LinkedIn Guide

For Helping Create & Use a Profile That Fits **You!**

Start Now

Yes, this is long.

What do you want to learn about? Click the boxes below to skip to that section.

Discover Your Brand

Your brand is the way in which you would like others to perceive you based on your online profile. Learn how to identify yours, and integrate that into your online presence.

Build Profile Basics

Filling out the basics of a profile includes the introduction section, photo, headline, background, and about you section.

Describe Your Experience

Your experiences on your profile inlcude the education, experience, and skills sections. Additionally, you can learn about some optional but helpful sections like the featured and recommended.

Use Your Account

Learn how to optimize your profile, make connections, join groups, find jobs, and post content.

What is LinkedIn?

LinkedIn is a social networking site where you can connect with other professionals, joining the **810 million current members** and **57 million companies**. LinkedIn allows you to:

- Connect with professionals (friends, recruiters, colleagues, or alumni)
- Learn more about people, companies, and organizations
- Add credibility to your experiences
- Join groups of people with similar interests and goals

Not convinced? Here are a few additional facts:

- 3 people are hired through LinkedIn every minute
- 87% of recruiters regularly use LinkedIn
- There are currently **14 million job openings** on the website

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Adapted from Osman (2022)
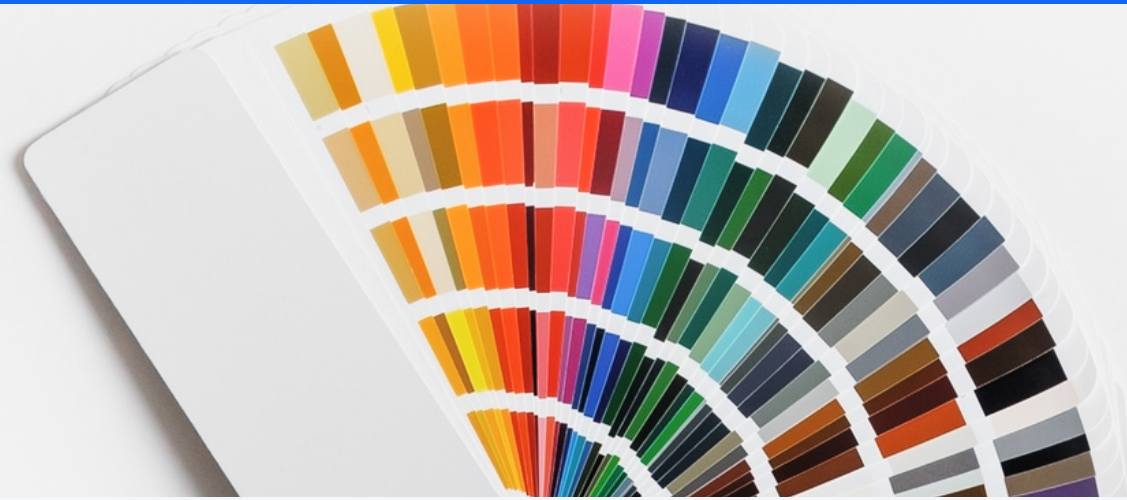
Step One: Discover Your Brand

