

LinkedIn Thinking, How to Build Your Daily Networking Relationships

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Kara Becker, adjunct career counselor, Starr Career Development Center, Baruch College, presenting LinkedIn Thinking seminar to students.

On November 11, 2015, the FWA new Graduate School Partnership Committee sponsored its inaugural student event “LinkedIn Thinking, How to Build Your Daily Networking Relationships” in the Newman Vertical Campus of Baruch College. In the first ever simultaneous live classroom and webinar broadcast format, Baruch College students were able to attend the presentation live in a classroom, while students from other colleges in the New York metro area were able to go online and join the seminar virtually. According to committee chair, Christine Li-Auyeung, “With this new format, we hope to utilize technology to bring FWA’s valuable programs to more campuses at once and reach a greater number of students.”

Through a dynamic presentation given by Kara Becker, adjunct career counselor at the Starr Career Development Center of Baruch College, students learned how to create a professional LinkedIn profile with a cohesive brand message and join relevant professional and alumni groups to develop a network. Kara also offered best practices for contacting professionals using LinkedIn during one’s job search.

After the seminar, Estella Zangle, an online participant from Stony Brook University wrote, “The FWA LinkedIn webinar didn’t just provide tips and tricks to create a more suitable profile, it also supported the audience with tips to create an individual brand. Moreover, Kara Becker provided strategies to improve one’s profile visibility and how best to connect with new people and maintain these connections. I highly recommend this great opportunity to develop social networking skills.” Geraldine Sciolto, a student who attended the live session at Baruch College noted, “It was a wonderful workshop, full of new suggestions that I am going to use to help launch my career.”

Javier Gomez, a Baruch student who dialed into the webinar concluded: “In such a competitive labor market, differentiating your brand through LinkedIn is important. The FWA LinkedIn webinar did just that. It gave me a competitive edge.”

The webinar was recorded and it is available online to all members on the [FWA website](#). Log in, go to FWA Member Services and click on Video and Webinars to view the video.

For professional members who would like to learn more about using LinkedIn, Kara Becker gave a presentation sponsored by the FWA Career Connections Committee in Spring 2015 titled “LinkedIn: Not Just Social Media Anymore.” You can read the LinkedIn tips for professionals from the presentation [here](#).

To learn more about the new Graduate School Partnership Committee, please contact chair, [Christine Li-Auyeung](#).