



Building & Maintaining a LinkedIn® Profile



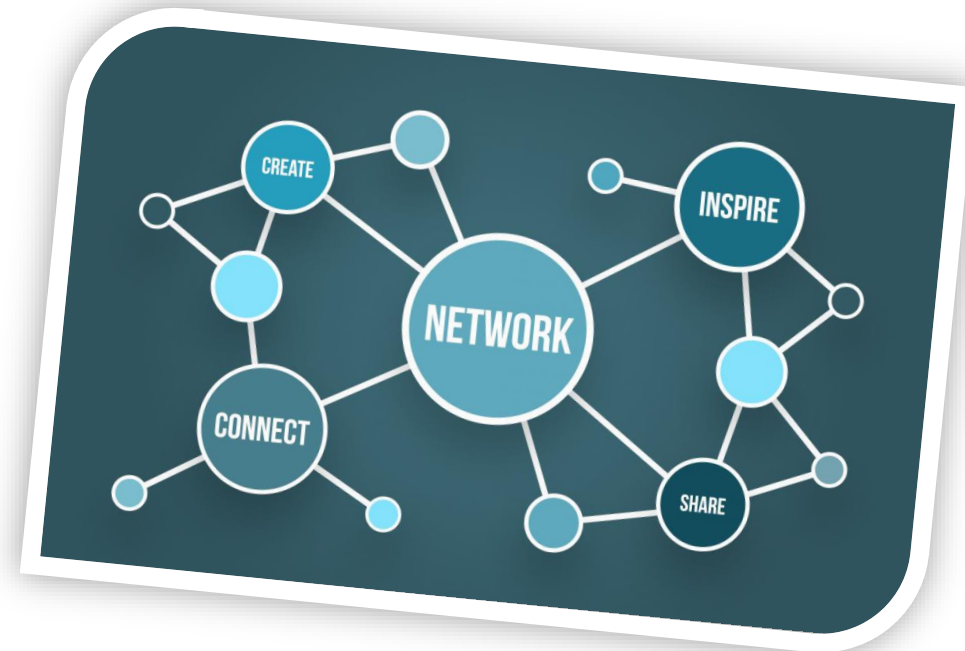
About LinkedIn®

- World's largest professional online networking platform
- Used by jobseekers to search for employment and find career opportunities
- Used by employers to recruit talent and fill open positions
- Over 630 million professionals use LinkedIn®
- More than 20 million job listings available
- Nearly 70% of LinkedIn® members found a job through mutual connection



Benefits of a LinkedIn® Profile

- Put your LinkedIn® profile URL in the header of your resume
- Connect with fellow job seekers at job fairs & other networking events
- Strengthen existing professional relationships
- Reconnect with former co-workers & colleagues
- Expand your job search
- Create a space to house your *digital* resume
- Follow companies for job updates
- Follow organizations within a specific industry
- Stay up-to-date with industry trends & terminology



LinkedIn® Terminology

- **Invitation**: The beginning of every relationship on LinkedIn® when you invite someone to become one of your connections
- **Connection**: A person on LinkedIn® who is in your professional network, and typically someone who knows you
- **Network**: Entirety of your connections on your LinkedIn® account which is important to grow and maintain, and to keep them in mind as you navigate the website



Creating & Editing Your Profile

- Create & edit your profile to highlight the values you hold as a well-rounded, employable person
- Each section of your profile should emphasize your best qualities as a job candidate
- Sections include:

Name

Profile Picture

Banner Photo

Professional Headline

About/Bio

Experience

Education

Volunteer Experience

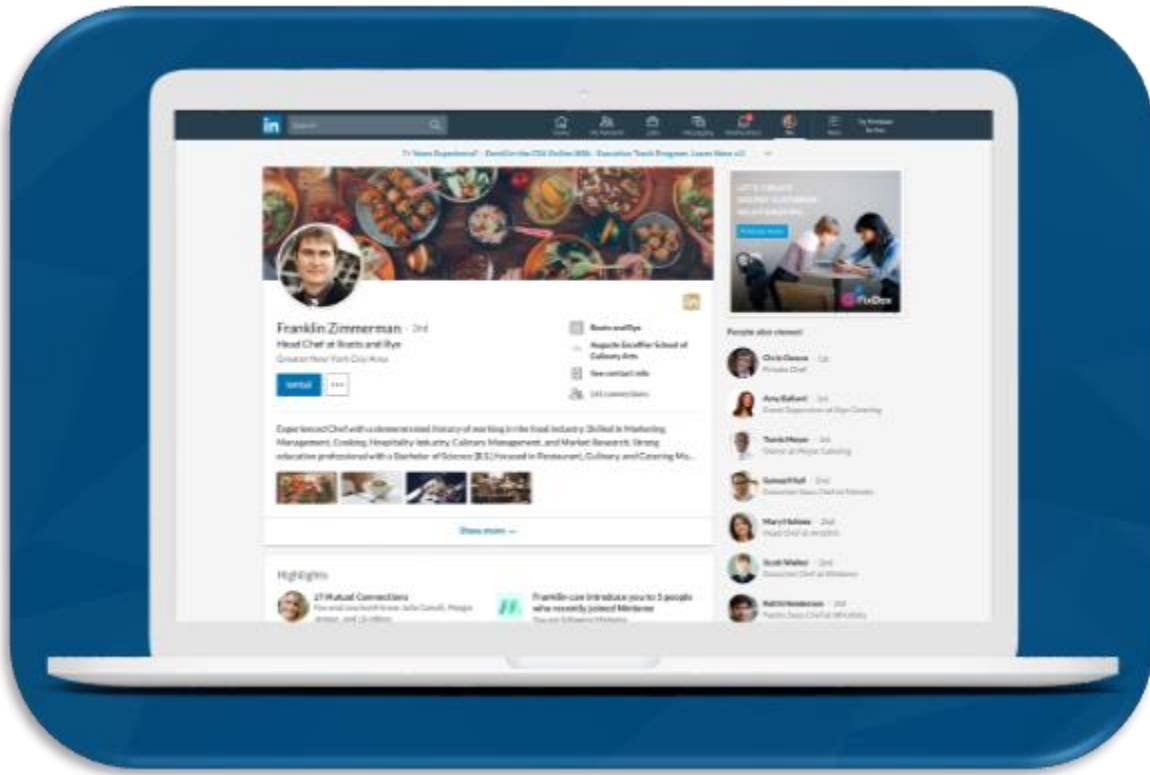
Skills & Endorsements

Recommendations

Interests

Other Important Tools

Name, Profile Picture, Banner Photo



- Name:
 - Full name, no nicknames
- Profile Picture
 - Use a professional headshot if possible.
 - Headshot should take up a majority of the frame
 - Professional attire (formal or business casual)
- Banner Photo
 - Related to your “professional brand”
 - Pexels.com

Professional Headline

- Concise statement about who you are as a professional
- Define your background, industry, and what you have to offer
- Avoid industry nicknames (i.e. IT Whiz)



Benji Hyam



Co-Founder at Social Proof Interactive | We provide marketing solutions that bring your business more clients

