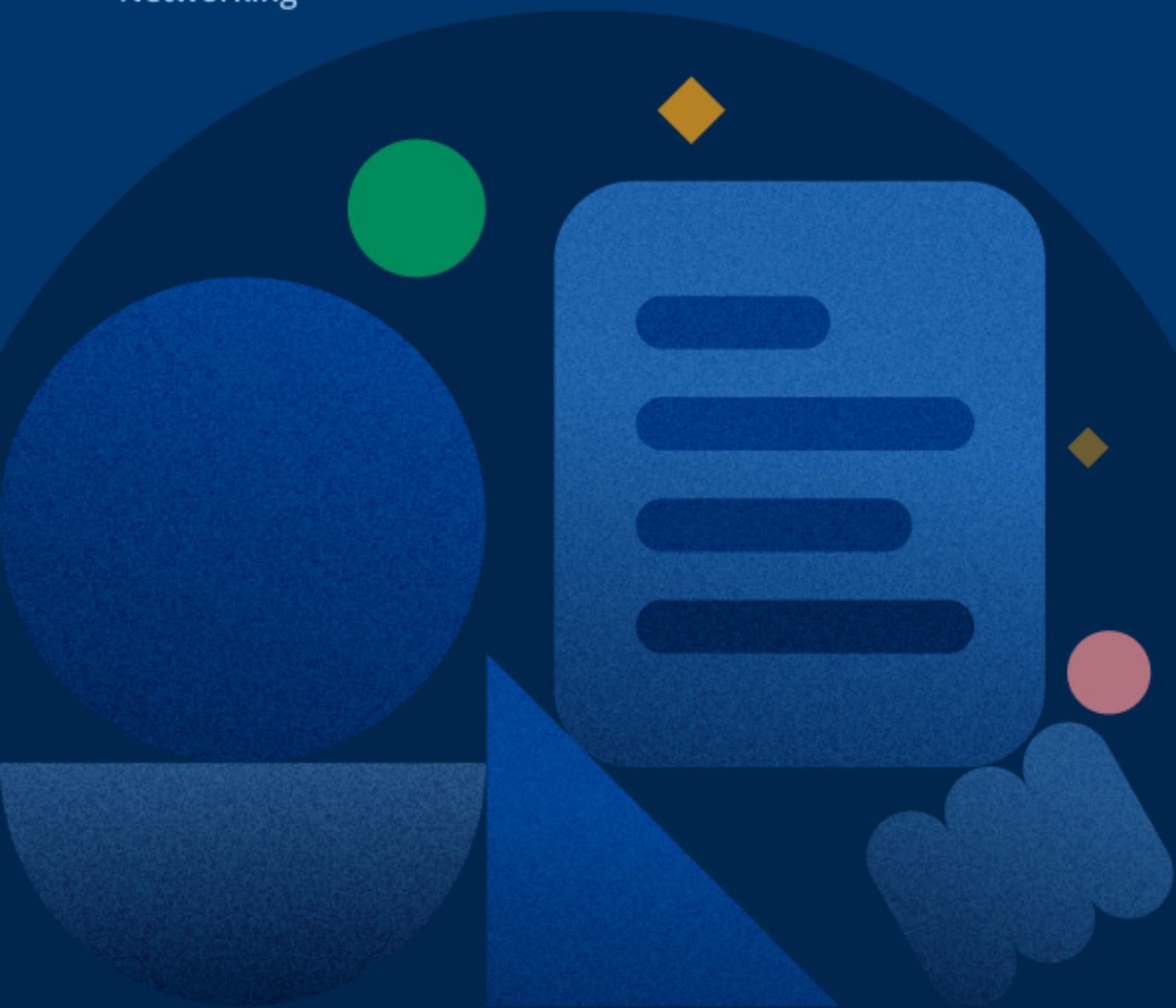




# THE NETWORKING PLAYBOOK

A Step-by-Step Guide to Teach Students To Unlock  
the Hidden Job Market Through Strategic  
Networking



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## The Undeniable Power of Connection

We all know the statistics: by some measures, a staggering 85% of jobs are filled through networking.

In today's competitive landscape, a strong professional network isn't just an advantage – it's often the missing link to landing that dream role.

Your students feel this pressure. Studies show a significant portion recognize networking as a crucial skill they need to develop. But navigating this world can feel daunting, especially for those new to the professional arena.

This playbook is designed to equip you, the career coach, with a structured approach to guide your students through the essential steps of building a powerful and effective network. Full of step-by-step how-tos, tips, and tools, this playbook will become a go-to resource for you to teach your students.

By focusing on actionable strategies and demystifying the process, you can empower your students with the confidence and skills they need to tap into the hidden job market and achieve their career goals.

**Let's bridge the gap and turn networking from a source of anxiety into a strategic asset for your students!**





## Play #1

# Demystifying the Hidden Job Market: Uncovering Unadvertised Opportunities

- **The Problem:** Job seekers are missing out on the vast majority of unadvertised opportunities, often due to an over-reliance on traditional job boards and a lack of strategic networking.
- **The Goal for Your Students:** To understand that the "hidden job market" isn't a secret, but rather accessible through strategic connections, much like their existing social networks.
- **Your Coaching Strategy:**
  - Explain the Concept
  - Teach an Actionable Plan
  - Guiding Questions for Students
- **Tools and Tips**
- **Bonus Resource:**  
*(READING) How To Navigate The Hidden Job Market*



## Your Coaching Strategy

### Explain The Concept

**Explain the Concept:** Use analogies to their current experiences. How do they find out about unadvertised campus events? It's through word-of-mouth and knowing the right people. The hidden job market works similarly.

Encourage them to brainstorm a list of:

**Groups & Networks:** Alumni associations, student organizations, online communities related to their field.

**Target Companies:** Specific organizations they are interested in.

**Key Individuals:** Professionals working in their desired industry or at their target companies.

Lastly, have your students research and identify potential Connectors. These are people who are not your specific target, but are a step or two away from a connection you are targetting and could put you in touch with them.



## Guiding Questions For Students

“Beyond job boards, where else might you discover information about potential job openings?”

“Think about your hobbies or interests – are there any related communities or groups where professionals in your field might connect?”

“What kind of online searches, beyond specific job titles, could help you identify companies that align with your interests?”

“Have you explored the career pages of companies you admire, even if they don’t have open roles listed right now?”

“Who could you reach out to simply to learn more about their career path and company?”

“In what ways is exploring the hidden job market similar to how you might find out about niche events or opportunities on campus?”

## Tools

**LinkedIn Alumni Tool:** Help students explore alumni from their institution working at target companies or in desired roles.

**Google Alerts:** Set up alerts for company names, industry trends, or specific job titles to receive real-time updates on unadvertised developments.

**Apollo/Hunter:** there are many lead gathering tools for researching professional contact info. Search and find the contacts you want to know.

## Tips

1. Identify companies experiencing significant transitions, such as leadership changes, new funding rounds, geographic expansion, product launches, or regulatory shifts. These companies tend to create openings.
2. Ask for low-stakes conversations instead of directly asking for a job, such as informational interviews. "I'd love to learn how you got into your field," is less threatening topic to approach connections with.
3. Connect with recruiters on LinkedIn. Compile a list of 100-200 companies you'd love to work for. Then, search for them on LinkedIn. Find out who works there on the recruitment/talent partner side and reach out.



## Bonus Resources

[Reading: How to Navigate the Hidden Job Market \(Jobscan\)](#)

[Webinar: “Employer Recruitment Strategies Beyond Career Fairs” \(MPACE\)](#)

[YouTube: “EXPOSING The Hidden Job Market: 3 PROVEN Ways To Land Unlisted Jobs In 2025” \(Professor Heather Austin\)](#)

## ENGAGE STUDENTS / ACHIEVE EFFICIENCY

Higher education institutions are boosting student engagement and capacity by reducing resume reviews up to 80%.

