



HOW TO USE LINKEDIN

5 SEARCH STRATEGIES TO AID YOUR JOB SEARCH



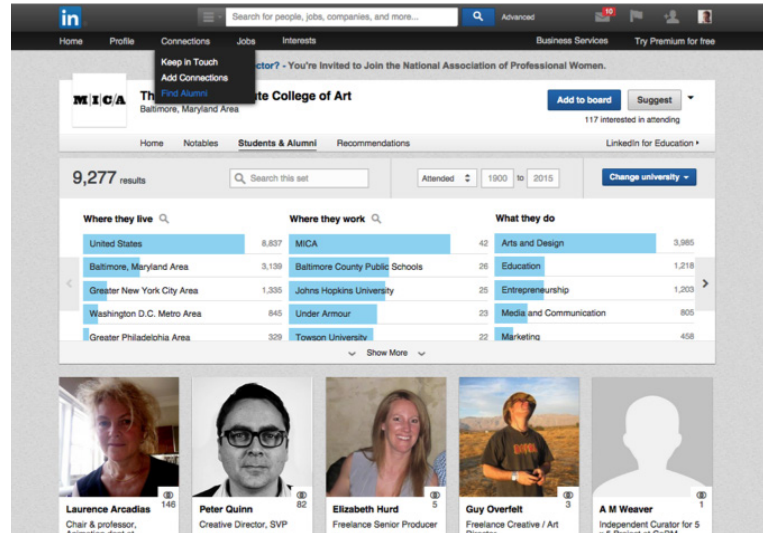
There are many ways to utilize LinkedIn in your job search. No matter what your career goals, or stage in your career, LinkedIn can be a fantastic asset. Try these search strategies to help you navigate your next step.

1. FIND MICA ALUMNI

There are thousands of MICA alumni with profiles on LinkedIn. Here are two ways to find them.

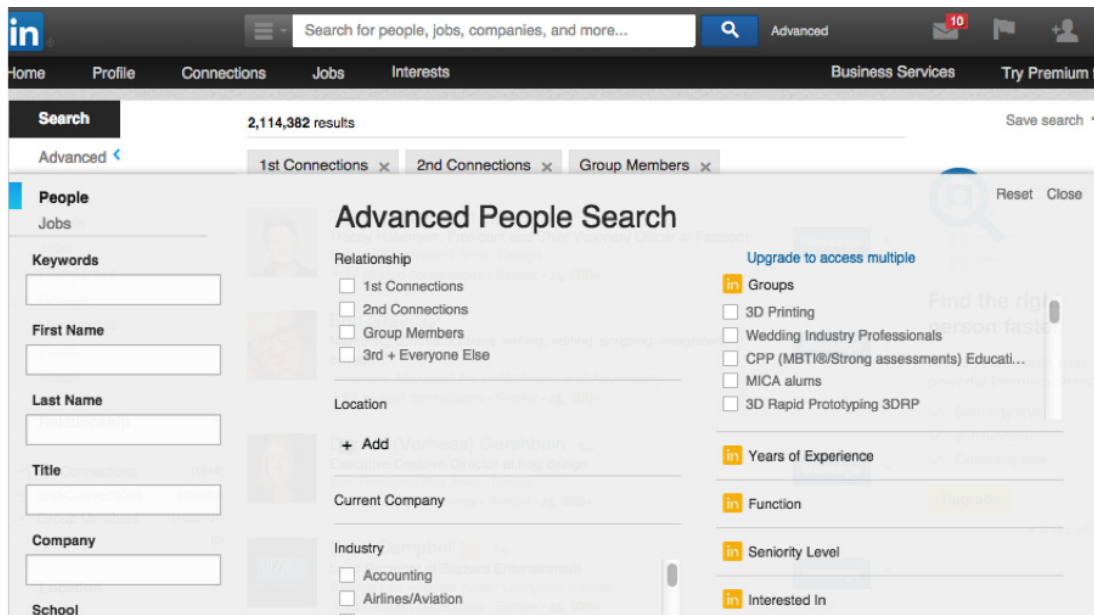
A: Hover over the **Connections** tab in the top menu bar to reveal a short drop down menu. From there click **Find Alumni**. Scroll down to see the corresponding mini profiles below.

- You will have the option to search by graduation year, or by years attended at MICA. To find all alumni leave this open.
- You can then toggle the various criteria for live filtered results by industry, major, city, individual skills, or employer, as well as enter key words to help you narrow down.