<u>Your Brand</u> is the way in which you would like others to perceive you based on your online profile. This is not just words on the page, but the atmosphere you're trying to create. Think of the following questions:
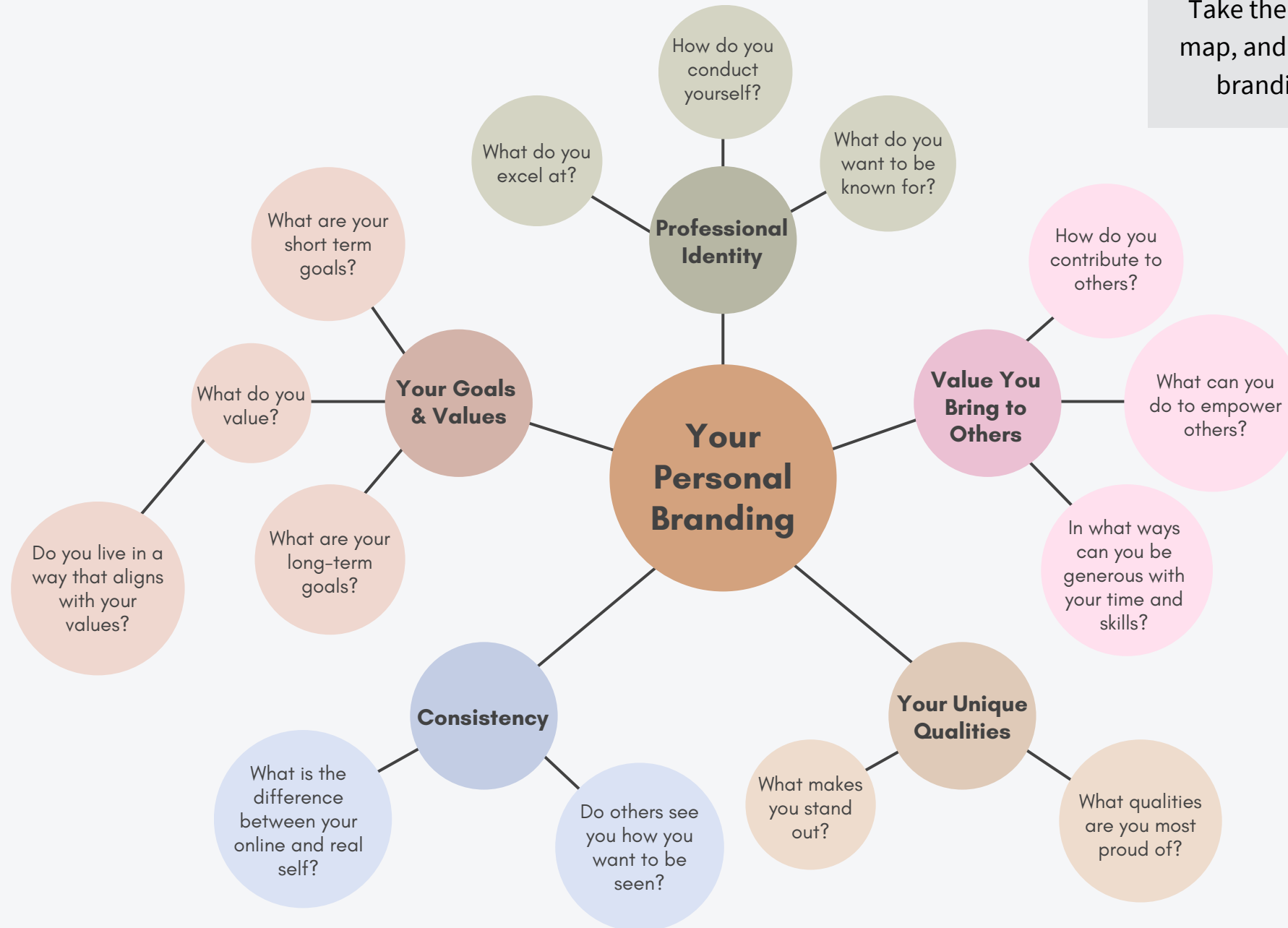
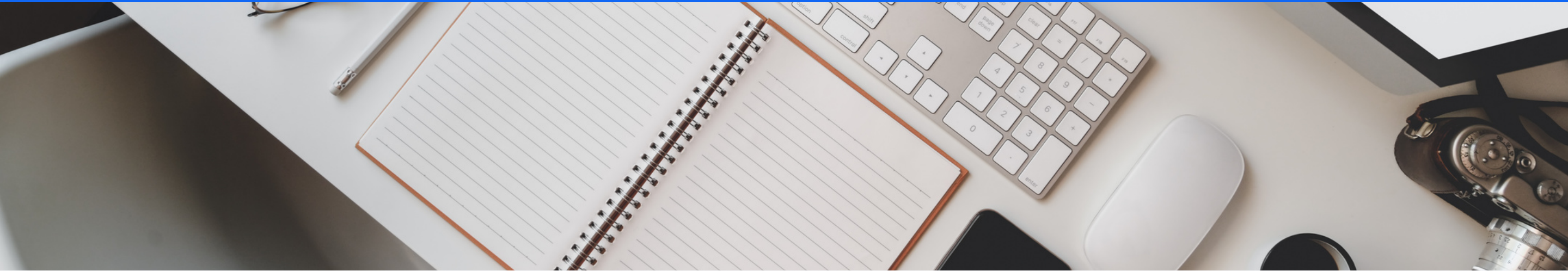*What are you known for? What do you want to be known for?*

Your answer to these questions makes up your professional self. Let this "professional self" be the guide as you work through what to highlight on your LinkedIn account.

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Discover Your Brand: Exercise

Your Personal Branding

Professional Identity
- How do you conduct yourself?
- What do you excel at?
- What do you want to be known for?

Your Goals & Values
- What are your short term goals?
- What do you value?
- Do you live in a way that aligns with your values?
- What are your long-term goals?

Value You Bring to Others
- How do you contribute to others?
- What can you do to empower others?
- In what ways can you be generous with your time and skills?

Your Unique Qualities
- What makes you stand out?
- What qualities are you most proud of?

Consistency
- What is the difference between your online and real self?
- Do others see you how you want to be seen?

Adapted from Rough Draft Solutions (2016)

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Step Two: Build The Basics

★ Introduction Section and Profile URL

★ Filling out the Basics of a Profile

    ✧ Introduction Section

    ✧ Photo

    ✧ Headline

    ✧ Background

    ✧ About You

Introduction Section

Name

You can include previous names (e.g. old first or last names), but only if you're comfortable with it! You can also voice record how your name is pronounced, if it is often mispronounced.

Location

Choose the metro closest to where you live, or base it on an area that you're planning on relocating to.

Industry

You can only choose one, but you can inlcude more in your "about me" section

Contact Information

Add a professional email, a phone number is optional, and any social media links should be professional and relevant
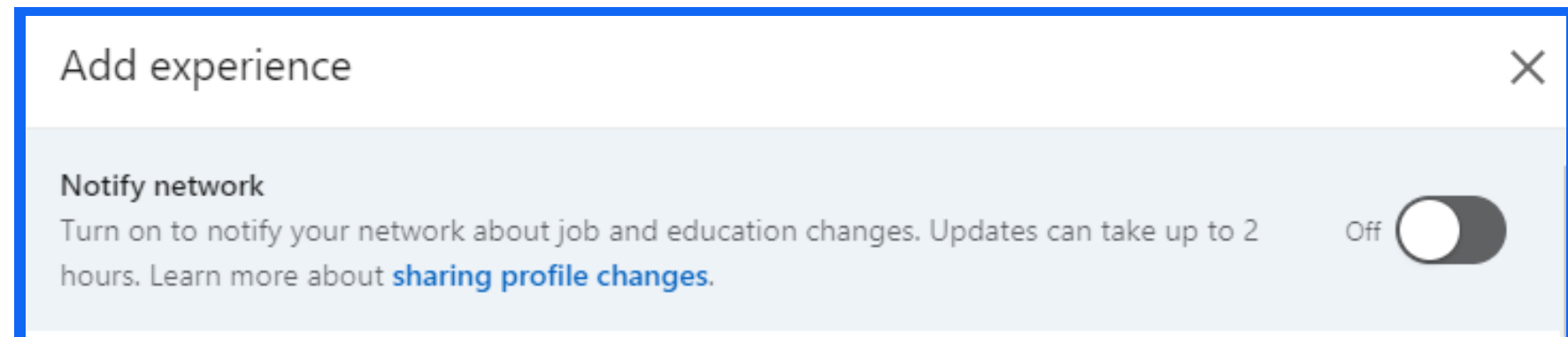
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Customize Profile URL