\*stats from Sonoma State University



**BOOK A DEMO**



## Play #2

# Leveling Up Their LinkedIn Game: Building a Powerful Online Presence

- **The Problem:** Underutilized or poorly optimized LinkedIn profiles are significantly hindering job search visibility and success, turning a powerful asset into a silent career killer.
- **The Goal for Your Students:** Transform their LinkedIn into a dynamic tool for building connections and showcasing their value to recruiters. They'll learn to actively engage and optimize their profile.
- **Your Coaching Strategy:**
  - Explain the Concept
  - Teach an Actionable Plan
  - Guiding Questions for Students
- **Tools and Tips**
- **Bonus Resource:** *What the Algorithm + Recruiter Really Think of Your Students' Applications (WATCH)*

## The Problem

LinkedIn is often the very first impression employers and recruiters have of a candidate. Yet, for countless job seekers, this critical digital storefront remains under-optimized, incomplete, or even outdated. The reality is striking: 93% of companies search for candidates on LinkedIn. This staggering statistic underscores LinkedIn's role as a primary talent

sourcing hub. When a profile is missing key sections, sports a generic headline like "Job Seeker," or shows a severe lack of engagement, it doesn't just go unnoticed; it actively gives the impression of disinterest or a lack of professionalism. A stagnant profile simply won't appear in their results, effectively rendering a job seeker invisible to the very opportunities they seek. This oversight transforms LinkedIn from a powerful networking and visibility tool into a hidden barrier to career advancement.

*"...instead of jumping straight into someone's DMs, start by engaging meaningfully with their content. Leave thoughtful comments, ask relevant questions, and join the conversation."*

**Fatima Khan, Founder,**  
[LinkedIn Tea](#)

## Your Goal

Guide your students to transform their LinkedIn profile from a passive online presence into a dynamic tool for building connections and showcasing their value to recruiters. They'll learn to actively engage and optimize their profile.



## Your Coaching Strategy

### Explain The Concept

Highlight the importance of:

- **Personalized Connection Requests:** moving beyond generic requests.
- **Meaningful Engagement:** the impact of liking, commenting, and sharing relevant posts.
- **Utilizing All LinkedIn Features:** every tool has a purpose - endorsements, recommendations, articles, groups.

Stress that they dedicate specific time each week to updating their profile using these tools and to engage with their network.

### The 3-Part Student LinkedIn Action Plan

#### Step 1: Pick A Niche (Define Their Professional Brand)

Before you start building, clarify your career focus. What kind of roles are you seeking? What industries excite you? What are your top 3-5 marketable skills and interests? Use this clarity to define your "niche" – the specific area where you want to be seen as an emerging professional. Then have them niche down.

**Tip 1:** Make sure students don't go too broad or too many levels down as to become rigidly focused. Emphasize this isn't about narrowing themselves forever, but about strategic targeting.

**Tip 2:** Use a tool like Jobscan's Resume tool to look at job descriptions for ideal roles in their niche. It will show you: what keywords are repeated? What skills are consistently listed? This will inform their niche and help them speak the language of recruiters.

## The 3-Part Student LinkedIn Action Plan (con't)

### Step 2: Optimize Their Profile (Build a Keyword-Rich Foundation)

Now, apply their niche insights to every section of their LinkedIn profile.

- *Profile Picture & Banner*: Use a professional, cropped headshot and a clean, relevant banner image.
- *Headline*: Craft a compelling headline that includes target keywords and describes what you do/aspire to do (e.g., "Aspiring Data Analyst | SQL & Python | Problem Solver").
- *About Section (Summary)*: Write a concise narrative that incorporates your target keywords naturally.
- *Experience, Education, Skills*: Detail relevant experiences, academic achievements, and skills. Use bullet points and action verbs, again, integrating keywords relevant to your niche.

**Tip:** Use Jobscan's LinkedIn Optimization Tool to ensure chosen keywords are effectively integrated and their profile is searchable.

### Step 3: Start Becoming Active, A Lot

**Action:** Your optimized profile is just the beginning. Now, it's time to engage!

*Engage with Content:* Regularly like, comment thoughtfully, and share posts relevant to your industry or career interests.

*Join and Participate in Groups:* Find and join relevant LinkedIn groups. Engage in discussions, ask questions, and share valuable insights.

*Share Your Own Content:* Consider sharing short posts about learnings, interesting articles, or even brief thoughts on industry trends.

See Play #4 for more action items.

**Tip:** Consistency is key. Dedicate a small amount of time daily or weekly to LinkedIn activity to keep your profile visible and your network growing. Remember to always be professional and add value to conversations.

## Guiding Questions For Students

“Does your profile headline immediately convey your current professional identity or career aspirations to recruiters?”

“Does your 'About' section showcase your unique skills, experiences, and career goals in a compelling narrative?”

“Are you getting granular enough in your posts? Are you offering anything of value or are your posts generic and common?”

“Are you consistently engaging with posts from industry leaders, companies you're interested in, and your connections?”

“Have you requested recommendations from professors, supervisors, or colleagues who can speak to your abilities?”

“Are you actively using LinkedIn groups to participate in discussions and learn from others in your field?”

“Beyond just connecting, are you strategically building relationships with individuals whose work you admire or who work in your target companies?”

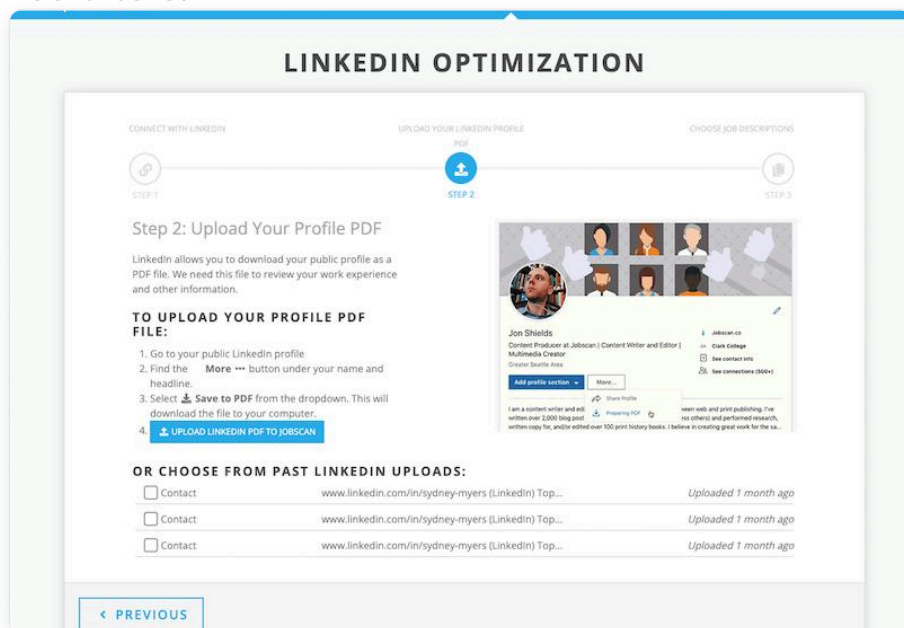


## Play #2

# Leveling Up Their LinkedIn Game: Building a Powerful Online Presence

## Tools

**Jobscan's LinkedIn Optimization Tool:** This tool directly scans a LinkedIn profile against job descriptions to provide tailored keyword recommendations and a profile score, maximizing visibility for recruiters.



## Tips

1. Emphasize using keywords from target job descriptions in their LinkedIn headline, summary, and skills sections to align with recruiter searches.
2. Use a clear, cropped profile photo and a custom banner image (use tools like Canva or Pexels to design a unique banner that reinforces your value) that reflects your personal brand.
3. Think of a profile as a "sales pitch" - make it skimmable, engaging, and focused on transferable skills.
4. Include a profile summary; it's a high-impact area for keyword visibility.
5. Ensure your location (city/state) is filled out - geography matters for being found.

