Standing out in a digital world
Did you know...

- 25% of internet users in Canada actively use LinkedIn¹
- 46% of adult internet users who have graduated from college are LinkedIn users²
- 87% of job recruiters use LinkedIn (92% use social media for recruiting)³

¹ BrandSpark, “2015 Canadian Shopper Study,” Jan 13 2015
Workshop Agenda

● Create a LinkedIn profile and know how to construct it until it’s 100%

● Know how to
  ○ make your profile stand out (photo, headline, summary, recommendations, etc.)
  ○ make connections & network
  ○ find & apply for jobs and internships
Steps to a complete LinkedIn profile

“Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn” - LinkedIn

1. Photo
2. Headline
3. Summary
4. Experience
5. Education
6. Other Sections
7. Connections
8. Skills & Recommendations
9. Extra Tips

https://www.linkedin.com/in/ansonalexander
Go to LinkedIn and Log In

http://www.linkedin.com
1. Your Photo

★ Professional-looking
★ Photo of you alone
★ Simple, non-distracting background
★ Don’t forget to smile! (No passport photos!)

“Adding a professional photo makes you 14 times more likely to be found on LinkedIn.”
2. Your Headline

★ A concise, memorable professional slogan with keywords that describes “who you are” (professional title/area of study) + “what you want to be” (your career goal/ambition)
2. Your Headline

“Marketing Major and Aspiring PR Professional”

“Marketing Grad and Social Media Branding Specialist Seeking Internship”

“2015 USC Grad Seeking Entertainment Marketing Position”

★ If you get stuck, look at the profiles of other people in your industry who you admire - how do they describe themselves in their headlines?
3. Writing a Summary

★ This is the way to stand out and make recruiters want to meet you

★ Sums up your professional interests, goals, qualifications, and personality

Examples:

https://www.linkedin.com/in/studentsample

https://www.linkedin.com/in/scottrmurray
Writing a Summary

Summary

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.
4. List Your Experience

★ List jobs you held, including part-time and internships, along with what you accomplished at each

★ Can even upload impressive examples of your work (photos, videos, etc.)
List Your Experience

**Venture Capital Internship**
Berkeley Ventures
May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund’s board, leading to a new $1.5 million investment.

A presentation I gave to my classmates, based on what I learned at Berkeley Ventures
5. Add Your Education

★ List all your education beyond high school, including university/college degree pursued, major(s)/minor(s)

★ Share your projects and accomplishments - upload impressive examples of your school work, your writing, design work, websites or any other projects or accomplishments

★ Highlight GPA, relevant courses, study abroad or summer programs, honors and awards (don’t be shy!)
6. Added Sections - Show Off!

The more you fill out, the better!

★ Courses
★ Projects
★ Honors & Awards
★ Language
★ Volunteering Experience
★ Causes You Care About
★ Add at least 5 skills - and then your connections can publicly endorse you for the things you’re best at (“one-click credibility”)
7. Make Connections!

★ Connect with people you know now & people you meet
  ○ Family & friends
  ○ College affiliations
  ○ Work/internship affiliations
  ○ Volunteer affiliations

★ Always customize messages and connection requests you send (go to their profile and select “Connect”)
Asking for a Connection

★ Write a message that indicates how you know them & why you want to connect

★ Avoid the standard personal note

Invite Nicole to connect on LinkedIn

How do you know Nicole?
- Colleague
- Classmate
- We’ve done business together
- Friend
- Other
- I don’t know Nicole

Include a personal note: (optional)

I’d like to add you to my professional network on LinkedIn.

- Emma Smith

Important: Only invite people you know well and who know you. Find out why.
8. Extra Credit: Collect Endorsements & Recommendations

- Ask managers, teachers, mentors, or classmates who worked with you closely to write a recommendation ("quotes")

- Gives extra credibility to your strengths & skills
Extra Credit: Writing a Recommendation Request

★ Request recommendations for specific work
★ Create a personalized email instead of using the template - Remind them about the great work you’ve done on a past project
9. Additional Tips

★ Update (and proofread) your profile regularly
★ Customize your URL
★ Add a background image
★ “Follow” companies that you want to work for & industries of interest
★ Join Groups to connect to others who share the same interest
★ Use the job search function!
★ Adjust your Privacy settings

http://libguides.vcc.ca/linkedin