Ways to make LinkedIn work for you:

Develop a good professional profile.
Fill out all sections of the LinkedIn profile completely. Choose the personalized URL feature. Be sure to load in keywords relevant to your career field of interest (you could list these in the “interests” section). Recruiters search by keyword.

Build your network.
Find and join UMass Lowell groups and industry groups on LinkedIn. Connect with alumni; ask about industry trends, their companies, how they have managed their own careers for success. Also connect with people you know: professors, staff members, family, friends, and others who may work in interesting places.

Ask for recommendations.
Ask professors, employers, and coworkers. Recommendations illustrate the good news about you and your work. They can help highlight your successes, strengths, and talents from a “third-party” perspective, always a plus.

About the Career & Co-op Center

What we do
- Resume & cover letter reviews
- Career counseling/coaching
- Practice interviews
- Co-op & internship guidance
- Career fairs
- Workshops
- E-mail & phone consulting
- Class presentations
- On-campus interviews
- Dine & Dress for Success
- Career panels

Online resources
- CareerLink
- InterviewStream
- FOCUS
- Career & Co-op Center website
Find how-to articles, hot career news, videos and much more at career.uml.edu
- What can I do with this major?
- UMass Lowell Alumni-Student Career Connections LinkedIn group
- Facebook fan page
Welcome!

We invite you to join the UMass Lowell Alumni-Student Career Connections LinkedIn group. To start, go to www.linkedin.com and sign up for the free LinkedIn service.

Once you’re a LinkedIn member, you can access our group:
In the top right corner of the LinkedIn window, set the search box to “Groups” and type in the box UMass Lowell Alumni-Student Career Connections.

Submit a request to join.
1. To be accepted to the group, you will need to sign the Career & Co-op Center’s Agreement for Online Professional Alumni Networking, available in our office or from our website, career.uml.edu (see the Networking link under the “For Students” section).
2. Bring in your signed Agreement and your membership will be approved!

The Importance of Networking

You’ve probably heard that “It’s not what you know, but who you know.” In some cases, this is true.

In today’s difficult job market, the competition for jobs is fiercer than ever before. It is increasingly important to differentiate yourself from other candidates. Networking with professionals in your field of interest remains an effective and highly underused practice in reaching career goals. Online networking platforms like LinkedIn facilitate this process.

Through LinkedIn, you can gain introductions to people at companies you’ve targeted in your job search and, if you follow through and get to know these people, you may benefit from the process of employee referral — your new contact making his or her company recruiters aware of your interest in working there.

Through LinkedIn, you may find connections who can help you more fully understand the field you’re considering for a career. Groups like the UMass Lowell Alumni-Student Career Connections group are designed to facilitate interactions like this.

How to Connect Online

Once you join the UMass Lowell Alumni-Student Career Connections LinkedIn group, you may want to ask a question or initiate a discussion among group members.

If you find a LinkedIn group member you’d like to contact individually, here’s a sample of how that connection could be worded:

Dear Mr. / Ms. X,

I’m an English major at UMass Lowell with an interest in publishing. From the UMass Lowell Alumni-Student Career Connections LinkedIn group, I found your profile and see that your publishing house specializes in children’s books, a career area I’m interested in exploring. I’ve taken publishing electives at UMass Lowell but I have lots to learn!

Would you be willing to speak with me for 20-30 minutes about career paths in publishing and about your own experience in the field? I would be happy to visit your office at your convenience, or would also be open to a telephone conversation. Please feel free to respond by reply email.

Sincerely,
Your Name