Greater San Diego Area | Marketing and Advertising

Current Social Proof Interactive

Previous Vistage International, Encore Entertainment, Islands Restaurants

Education San Diego State University-California State University

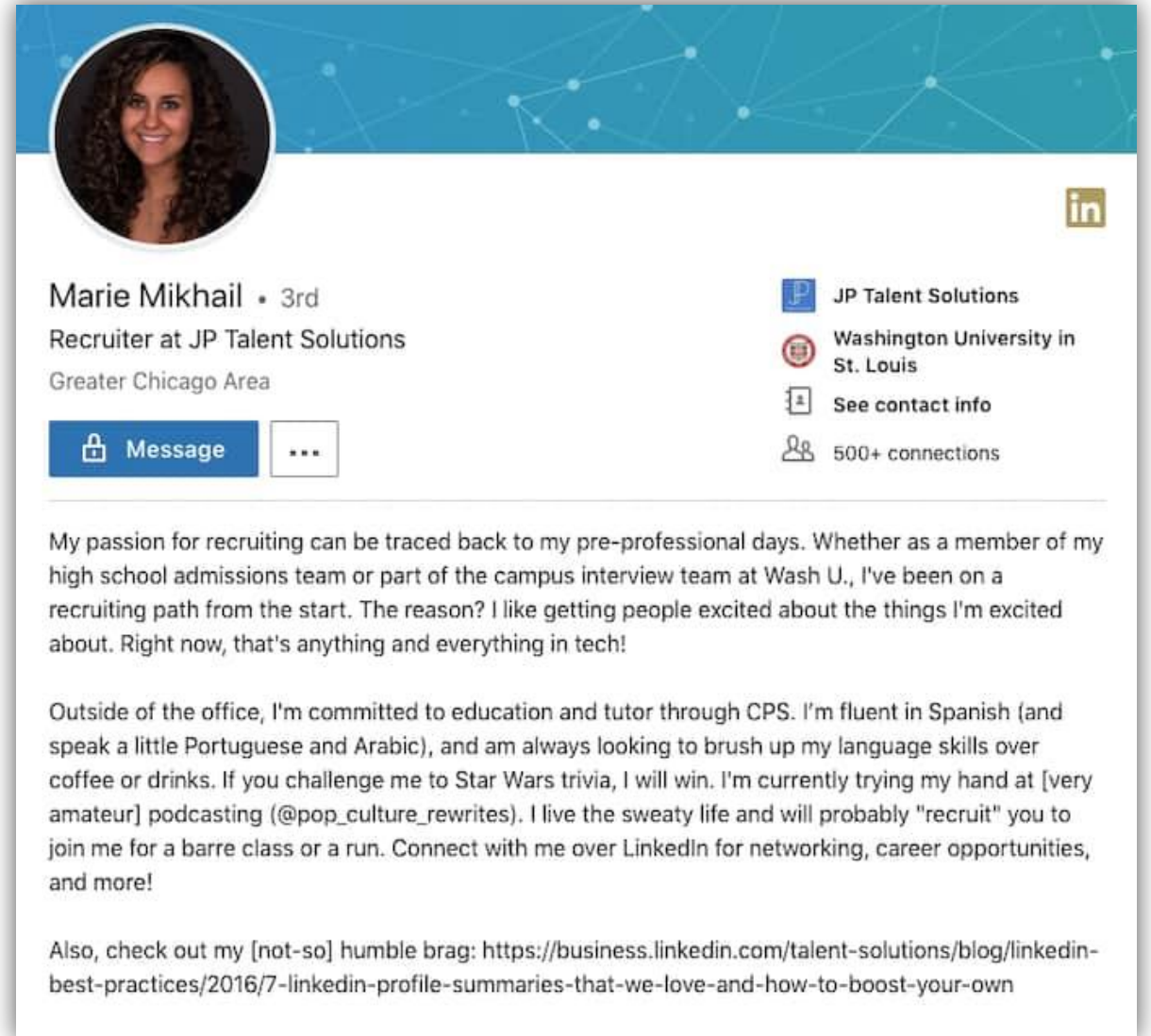
Improve your profile

Edit

500+
connections

About

- Professional Summary/Bio
- Expand on your professional headline, opportunity to develop your personal brand
- Use industry specific keywords
- Keep it short and simple
 - 2-3 paragraphs



The image shows a screenshot of a LinkedIn profile for Marie Mikhail. At the top left is a circular profile picture of a woman with dark curly hair. To the right of the picture is the LinkedIn logo. Below the picture, the name 'Marie Mikhail' is followed by '• 3rd' and 'Recruiter at JP Talent Solutions'. Underneath, it says 'Greater Chicago Area'. To the right of the name and title, there are three icons: a blue 'P' for 'JP Talent Solutions', a red and white 'W' for 'Washington University in St. Louis', and a person icon for 'See contact info'. Below these icons is a '500+ connections' indicator. A blue 'Message' button with a lock icon and a three-dot menu button are located below the profile information. The main content area contains two paragraphs of text. The first paragraph discusses her passion for recruiting, starting from her high school days at Wash U. The second paragraph talks about her commitment to education and tutoring through CPS, her language skills (Spanish, Portuguese, Arabic), and her interests in Star Wars trivia and podcasting. At the bottom, there is a link to a blog post: <https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

Experience

- Overview & timeline of your professional experiences
- Functions similar to your resume
- Include the full range of your work experiences
- Write about results, not just tasks

The screenshot displays a resume builder interface with two main sections: Experience and Education. Each section has a plus sign icon in the top right corner and a pencil icon in the bottom right corner, indicating editability. The Experience section contains two entries, each with a document icon on the left. The first entry is for 'President and CEO' at 'Ropeway Engineering' from 'Jan 2010 - Present' (9 yrs 3 mos), with a description of managing a team of engineers. The second entry is for 'Project Team Leader' at 'EMI Mechanical Solutions' from 'Aug 2004 - Dec 2010' (6 yrs 5 mos), with a description of creating and implementing projects. The Education section contains one entry for 'NC State' with a 'Bachelor of Science (BS), Engineering' degree from '2000 - 2004', accompanied by a building icon.