Play #2

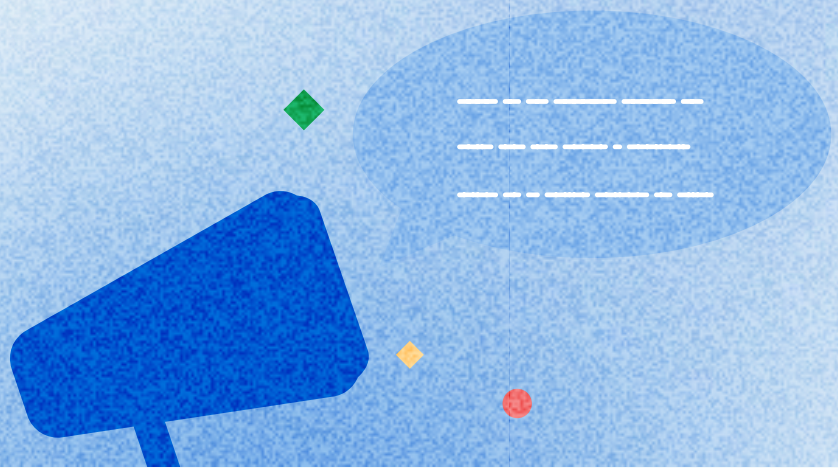
Leveling Up Their LinkedIn Game: Building a Powerful Online Presence

## Bonus Resources

[Reading: “How to Create a LinkedIn Profile Recruiters Actually Read” \(Jobscan\)](#)

[Webinar: “What the Algorithm + Recruiter Really Think of Your Students' Applications” \(The Job Insiders\)](#)

[Offer: Get a LinkedIn Profile Makeover from The Job Insiders](#)



### Play #3

# Mastering the Power of Referrals: Cultivating Insider Connections

- **The Problem:** Job seekers are consistently underestimating and underleveraging the most effective path to employment: employee referrals, missing out on significantly higher hiring rates and retention.
- **The Goal for Your Students:** Learn the significant advantage of referrals, confidently develop strategies for both requesting and offering them, then leverage their network for powerful introductions.
- **Your Coaching Strategy:**
  - Explain the Concept
  - Teach an Actionable Plan
  - Guiding Questions for Students
- **Tools and Tips**
- **Bonus Resource:** *Job References: Everything You Need to Know (READING)*



## The Problem

Despite the compelling statistic that referred candidates are four times more likely to be hired, a significant hurdle exists in job seekers' ability to cultivate meaningful referrals. Firstly, many students fail to fully grasp the inherent advantages of a referral, such as potentially bypassing the initial application screening process and gaining access to the

aforementioned hidden job market opportunities. Secondly, even when the benefits are understood, a pervasive fear of rejection or appearing burdensome often prevents students from proactively seeking referrals. This reluctance, coupled with a lack of understanding of how to approach their network effectively, means they are missing out on a powerful tool that could significantly accelerate their job search and open doors that might otherwise remain closed.

*“An impactful approach would be, ‘I’ve noticed your business prioritizes such and such in this industry; I’m exploring this space and would value your insights.’ This subtle shift, from requesting assistance to offering an observation, fosters immediate respect.”*

**Brooke Barousse, CEO,**  
[Lexington Executive and Household Staffing](#)

## Your Goal

Your objective is to ensure students understand the significant advantage of referrals and confidently develop strategies for both requesting and offering them, leveraging their network for powerful introductions.

## Your Coaching Strategy

### Explain The Concept

**Highlight the Benefits:** Emphasize that referrals can bypass initial application stages and tap into the hidden job market.

**Address Fear of Failure:** Reassure students that most people are willing to help and that even a connection with a former colleague can be valuable.

**Comfortable Connections First:** Build their confidence and momentum by running them through an exercise to show just how wide their network is at that moment - show how many colleagues, mentors, alumni, and even past supervisors from part-time jobs

### The Referral Workflow

#### **Step 1:** *Identify Your Referral Pool and Target Opportunities*

Brainstorm every person in your network who could potentially offer a referral or introduction. Think broadly: former supervisors, professors, alumni from your program, family friends, even classmates who interned at target companies. List the specific job opportunities (or types of roles/companies) you are most interested in pursuing for a referral.

**Tip:** Prioritize connections with whom you have a strong, positive relationship. They'll be your strongest advocates.

#### **Step 2:** *Research and Prepare Your Request Materials*

For each target job, thoroughly research the role and company. Using Jobscan's Cover Letter Scanner, tailor your resume and draft a concise, compelling cover letter (or a key-points summary) that specifically highlights how your skills and experience align with that particular job description. This makes it incredibly easy for your referrer to champion you.

## The Referral Workflow (con't)

**Tip:** Anticipate what information your referrer would need. Always prepare as if the referral asks you, "How did you prepare for this conversation?"

### **Step 3:** *Craft a Personalized and Clear Ask*

Reach out to your identified referrer via a personalized email or LinkedIn message. Start by briefly re-establishing your connection - remind them how you know each other - and expressing gratitude for their time. Instead of asking, "Can you refer me?", students should say, "I've been preparing for this specific role and practicing the likely interview questions. These are the problems I want to solve and who you want to serve. I'd love to get your perspective on whether I'm positioning myself well. If it feels like a fit, I'd be grateful for a referral." A smart, prepared request earns trust faster than a passive one.

**Tip:** Include a draft or bullet points for what the referrer may say. It leads them to what you hope to get and shows respect for their time.

### **Step 4:** *Facilitate the Referral and Offer Value*

Once your referrer agrees, follow their instructions for the process. If they ask you to send them something to forward, make sure it's polished and ready to go. Even if they don't explicitly ask, always offer to provide them with a concise blurb they can use to make the referral.

### **Step 5:** *Thoughtful Follow-Up and Gratitude*

Immediately send a personalized thank-you note to your referrer, regardless of the outcome. Keep them updated on the application status (e.g., "Just wanted to let you know I applied!"), but avoid pestering them. If you get an interview or an offer, be sure to share the good news and reiterate your appreciation.

## Guiding Questions For Students

“Who in your network knows you well enough to confidently recommend your skills and work ethic?”

“Have you clearly articulated to your network the types of roles or companies you are targeting?”

“Beyond asking for a direct referral, have you considered asking for an introduction to someone in their network?”

“What value can you offer your connections in return for their support, even if it's just offering to help them in the future?”

“Have you followed up with individuals who offered to help you with a referral to keep them updated on your progress?”

“Are you keeping track of the connections you've reached out to and the outcomes of those conversations?”

## Tools

**Jobscan Cover Letter Generator:** This tool is normally used to help students quickly tailor a cover letter to a job description; however, students can use it to also generate a keyword-rich letter that can be repurposed into a compelling message for a referrer.

**Email Templates:** Provide students with clear, concise templates for politely requesting a referral or an introduction, emphasizing personalization.

## Tips

1. The most effective tactic for a student to request a referral is to lead with a preview of readiness, not just a request.
2. Instruct students to provide their referrer with a brief, tailored summary of their skills and how they align with the job description, making it easy for the referrer to make a strong case.
3. Emphasize the importance of following up with referrers to thank them and provide updates on their application status, reinforcing the relationship.
4. Email Templates: Provide students with clear, concise templates for politely requesting a referral or an introduction, emphasizing personalization.
5. Create and host a small networking event or meetup on your own on your campus or city.



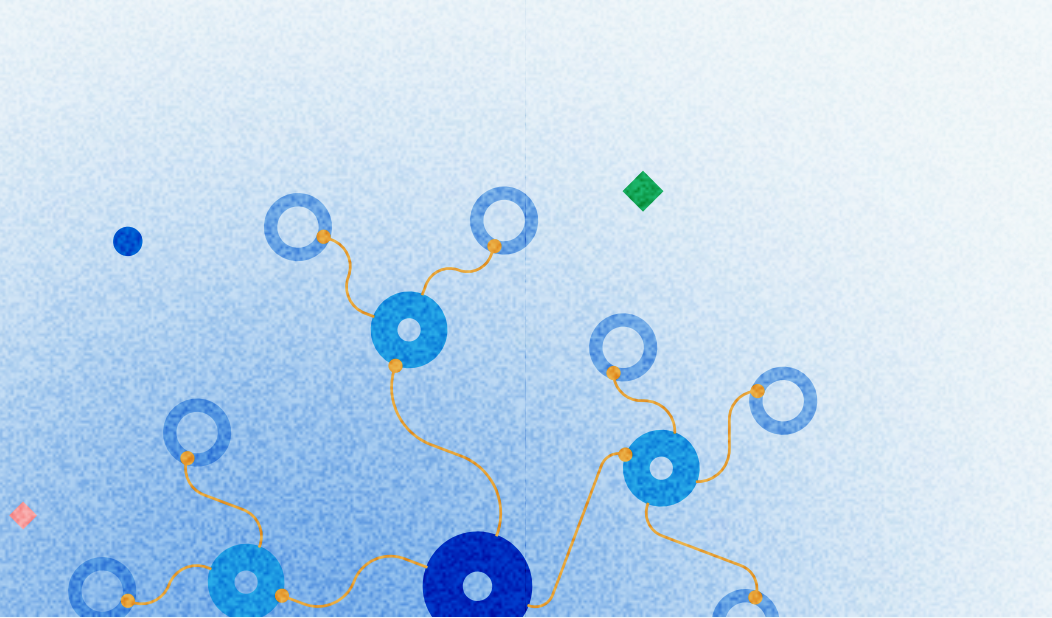
## Bonus Resources

[Reading: “Job References: Everything You Need to Know” \(Jobscan\)](#)

