Join the Cal U Career Network Group on LinkedIn (an online networking site) and network with alumni and employers! Access to the Cal U Career Network Group on LinkedIn is free and available only to Cal U alumni, current students, faculty and staff, and employers. Members of the group must be confirmed by Career & Professional Development Center.

Through our members-only group, you can:

- Ask for career advice from professionals working in fields of interest to you
- Get information about career opportunities, internships and job openings
- Build your network. Did you know that more than 80% of people get internships and job through networking?

**To join the Cal U Career Network Group, just follow these steps:**

1. Go to [www.linkedin.com](http://www.linkedin.com). Type your name, your email and create your password to join LinkedIn. Make sure to indicate if you are a student when prompted.
2. Confirm your email address. A confirmation will then be automatically sent to you via e-mail.
3. Once your email has been confirmed, you can add connections (see the “Finding Connections instructions on the second page of this handout.)
4. Choose the basic option, which is free.
5. Click on “Profile”, then “Edit Profile.” This is where you build your profile. Remember, when building your profile you are building your [PROFESSIONAL] brand. Proper capitalization, spelling and punctuation are very important! Your future employer may see this.

**Tips for completing your LinkedIn profile:**

- Your professional headline (the phrase that appears under your name) can be anything you want. It doesn’t need to be an actual job title. Use this as an opportunity to brand yourself. You might want to consider something like “aspiring legal professional” or “recent graduate looking for work in public relations” or “engineering student seeking an internship”.

- Don’t know what to put in your profile? Include information you have on your resume, including [volunteer work], [extracurricular activities], [internships], [college jobs], [freelance work], etc. Click the “View more” link to see more sections you can complete. If you have questions about completing this section, schedule an appointment with your Career Advisor in Career & Professional Development Center to discuss.

- You can move your LinkedIn sections by clicking on the up/down arrow in the upper right corner of each section, dragging and dropping your sections to where you want them.
**Finding Connections**

Following is a list of people or groups with whom you could request to connect on LinkedIn:

- **Join the CAL U Career Network** (type “Cal U Career Network” in the search field.) This will allow you to connect with Cal U alumni and others who have volunteered to talk with you!
- Join the California University of Pennsylvania and California University of Pennsylvania Alumni groups.
- Find CAL U Alumni by clicking on the “My Network” tab and then on “Find Alumni.”
- Connect with your career advisor in the CAL U Career Center (College of Science & Technology – Krissie Doppelheuer; College of Education and Human Services: Bridgett Nobili; College of Liberal Arts: Emma Harris.
- Do an advanced search. You can search for individuals by organization name, major, or keywords that relate to your career interests.
- Parents, relatives, friends, parents of friends
- Former bosses and internship supervisors
- Volunteer work or extracurricular supervisors

**Check out the CPDC web site for tips on using LinkedIn to find jobs, network, and research employers:**


---

Career & Professional Development Center · 138 Natali Student Center · (724) 938-4413
www.calu.edu/careers · careers@calu.edu