



LinkedIn Tips

- LinkedIn offers several upgrades. For the BU Mentor group, you will not need to upgrade from the free service.
- Search for mentors in the group. Please note, members consist of both mentors and students. To search members, click on the number of members listed to the right of the group name then use the search field.
- Do not post announcements to the entire group. Instead send targeted emails to mentors of interest.
- See the back of this guide for a sample email to mentors.

When beginning to explore a career field, it is important to use multiple sources of career information and job seeking strategies, including resources and personalized assistance provided by the Smith Career Center.

For helpful information on how to create a LinkedIn profile, please visit:
bradley.edu/scc

Click on Students, Job Search Process, and then Networking to find information on how to build a profile and how to conduct employer research in LinkedIn. [Click Now](#)

BU Mentors:

Mentors consist of Bradley alumni, parents, and friends interested in developing mentoring/networking relationships with Bradley students.

BU Mentor Group on LinkedIn:

The networking group on LinkedIn allows Bradley students to connect with professionals in various fields.

Utilize BU Mentors to:

- Explore a variety of career paths and industry information.
- Define career goals and necessary educational requirements.
- Learn what skills employers are seeking that interns and entry-level candidates should possess.
- Plan application strategies for internships and full-time jobs.
- Become familiar with regional demographic information prior to relocation.

Get Started:

1. Create a free profile in LinkedIn, linkedin.com. If you need assistance with setting up your profile, please see the Smith Career Center website, bradley.edu/scc. Look for the LinkedIn information under the networking section of the student tab.
2. Once you have a LinkedIn account, type in “**Bradley University – BU Mentor Program**” in the search field at the top of the page. Submit a request to join the group.
3. After confirmation, you will become a group member. Read over the group rules found on the site for instructions on how to contact mentors.
4. To search for members in the group, go to the right of the group name, you will see the number of members (includes both students and mentors). Click on the number to use the search field to identify mentors of interest. If you utilize the advanced search option, please be aware that it will pull members from your contacts or other groups to which you belong.
5. Click on the member’s name to view their LinkedIn profile. If they are a good match, click on the **SEND MESSAGE** link.
6. For the BU Mentor LinkedIn group, you may contact up to five mentors in a given month. For further instructions, please see Tips for Contacting Mentors listed on the reverse side of this page.

Tips for Contacting Mentors

Networking is an effective way to gather career-related information. Please keep in mind that this is not a job placement service. Mentors are volunteering their time to respond to your questions concerning topics such as employment trends, job responsibilities, salary expectations, and job search strategies. To establish this relationship, follow the steps below:

1. Identify an appropriate networking contact by reading through the mentor's profile. Research the mentor's employer for additional background information.
2. Email the mentor to request a meeting or telephone appointment. Explain the nature of your request and why this meeting is important to you. Request a 30-minute appointment unless the contact offers something longer. It is best to conduct the meeting in person, on Skype, or via telephone rather than emailing a list of questions.
3. Develop a list of 5-10 questions (see sample questions below). Be creative. Be careful not to waste time by asking simple questions which could be answered by visiting the employer's website.
4. Brush up on your interviewing skills. You never know if this informational interview could turn into an informal interview for a job.
5. If you are visiting the mentor at work, dress nicely and arrive 10-15 minutes before the scheduled meeting time. It is appropriate to take notes during the meeting, but be careful not to let it interfere with your conversation.
6. Send a thank-you letter or email within 24 hours of the interview. Also, occasionally send a card or email to the mentor to keep him/her abreast of your job search and career development.

Sample Email Template: Requesting a Meeting or Telephone Appointment

Subject line: BU Mentor Program on LinkedIn

SAMPLE – Personalize Email before Sending

Dear (Ms. Smith),

I found your contact information through Bradley University's BU Mentor Program on LinkedIn. Currently, I am a (freshman Sociology) major interested in learning about career paths (within the public service sector). Based on your mentor profile, I believe you could assist me in learning more about the field and potential internship opportunities.

If it is possible, I would like to talk with you for about 30 minutes. This would allow me to learn more about the industry you are in and how I should continue to prepare for my future career. Due to my class schedule, (Monday and Wednesday afternoons) would work best. Please contact me at (555-555-5555) or via email to schedule.

I look forward to speaking with you.

Regards,
(Brad Lee)
Bradley University, Class of (20__)

Sample Questions

- What career path did you take to reach your current position? Is this a "typical" path or has it changed? What might I expect as a new professional in the field?
- What are the most valued skills in this industry/career field/company? As someone interested in this field, how can I best obtain these skills?
- Are there any professional organizations which you think might be helpful for me to join? Are there any professional journals which I should be reading?
- What are some of the pros and cons of working in your career field?
- What is the most common entry-level position in this field? What skill set does your organization usually expect in a new employee?
- How does your organization typically advertise internships or entry-level positions?

Bradley University's Smith Career Center reserves the right to restrict or change a user's access to the system due to inappropriate contact with our mentors or students.