[Reading: “What Is a Job Referral? How Do You Get One?” \(LinkedIn\)](#)

[Watch: “How To Get High-Level People In Your Network To Help You” \(Work It Daily\)](#)

[Watch: “Tom Friel: How to Network” \(Stanford Graduate School of Business\)](#)



## Play #4

# Understanding the Networking Effect: Expanding Reach on LinkedIn

- **The Problem:** Professionals struggle to build meaningful, targeted connections on LinkedIn that translate into tangible career opportunities, often lacking a clear engagement strategy.
- **The Goal for Your Students:** Leverage the LinkedIn "network effect" by strategically connecting with individuals outside their immediate circle, actively expanding their reach for greater job market visibility.
- **Your Coaching Strategy:**
  - Explain the Concept
  - Teach an Actionable Plan
  - Guiding Questions for Students
- **Tools and Tips**
- **Bonus Resource:** *The Power of Networks (LISTEN)*

## The Problem

In our increasingly digital world, social media platforms, particularly LinkedIn, represent a critical gateway to the job market. However, students may not fully appreciate the intricate dynamics at play, especially the "algorithm" that governs visibility and connection reach. A common pitfall is limiting their connections to their immediate circle of

acquaintances, thereby missing out on the exponential benefits of a broader network. Well-connected profiles, particularly those exceeding 500 connections, experience a significant "network effect," increasing the likelihood of discovering opportunities through second and third-degree connections. Failing to strategically expand their network beyond their direct contacts limits their exposure to a wider range of opportunities and potential connections that could lead to their next role.

*"Connect with all of the people you know on LinkedIn: your peers, your professors, your family members, and people you meet in your career search. Ask connections for help connecting with their network and offer to connect them with your network as well."*

**Suzanne Berger**, Senior Career Consultant, [Fresh Perspectives Career Consulting LLC](#)

## Your Goal

Equip students to understand and leverage LinkedIn's "network effect" by strategically connecting with individuals outside their immediate circle, actively expanding their reach for greater job market visibility.

## Your Coaching Strategy

### Explain The Concept

**Explain the "500+ Connections" Rule:** Highlight that exceeding 500 connections significantly increases visibility.

**Emphasize Second and Third-Degree Connections:** Explain that opportunities often arise through individuals they don't know directly.

### The Strategic Networking Workflow

Run students through the following plan to develop and expand their LinkedIn network:

#### Week 1

##### *Identify Your Influencers and Engage Daily*

Find 10-15 key influencers in your target field. Two ways to do this are:

1. Each morning, dedicate 15 minutes to use LinkedIn's Search function for relevant industry posts from the "Last 24 hours." Focus on posts with moderate engagement (5-15 comments) to ensure visibility.
2. Make a list of companies you admire. Then, do research into their competitors. Go onto LinkedIn and find the person at that company who is in the role you are interested in - is this person active on LinkedIn? Narrow your list down to those.

Take the influencers you've narrowed your list down to and leave 3-5 thoughtful comments on their posts daily, adding value to the conversation.

**Tip:** You don't always have to go high up the food chain. Building strong relationships with people who are at your level for the entry-level jobs you as aspiring to. These people could be in a position to hire you one day and will be much easier to engage with.

## The Strategic Networking Workflow (con't)

### Week 2

#### *Curate and Share Industry Insights Weekly*

Shift your focus from simply growing your connection count to "connection activation." Each week, create a brief industry news digest. Highlight 3-5 significant developments and offer your concise analysis of their implications.

### Week 2

#### *Begin Delivering Personalized Value*

Start by sharing your weekly digest directly with your connections through personalized messages. This direct, value-driven approach consistently yields higher response rates than traditional outreach, strengthening your network one meaningful interaction at a time. After a day or two, post your weekly digest on your feed.

### Week 3

#### *Expand Your Search*

As you do this on a day-to-day basis, you will begin to see other influencers in the space. The LinkedIn algorithm will push their content to you and you will see that influencers also engage a lot with each other.

Start adding more names to your list and follow them on LinkedIn. Repeat the steps in Week 2 as you add more names.



## Guiding Questions For Students

“Beyond your immediate classmates and professors, who are some professionals in your field whose profiles resonate with you?”

“What criteria could you use to identify relevant third or fourth-degree connections to reach out to?”

“Are you exploring the 'People You May Know' suggestions on LinkedIn and thoughtfully deciding who to connect with?”

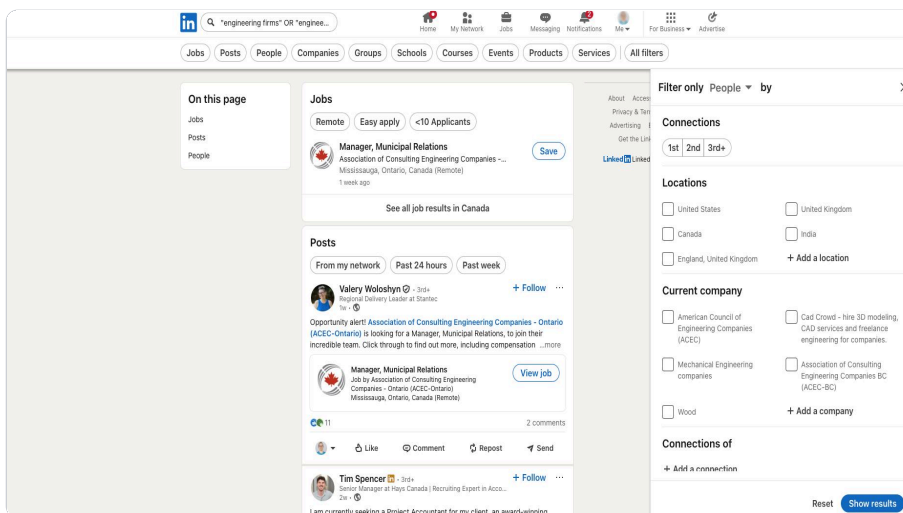
“Have you considered joining LinkedIn groups related to your industry or skills to connect with a broader network?”

“Are you following relevant hashtags on LinkedIn to discover and engage with professionals outside your immediate connections?”

“How can you personalize your connection requests to third and fourth-degree connections to make them more likely to accept?”

## Tools

**LinkedIn Search Filters:** Show students how to use advanced search filters. Combine keywords with operators like AND, NOT, and OR, and grouping symbols like quotation marks " " for exact phrases and parentheses ( ) to organize term. Use search to find professionals by industry, company, school, and connection level and filter further for more granular searches.



**LinkedIn Learning:** Encourage students to take courses relevant to their field and use the "People Also Viewed" feature to discover more connections.

## Tips

1. Personalize every LinkedIn connection request with a message.
2. Encourage students to identify industry influencers and thought leaders on LinkedIn and engage with their content before sending a connection request.
3. Post summaries of things you've learned from a connection, then tag them in the post.

## Bonus Resources

[Reading: “6 Networking Solutions To Equip Your Students For Their Job Search” \(Jobscan\)](#)

[Podcast: The Power of Networks with Julia Freeland Fisher & Luther Jackson \(Work Forces\)](#)

[Reading: College Career Services Are Ailing—Networks Are The Cure \(John Hopkins University\)](#)



## Play #5

# Nurturing Open Networking Opportunities: Mastering the Art of Follow-Up

- **The Problem:** A pervasive lack of effective follow-up is costing students valuable opportunities and undermining initial connections, leaving positive first impressions to fade.
- **The Goal for Your Students:** Learn the critical importance of timely, consistent, and value-added follow-up. Master techniques to nurture new and existing connections, ensuring their networking efforts yield results.
- **Your Coaching Strategy:**
  - Explain the Concept
  - Teach an Actionable Plan
  - Guiding Questions for Students
- **Tools and Tips**
- **Bonus Resource:** *How to Follow Up With New LinkedIn Connections (WATCH)*



## The Problem

A frequent stumbling block in the networking process occurs after initial connections are made. Candidates often fail to follow through or nurture these nascent relationships, leading to missed opportunities for building meaningful professional connections. This lack of follow-up can stem from simply not knowing the appropriate next steps, feeling

unsure about how to maintain contact, or, in some cases, simply forgetting amidst the demands of the job search. However, consistent and value-driven follow-up is paramount in staying top-of-mind with contacts and ultimately deriving tangible benefits from networking efforts. Without a clear strategy for nurturing these connections, the initial effort invested in networking can be largely wasted, hindering their progress in the job search.

