

HASKAYNE Career Centre

LinkedIn 101: Basic Building Blocks

The platform, profiles, and professional connections

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UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS



Welcome!



Agenda

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

LinkedIn



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.



**MEDIA
CENTRE**



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:



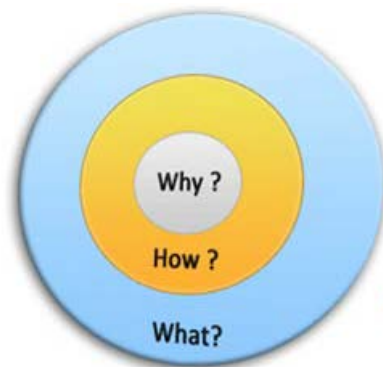
Don't:



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



Why = The Purpose

What is your cause? What do you believe?

How = The Process

Specific actions taken to realize the Why.

What = The Result

What do you do? The result of Why. Proof.

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



Quinn's Profile

[linkedin.com/in/quinnlawson](https://www.linkedin.com/in/quinnlawson)



Websites

github.com/quinnlawson (GitHub)



Email

quinn@gmail.com

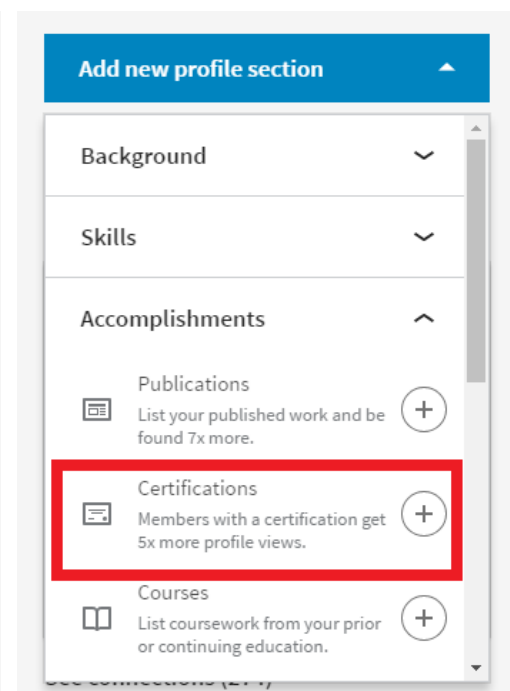
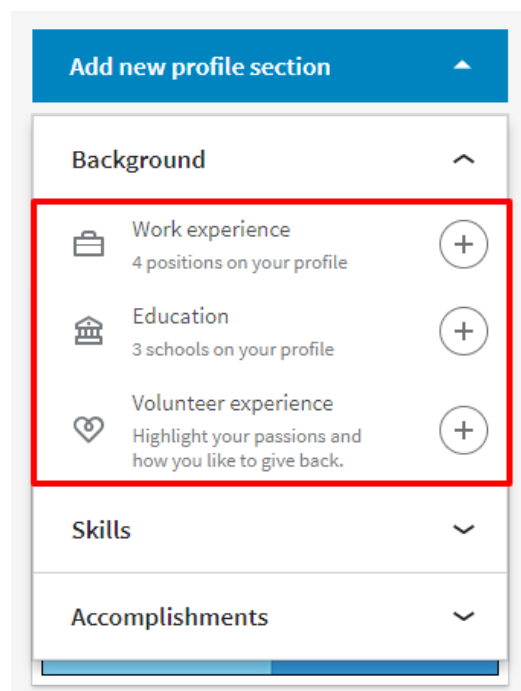
Profile Basics (cont'd)

- 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



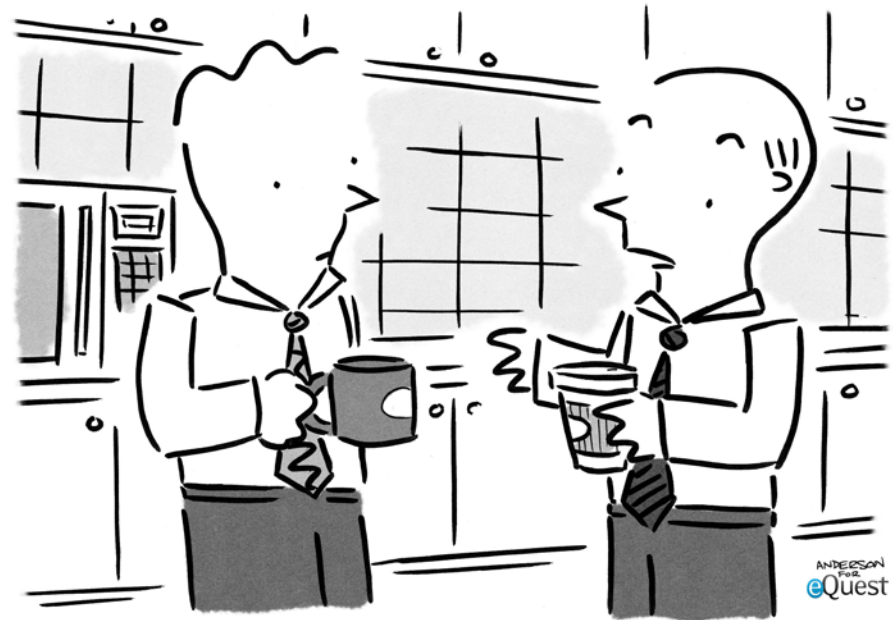
Profile Basics (cont'd)