B: Click **Advanced Search** button at the top of your screen to reveal additional search criteria. Enter “Maryland Institute College of Art” in the “School” Field.

- From here you can always narrow your search by other criteria (Location, Key words, Industry, etc.)
- Pro Tip: Under “Relationship”, be sure you have 1st, 2nd, 3rd and group fields checked (or “All”) so you are not limiting your search to only those to which you are connected.





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2. FIND EMPLOYERS CONNECTIONS

Before you apply for any job, always search to see if you have any connections to that organization. This is a great way to target your network within your desired employer.

A: Click **Advanced Search** button at the top of your screen to reveal additional search criteria. Enter the name of the Employer in the “Company” Field. This will give you the ability to not only see current employees at this company, but also past employees, information you would never find on an organization website.

- Narrow down your search results to anyone who may have attended MICA by entering “**Maryland Institute College of Art**” in the “**School**” Field.
- If you have any 2nd connections, you can click on the green “**# shared connections**” under their profile to see who could introduce you to this person.

Company
Nylon Magazine

Current or past

School
Maryland Institute College

Aleks Safarova ^{2nd}
UI Designer at KAYAK
Greater New York City Area · Graphic Design
71 shared connections · Similar

Patrick Wright ^{1st}
Chair at Maryland Institute College of Art

Leah Cooper ^{1st}
Artist, educator, and academic advisor

brockett home ^{1st}
graphic designer and educator

B: Pro Tip: If you are not receiving results, **try entering the company name in the main search bar.** You may find you are misspelling, abbreviating, or not using the name in the same form it is being used in LinkedIn. Once you find it in your search results (you will see it is showing up in Bold in profiles), use the exact wording and spelling (copy and paste) in the Advanced Search Company field.

American Visionary Art Museum
Museums and Institutions
✓ Following

The American Visionary Art Museum seeks to build upon the ancient Native American Vision...
[more](#)

10

After School Workshop Teacher

[American Visionary Art Museum](#)

January 2012 – May 2014 (2 years 5 months) | Baltimore, MD

Weekly after-school craft workshop teacher with "The Institute for Vision place at the Enoch Pratt Free Library, Pennsylvania Avenue Branch.



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3. CAREER EXPLORATION

Are you curious about what you can do with your unique skill set and interests? Try these two search strategies to uncover career paths you may not have thought of, and professionals you may want to meet.

A: Click Advanced Search button at the top of your screen to reveal additional search criteria. Enter several of your interests into the “Key Words” area. For example you could enter “Sustainability” and “Sculpture” to see what others have done who have these words in their profile.

- For example select “Marketing & Advertising” under “Industry” and enter “Motion Graphics” into the “Key Words” area.
- From here consider narrowing down further by Location or School (to find alumni).

Industry

- All
- Architecture & Planning (1201)
- Design (830)
- Fine Art (519)
- Arts and Crafts (436)
- Environmental Services (274)
- [+ Add](#)

All
People
More...

Keywords
Sustainability, Sculpture

First Name
[Text Input]

Last Name
[Text Input]

Title
[Text Input]

Company
[Text Input]

School
[Text Input]

Location
Anywhere

Search Reset

4. CHECK OUT THE COMPETITION

Applying for an internship or job, and want to see what kinds of people have been hired before you? This is a great way to size up the competition, and read between the lines for tips to approach your dream company.

A: Advanced Search – Try entering the name of your desired Employer in the “Company” field and choose “current.” Next enter the title of your desired position as “Title” and again choose “current.”

- Try entering “Pixar” as the current company and “Intern” as current title. You’ll have a first hand look at the most recent crop of interns at Pixar and can see how you add up, where to point yourself, and glean what other professional opportunities they may have taken part in that could also help you.

- This is also a great way to help you beef up your own profile, compare and add skills, and check that you are using industry language.

Title
Intern

Current
[Dropdown]

Company
Pixar Animation Studio

Current
[Dropdown]

Skills

Top Skills

- 17 Maya
- 12 Digital Painting
- 12 Photoshop
- 8 Watercolor
- 8 3D Modeling
- 8 Texturing
- 7 Conceptual Art
- 6 Art
- 6 Concept Design
- 6 Drawing

Harsh also knows about...

- 4 Perspective Drawings
- 4 Animation
- 4 Digital Illustration
- 4 Visual Effects
- 3 Painting
- 2 Zbrush
- 2 Renderman
- 2 3D
- 1 ZBrush



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5. BUILD A NETWORK IN A NEW CITY

Planning a summer internship in a different city, or looking to relocate after graduation? You can find out a lot about the market, potential employers, and plan your networking strategy through this simple search.