http://

1. Click the ⊙ Me icon at the top of your LinkedIn homepage.
2. Click View Profile.
3. Click Edit public profile & URL on the right side.
   - You'll be redirected to the Public profile settings page.
4. Under Edit your custom URL on the right side, click the Edit icon next to your public profile URL.
5. Type or edit the last part of your new custom public profile URL in the text box.
   a. Aim for your address to look like:
      www.linkedin.com/in/yourname.
6. Click Save.

Adapted from LinkedIn Help

Notifying Network of Updates

When to Alert and When to Not

This setting should be **off** when you are editing your profile, and adding old experiences. Turn it back **on** when you would like to share this information with your network (e.g. when you get a new job or promotion)

1. Click the ⊙ Me icon at the top of your LinkedIn homepage.
2. Under **Account**, select "Settings & Privacy"
3. On the menu located on the left side, click on "Visibility." With the menu that appears under it, select "Visibility of your LinkedIn activity."
4. Once on that screen, click on the section labeled "Share Profile Updates with Your Network." A toggle switch should appear.
5. Click on the toggle switch to select **No**.
6. When adding an experience, you can also decide whether or not to notify your network. (See Example Below)

Add experience ✕

Notify network
Turn on to notify your network about job and education changes. Updates can take up to 2 hours. Learn more about **sharing profile changes.**   Off ⬤◯

Basics of a Profile

Photo

Appearing professional and approachable

Headline

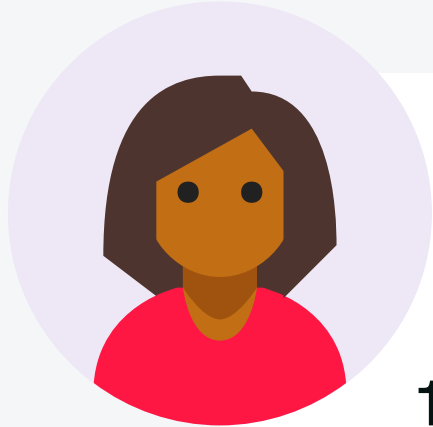What you're doing now, and what you hope to do

Background

Showing your brand visually

About You

Overview of your experiences and interest

Profile Photo

Your profile picture is your first impression, so make it a good one! Here are a few questions to ask yourself:

1. Does the picture look like me?

   It's important that your picture captures how you look--make sure it's up to date.

2. Does the image look professional?

   Wear something that you would be comfortable wearing to work. Make sure that the photo is good quality, and looks friendly and inviting.

3. Is there anything that could distract from the main focus of the picture? (hint: that's you!)

   Make sure the image is good quality, and that there are no parts of the picture that pulls attention away from you (e.g. background, lighting, other people). Importantly, your face should take up the most space (60%).

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Adapted from Abott (2019)

Profile Picture Examples

LinkedIn Headline

Make your headline stand out with key words, and personality!
Use the formula:

[Job title] | Keyword 1, Keyword 2 , Keyword 3 | Unique Value Prop

Katie Student • 3rd
Nursing Senior | St. Kates '23 | Patient's Rights Advocate | Holistic Care for K-12 Students
🔒 Message

Building your LinkedIn headline should include key words from your industry, typically built from the position title you currently have, and a position you would like to have. Try to include information you think is relevant, like real data from your accomplishments, or your graduation date/degree.

Katie JobSeeker • 3rd
Graphic Designer | Motion Animation | I Help Companies Create Images That Lead To More Conversions & Sales
🔒 Message

Katie Alumni • 3rd
Project Manager | Product Development | Increasing Cross-Functional Team Productivity By 45%
🔒 Message

Adapted from Belcak (2023)

Format Tip

The recommended cover photo size
is 1584 x 396
The maximum cover photo file size
is 8 mb
LinkedIn accepts PNG, JPG, and GIF
file types for cover photos

LinkedIn Banner: choose a cover photo that says a thousand words

Choose something nice, not distracting, that fits your brand.
Examples: *Nature, Skylines, Abstract, Professional Photo of Workplace*

For more ideas for industry-specific ideas, visit this article on ResumeSpice

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About Section:
What is it?

A Summary of Your Expriences

Not everyone has time to read your entire LinkedIn profile. This is a place to summarize the information that you would most like viewers to know.

An Overview of Your Skills

When summarizing your experiences, make sure to highlight the skills that make you a qualified candidate, who stands out from other candidates.

A Sales Pitch

Whether you are actually selling a product or not, the goal of the About section is about selling: selling your brand!

About Section:
What should I say?

Hook

One sentence that makes the reader want to know more (220 desktop characters, 92 on mobile).

Mission

Why do you do what you do?

Expertise and Skills

What are you good at?

Accomplishments

What results have you delivered in the past?

Call to Action

What can the reader do after reading your summary?

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Adapted from Frost (n.d.)

About Section: Types of Formatting

Create Mini Headlines with White Space

✦ ✦ ✦ Digital Marketing Technologies/Skills✦ ✦ ✦

≫ Social Media Platforms: YouTube, Facebook, Instagram, Twitter

≫Graphic Design: Adobe, CSS, Photoshop

≫ Search Engine Marketing (SEM): Google Ads, Google Analytics

Or, use Narrative form…

My career experience and skills have grown from my childhood hobbies: writing, creating brands and developing marketing collateral. I loved to come up with brand names, design logos and put together "catalogs" for my brands in hopes that I could pitch my parents on letting me start my own skate company. That didn't exactly pan out, but I've been able to convert those passions into reality through various roles in my career.