Experience

President and CEO
Ropeway Engineering
Jan 2010 – Present · 9 yrs 3 mos
I manage a small team of dedicated engineers to provide innovative solutions for my clients. I'm intimately involved in every step of the process, from negotiating the original contract, to on-site management, to final project completion. No job is too big or too small for our team.

Project Team Leader
EMI Mechanical Solutions
Aug 2004 – Dec 2010 · 6 yrs 5 mos
Responsible for creating and implementing a variety of projects for different clients. Promoted to Project Team Leader after two years. Managed a small team of motivated engineers developing new projects.

Education




NC State
Bachelor of Science (BS), Engineering
2000 – 2004

Education & Volunteer Experience

- List your highest education level
- Include certifications & licenses
- Gain some transferable skills by volunteering
 - Highlight leadership opportunities in your community


The screenshot displays a resume profile with two main sections: Education and Volunteer Experience. The Education section is titled 'Education' with a count of 11 items and a plus sign for expansion. It lists three entries: Georgian College (Communications, Team Building and Leadership), Sheridan College (Business Administration, Marketing, Business, Management), and Okanagan College (Social Media Marketing). A 'Show 1 more education' link is visible below. The Volunteer Experience section is titled 'Volunteer Experience' with a count of 12 items and a plus sign for expansion. It lists one entry: Committee Chair of Social Media | Board of Director | Social Media Advisor for the Conservative Party of Canada (2011-2014, 3 yrs, Politics). The description for this entry states: 'Served on the Board of Directors and as Committee Chair of Social Media for the Conservative Party of Canada. Was the Social Media Advisor to Member of Parliament (MP) Ron Cannan.'

Education 11

-  **Georgian College**
Communications, Team Building and Leadership
-  **Sheridan College**
Business Administration, Marketing, Business, Management
-  **Okanagan College**
Social Media Marketing

[Show 1 more education](#)

Volunteer Experience 12


-  **Committee Chair of Social Media | Board of Director | Social Media Advisor**
Conservative Party of Canada
2011 – 2014 • 3 yrs
Politics

Served on the Board of Directors and as Committee Chair of Social Media for the Conservative Party of Canada.


Was the Social Media Advisor to Member of Parliament (MP) Ron Cannan.

Skills & Endorsements

- Aim to have at least 5 skills related to your profession or the career you wish to enter
 - Include soft skills
- LinkedIn® connections can endorse your skills, boosting your profile
- In turn, endorse your LinkedIn® connections on their skills

