



STUDENT GUIDE

Prepared By:



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Overview

"LinkedIn is the most popular professional online platform for job seekers and businesses." (www.businessnewsdaily.com, 2022) LinkedIn has over 830 million members in more than 200 countries and territories.

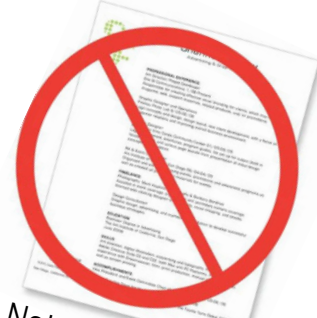
This guide will provide advice on three key areas:

- Building your profile
 - Introduction
 - Summary
 - Experience
 - Skills and Recommendations
- Networking
- Landing the Job



LinkedIn Profile

Purpose



Not your resume

Everyone has a story. LinkedIn is a professional network site that helps bring your career story to life. This results in increased connections, leading to opportunities for jobs, partnerships, mentoring, and professional development.

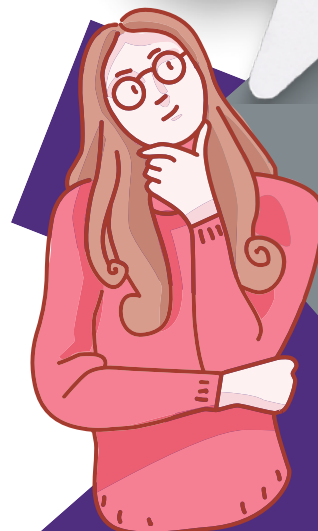
Basics

Your LinkedIn profile:

- Provides more than your resume
- Reflects your individual career journey
- Goes beyond your skills
- Helps your professional community connect to who you are and what you do
- Is written in first person narrative
- Enables viewers to "feel" who you are and what you're passionate about.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou



Tip: Focus your LinkedIn profile on your top 3 brand characteristics.

Introduction

PROFILE PHOTO

People with a professional photo have 9x more connection requests, 21x more profile views and 36x more messages than those without a profile photo!

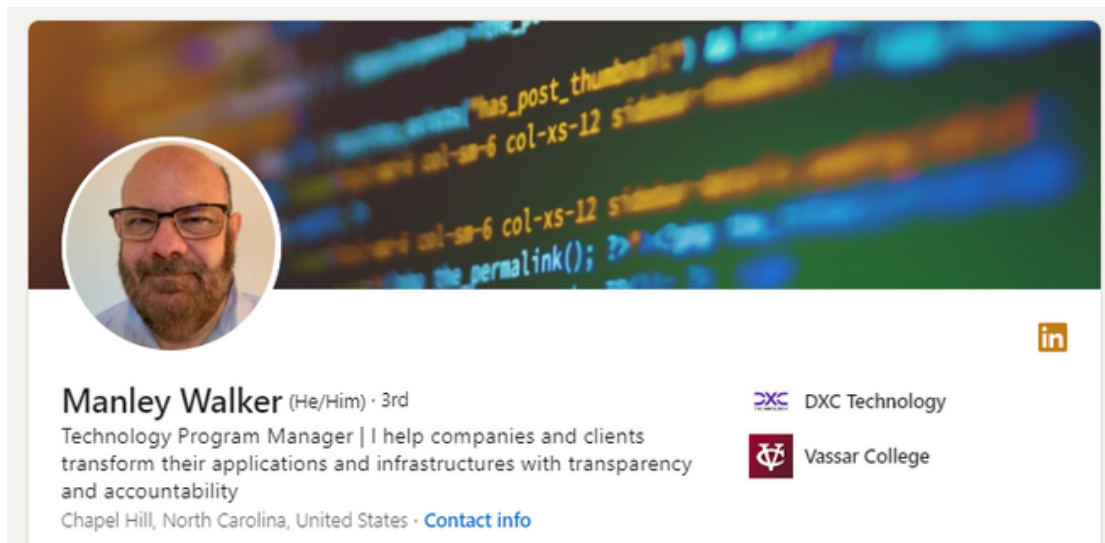
Professional photos should be:

- high-quality; clear
- in good lighting
- with a neutral background

HEADLINE

Your headline is located directly below your photo, your headline represents your professional brand. It is the first thing seen before people click your profile. It helps you stand out - it represents you! Your highlight should include:

- exactly what you do
- unique skills or passions
- industry keywords



OTHER ELEMENTS

Other elements you may include in your Intro section:

- Name pronunciation (especially if your name is often mispronounced or sounds different than it reads).
- Gender pronouns
- Location - so others can know proximity when reaching out with opportunities to connect (virtual vs. in-person)
- Industry - over 300,000 people search by industry every week! Including your industry info can result in more than 9x more views than if it's omitted.

