SIPA ALUMNI AND STUDENT NETWORK LINKEDIN GROUP

LinkedIn is the world’s largest professional network with over 150 million members and growing rapidly. LinkedIn connects you to trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. The Office of Career Services (OCS) and the Office of Alumni Affairs encourage you to network with SIPA alumni through SIPA’s LinkedIn Group: *SIPA Alumni and Student Network*.

CREATE A LINKEDIN ACCOUNT AND JOIN SIPA ALUMNI AND STUDENT NETWORK GROUP

- [www.linkedin.com/groups/113648](http://www.linkedin.com/groups/113648)

CREATE A LINKEDIN PROFILE

Think of your LinkedIn profile as your “online first impression”. A strong profile should have at least: a headline, a professional photo, current and past work experiences, relevant education, and a summary of your qualifications and specialties.

Please note: In order to be considered for admission to the group, you must clearly identify SIPA in the education section of your profile.

BENEFITS OF THE SIPA ALUMNI AND STUDENT NETWORK GROUP

Join relevant subgroups found under “More” tab. Ex: Energy; Columbia SIPA Veterans Association. Participate in group discussions in the “Discussion” tab. Search for networking contacts in the “Members” tab.

**Messaging members**: To send a message quickly and without having to upgrade your account, simply click on the “members” tab. “Send Message” will appear as an option, along with options to connect or to follow and/or see a potential contact’s LinkedIn activities.

**NOTE**: To maximize your LinkedIn search results, include keywords and organization names.

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