



DAVISCONNECTS

Design your future.

LINKEDIN GUIDE

AUGUST, 2020

Colby

YOUR LINKEDIN PROFILE

Why A LinkedIn Profile Matters:

- LinkedIn has over 600 million users worldwide
- Around 90% of recruiters use LinkedIn to vet candidates
- Enables you to professionally brand yourself, establish credentials, and create visibility
- Helps rank your name on Google
- Takes only 30 minutes to create

Key Elements of LinkedIn Profile

- 1) Photo
- 2) Headline
- 3) Contact Info & Customized url
- 4) Summary
- 5) Experience
- 6) Education
- 7) Skills & Endorsements
- 8) Recommendations
- 9) Interests
- 10) Optional Additional Sections: Volunteering Experience, Honors & Awards, Publications, Patents, Language, Projects, Articles, Courses, Test Scores, Organizations

Resources:

- DavisConnects LinkedIn Workshop video: <https://youtu.be/lh7IPqnVXwE>
- 11 Tips to Differentiate Your LinkedIn Profile and Standout - Part 1: <https://vimeo.com/259497232>
- 11 Tips to Differentiate Your LinkedIn Profile and Standout - Part 2: <https://vimeo.com/259497551>

Creating Your LinkedIn Profile

1) Photo

- Makes your profile 10+ times more likely to be viewed
- Face should take up 60% of the frame,
- Wear professional work clothes, communicate you are friendly, likeable, trustworthy.

2) Attention-Getting Headline

Headline is your opportunity to stand out from the crowd, get noticed and open doors.

- *Do not use the default LinkedIn headline!!*
- 1 - 3 lines under your name w/120 characters maximum including spaces
- Convey value proposition, benefit, and impact you bring, not solely who you are, what you do.
 - Highlight top accomplishments or areas of expertise
 - Describe how you can help others
- Punchy phrases w/ relevant keywords for your services, so it's search engine friendly and optimized
- Incorporate what you are doing now and where you see yourself in the future

• Sample LinkedIn Headlines

- Students:
 - Colby College * Dean's List * Seeking Management Consulting Position
 - Econ Major and Aspiring Investment Banker
 - Colby Engineering Student Seeking Internship
 - Biological Sciences Specialist | Seeking Healthcare Internship
 - Software Developer, C++ Expert and Computer Science Grad

- Alums:
 - I've Helped 7 Companies Reach \$1 Billion – Who Wants To Be #8?
 - Junior Developer creating beautiful and intuitive websites for businesses
 - Tireless, caring Registered Nurse who helps pediatric cancer patients and their families feel at ease throughout treatment and recovery

3) Contact Info & Customized URL

The **Contact Info** section, in the introduction card on your profile, displays your contact and personal information. The email address from your sign-up is pre-filled, and you can add LinkedIn profile link, email, phone, website, IM, birthday.

Customize your **Public Profile URL** to allow others to easily identify you in search results

- Custom public profile URLs are available first-come, first-served, and you have one at a time.
- Use variation of your name or professional brand, 5-30 letters or numbers, no spaces, symbols, or special characters.
- Additional language profiles have the same URL, but add a language field at the end (e. g., "fr" for a French profile).

4) Powerful Summary (“About” Section)

- One of the first things people see, above the fold, strengthens searchability, increases visibility
- 2,000 character limit, including spaces, averaging 300-350 words, with 1st 3 lines visible
- 1st person, professional, conversational, with personality, mirrors powerful cover letter w/ compelling narrative
- Make general to cover all roles of interest, specific enough to appear in search (leverage job posting copy)
- Use terms a recruiter might search for to increase your visibility, such as hard skills, job titles, industry keywords
- Follow w/ brief background, experience, qualifications, accomplishments, fun facts
- Include coursework w/ any individual and team special projects
- Show off your personality with your tone of voice; include interests, activities, what you seek in a role and culture
- LinkedIn Summary Best Practices typically feature:
 - **Opening Line:** Strong, engaging one sentence statement -- your mission, what passionate about, what interested in, assets you bring, describe character, the first thing(s) someone should know about you.
 - **The Pitch:** After your first line(s), explain why you're a rising star in your field. Use powerful, relevant keywords, tell readers what you love, what you're good at, and why these things matter.
 - **Call to Action:** What do you want your profile-reader to do? Usually a simple “Message me with X” or “Email me if y” at the end of your profile will suffice.
 - **Proof:** Include a list of your relevant skills, certifications, or knowledge, as keywords in your profile. Or attach work samples below your summary of your recent video, slide deck, report, or publication work.