Example is from Hilgers (2022)

Extra Tip

Find these symbols by Googling :
symbols for social media
Then, just copy and paste

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Step Three: Information Sections

Sections Include:

★ Education

★ Experience

★ Skills

★ Optional Sections

  ✧ Featured

  ✧ Recommendations

  ✧ Honors & Awards

  ✧ Licenses & Certifications

  ✧ Volunteer Experience

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Education Section

Why should I even include my education?

Networking:

You can use your alma mater as an ice breaker, or as a way to first reach out to someone new. You may also find yourself in contact with a hiring manager who went to the same school--that connection can land you a job!

Search Filtering

Having a degree, or any level of education, can be a base requirement for a job/position. Some recruiters may filter based on experience, so you want to make sure that your profile will show up!

What should I talk about?

Study Abroad, Extracurriculars, Honors, Awards
★ Include examples of work you do in a multimedia format
(e.g. art portfolio, presentations, etc.)

Adapted from Jobscan (n.d.)

Experience Section

What jobs should I include?

List the jobs you've held- even if they were part-time! But, if you have lots of experience, you aren't required to list every single one.

How do I describe them?

For each job, list your accomplishments, not your job duties! Your LinkedIn profile should be used to complement your resume, not just copying/pasting your information. While you can use bullet points or paragraphs, you want to summarize your greatest accomplishments in a way that grabs the reader's attention so they click to "see more."

Use your Job Title to stand out

Add additional information to your job title to expand and elaborate on your experiences, and increase profile visibility! For example, if you worked as a Marketing Intern you can put:

Marketing Intern, Social Media & Graphic Design Specialist

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Adapted from ZipJob, (2021) and Goodman (n.d.)
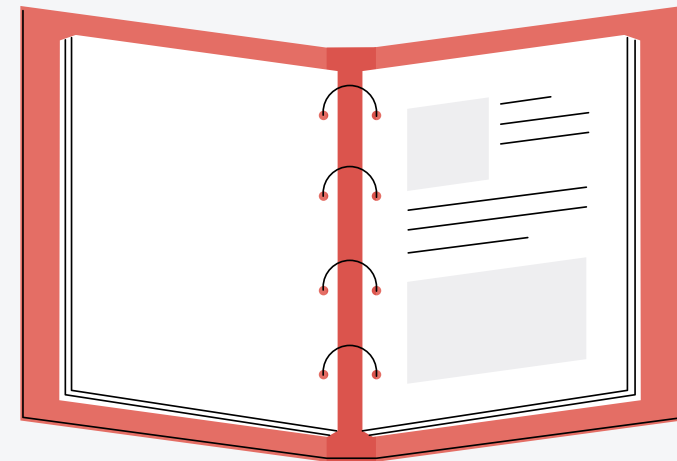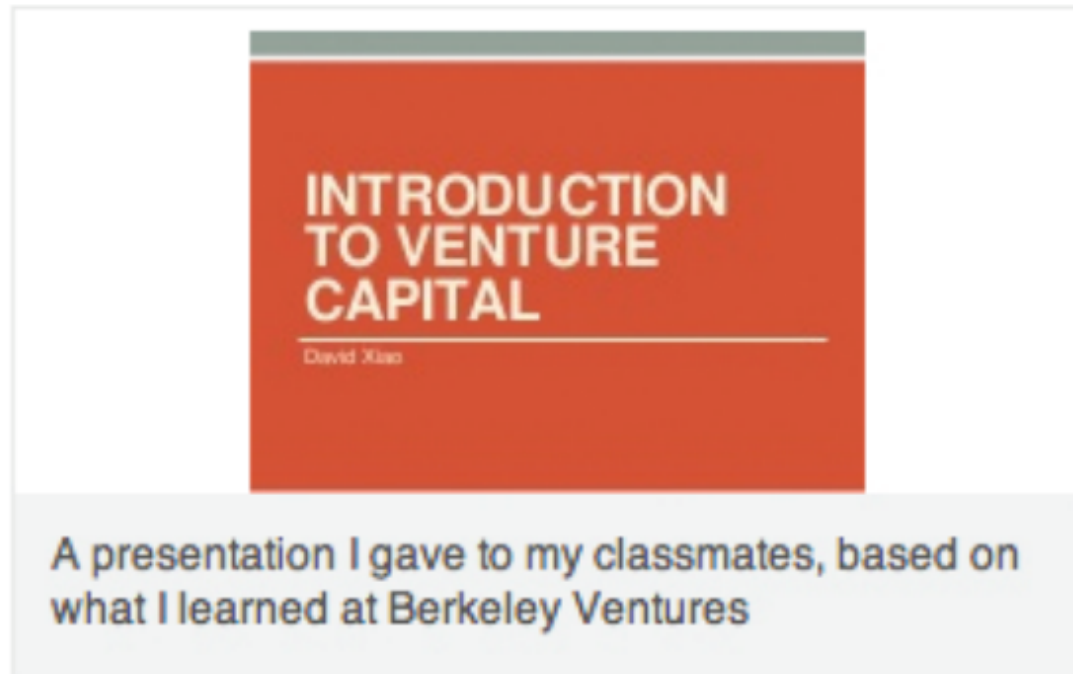
Experience Section: Example

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.

BERKELEY VENTURES

INTRODUCTION TO VENTURE CAPITAL

David Xiao

A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

Adding Multimedia

While not many people will look at it, simply *having* a few media examples on your account increases your credibility.

