On behalf of the Olin Parent Advisory Board (PAB) Networking Committee, welcome to the Olin family. Our team is working to build a robust Olin presence on LinkedIn to help alumni and students network. Work and personal connections parents provide will help Olin students reach more industries, jobs, and the geographic locations they desire. Additionally, Olin branding on parent profiles will expand visibility of Olin as an innovator of engineering education.

Why Focus on LinkedIn?
LinkedIn (LI) is the new resume. It is a professional networking tool with over 300 million users. Student profiles are the fastest growing group with over 180M profiles. LI has over 26,000 schools and had 47 billion page views last year. Ninety-four percent of recruiters report using LI.

How Olin Parents Can Help
If you don’t have an LI profile, set up a page today. Please follow the instructions below to add Olin to your profile in 3 places. **Please complete all 3.** It should take you less then 10 minutes.

Instructions
1. Enter Olin’s information to the Background section of your profile.
   - Go to the “Profile” tab and select “Edit Profile.” Scroll down to the “Organizations” section and click the “Add” button.
   - Enter “Franklin W. Olin College of Engineering” in the Organization name text box.
   - Enter “Parent of 20XX Student” in the Position(s) held text box. Select “Other” as Occupation.
   - Enter Time Period using date boxes (Use month and year your student began at Olin).
   - Click to add a checkmark to “Membership Ongoing”.
   - Copy the link URL of the main Olin Education page to the Notes section of your profile. [https://www.linkedin.com/edu/school?id=34346](https://www.linkedin.com/edu/school?id=34346). Every link increases the search engine ranking position in Olin's favor.
   - Click “Save” button.

2. Follow Olin's Education page.
   - From the top menu, go the “Interests” tab, select “Education”
   - Enter “Franklin W. Olin College of Engineering” in the “Find your school” prompt, about mid-way down the page.
   - Click “Follow” when Olin College appears.

3. Become a member of the Olin group
   - From the top menu and select the “Interests” tab, then select “Groups” from the dropdown menu.
   - In the “Find a group” prompt, type Olin College. It will display the Olin group. You need to click on the “Join” button. Your membership approval should only take a day or so.

One More Thing
88% of all Olin alumni and current students are on LinkedIn. Please encourage your student to become active and visible on LinkedIn so they don’t miss out on this great opportunity.

We look forward to Linking to all of you and hope to connect with you in our network soon!

*We are “Linked ... Are you In???”*
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