Summary

The About section is also known as your summary. It is your introduction to your professional community and should speak to your mission, motivation, unique skills. Your summary should include relevant keywords for your industry and for the work you do. This is the FIRST thing recruiters look at when viewing a profile!

Here are a few excellent examples to spark some ideas.

About

At the end of the day, my job involves people. We're complicated, we're always changing, we have millions of things going on in our lives, and changing jobs is ALWAYS a big decision. I'm working to build Lithic with some really amazing people, and I want to make sure it's right for you too.

There's a real person behind this profile, too! In my free time you might find me: bouldering, hiking, eating hot pot, playing guitar & ukelele, reading about history, political science, and economics, scrolling through Reddit, or playing video or tabletop games with friends!

I made the journey to NYC three years ago after spending a majority of my life in Arizona, and what a ride it has been!



About

Human beings are outnumbered by Internet devices. To manage it all we need a new era of networking technology, the Network. Intuitive. And I love the fact that Cisco produces software and solutions that have an impact on everyone's lives. It's our chance to contribute to Cisco's success in introducing cutting edge technology to the market. I can do it by hiring top talent into Cisco Customer Experience (CX) in EMEAR.

I specialise in IT recruitment for global companies. I have experience in the whole recruitment cycle, talent acquisition, client management, career development and assessment centres. With my ability to build strong relationships, great communication skills, passion for candidate care and years of experience in sourcing, I succeed in attracting and hiring great talent.

About

My goal is to create meaningful culinary experiences that bring people together over a shared love of American Mid-west culture and food. I'm an executive Chef, restaurant owner, mentor, and seeker of sustainability. But above all, I love great food.



Guideline for your Summary:

Who you are ~ What you do ~ Why your work matters ~ What impact you're making

Tip: Add rich media to your Summary section to highlight samples of your work!

Experience

WORK EXPERIENCE

People who complete the Work Experience section receive 8x more profile views from recruiters, hiring managers, colleagues, and mentors, 5x more connection requests, and 10x more messages than those who leave it blank!

- Use short concise paragraphs (not bullet points) in a story format
- Highlight results or impact in what you do
- If you worked at a small company most are not familiar with, mention the company's mission

 Associate | HR Executive Search
Valerie Frederickson & Company
Sep 2009 - Apr 2010 · 8 mos
Menlo Park, CA

VF&Co is a global HR services firm that provides HR professionals with Executive Search, HR Contracting and Outsourcing, HR Consulting and Career Management and Outplacement.

This was my first introduction to the wonderful world that is HR. I worked on the Executive Search Team to source amazing candidates and place them in their dream jobs at small, medium and large companies. In addition to Executive Search, I was able to leverage my passion for building and nurturing relationships by working directly with the CEO to support business development to win new business. The best part was I gained a newfound skillset in sourcing top talent, understanding how to conduct a kick ass interview, and learning how to thrive in a small business setting.



VOLUNTEERISM

Did you know, 40% of hiring managers view volunteer experience as equivalent work experience?

- Profiles that include volunteer experience receive 6x more profile views than those who do not.
- Volunteer sections allow you to showcase passions outside of work
- Great place to explain work gaps (career breaks)
- Include 1-2 sentences of how you contributed. (i.e. "Support individuals, families and communities through recovery after a major disaster. Help communities get back on track together.")



Volunteering



Volunteer Teacher
Reading Partners
Education

I volunteer my time every week to give children the wonderful gift of learning how to read!



Marketing Team
Rising International
Jun 2014 - Present · 8 yrs 2 mos
Economic Empowerment

Rising International is a nonprofit dedicated to "empowering women locally and globally to rise out of extreme poverty."