Possible Examples: *Videos, Presentations, Papers, Photos, Websites*

Example from Linkedin University (n.d.)

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Skills Section + Recommendations

How many skills should I put?

The limit is 50--Use it to your advantage! Fill it up with skills that are relevant to your field, interests, and future pursuits.

How do I select what skills to include?

The LinkedIn skills section may not be the best place to list your hobby of snowboarding. Keep your skills section to what skills will be needed for the field you're in (or want to be in). To get an idea of what skills are prominent in the field of intrest, look at the skills of the employees of large companies in the industry.

What are endorsements and how do I get them?

Endorsements are ways that your connections on LinkedIn can let others know that you have the skills you say you have! They add validity and weight to what you say you're good at. One way to get them is through *giving* them! When you give people directed, relevant endorsements, they are more likely to return the favor to you.

Extra Tip

See the page "How to Find And Use Keywords" for more information on selecting relevant skills to include

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Adapted from Hilgers (2022) and Liwanag (2019)

Skills Section: NEW Tool

Finding Skills

LinkedIn now has a tool that allows you to analyze the skills that are most common for each job or industry, and shows you the overlap and similarities between careers/jobs.

Recommendations

What are recommendatons?

Recommendations are messages written by LinkedIn members who recognize the work you're doing. These can be from people like a colleague, coworker, student, or manager.

How do you get them?

You can request recommendations from first-degree connections on LinkedIn. Follow this link to find out how.

How do you write one?

Here's a five-step process for writing a LinkedIn recommendation:
1. Start with an attention-grabber *"It's rare you come across someone as talented as ___."*
2. Describe how you know them *"I worked with ____ for __ years at ____..."*
3. Share one trait that makes them special *"I'm particularly impressed by..."*
4. Add a bit of (professional) personality *"I still miss ___'s work ethic, and the cookies they used to bring into the office."*
5. End with a solid recommendation. *"Any employer would be lucky to have ____ on their team."*

Adapted from Larssen (n.d.)

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Additional Sections
Tips + Tricks

Featured Section

Featured allows you to display media prominently on your profile. Include your resume, and <u>more</u>!

Honors and Awards

Choose ones that are relevant, recent, and representative of who you are!

Licenses & Certifications

Include any relevant certifications or licences.

Courses

What courses have you taken that make you stand out compared to other students?

Volunteer Experience

Follow the instructions for the Experience section.

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Step Four: Using Your Account

★ Optimize Your Profile Using Keywords

★ "Networking" Basics

   ✧ What is Networking?

   ✧ Understanding Degrees of Connections

   ✧ Crafting Messages to Request to Connect

★ Joining Groups

★ Finding Jobs

★ Posting Content

How to Find and Use Keywords
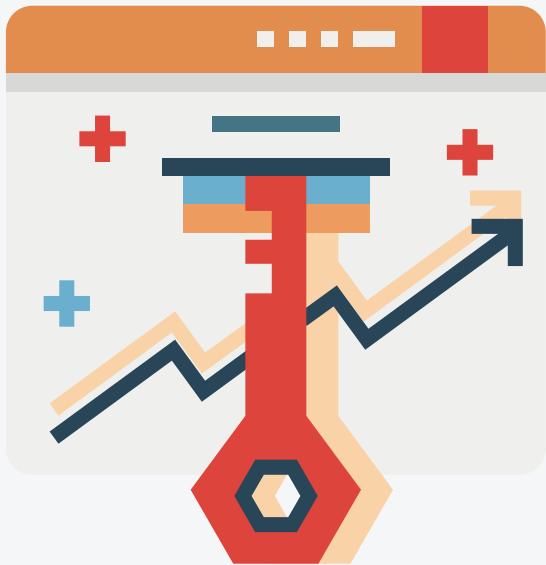
Adapted from Belcak (2022)

1. Find a job listing that you are interested in
2. Copy & Paste the job description into a word document.
   a. Repeat step 1 and 2 until you have between 10-20 job descriptions saved
3. Go to wordclouds.com or wordcounter.net
4. Paste the document's contents into the website, and
5. Look for the words used with the most frequency--those are the keywords
   a. you can ignore company names or filler words (e.g. experience)
   b. that will be most relevant and helpful to include in your profile
6. Integrate the keywords into sections on your LinkedIn account

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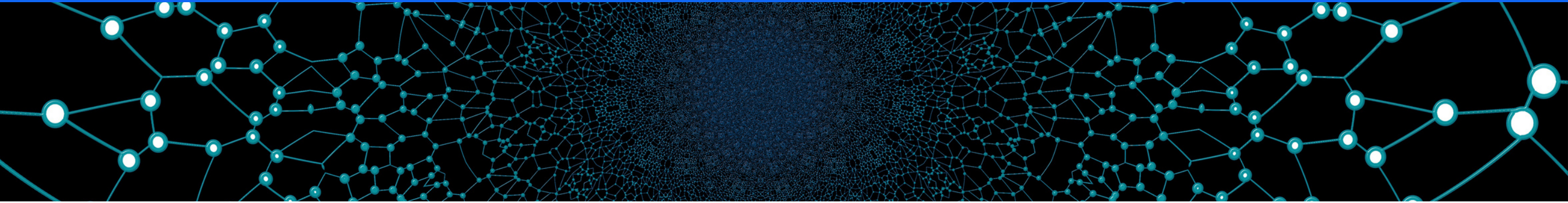
Networking:

Building Your Community of Connections

Networking is about creating relationships and connections with others so that you can share resources and opportunities.

