LinkedIn 101: Basic Building Blocks
The platform, profiles, and professional connections

Tania Jamault
March 2019
Welcome!
Agenda

- Objectives
- Introductions / Ice breaker
- Profile Basics
- Company Profiles
- Connections
- Job Board
- Tania’s Tips & Tricks
- Questions
Learning Objectives

• What is LinkedIn? What’s the benefit for me?
• Basics of a strong (and completed) LinkedIn profile
• Understanding your personal brand and messaging
• Navigating the LinkedIn Job Board for postings
Intro: Tania Jamault

- Career Development Professional
- BA in Communications
- Working towards CPHR
  - Summer 2019
- Master of Education
  - Starts 2020
- Completed multiple LinkedIn courses
- Daily updates on platform, uses, and general use
Ice Breaker

• Pair up with an individual
• Get ready to introduce each other to the large group:
  ▪ Name
  ▪ Current role / studies
  ▪ Something unique or interesting about them
  ▪ What attracted them to the workshop today
What is LinkedIn?

- Business-oriented social networking platform
- Employees and managers to stay connected
- Stay connected to industry trends, job postings, organizations, schools, and colleagues
  - One stop shop!
LinkedIn Today

- Over **590M** users
  - (up from 500 Million in April 2017)
- Over **26M** companies
  - (up from 11.5 Million in April 2017)
- More than **15M** active job postings
  - (up from 10 Million in April 2017)
- LinkedIn is currently available in 24 languages
  - Including Arabic, Dutch, Korean, Malay, Polish, Tagalog, Thai and Turkish.

Why LinkedIn?

• Create an online presence for recruiters to find you!
• Connect with previous colleagues, managers and classmates and maintain professional relationships
• News feed with up-to-date info of company activity
• Join groups with similar interests and backgrounds
• Apply directly to job postings
• View your 2nd and 3rd degree connections
• It’s FREE!
Profile Basics

• Profile Photo
  • 21 times more profile views
  • Clean hair/makeup
  • 60% of the circle should be your face
  • Eye contact with camera
  • Consider lighting, attire, background
  • SMILE
Profile Basics (cont’d)

Do:

Don’t:
Profile Basics (cont’d)

• Summary & Headline
  • Overview of your career, top skills, interests, goals (approx. 200 words)
  • Highlight key strengths / abilities / passions (headline)
  • Tell your story, highlight how you’re unique
    • Answer the “why” about your personal narrative
  • First person - more personal and conversation-like

Simon Sinek TED TALK
“How great leaders inspire action/The Golden Circle”
Profile Basics (cont’d)

• Background image
  • Represents your personal brand

• Skills/Endorsements
  • Pros & Cons

• Custom URL/Public Profile
  • Polished and professional

Contact and Personal Info

LinkedIn
Quinn’s Profile
linkedin.com/in/quinnlawson

Websites
github.com/quinnlawson (GitHub)

Email
quinn@gmail.com
Profile Basics (cont’d)

• Experience / Volunteer
  • Include all jobs
  • Bullet point form OR narrative
  • Use action verbs and active speech
  • Bring context by using numbers
  • Focus on accomplishments
  • Link to the company
Profile Basics (cont’d)

• Education

• Recommendations
  • Give to receive

• Honours/Awards
  • Brief description and amount if over $1,000

• Courses / Patents / Workshops / Supported Organizations
A profile is just the beginning...

- Update with new skills, employment, education, courses, enhanced summary/headline, when applicable.
- Activity is key!
- LinkedIn 201
  - April 2019

"I try to update my LinkedIn profile every 5 years or so. You know - keep it current."
Company Profiles

• Select 25-50 organizations
  ▪ Mirror values, industry, or company size
• Updates on current news, announcements and job opportunities
• Find out how you’re connected to decision makers and recruiters (2\textsuperscript{nd} and 3\textsuperscript{rd} connections)
• Like, share and comment
Connections

• Quality vs. Quantity
• Degrees
  ▪ 1st is strongest
Connections (cont’d)

4. Make your network work for you

**Add connections:** you never know who will bring you your next big opportunity

1. Colleagues
2. Family
3. Friends
4. Alumni
5. Business Contacts
Connections (cont’d)

• Find your cheerleaders (1st)
• Personalize your message
• Share, comment, like their posts/shared content
• Give recommendations
• 100+ = strong foundation
Connections (cont’d)

• **New** connections – where to look
  - Company search
  - Alumni
  - Groups
  - Content creators
The BEST job board out there!

• Searching is easy
  ▪ Filters galore!
• Managing Search Alerts
  ▪ (next slide)
• How you’re connected
• Reach out to your network FIRST
  ▪ Alumni, 1\textsuperscript{st}, 2\textsuperscript{nd} or 3\textsuperscript{rd} degree
Job Alerts – work smarter, not harder!

• Set alerts for:
  ▪ Job Titles
  ▪ Location
  ▪ Type (fulltime, contract, entry level)
  ▪ Company
  ▪ Industry

• Go beyond LinkedIn
  ▪ Workopolis, Indeed, Monster, CalgaryJobShop, etc.
Let Recruiters know you’re open

Where would you like your next job to be located?
3 locations
Seattle, Washington; Greater Seattle Area; Portland, Oregon Ar...
Change
Near my Home
No Preferences
Change

I'm open to working remotely
Yes

What types of jobs are you open to?
- Full-time
- Contract
- Part-time
- Internship
- Volunteer
- Temporary

Which industries do you prefer?
- Motion Pictures & Film
- Museums & Institutions
- Writing & Editing
- Photography
- Entertainment
- Broadcast Media
- Marketing & Advertising
- Newspapers
- Publishing
- Printing
- Information Services
- Computer Games
- Online Media
- Media Production
- Leisure, Travel & Tourism
- Hospitality
- Sports
- Recreational Facilities & Services
- Events Services
- Health, Wellness & Fitness
- Wine & Spirits
- Internet
- Information Technology & Services
- Computer Software

What size company would you like to work for? (Number of employees)
1 to 10,000

Your career interests help determine what jobs you’re recommended.
Tania’s Tips & Tricks

• Complete your profile – follow the prompts
• **Use** the platform daily
  ▪ Reach top of recruiter searches
• Explore! Creep! Research!
• Include more than 1 e-mail address
• Turn off “**Viewers of this profile also viewed**” to limit recruiters finding your competition
• Manage your e-mail frequency
  ▪ Privacy & Settings
• Be authentic and genuine
You’re in the driver seat now!

Consistency is key – keep at your goal and you will succeed
New Learning

• One take-away
Additional Information

LinkedIn for Students

- [university.linkedin.com/linkedin-for-students](university.linkedin.com/linkedin-for-students)
Questions/Comments/Concerns

Tania Jamault
Career Advisor
tania.jamault@haskayne.ucalgary.ca
Linkedin.com/in/taniajamault
403.220.3658