*“Establish a clear touchstone—something specific and personal—early on. It could be a shared interest, a challenge they're facing, or even a casual comment about an upcoming event. That touchstone becomes your bridge for follow-up.”*

**Megan Mooney**, Managing Partner, [Vetted](#)

## Your Goal

Guide students to understand the critical importance of timely, consistent, and value-added follow-up. Your aim is for them to master techniques to nurture new and existing connections, ensuring their networking efforts yield results.

## Your Coaching Strategy

### Explain The Concept

**Provide Follow-Up Techniques:** Offer concrete examples of effective follow-up strategies:

**Personalized Thank-You Notes:** Sent promptly after a conversation.

**Sharing Valuable Content:** Articles, posts, podcasts relevant to their connection's interests.

**Regular Engagement:** Liking and commenting on their connections' posts.



## Guiding Questions For Students

“What is your current system for keeping track of new connections you make?”

“Beyond a simple 'thank you,' what specific details from your conversation can you reference in your follow-up?”

“What kind of relevant articles, industry news, or resources could you share with your new connections to add value?”

“How often do you plan to check in with your key connections to maintain the relationship?”

“Are you using calendar reminders or other tools to prompt you to engage with your network regularly?”

“In what ways can you offer support or assistance to your connections, demonstrating that networking is a two-way street?”

## Tools

**CRMs or Spreadsheets:** Teach students to use a simple spreadsheet or a personal CRM (Customer Relationship Management) tool to track their connections, last interactions, and follow-up dates.

**Phone Voice Reminders:** Advise students to use their phone's voice assistant (e.g., "Hey Google, remind me to follow up with [Name] about [Topic] next Tuesday") for easy and quick reminders.

**“Networking is crucial to do stuff”**

- **name, position, role**

## Tips

1. Send handwritten notes after an initial connection is made.
2. Send customized voice messages or video messages to create more impactful messages.
3. Always be adding value. Don't communicate for the sake of it.
4. Be considerate of when to send messages. Pay attention to holidays, things happening at their company, in their city, and so on so you have a reason to reach out.
5. Consistently comment on their posts - but only ones that you find most interesting.

Play #5

Nurturing Open Networking Opportunities: Mastering the Art of Follow-Up

## Bonus Resources

[Reading: "How to Follow Up on a Job Application: Recruiter Tips" \(Jobscan\)](#)

[Reading: "Is It Okay To Follow Up More Than Once?! Discover why LESS is MORE when reaching out to recruiters" \(Work It Daily\)](#)

[Watch: "How to Follow Up With New LinkedIn Connections" \(Social-Hire\)](#)





## Play #6

# Learning to Talk the Talk: Building Confidence in Self- Presentation

- **The Problem:** Students must present their best self to attract opportunities, but too much idealization can lead to a lack of genuineness or even misrepresentation.
- **The Goal for Your Students:** Develop a confident, truthful, and compelling way to present themselves and their skills so to feel prepared for networking conversations.
- **Your Coaching Strategy:**
  - Explain the Concept
  - Teach an Actionable Plan
  - Guiding Questions for Students
- **Tools and Tips**
- **Bonus Resource:** *Research: Cold Networking Key to Finding Internships and Jobs (WATCH)*

## The Problem

A significant barrier for many students entering the graduate job market is a lack of confidence, often stemming from a perceived inadequacy in meeting the requirements of graduate roles and navigating assessment processes. This skepticism about their own abilities can manifest as difficulty in effectively communicating their skills, experiences, and

aspirations in networking situations and interviews. They may struggle with the internal question of "Why me?", hindering their ability to articulate their value proposition confidently. This lack of self-assurance can be a major impediment, preventing them from making strong first impressions and effectively showcasing their potential to prospective employers during crucial networking interactions and conversations.

*"Many students are shy about building a professional network at the start of their careers. It's similar to making new friends - help them find a common interest with connections and start talking!"*

**Suzanne Berger**, Senior Career Consultant, [Fresh Perspectives Career Consulting LLC](#)

## Your Goal

Your objective is to empower students to develop a confident and compelling way to present themselves and their skills in professional settings. They should master their elevator pitch and feel prepared for networking conversations.

## Your Coaching Strategy

### Explain The Concept

**Socialization Scenarios and Role-Playing Are Good Preparation:**

Teach how simulated networking events and conversations can make them more comfortable.

**Crafting Elevator Pitches:** Guide them in developing concise and impactful self-introductions based on their LinkedIn profiles and career goals.

**Event Etiquette:** Provide guidance on appropriate attire, conversation starters, and professional conduct at networking events.

**Actionable Tip for Students:** Have them practice their elevator pitch and introductions out loud until they feel comfortable and confident.

### The Student Mega Confidence-Boosting Action Plan

Run students through the following plan to transform their self-doubt into self-assurance, empowering them to confidently present themselves and their skills in any professional setting:

**Step 1: Put Your Value Down On The Page**

*Action:* Begin by deeply reflecting on your experiences:

- Academic
- Volunteer
- Work
- Personal projects

Identify your top 3-5 transferable skills and 2-3 key accomplishments.

For each, think about the impact you made.

Then, craft a concise (30-60 second) "elevator pitch" that highlights who you are, what you're passionate about, and what you're looking for, tailored to your target industry. This is your core narrative.

## The Student Mega Confidence-Boosting Action Plan (con't)

*Tool:* Use AI to get started

Use this AI prompt to help generate your elevator pitch, using the data from the last step and additional sources:

*///Act as a career coach specializing in elevator pitches.///*

I need to create a 30-60 second elevator pitch. Here's some information about me, my skills, accomplishments, and what kind of role or industry I'm looking for:

*///About Me (brief background/major): [Student inserts their background, e.g., "I'm a recent graduate with a degree in Marketing."]///*

*///Top 3-5 Transferable Skills: [Student inserts their skills, e.g., "Excellent communication, strong analytical skills, proficient in project management software, creative problem-solving."]///*

*///Key Accomplishments (1-2 specific examples with impact): [Student inserts specific examples, e.g., "Led a student marketing campaign that increased event attendance by 30%," or "Developed a new data analysis process for my internship that reduced reporting time by 15%."]///*

*///What I'm Passionate About/What Motivates Me: [Student inserts their passion, e.g., "I'm passionate about understanding consumer behavior and leveraging data to drive impactful marketing strategies."]///*

*///Type of Role/Industry I'm Looking For: [Student inserts their target, e.g., "Entry-level Marketing Analyst roles in the tech industry," or "Positions in environmental consulting focused on sustainable development."]///*

*///Target Audience for this Pitch (who am I talking to?): [Student inserts audience, e.g., "A recruiter at a career fair," "A potential mentor at a networking event," "A hiring manager for a specific role."]*

*///Based on this information, please generate three distinct versions of a 30-60 second elevator pitch. Each version should have a slightly different tone or focus, and all should be compelling, concise, and highlight my value to a potential employer or connection. Also, provide a brief explanation for why each version works.///*

*\*Note: The /// are called "delimiters"—they separate and define the boundaries between distinct pieces of data within a larger string or data stream (confused? Yeah, us too...).*

## The Student Mega Confidence-Boosting Action Plan (con't)

### Step 2: Rehearsals Are The Building Blocks of Confidence

*Action:* Practice makes perfect! Rehearse your elevator pitch and answers to common networking questions (e.g., "Tell me about yourself," "What are you passionate about?") repeatedly.

- Do this in front of a mirror
- Record yourself
- Role-play with a friend, family member, or your career coach

Ask for honest feedback on your clarity, confidence, and enthusiasm.