I volunteer as part of Rising's Marketing Team. Our goal is to get the world involved in contributing to Rising's vision by educating people about human trafficking and poverty. We believe that together, "we can end extreme poverty in this lifetime" and "create a world where everyone has a chance to prosper."

Tip: Add rich media to your Experience section to showcase your presentation or publication!


Skills

What are your superpowers? What are your special abilities, strengths, and expertise? Increase your visibility by utilizing the Skills section:

- It helps recruiters find you more easily.
- People with 5 or more skills listed are discovered 27x more times in searches and receive 17x more profile views!!
- Endorsements from your LinkedIn professional community will strengthen your profile and increase job opportunities.


Skills


Microsoft Office


 Endorsed by 5 colleagues at Intuit

 [25 endorsements](#)


Statistics


 Endorsed by Jason Luk who is highly skilled at this


 Endorsed by 2 colleagues at Bluewolf, an IBM Company

 17 endorsements

Salesforce.com

 Endorsed by Jaime Muirhead who is highly skilled at this

 Endorsed by 3 colleagues at Intuit

 20 endorsements

Recommendations

Colleagues, managers, and partners can validate your skills and expertise with LinkedIn recommendations. This greatly builds your profile credibility.

Recommendations

Received

Given



Kim R.  · 3rd

Professional Superglue | C-Suite Partner | Event Enthusiast | Change Maker
December 10, 2020, Kim worked with Lauren on the same team

Seth Godin said, "Leadership is the art of giving people a platform for spreading ideas that work." Anyone that knows Lauren knows she loves a good quote and this quote represents her through and through. Lauren is such a beautiful, compassionate, and talented professional that is not only encouraging but extremely supportive. I am extremely honored to have worked alongside building the Rock Your Profile recognition program. Lauren was very receptive to my ideas and regularly ensured senior leaders were aware of my contributions to the business. She is a true Rockstar and I look forward to working with her again!

How to Request a Recommendation:

- Search for the person
- Click their name
- Click "more" menu
- Select "Request Recommendation"



Tip: Ask for a recommendation in a specific area (i.e. computer skills, conflict resolution, etc.)

Build Your Network



...WITH PEOPLE

The real **magic** of LinkedIn is in the CONNECTIONS!

- Review LinkedIn's suggested connections - based on email contacts and previous places you've worked or studied.
- Request connections with relevant people you know - former colleagues, classmates, managers, etc.
- Politely introduce yourself and attempt to connect with relevant people in your targeted career profession.
- Remember: Having quality connections is much more important than having many!

...WITH COMPANIES AND ORGANIZATIONS

Gain valuable insight on industries by following professional organizations, industry leaders (companies), and influencers (leaders).

- *Like* or *share* recent company updates that "speak to you".
- Post a professional, insightful comment on interesting posts

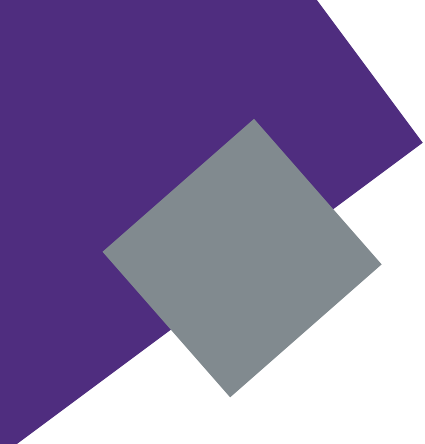


Networking + Job Searching = SUCCESS

- In the Jobs tab, search for and filter jobs
- Save job agents to alert you of new jobs that match your search criteria
- Follow companies of interest to get:
 - latest company updates
 - job openings
 - industry news
- **IMPORTANT:** Personalize your profile to include relevant keywords and skills that are repeatedly found in job postings.
- If your profile is top-notch, many times, recruiters will find you first!



Tip: Add the #OPENTOWORK frame to your profile picture to let your connections know you're available



So, there you have it. You now know the basics for building the foundation of your professional community through LinkedIn.

Follow LinkedIn influencers for updates and for cool tips, and remember to update your profile on a regular basis. Contact your UCA Career Coach for support. We're here to partner with you on this career journey!

Contact Us



CAREER SERVICES

Discovering Choices.
Providing Opportunities.
Creating Professionals.

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