn will suggest content, groups, and people based on your interests and connections... Pay attention!
- You're likely to come across relevant events, pages, and professionals—even with limited activity
- You can explore and research on LinkedIn regardless of how complete your profile is
- Need a professional headshot? Visit the photo booths in Hanes Hall or the Health Sciences Library



Other Networking Platforms



Join Heels Engage

Discover career paths, connect with alumni, and grow your network with confidence.

Heels Engage makes it easy to start meaningful conversations and explore what's possible after UNC.

Create your network



Hunter Nelson

Research Communications Assistant - Center for International Social Science Research at...

My key motivators

Achieving goals + 2



Message



Candice Powell

Director, Carolina Covenant at University of North Carolina at Chapel Hill

My key motivators

Being creative + 2



Message

Stay engaged



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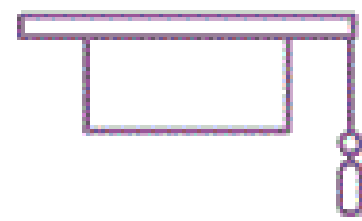
Showcasing Your Unique Strengths



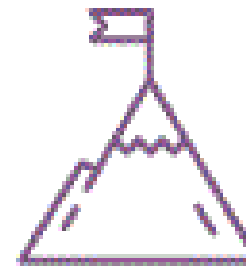
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Career Readiness Competencies

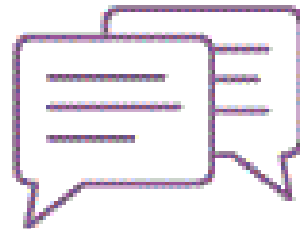
There are **eight career readiness competencies**, each of which can be demonstrated in a variety of ways.



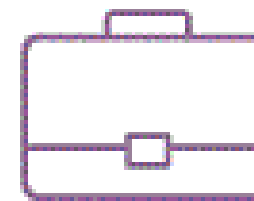
Career &
Self-Development



Leadership



Communication



Professionalism



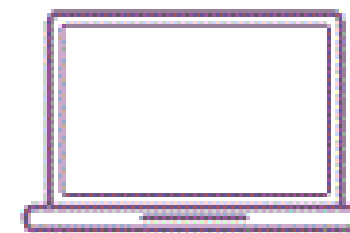
Critical Thinking



Teamwork



Equity & Inclusion



Technology



Questions?



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THANK YOU

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 Hanes Hall, 2nd Floor

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