"I think about meeting a new person and seeing how I can help them, or listening to understand and learn. The more people you meet and listen to, the more you can expand your worldview, learn new things, and develop a perspective on how you can contribute. Having a good professional relationship with someone is win-win – assuming you are generous. It's not always about how someone might one day help you. It's about how you might be able to help them." (Panozzo, 2021)

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Adapted from Panozzo (2021)
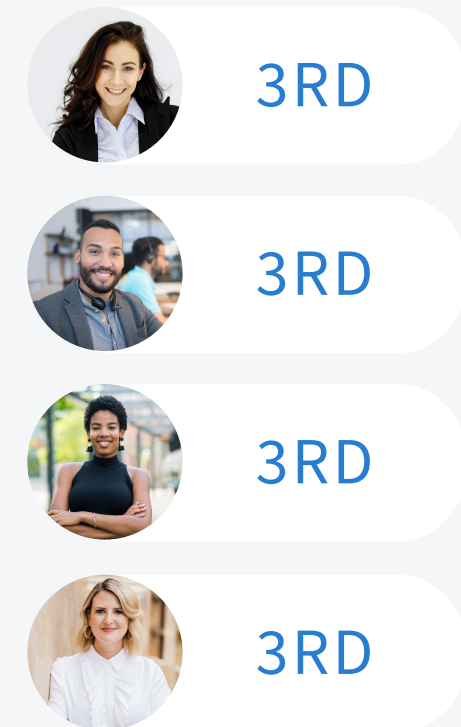
Degrees of Connection

1st-Degree Connections: People you are directly connected with
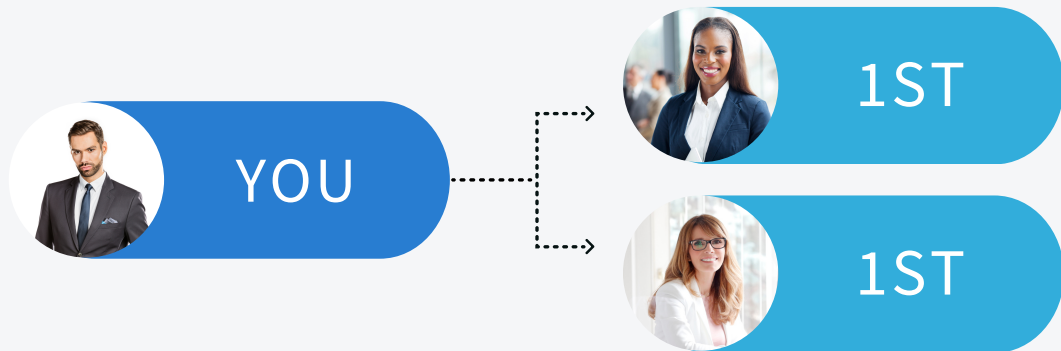
2nd-Degree Connections: Someone who is connected to one of your 1st-degree connections

3rd-Degree Connections: Someone who is connected to one of your 2nd-degree connections

YOU

1ST

1ST

2ND

2ND

2ND

3RD

3RD

3RD

3RD

Out of Network (3rd+): Past third-degree connections

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Making Connections

Want People to Accept Your LinkedIn Requests? Use These 10 Templates

"I'd like to add you to my professional network on LinkedIn" just isn't cutting it.

The Muse / Mar 29, 2015

Do you <u>have</u> to send a message to every person you request to connect with?

It is not required to send a message when requesting to connect with someone...
But sending a message can begin a conversation, which can lead to more connections and opportunities in the future. Who knows, the person you add may be on a future hiring committee.

Additional Outreach Templates

Networking Emails

Proven email templates to help you build your network and accelerate your career. Made by Resume Worded.

Search   e.g. follow up, cold outreach, old friend, thank you note...

Proven networking emails you can use to grow your network

Handpicked networking email templates you can use to grow your network, get referrals, and request informational interviews.

Ⓡ Networking Emails by Resume Worded

LinkedIn Message Templates: Use These When Asking Someone About An Internship/Entry-Level Job

Hey there, and welcome to The College Resume Blog! After putting out our previous blog and receiving feedback from a lot of you, we realized that it would be best if we provided you all...

CR College Resume / Feb 19, 2021

Making Connections

Here are a few additional examples and ideas of ways you can introduce yourself…

An Alumnus

Dear Steve,

I see that you graduated from my current university, St. Kates—go Wildcats! I'm an aerospace engineering major and would be excited to hear more about your work with NASA. I'll be in your area in a few weeks for vacation; if you have any free time, I'd love to meet up for coffee.

Thanks so much,

Evan Beasley

A New Colleague

Dear Colette,

I'm so excited to join the product development department. The team's innovation and commitment to always finding the best testing methodologies is one of the reasons I was so drawn to work at Jones Wheeler. Looking forward to contributing.

Best,

Ryan

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Information adapted from Frost (n.d.) on The Muse

What you can say when connecting with...

A Former Co-Worker

- Where, When, and How You Worked with Someone
- Something personal (but professional) you remember
    - e.g. "I still remember those delicious cookies you brought into work--I would love the recipe!"
- Action Step
    - "I'd love to connect on this platform"
    - "If you have the chance, I'd love to learn more about your new role..."

Someone You Know Casually

- Use a friendly tone (you don't have to use work-speak)
- Reference their career to make a connection to professionalism
    - e.g. "Next time we run into each other, you'll have to tell

Someone You Met at a Networking Event

- Where/When you met
- Reason for Connecting
    - Keep tabs on their career
    - Suggest ways you can work together (e.g. meet for coffee, help each other with projects, discuss industry news)

Information adapted from Frost (n.d.) on The Muse

What you can say when connecting with...

Someone You Admire

- Introduce Yourself
- Why You're Reaching Out
  - Specifically reference project they've worked on, or achievement they've made
- Action Step
  - "I'd love to connect on this platform"
 - Ask for informational interview
  - Note: don't ask for a job!