*Tip:* Focus not just on what you say, but how you say it. Pay attention to your tone, body language, and eye contact. The goal is to sound natural and confident, not rehearsed.

### Step 3: Lights! Camera! Strategic Application of Action!

*Action:* Now, put your polished presentation skills into practice. Start small:

- Engage in online discussions (LinkedIn groups, professional forums)
- Attend virtual informational interviews
- Connect with alumni.

As your confidence grows, seek out larger opportunities like industry webinars, local professional meet-ups, or career fairs.

Be prepared to introduce yourself, articulate your value, and ask thoughtful questions.

*Tip:* Set a small, achievable goal for each networking interaction (e.g., "I will introduce myself to one new person", "I will ask two insightful questions").

Celebrate these small wins to build momentum. Remember, every conversation is an opportunity to learn and grow, regardless of immediate outcomes.



## Guiding Questions For Students

“What are three key accomplishments or experiences that best highlight your skills and potential?”

“How can you concisely articulate your career goals and the type of opportunities you are seeking?”

“Have you practiced your elevator pitch in front of a mirror or with a friend to get comfortable with it?”

“What are some common questions you anticipate being asked at a networking event or during an informational interview?”

“How can you tailor your self-introduction to different audiences and networking situations?”

“What strategies can you use to manage any nervousness or self-doubt you might feel when talking about yourself professionally?”

## Tools

**AI:** Use AI - smartly. Make sure you are always feeding the AI three things: your background info (skills, experiences, accomplishments, background), the POV you want the AI to adopt (its expertise or personality), and specific instructions and outputs you are seeking. And remember - AI outputs are just a starting point, not the final product.

**Jobscan Interview Prep:** this tool can help students practice answering common interview questions, building confidence that translates directly to networking conversations.

## Tips

1. Encourage students to create a "story bank" – short, impactful anecdotes illustrating their skills and experiences that they can draw upon in conversations.
2. Have students record themselves practicing their elevator pitch and introductions for self-critique and improvement.
3. Advise students to research if there is a dress code for events to ensure they present themselves appropriately and professionally. But at minimum, business casual always works.
4. Practice an exit, something that lets you end the conversation if you feel overwhelmed. Something short like, "I won't keep you, but I'm really glad we met." Remove the pressure of not knowing what to say.

## Bonus Resources

[Reading: "19 Job Interview Tips That Will Get You Hired in 2025" \(Jobscan\)](#)

[Webinar: "What the Algorithm + Recruiter Really Think of Your Students' Applications" \(The Job Insiders\)](#)

[Reading: "Research: Cold Networking Key to Finding Internships and Jobs" \(NACE\)](#)

Final Play

# How To Use Jobscan LinkedIn Optimizer

A step-by-step walkthrough of how to use Jobscan's LinkedIn Optimizer Tool to increase student's searchability and get more out of their LinkedIn profiles.



## LinkedIn Optimization

Here at Jobscan, we've leveraged our resume scanning and optimization technology and researched recruiter behavior to help job seekers and in-demand professionals increase their searchability and get more out of their LinkedIn profiles. With Jobscan LinkedIn Optimization, you see exactly how your profile scores for the jobs you want and receive actionable tips to optimize your profile.

LinkedIn Optimization Tutorial Video

<https://youtu.be/2VnAgGfhlgA>





## Why Does LinkedIn Optimization Matter?

- 138 million users are on LinkedIn in the United States.
- 44,000 job applications are submitted daily through LinkedIn.
- 74% of recruiters source job candidates from LinkedIn.
- 94% of recruiters use LinkedIn to vet job candidates.

Recruiters pay thousands of dollars for powerful LinkedIn search tools that highlight candidates based on hyper-specific keywords and algorithms. Hiring managers vet candidates based on their LinkedIn profiles. Whether you're using LinkedIn to attract recruiters or supplement your resume in your job search, your profile can only make a positive impact if it's complete, professional, and tailored to the jobs you want with targeted keywords and search engine optimized profile sections.

After getting your LinkedIn profile score, transform your profile with Jobscan's tips, example phrases, keywords, and LinkedIn search insights to help boost your profile's visibility and credibility among recruiters.

## Getting Started with LinkedIn Optimization

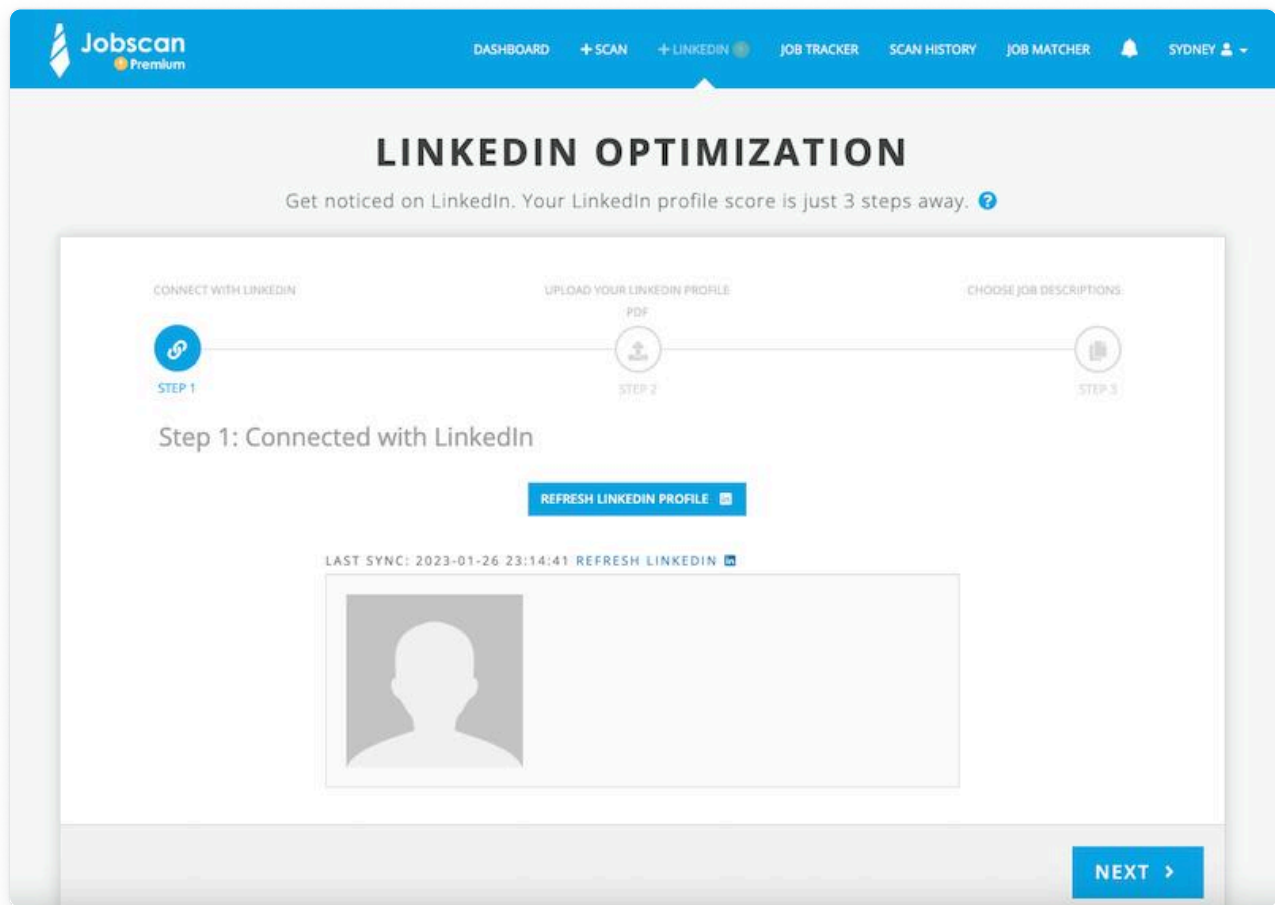
You can get your profile score and begin optimizing your LinkedIn profile in 3 simple steps.

### Step 1: Connect your LinkedIn Profile

From your Jobscan dashboard, click on "LinkedIn Scan".

Your profile might already be connected to LinkedIn if you're a registered Jobscan user. If not, connect your LinkedIn profile. You will need to sign in to LinkedIn.

