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2025

LinkedIn Hacks & Networking

Mont Rose Guide to

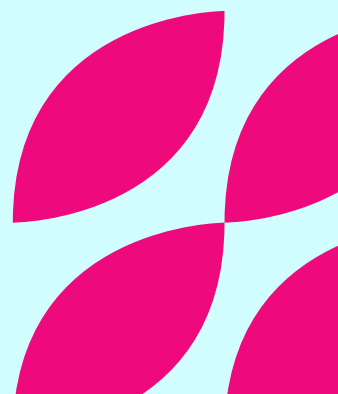


LinkedIn Hacks & Networking: A Mini Guide

In today's job market, who you know and how you present yourself online can be just as important as your CV. LinkedIn and networking are powerful tools to help you stand out and secure opportunities.



*"Your network is your net worth."
– Porter Gale*



Why It Matters



- Professional Visibility: Employers often research candidates online; a strong LinkedIn profile can make you stand out.
- Access to Opportunities: Networking opens doors to internships, jobs, and mentorships.
- Skill Development: Engaging with professionals helps you learn industry trends and expectations.

General Principles LinkedIn Hacks & Networking



1. Optimise Your Profile

- Professional photo, clear headline, engaging summary.

2. Showcase Skills & Experience

- Include internships, volunteering, projects, and relevant coursework.

3. Engage

- Share posts, comment thoughtfully, and join discussions.

4. Connect Strategically

- Personalise connection requests to classmates, alumni, and industry professionals.

5. Job Search Tools

- Follow companies, set alerts, and track roles that match your skills.

Networking Principles

1. Start Early

- Attend career fairs, workshops, and guest lectures.

2. Elevator Pitch

- Prepare a 20–30 second introduction about yourself and your goals.

3. Be Genuine

- Listen actively and ask thoughtful questions.

4. Follow Up

- Send thank-you messages or LinkedIn notes after meeting someone.

5. Mutual Value

- Offer support, share resources, or connect others when possible.

Part 1: LinkedIn Hacks

1. Optimise Your Profile

Profile Picture: Professional, clear headshot. Smile and dress smartly.

Headline: Beyond just your course, include your career goal or key skill.

Example: "Business Management Student | Aspiring Marketing Specialist"

Summary/About Section: Short, engaging, and highlights your strengths, experience, and goals.

2. Showcase Experience & Skills

Include internships, volunteering, and part-time jobs.

List skills relevant to your field; ask peers or supervisors for endorsements.

Add media (projects, presentations, or portfolio links) to stand out.



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3. Engage with Content

- Share articles or write short posts about your learning experiences.
- Comment thoughtfully on industry news — it shows your interest and knowledge.

4. Connect Strategically

- Connect with classmates, alumni, professors, and industry professionals.
- Always personalise connection requests: "Hi [Name], I'm a Mont Rose College student interested in [industry]. I'd love to connect and learn from your experience."

5. Job Search & Alerts

- Use LinkedIn's job search tools and set up alerts for roles in your field.
- Follow companies you admire to stay updated on opportunities.



Common CV Mistakes to Avoid



✗ Incomplete LinkedIn Profiles – missing photo, headline, or summary.



✗ Generic Connection Requests – failing to personalise messages.

✗ Overly Aggressive Networking – asking for jobs too early.

✗ Ignoring Follow-Up – losing contact after the first meeting.

✗ Neglecting Online Presence – unprofessional content or lack of engagement.

“A good first impression can work wonders.” – JK. Rowling



LINKEDIN & NETWORKING CHECKLIST

LINKEDIN

Professional profile photo

Engaging headline

Summary/About section written

Experience, projects, and skills listed

Connect with classmates, alumni, and professionals

Share or comment on industry-relevant content

NETWORKING

Attend events, workshops, and career fairs

Prepare a short, confident introduction

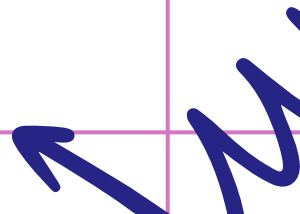
Ask thoughtful questions and listen actively

Follow up with contacts after meeting

Maintain relationships and offer help when possible

KEY TAKEAWAY

LinkedIn and networking complement each other: your online presence builds credibility, while personal connections open doors. Start early, engage thoughtfully, and maintain genuine relationships — these habits can shape your career success.





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Guide to writing your CV