A Recruiter

- Acknowledge Connection
  - e.g. mutual connection, participating in the same professional organization)
- Quick Introduction
- Action Step/Why you're reaching out
  - "I'd love to chat about whether my background might be a fit for any of your openings..."

Someone You're Looking to Work With/Hire

- Make Clear the reason for messaging
  - "I'm impressed by... I'm interested in hiring you for a ...."
- Quick Introduction
- Action Step
  - "If you're interested, let me know and we can arrange a time to discuss.."

Information adapted from Frost (n.d.) on The Muse

Connecting with Alumni
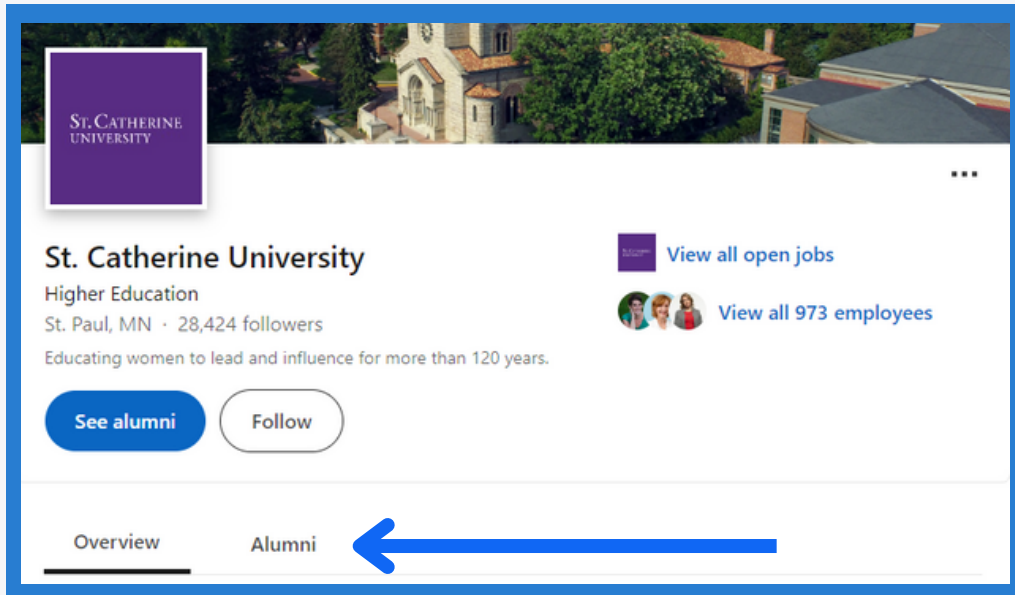
1. Locate the College/University LinkedIn page
2. Go to the section titled "Alumni"
3. On this page, you can:
   a. Search alumni based on title, key word, or company
   b. Learn about where they currently live, work, and what they studied (Make sure to click the "Next" button to see all of this information)
   c. "People You May Know," which is based on the number of shared connections you have
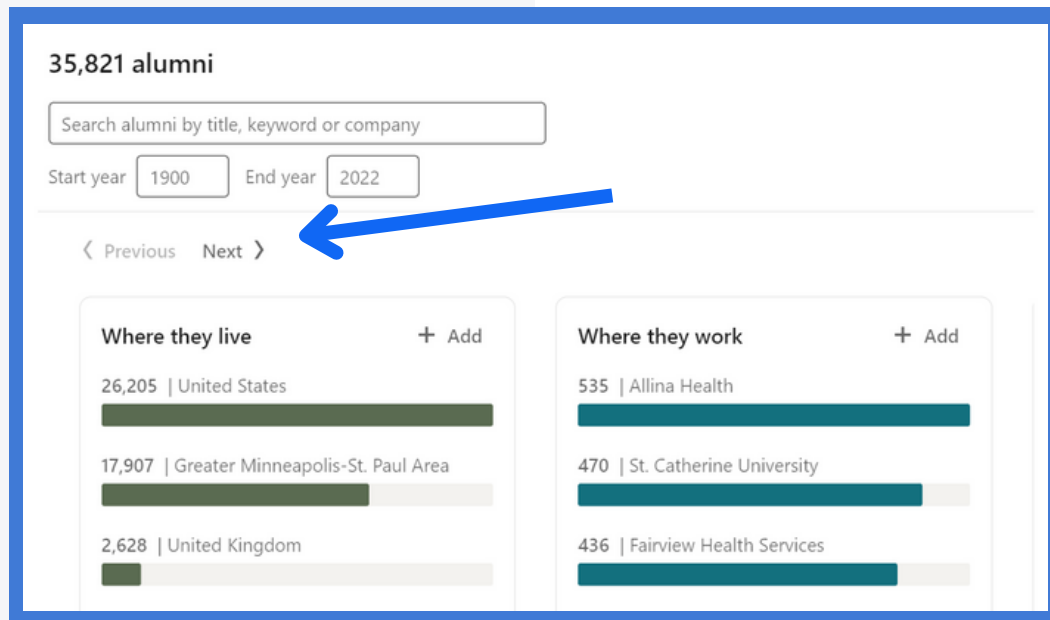
Note: Some Colleges/Universities also have pages or groups specifically for alumni-make sure to take a look!

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LinkedIn Groups

What are LinkedIn groups?

LinkedIn groups are a place to gain information and connections from people who are in the same industry.

What groups should I join?

Choose groups in industries that are interesting to you, and groups that are close to you in proximity (e.g. the same city or state). If you plan to relocate, choose groups from that city/state.

How do I use LinkedIn groups?

The most important thing to do is to engage with it: engage in discussions, post questions, and share content. From there, look at jobs available and reach out to fellow members

Important Note:

If you are looking for jobs and do not want to advertise that information, make sure to make that information private so that you do not notify your network.

