

# Strive to Thrive

## Career Tips For Ted Rogers School Students

These reports leverage the expertise of BCH Staff to share best practices with students and alumni.

### Your LinkedIn Profile Reflects Your Brand

LinkedIn is the largest global professional network with over 500 million people using this platform. Over 90% of recruiters use LinkedIn regularly, and you want to ensure you are branding yourself in the right way.

#### Expand Your Network

- Keep up to date on what your network is doing globally
- Ways to identify mutual connections & collaboration opportunities Connect for coffee chats, informational interviews and following up after events
- Great conversation starters, when re-connecting and sharing successes

#### Build Your Brand

- Build your personal/professional brand
- Showcase your professional accomplishments
- Write articles, blogs, share posts, share media: links & images of work
- Recommendations shared with your LinkedIn network & Recruiters

#### Search Jobs

- Apply for jobs more aligned with your career preferences
- Let recruiters know you are open to new job opportunities
- Get career advice from others within industry/area of interest

#### Gain Insights

- Follow companies and influencers
- Join discussion groups to connect with people in your industry and keep up to date with industry trends and company updates and posts
- Gain insights from professionals and alumni in targeted companies

# The Most Common Mistakes

## Copying Your Resume And Inputting That Into Your LinkedIn.

If a recruiter comes across your resume and then goes to look you up online, what kind of impression would they get if they saw the exact same information as your resume on your LinkedIn?

## Unprofessional Headshot Or None At All.

Having a selfie or a full body shot is not an acceptable picture for your LinkedIn headshot. Having a professional headshot is crucial, so as you continue to build your network you are easily identifiable. LinkedIn profiles with headshots also receive 14x more views than those that do not have a headshot!

## Not Branding Yourself.

LinkedIn is a place for you to tell your story. It's important to create your own brand because you are much more than just your education and experience. Brand yourself based on the industry you are interested in and the strengths, and skills you have - using keywords. See tips below.

## Not Customizing Your LinkedIn URL.

Your LinkedIn URL if updated and active, is great to include on your resume. The default URL link usually comes with a lot of extra characters, but you can customize it to just your first and last name to shorten it and make it more professional.

# BCH Tips For Creating Your Profile

- Having a strong profile is important, but to maximize the value of LinkedIn it's important to remain active and maintain relationships
- Create a strong headline and summary that stands out Update your banner to reflect your brand
- Choose the right keywords for your profile and leverage endorsements Use the job search platform and career options to its full potential
- Leverage connections to build your network
- Craft meaningful messages when connecting with new members Maintain an active presence through posts and engagement with others

# Samples of Ted Rogers Students with Good LinkedIn Brands



Meet Jessica Lam, her profile is customized to convey a specific message, the banner, the headline and her bio all convey her key skills and are consistent throughout.

[View Jessica's Profile](#)



Celine Damji is a team player, she is involved in many on-campus activities, and she demonstrates this throughout her profile, her bio, experiences, and education section that all add to that message.

[View Celine's Profile](#)



Daniel Wu incorporated a playful style to his profile throughout his headline and bio while still demonstrating his expertise and passion in consulting.

[View Daniel's Profile](#)

## Tips On Creating Your Personal Brand

Conveying your individual message on LinkedIn is key for recruiters and your network to understand who you are, or want to become. Use this table to identify one word you want people to think of, when they think of you?

Expertise	Character	Drive
Competent Inspiring Effective Well- rounded Organized Adaptable Versatile Extraordinary Confident Creative Professional Strategic Talented Productive Resourceful	Honest Dependable Loyal Faithful Kind Charitable Integrity Reliable Authentic Trustworthy Honorable Sincere Supportive Helpful Compassionate	Determined Trailblazer Resilient Contagious Driven Fearless Intense Dynamic Tenacious Vivacious Motivated Fighter Game-Changer Ambitious Energized

## Sample Templates For LinkedIn Networking

### Following Up After An Event

Hello (name).

Thank you for attending the Ryerson Consulting Association's Alumni Panel and for sharing your advice on how undergrad students can prepare for a career in Management Consulting. I especially valued your recommendations which Bootcamps would be the most helpful - I have now enrolled in the Power of Excel and VBA Bootcamps.

I would love to stay connected and continue our conversation, would you be available for a phone or video conferencing call sometime next week?

Again, thank you for your time and I hope to see you at the next RCA event.

Thank you,  
(Your Name)

## Messaging Someone in Your Network

Hello (name),

My name is (XXXX). I am a 3rd year Bachelor of Commerce student focusing on Marketing at Ryerson University's Ted Rogers School of Management.

I have recently completed my academic semester and focusing on building my professional network in this industry. Through my research on LinkedIn I came across your profile and see that you are a Ted Rogers School alumni and graduated from the same program I am currently enrolled in. Would you be available for a phone or video conferencing call? Your experience and insights would be of great value as I am looking to start my career in marketing.

If your schedule allows, could we tentatively set a time for Wednesday next week at 3:00pm? Please let me know and if this time does not suit you I am happy to provide an alternative.

Thank you,  
(Your name)

## Connection Requests

Hello (name),

I noticed you graduated from the BM program at the Ted Rogers School and are currently working as a (title) at (company name). I am interested in this career path and would love to learn more about your career path and industry.

Thank you,  
(Your name)

## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming events.

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.

[TedRogersBCH](#)[TRSM Business Career Hub](#)[www.ryerson.ca/trsm-careers](http://www.ryerson.ca/trsm-careers)

### Career Consultant Contributor

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