LinkedIn Summary Approaches [\(From Aja Frost, The Muse\)](#)

Alum (w/Professional Focus)

Every brand has stories to tell—stories that will not only engage, inform, surprise, delight, and impact their audience, but that will also deliver on measurable business goals. And I am the conduit between brand and consumer.

I help clients find the subject and medium that best fits their unique identity, and then I produce high-quality content that meets their objectives.

Currently, I am a content strategist at Alliance Media, where I've collaborated with companies such as Tiffany & Co., Burger King, and Netflix.

My specialties include digital media, consumer behavior, brand awareness, and omni-channel marketing campaigns.

Alum (w/ Professional Focus & Personality)

I'm a talent acquisition specialist with an interest in building the most effective workforces possible. For over 20 years, I've been helping businesses find their perfect hires. I also consult on compensation and benefits, new hire processes, and company culture.

When I'm not on the job, I love hiking with my dog, working my way through every recipe in the family cookbook, and indulging my love for seeing new places.

If you'd like to learn more about how my services can help your company, please reach out via email (janedoe@gmail.com).

Student (Asian Studies Example)

I am looking for an entry-level Sales & Marketing Position in the International Sales or Marketing division of a Technology Manufacturer in Japan.

I am currently a Senior at Colby College, majoring in East Asian Studies and graduating in May, 2020. Holding a 3.6 GPA, I have excelled in the studies of Asian cultures and languages, already acquiring proficiency in Mandarin Chinese and currently studying Japanese.

I have also been involved on campus in many activities that showcase my initiative and passion for community, including serving as DJ at my college radio station 89.7 WMHB, a contributing writer to the college newspaper Colby Echo, and organizing a photo exhibit on Chinese culture that I experienced while studying abroad this Junior-year in China.

5) Experience

- **Link your personal profile to the company page on LinkedIn:** When adding the company you worked for, your personal profile connects to the company's LinkedIn page, if they have one, and the logo displays next to position.
- **Add company description if not well known:** If your company is small, a start-up, or not a nationally known brand, include a brief description.
- **Use a specific job title:** Often the title on your business card (e. g., Manager) is too generic, and since you have 100 characters available, far better to say 'E-Commerce Marketing Manager Responsible for \$20 Million+ in Sales'.
- **Make work experience succinct:** Don't simply copy lengthy resume work experience. In 2,000 characters, write a 1-2 sentence first person position summary, followed by responsibilities and achievements in prose or 3-4 bullets.
- **Use action verbs, correct tenses and check spelling:** Say what you do with strong verbs like managed, led, grew, reduced. Use present tense for current experience, past tense for previous. Proof several times and proof again.
- **Borrow ideas:** No need to start from scratch. Look at other people's profiles in your industry, and feel free to borrow the best ideas, keywords, phrasing, or achievement verbiage. Also note the worst ideas so you know what to avoid.

LinkedIn Experience Examples

Alum



Director of Sales

Chase

Mar 2015 – Present • 3 yrs 3 mos

Greater New York City Area

Led a team that managed a 50+ client portfolio, launching the firm's first app download campaign while partnering with stakeholders to minimize risk and streamline client communication. Increased annual revenue by 150%, and team performance by 33%.

Student

Experience



Marketing Intern

Inside Columbia Magazine

Apr 2018 – Present • 1 yr 5 mos

Columbia, Missouri Area

- Collaborated with marketing team of 7 to successfully re-brand company's image by creating an original logo, flyers, and promotional materials that were mailed to 200+ subscribers
- Utilized Adobe software and design tools to design page layouts and ad placements
- Joined with members of other teams including Public Relations and Multimedia to provide integrated content

6) Education

- Feature your **School, Degree, and Major** to assist alumni and companies who prefer to recruit from your school.
- School name also helps classmates looking to reconnect or with a career opportunity to share.
- Focus on Colby and schools that matter to you, your career, your network (e.g., prep or high schools).
- Include **strong GPA and relevant coursework**.
- **Awards and honors** go in the Description box or Awards section; **extracurricular activities** in Activities and Societies.
- Add photos, videos, links, or documents from school if they showcase professional aptitude.

