

# LinkedIn Resources

## To get the most out of LinkedIn

- Fill out your profile as completely as possible with relevant experience, education, skills and interests.
- Upload a smiling, professional photograph.
- Join relevant professional groups, and read posts in those Groups often to get a pulse on current issues/topics.
- Participate in Group discussion boards in relevant and meaningful ways.
- Find and request connections with all of your professional contacts (Focus on **QUALITY** not QUANTITY).
- Follow employers for whom you're interested in working.
- Request recommendations from colleagues to highlight your skills and personality.
- Research professionals in your field on LinkedIn, making note of how they started their careers, and what skills and experience they have in common (borrow some of their language/content to expand your profile).

## Key Profile Features

<ul style="list-style-type: none"><li>• Photo (70% more likely to be viewed)</li><li>• Headline (keywords or Phrases)</li><li>• Contact Info (URL, email, website)</li></ul>	<ul style="list-style-type: none"><li>• Summary (essential)</li><li>• Experience</li><li>• Education</li><li>• Skills and Expertise</li><li>• Volunteering/ Causes</li><li>• Certifications</li></ul>	<ul style="list-style-type: none"><li>• Organizations</li><li>• Interests</li><li>• Groups</li><li>• Companies</li><li>• Advice for Contacting</li></ul>	<ul style="list-style-type: none"><li>• Honors/Awards</li><li>• Projects</li><li>• Languages</li><li>• Publications</li><li>• Courses</li></ul>
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## Sample LinkedIn Summaries

I solve problems.

I jumped midstream into a struggling database implementation and managed it to a successful completion by facilitating communication between our department, technology services, and the vendor. I created a tracking workflow to overcome inefficient and scattered practices for monitoring and fulfilling requests. I redesigned web content to enhance user experience. And I am leading an interdepartmental movement across campus to establish a video captioning infrastructure to support Universal Design for Learning and proactively prevent litigation.

I am looking to work in a place with bright, driven people, and with opportunity to make change on a large scale, whether it is fighting against human trafficking, deciding where to put a new store location, or measuring website user engagement in order to draw attention to things that matter.

### Summary

Dynamic, results-oriented professional with exceptional performance in large service provider organizations and start-up financial environments. Creative, detail-oriented, driven by an intuitive entrepreneurial spirit. Thrives on new challenges. Energetic and tech-savvy. A quick study and avid learner. Devoted to fostering strong internal and external relationships. Experience in developing effective technical, operational and marketing strategies.

Specialties:

- Account Management/Client Relations
- Sales and Marketing
- Private Business Broadcasting
- Digital Signage
- Television Services for Business

## Summary

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Social worker and psychotherapist practicing from an anti-oppressive strengths-based framework, incorporating psychodynamic, analytic, and systems perspectives into my work with the community. Dedicated to enhancing the health and well-being of Chicago's most under-served communities through the provision of individual and group psychotherapy services, systems advocacy, and therapeutic case management. Obtained Master's Degree in Social Work with a concentration in Community Health and Urban Development from the Jane Addams College of Social Work-University of Illinois at Chicago.

Specializations: Bilingual in Spanish, Dialectical Behavioral Therapy, Psychodynamic/analytic psychotherapy, LGBTQI-affirming therapy, Intimate partner violence, Sexual violence and childhood sexual abuse, School-based social work

## Summary

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### **MY INSPIRATION and OUTLOOK**

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." –Margaret Mead.

### **WHO I AM**

My passion as a leader is to create and hold the space in which change can occur. Perhaps the best way to describe myself is as an Impact Leader. I know how to combine the elements of People, Planet AND Profit into a triple bottom line perspective in order to maximize a company's impact. I believe everyone's work should have positive social and/or environmental influence; the simplest way to achieve this is by aligning our actions and values in our work. I am especially interested in empowering others (through leadership direction, education and facilitation) to make their work meaningful in the world.

I hold a Master's degree in Environmental Leadership and am well versed in both theoretical and applied leadership. My background in working for both non-profits and for-profit organizations has provided me with a unique perspective on relationship building, marketing, outreach, client retention, community cultivation, impactful programming and social entrepreneurialism. I can manage and create change in your company in numerous ways, from program design and management, to communications strategies, facilitation, sales, fostering of community, and employee leadership development.

### **I CAN SUPPORT YOUR COMPANY IN THESE ROLES**

Strategic Planning, Community Development, Communications, Promotional Public Speaking, Facilitation & Education, Employee & Program Management, Operations Management

## Summary

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Sean Duncan is the Project Coordinator for One Earth Future (OEF) Foundation's Oceans Beyond Piracy program. Prior to joining OBP, Duncan served as a Regional Director for the Borgen Project, interned with the Assistant Majority Leader of the Colorado State House of Representatives, and worked closely with local non-profit organizations to raise awareness around important policy issues affecting Coloradans. He also interned with a small startup company where he facilitated government relations and assisted with regulatory compliance. As a result, Duncan has valuable experience in the private, public, and non-profit sectors. He holds an MPP with an emphasis in International Policy and National Security from the Institute for Public Policy Studies and the Josef Korbel School of International Affairs, as well as a BA with a double major in Political Science and Public Policy. He completed both degrees in five years and graduated from the University of Denver in 2016

## Building Your Professional Brand: Creating a Compelling LinkedIn Summary

To tell your story, take stock of who you are, what you have done, and what you have to offer. To a certain extent—your summary answers the questions: “Who am I?” and “Tell me about yourself?” Be sure to consider your audience and how they will receive your message. Use the prompts below to brainstorm your key strengths and experiences. Once compiled, draft 1-2 paragraphs that describe your unique abilities and experiences and communicates how you want to leverage those traits, professionally and personally, and how you want to plug in to support a company’s initiatives.

1. **What are your credentials?** Education, work experiences, accomplishments, honors/awards, relevant projects, volunteer work, technical expertise, etc. **What achievements are you most proud of?**

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2. **What can you do? What have you learned? What are the key attributes to be successful in your job/field?**  
Write, create, present, assess, sift through large quantities of information, negotiate, analyze, problem solve, summarize, listen, sell, promote, etc.

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3. **What are you like? What personal traits, characteristics, or experiences make you unique?** Detail-oriented, resourceful, innovative, quick learner, flexible, risk taker, takes initiative, easy going, discreet, good judgment, professional, honest/integrity, sense of humor, creative, etc.

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4. **What excites you? What motivates and drives you? And, where do you want to plug into these issues or topics?** Sustainability, women’s rights, storytelling, big data, design, sports psychology, yoga, wellness, etc...

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5. **Where do I want to be in 5 – 10 years?**

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*Once you generate some answers and stories to these questions, examine the common thread, or themes, running throughout them. What do you notice are the top 5 themes? You will end up using that information to write your story and begin to shape your personal brand. Lastly, don't forget to consider your audience—who are they? What is important to them? Connect the dots between who you are, what you have to offer and your audience's needs.*

Summary statement draft

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