



**Presenting Yourself  
Ft. LinkedIn**

# Why is it important?

- Creating a brand for yourself
- Putting your best self forward
- First impressions are everything
- Demonstrates you're serious about your career and future

## What to wear to networking events/interviews

- Professional attire
- Overdressed > underdressed
- Dress for the company that you want to work for
- Pay attention to the details
- Always bring a blazer/jacket
- Wear closed toe shoes (specifically at interviews)

# Decoding Dress Codes

## **Business Professional**

- ◉ *Women:* skirt or pant suit, heels
- ◉ *Men:* suit, button down, tie, dress shoes

## **Business Casual**

- ◉ *Women:* dress, blouse and skirt or dress pants, boots or dress shoes
- ◉ *Men:* dress slacks or chinos, button down or polo, dress shoes

## **Casual**

- ◉ *Women:* collared shirt, skirt or dress pants, dress, dress shoes
- ◉ *Men:* long-sleeved dress shirt, khakis, dress shoes

**Jade Sommers**

**How LinkedIn and Your  
Social Media Presence Can  
Land or Lose You a Job**

# LinkedIn

## What exactly IS LinkedIn?

- Professional Facebook
- Relevant News Feed
- Basically like Indeed
- Portfolio



## Why Students Should Be Using LinkedIn

- ◉ Job Alerts
- ◉ Connecting with Professionals
- ◉ Company Research
- ◉ Recommendations!!
- ◉ Let the companies come to YOU
- ◉ Connect with other students!!
- ◉ INTERNATIONAL JOBS?!?



# Major Do's and Don'ts

## DO

- Update/check constantly
- Include recent (professional) headshot
- Personalize your connection requests
- Respond to people promptly!
- Nurture your relationships
- Speak strictly about business
- Introduce your connections!

## DON'T

- Treat like Facebook
- Send spam messages to connections
- "I see you viewed my profile..."
- Keep it private
- Ask randos to endorse/recommend you





# How To Land That Job

## Step 1:

- See if anyone in your network can introduce you!

## Step 2:

- Apply through LinkedIn and allow the company to view your profile
- If you see you are missing some of the “Top Applicant Skills”, try to beef up your profile before applying

## Step 3:

- Follow up through company website HR, LinkedIn connection, etc.

## Why Didn't You Get That Job?



- Broken recruiting system-searching for keywords??
- Look at how many people applied
- How long ago was the job posting?
- Did you reach outside of LinkedIn? Did you make a connection?
- Stop treating it as job-seeking, but as consulting

Going for an interview and not getting the job



# Build Your Brand

Start or continue to build your  
LinkedIn profile

REALITY	VS.	LinkedIn
		
<p><b>Goldman reject</b> <b>3.0/4.0 GPA</b> <b>Looking at memes at 2am</b> <b>Juul addict</b> <b>Attended investment bank networking day</b></p>		<p>Blockchain Enthusiast   Cryptocurrency Evangelist   Influencer   Inspirer   Chief Visionary   Serial Entrepreneur (i.e. every business I started has failed)   Founder (Omission)   Philanthropist (Another Omission)   Empowering (Something)   Life Coach   Father   Trendsetter   Top 1% of LinkedIn Profiles (According to Myself)   Speaker   TEDx (2 x Attendee)   ICO Advisor  </p>