7) Skills & Endorsements

Skills

- A minimum of 5-10 skills (you are allowed 50) showcases your abilities to peers, colleagues, managers, recruiters.
- LinkedIn claims people who list at least five skills receive up to 17X more profile views and see more opportunities.
- List your skills in priority order, so the top skills are more visible and meaningful to recruiters and hiring managers.
- Review peer/colleague profiles and similar job descriptions for keywords most applicable and used most frequently

Endorsements

- Skill endorsements enable 1st degree connections to endorse skills listed on your profile with one-click.
- When a skill is endorsed, you're more likely to be discovered for opportunities related to these skills.

- LinkedIn displays endorsements applicable to the person viewing your profile, so visitors see endorsements made by mutual connections, colleagues, and people knowledgeable about this skill.
- A profile visitor is prompted to endorse skills he or she might have, so a former marketing colleague might be prompted to endorse you for social media marketing.
- Control and manage your skill endorsements:
 - Remove unwanted skills, hide endorsers you don't want, opt out of receiving additional endorsements.
 - Decrease the frequency of receiving a notification when a connection endorses a skill.
- Endorse your classmates or co-workers to help maintain strong connections with your network.

8) Recommendations

- Recommendations are written endorsements from connections, which you can request, be requested to write, or proactively write for a colleague, business partner, or student.
- LinkedIn claims profiles with recommendations get up to 7X more inquiries than profiles without.
- When someone makes a recommendation, they link it to the related job, which is a powerful endorsement.
- Like references in advance, as clients, managers, and peers back up the claims in your profile.
- Recommendation process:
 - When a connection responds to your request and writes a recommendation, you receive a notification message.
 - You must accept the recommendation to display it, and once you accept, it's visible to your network by default.
 - If you change your mind, you can hide an accepted recommendation or request a revision from the connection.
- If you write a recommendation and change your mind later, you can revise it or delete it.
- There's no limit to the number of recommendations you can request or give.

9) Interests

The Interests Section displays the news sources, influencers, companies, schools, and groups a LinkedIn member is following. When you follow someone, all new content posted or shared by this person will be displayed in your feed. You can find new companies or people to follow from either your feed or the **Search** bar at the top of the page.

10) Optional Additional Sections: Volunteering Experience, Honors & Awards, Publications, Patents, Language, Projects, Articles, Courses, Test Scores, Organizations, etc.

Displaying more professional accomplishments and interests can help enhance your profile, increase the number of profile views, build your network, and connect to new opportunities. Use the dropdown in the introduction card on your profile (Add profile section) to add new sections to your profile.



LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. The profile header includes his name, title 'Econ Major and Aspiring Financial Analyst', location 'San Francisco Bay Area | Financial Services', and previous roles at 'Berkeley Ventures' and 'University of California, Berkeley'. The profile has 153 connections. The background section is titled 'Background' and contains a 'Summary' section with a paragraph about his interests in economics and a paragraph about his internship at Berkeley Ventures. The 'Experience' section lists a 'Venture Capital Internship' at Berkeley Ventures from May 2013 to September 2013, with a description of his research and findings. Below this is a presentation titled 'INTRODUCTION TO VENTURE CAPITAL' with a description: 'A presentation I gave to my classmates, based on what I learned at Berkeley Ventures'. The 'Organizations' section lists 'Berkeley A Capella' as a 'Lead Singer' from March 2012 to Present, with a description of performing at events.

Continued >>

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

The screenshot shows a LinkedIn profile with the following sections:

- Education:** University of California, Berkeley, Economics, B.A., 2010 – 2014 (expected). Includes the UC Berkeley logo.
- Volunteer Experience & Causes:** Big Buddy, Skyline High School, September 2012 – May 2013 (9 months) | Education. Mentored an Oakland high school student through the college application process, helping him get into his dream school.
- Skills & Expertise:** Most endorsed for... Economics (12), Start-ups (11), Due Diligence (10), Venture Capital (10), Management (10). Each skill is accompanied by a row of profile pictures of endorsing users.
- Honors & Awards:** The Achievement Award Program, UC Berkeley. Four-year scholarship awarded to community-minded students with a proven track record of academic success.
- Courses:** University of California, Berkeley. Microeconomic Theory (Econ 101A), International Monetary Economics (182), Public Economics (230A).
- Projects:** Venture Capital Financing in India, May 2013. For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper. 5 team members. Includes profile pictures of David Xiao (Econ Major and Aspiring Financial Anal...) and Paul Smith (Student at UC Berkeley).
- Recommendations:** Received (2) - Venture Capital Internship, Berkeley Ventures. Includes profile picture of Tim Lee (Partner) and a testimonial: "David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities. We don't normally hire undergrads as interns but after working with David, we will again! November 13, 2013, Tim managed".