A: Advanced Search – Under “Location”, enter the zip code of your desired destination. If you don’t know the zip code there is a link out to a search for this.

- Narrow to find Alumni in the area by entering “Maryland Institute College of Art” in the “School” field.
- Join Professional Groups in the area and engage in online discussion boards.
- Further narrow by title, industry, key words or company to hone in on the most advantageous professionals with which to connect.

B: Planning to go abroad? Use the drop down menu of countries under location. LinkedIn’s network spans the globe.

The screenshot shows three filter sections: 'School' with a text input containing 'maryland institute College', 'Location' with a dropdown menu set to 'Located in or near:', and 'Country' with a dropdown menu set to 'Korea'.

6. INSIDER TIPS AND BEST PRACTICES

You don’t have to pay for a professional account in LinkedIn to successfully use this resource. There are many ways to work around the dead ends you may experience through your free LinkedIn account.

A: Connecting Etiquette – LinkedIn is a professional network, so it is completely acceptable to connect with your faculty, internship supervisors, friends and family, as well as any professionals you’ve met in the industry.

- **Most users do not connect with people they do not already know.** You will have more luck reaching out to someone to introduce yourself (see 3), and having a meaningful interaction (for example an informational interview) before trying to add them to your LinkedIn network.
- Always **customize your connection request message.** Reference how you know this person, for example: “Thanks for visiting with us in the Illustration department at MICA, I’d love to keep in touch”.

The screenshot shows a form titled 'Invite Jenny Lee to connect on LinkedIn'. It asks 'How do you know Jenny Lee?' with radio button options: 'Colleague', 'Classmate', 'We've done business together', 'Friend', 'Other', and 'I don't know Jenny Lee'. Below is a text area for a personal note with the example: 'Thanks for visiting with us in the illustration department at MICA, I'd love to keep in touch.' and the name '- Jane Mica'. At the bottom, there is an 'Important' note and 'Send Invitation' and 'Cancel' buttons.

B: Truncated Profiles – If your search results land you on the profile of someone who is a 3rd connection, it is likely you will not be able to see their full profile, or even in some cases their full name. Try these tricks to work around this:

- **Google their (last) name, title, company** to see if you can see their full name. In most cases this will bring up a link to their LinkedIn profile where you can see their full name. You can also try to find their full name on the website of whichever company they work.
- **Enter their full name into the LinkedIn Search bar.** Having the full name allows you to see their entire profile. If you have a common name like John Smith, just try narrowing down your search results by what you know, company, location, industry, etc.

C: Messaging Contacts – The profiles of 2nd, 3rd or group contacts do not include their email addresses (only 1st connections are visible). If you try to send a message within LinkedIn to someone with whom you are not a 1st connection, you will find that you are quickly sent to an “Upgrade Account” page. Either way may feel like a dead end. Try these work-around strategies to successfully find contact information and/or message contacts you are finding in LinkedIn.

- Click on “Contact Info” and find any of the following:
- Portfolio – likely they will have a link out to their website with their contact info there
- Twitter handle – this is not hidden, and you can private message them via Twitter.



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- Reach out to your shared contact and ask them if they would mind sharing the contact information of their friend in LinkedIn with you. This is only advisable if you know the “middle person” well.
- **Hover your cursor over the “Send <Name> InMail” button on their profile page to reveal a drop down menu where you can pick “Get Introduced”**
 - You can then write them your message, which will first go to your mutual connection to be forwarded on.
 - Always be sure you are writing the message to the person you are hoping to connect with (not your mutual friend).
- Google the contact’s full name, and the symbol @. Sometimes you can get lucky this way. If their name is very common you may need to try also including the name of their company or type of work (Illustrator or Painter).

D: Maximizing Search Results:

- Don’t be stingy with your connections. To make the process easier, click on “Connections” and “Add Connections” to allow LinkedIn to send invites to connections you have in other social networks.
- Under “Relationship”, be sure you have 1st, 2nd, 3rd and group fields checked (or “All”) so you are not limiting your search to only those to which you are connected.
- Join Groups within your industry or career interests.
 - i. Be sure one of these is the MICA Alumni Group!
 - ii. Look at what groups other professionals have joined, and follow suit. You can find out a lot from just a few searches of professionals in your field and hacking their group list.
- Follow Companies
 - i. You will be alerted to any openings they have posted on LinkedIn.
 - ii. This is also a great way to follow content to see how competitive and engaged and connected they are.