(Note: Jobscan does not publish anything to your LinkedIn profile. This connection simply allows our system to scan your profile page in order to give you a personalized score.)



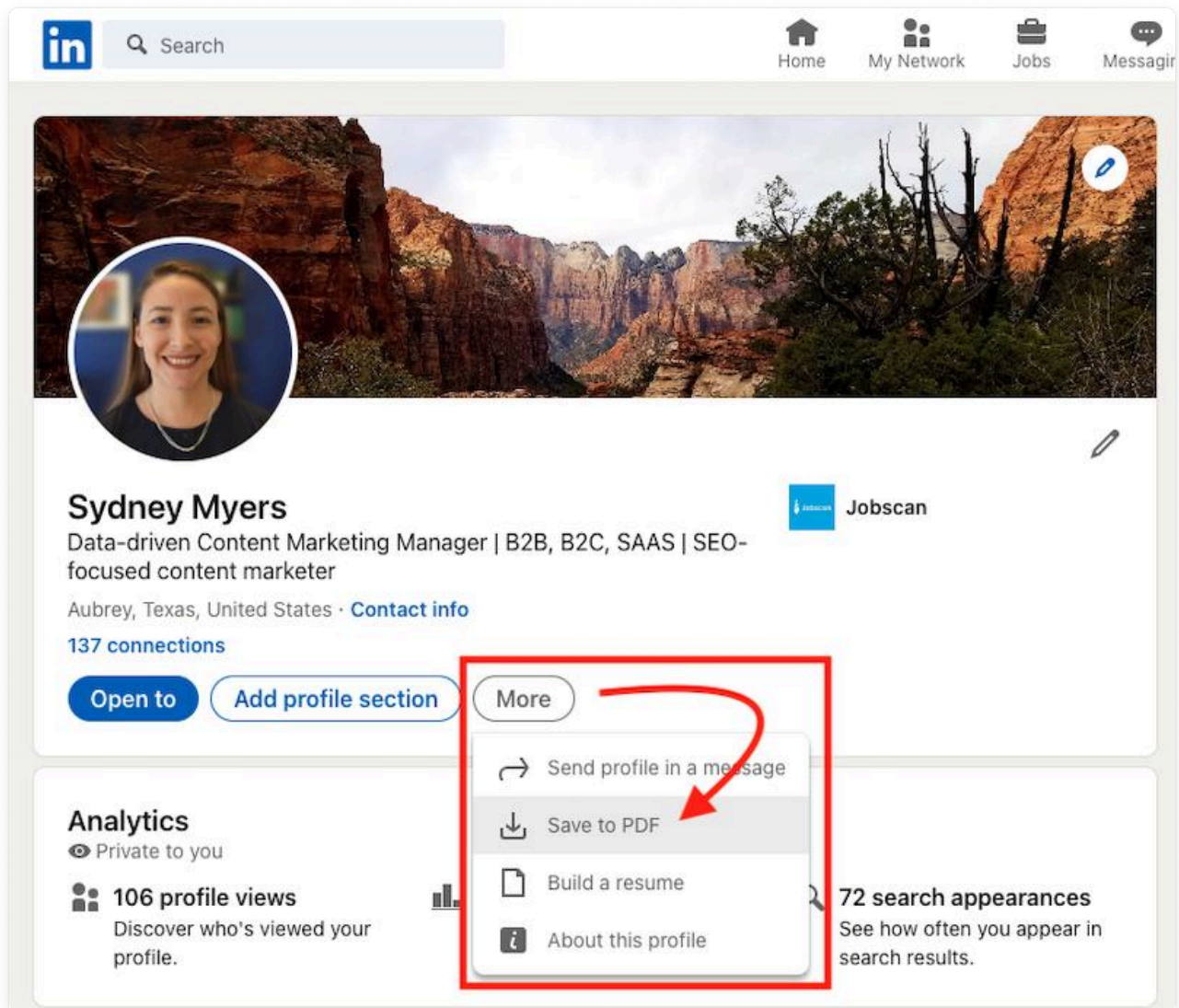
If your LinkedIn was previously connected or you have revised your profile and are rescanning your profile, just click “Refresh LinkedIn” above your photo. Refreshing your LinkedIn profile ensures that any changes you have made since your last update will be included in your new LinkedIn Optimization scan.

Once your profile is connected, click “Next.”

## Step 2: Export LinkedIn Profile PDF and Upload to Jobscan

To get a more detailed scan report, upload your LinkedIn profile PDF. This gives the Jobscan system even more information so that your score and report is tailored and complete.

Download your profile PDF by going to your LinkedIn profile, clicking on “More” and then “Save to PDF”.



Back in Jobscan, click on “Upload LinkedIn PDF to Jobscan” and select the file that was downloaded from LinkedIn. (This will usually be in your Downloads folder.)

The screenshot shows the Jobscan LinkedIn Optimizer interface. The top navigation bar includes links for DASHBOARD, SCAN, LINKEDIN (active), JOB TRACKER, SCAN HISTORY, JOB MATCHER, and a user profile for SYDNEY. The main heading is "LINKEDIN OPTIMIZATION". Below this, there are three steps: STEP 1: CONNECT WITH LINKEDIN, STEP 2: UPLOAD YOUR PROFILE PDF (active), and STEP 3: CHOOSE JOB DESCRIPTIONS. Step 2 is titled "Step 2: Upload Your Profile PDF" and includes instructions: "LinkedIn allows you to download your public profile as a PDF file. We need this file to review your work experience and other information." It then lists "TO UPLOAD YOUR PROFILE PDF FILE:" with four steps: 1. Go to your public LinkedIn profile, 2. Find the "More" button under your name and headline, 3. Select "Save to PDF" from the dropdown, and 4. Click "UPLOAD LINKEDIN PDF TO JOBSKAN". An image of a LinkedIn profile for Jon Shields is shown. Below the instructions, there is a section "OR CHOOSE FROM PAST LINKEDIN UPLOADS:" with a table of previous uploads.

OR CHOOSE FROM PAST LINKEDIN UPLOADS:		
<input type="checkbox"/> Contact	www.linkedin.com/in/sydney-myers (LinkedIn) Top...	Uploaded 1 month ago
<input type="checkbox"/> Contact	www.linkedin.com/in/sydney-myers (LinkedIn) Top...	Uploaded 1 month ago
<input type="checkbox"/> Contact	www.linkedin.com/in/sydney-myers (LinkedIn) Top...	Uploaded 1 month ago

< PREVIOUS

After uploading your PDF, click "Next."

### Step 3: Paste Job Descriptions

Jobscan scores your LinkedIn profile against real job descriptions. Choosing job descriptions that are relevant to your career will help Jobscan determine which skills need to be added to make your profile more searchable by recruiters.

If you're signed in and have already used Jobscan's resume scanner, your previously scanned job descriptions will be available on the right.

If you're just getting started or would like to add new job descriptions, copy and paste any job description into the field on the left and click "+ Add."

CONNECT WITH LINKEDIN  
STEP 1

UPLOAD YOUR LINKEDIN PROFILE PDF  
STEP 2

CHOOSE JOB DESCRIPTIONS  
STEP 3

### Step 3: Paste or Choose Job Descriptions

Paste a job description from a job board like [Indeed](#) or [LinkedIn](#) below, then click **+ Add**.  
Find at least 3 job descriptions. These can be jobs for which you're actively applying or the types of jobs that you'd like to have one day. ?

**PASTE JOB DESCRIPTION**

**+ ADD**

**OR**

**CHOOSE PREVIOUS JOB DESCRIPTIONS**

We recommend at least **3 job descriptions**.

- ☐ **CONTENT WRITER** | Created 4 months ago  
A content writer is a creative professional who un...
- ☐ **CONTENT WRITER** | Created 7 months ago  
A content writer is a creative professional who un...
- ☐ **COUNSEL / CORPORATE COUNSEL / SENIOR CORPORATE COUNSEL - COMMERCIAL** | Created 7 months ago  
structuring commercial transactions, and drafting...
- ☐ **(JOB TITLE N/A)** | Created 7 months ago  
Job title is missing.  
Actively barred in the United States 2-8 years of...
- ☐ **CONTENT WRITER** | Created 1 year ago  
A content writer is a creative professional who un...

Add and select at least 3 job listings then click "Scan." You're ready to see your score!