- 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."

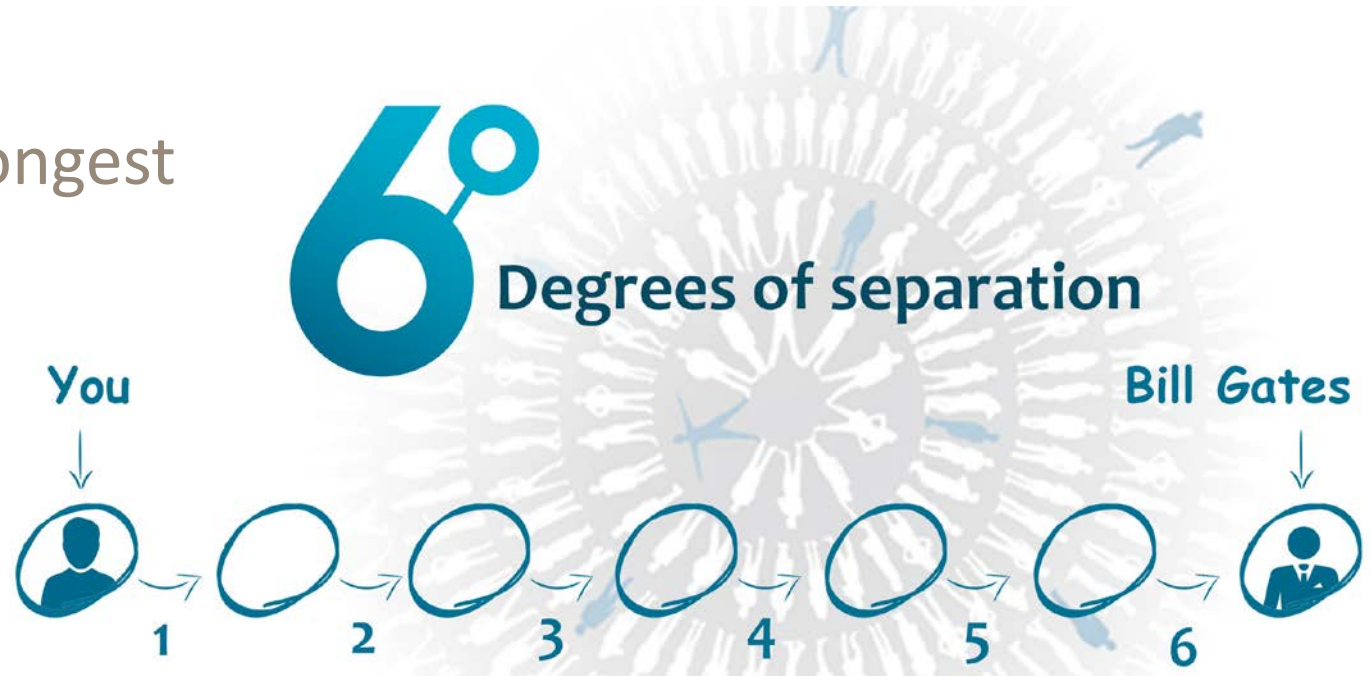
Company Profiles

- 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 (2nd and 3rd connections)
- Like, share and comment