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Finding Jobs:
Tips + Tricks

Search by Job Titles

Track what job titles you are gravitating towards, and use those as the key words in your search.
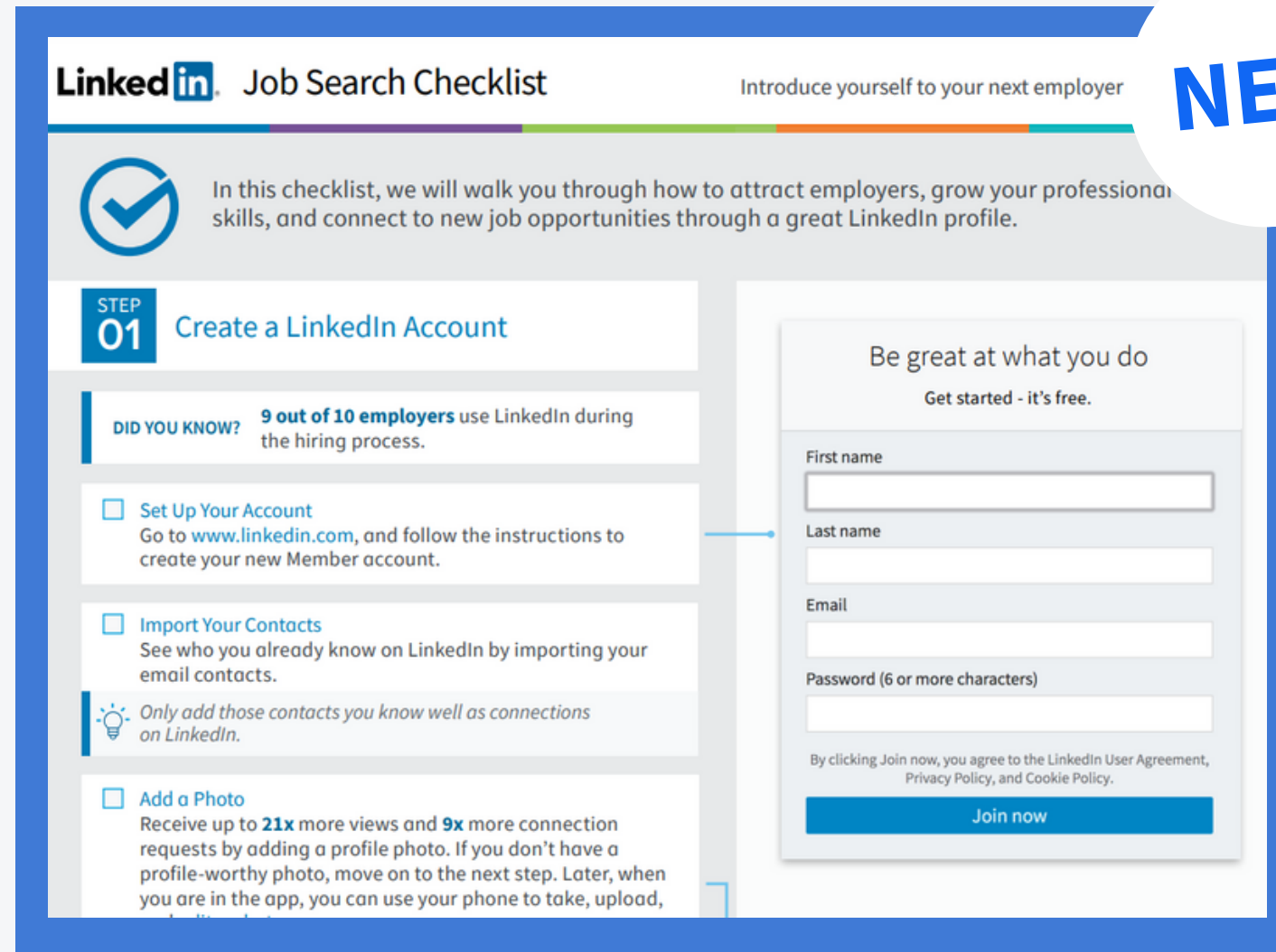
Keep an Eye on the Date Posted

If a job has been posted for a long time, it may be out of date, or there may be something impacting the hiring process.

Interested in Working for a Specific Company?

Look on the company's page under the "Jobs" tab to see what they currently have available.

FEATURED: Checklist For LinkedIn Profiles & Job Searches

Creating & Posting LinkedIn Content

1. **Determine your long-term goals**

   Are you hoping to be seen as a thought leader in your field? Create a regular series? Or, do you simply want to use your account to give updates to your connections?

2. **Determine your motivation for posting**

   What is your reason for wanting to post: to further your brand, to announce a big change, or to start a conversation? Does this align with your long-term goals?

3. **Be creative with your content**

   Make sure that your content is easy to read, but also catches the attention of the reader.

Extra Tips

★Give a brief "hook" to draw readers to click "see more."
★Add media to your post (e.g. an article, a picture, etc.)

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Information adapted from Herman (n.d.)

More Ways of Using Your Profile

Invest in your connections

Take some time to reach out to your connections, and engage with their material. Congratulate someone for their new position, or boost someone's article. Small things can make a big difference!

Like & Share Content

Engage with content that may be interesting to folks you connect with. Being a frequent engager increases viewability of your profile, and shows more of your interests to others.

Thank you!

The End

Resources

Abbot (2019): https://www.linkedin.com/business/talent/blog/product-tips/tips-for-picking-the-right-linkedin-profile-picture

Belcak (2022) https://cultivatedculture.com/linkedin-skills/

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Sydney (2022) https://www.alphr.com/linkedin-change-profile-without-notifying/

ZipJob (2021) https://www.zipjob.com/blog/linkedin-work-experience-section/