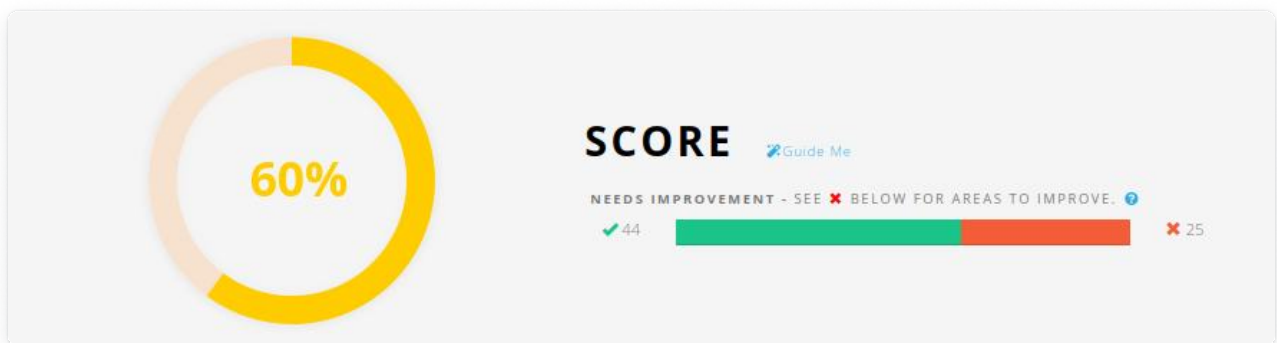
## LinkedIn Optimization Report

Your LinkedIn Optimization report features 7 sections:

1. Profile Score
2. LinkedIn Basic Info
3. High Impact
4. Work Experience
5. Skills
6. Education
7. Tips and Tricks

## Profile Score

Your score is a snapshot of how well your LinkedIn profile represents you for the jobs you want. Optimizing your profile above to a score of 80% will move you toward the top of recruiters' search results and add credibility to your online persona.



## High Impact

Nailing the high impact section is crucial to improving your searchability and increasing your exposure on LinkedIn.

Your LinkedIn headline is your introduction to recruiters and anyone else on LinkedIn. It should be up to date and feature specific keywords to give recruiters a clear idea of what you bring to the table. Your summary is your elevator pitch that shows off your best work and qualifications, but is also an important field for LinkedIn's search function.

The LinkedIn Optimization report includes customized tips and examples regarding your headline and summary's length, keywords and phrases to include, red flags to avoid, and other important checks.



**HIGH IMPACT ?**

HEADLINE ?

✗

Headline is too short at 0 words or 0 characters. Good LinkedIn headlines are 6-12 words and take advantage of the 120 character limit.

We recommend including the exact title **content writer** in your headline. Recruiters frequently search by job titles and exact phrasing ranks higher in search results.

We recommend including **content** in your headline. Recruiters search hard skills from the job positions they want to fill.

Special characters were not overused in your profile headline.

**For Example:**  
"Social Media| Email Marketing| Content Writer| Zumba Instructor" - Sample Headline

PROFILE SUMMARY ?

✗

Summary is too short at 0 words or 0 characters. Good LinkedIn profile summaries are 250-300 words and take advantage of the generous 2000 character limit.

We recommend including the exact title **content writer** in your summary. Recruiters frequently search by job titles and exact phrasing ranks higher in search results.

We recommend including top skills from the jobs you are interested in ( **content, consumers, SEO** ) in your Summary. This helps you rank higher when the hard skills are searched by recruiters.

Special characters were not overused in your profile summary.

The tone of your summary is generally positive and no common cliches and buzzwords were found. Good job! ? Info

We only found 0 mentions of measurable results in your profile summary - we recommend including at least 2 measurable results here. ? Info

**For Example:**  
" ... coordinator and content writer for NY ... have been in content creation for the ... media coordinator and content writer for NY ... outbound/inbound marketing. Content writer for web, " - Sample Snippets for Summary

## Unlock Full LinkedIn Optimization

Profile Score, LinkedIn Basic Info, and parts of the High Impact section are available for all users.

To unlock the rest of the report and unlimited LinkedIn profile scans, upgrade your account. Upgraded users also receive access to:

- Unlimited resume match rate calculations
- Resume Power Edit
- Resume scan history and interview tracking
- Cover letter optimization
- Exclusive learning materials

## Profile Summary

The LinkedIn summary or about section is an underutilized section on many LinkedIn profiles. This premium portion of the High Impact section checks your summary for length, suggests specific keywords and

phrases to include for LinkedIn search purposes, looks for measurable results, and more.

## Work Experience

Including a thorough work history will paint the clearest picture of you as a candidate and provide you ample opportunities to share your accomplishments, measurable results, and experience. This section checks to make sure you have included enough experience and measurable results, don't have any unexplained temp gigs or job hopping, and aren't using too many cliché buzzwords.

## Key Skills

Recruiters input specific skills or keywords into complex queries to find candidates in LinkedIn search.

The skills you list throughout your profile should match the frequency and exact wording found in the descriptions of jobs you're interested in or have applied for. This section of the LinkedIn Optimization report compares the frequency of hard skills and keywords found in the job descriptions with your LinkedIn profile.

## LinkedIn Tips & Tricks

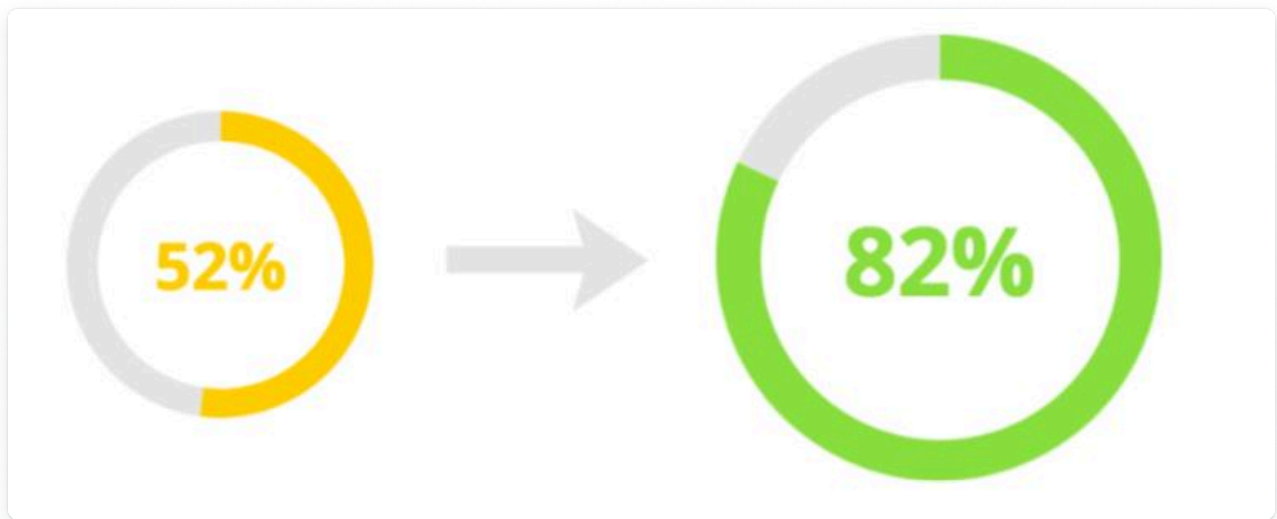
There are ways to increase your LinkedIn presence beyond fine tuning the contents of your profile. This section checks to see if you're utilizing typically neglected portions of your profile and engaging in LinkedIn behavior that will increase your exposure and searchability.

## Get Help

Receive a walkthrough of your report by clicking "Guide Me" next to your score. More information about any of Jobscan's checks and why they're important can be found by clicking the blue question marks throughout the report.

## Revise and Rescan

After improving your LinkedIn profile with Jobscan's tips and advice, click "New Scan" on the left sidebar to rescan your profile and get your new score. Be sure to refresh your profile and download then upload your new profile PDF.



Try to boost your score above at least 80%, but don't stop there! The more you increase your score, the more you increase your LinkedIn profile's searchability and impact. Get noticed!

## ACHIEVE EFFICIENCY | ENGAGE STUDENTS

Transform your career services for more valuable student interactions. Jobscan helps scale support and engage with more students.

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