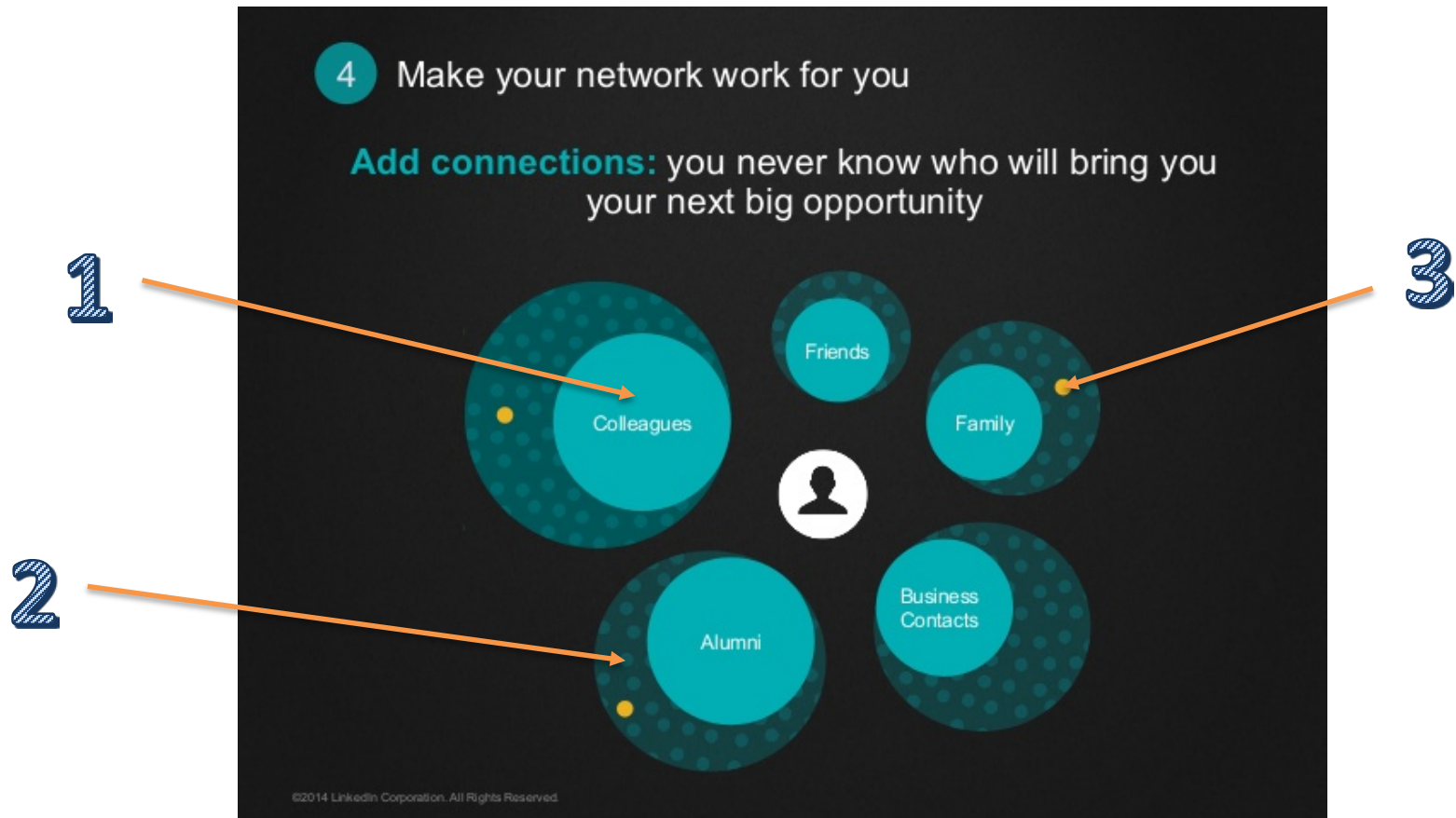
THE CITY OF
CALGARY**CONSTRUCTION**International Association
of Business Communicators

Connections

- Quality vs. Quantity
- Degrees
 - 1st is strongest



Connections (cont'd)



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, 1st, 2nd or 3rd 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

Career interests

Privacy settings

Let recruiters know you're open

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

On ☒

Note to recruiters

What would you like recruiters to know?

0/300

Get contacted by phone

By providing your phone number you agree to allow recruiters on LinkedIn to contact you by phone and SMS. [Learn more](#) For security, a verification code will be sent to your number by SMS.

Country Code

Phone number

(+1)United States

Your phone number

Submit

Your career interests help determine what jobs you're recommended.

Where are you in your search?

Actively applying

When would you like a new job?

As soon as possible

What job titles are you considering?

✓ Content Manager ✓ Content Editor ✓ Content Writer ✓ Senior Content Writer

✓ Editorial Manager ✓ Editorial Staff ✓ Content Specialist ✓ Editor

✓ Managing Editor + Add title

Where would you like your next job to be located?

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

+ Add industry

What size company would you like to work for? (Number of employees)

1 to 10,000+

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



Questions/Comments/Concerns

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