Skills & Endorsements Add a new skill 

Microsoft Office · 8


 Endorsed by Chelsea Legayada, who is highly skilled at this

Customer Service · 6

Allison Hessick and 5 connections have given endorsements for this skill

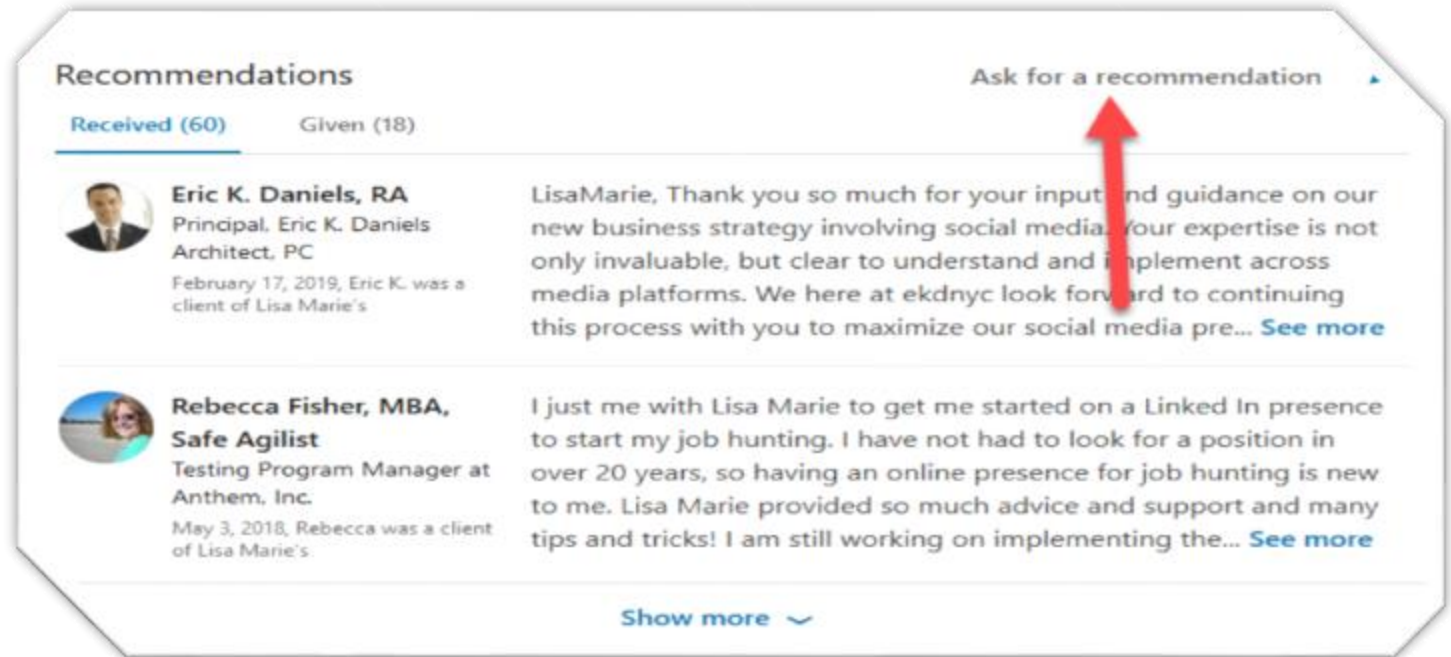
Recruiting · 3

Dwight Romberger MPA, PCHA, ALA and 2 connections have given endorsements for this skill

[Show more](#) 

Recommendations

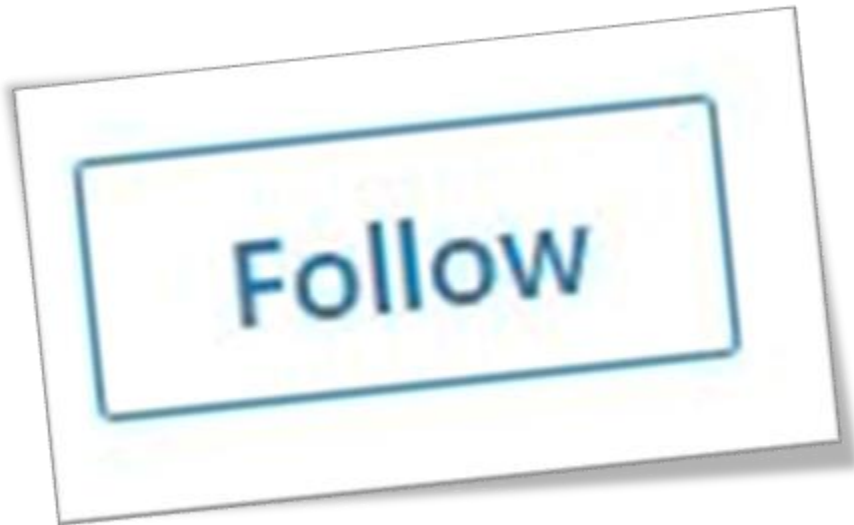
- Written statements from your connections applauding your skills & work ethic
- Gives users a further sense of your value through testimonials
- Write recommendations for your connections to increase the likelihood of getting one yourself



The screenshot shows the LinkedIn 'Recommendations' section for a user named Lisa Marie. At the top right, there is a link 'Ask for a recommendation' with a blue triangle icon. A red arrow points to this link. Below the link, there are two tabs: 'Received (60)' and 'Given (18)'. The 'Received' tab is active. There are two recommendation cards visible. The first card is from Eric K. Daniels, RA, Principal at Eric K. Daniels Architect, PC, dated February 17, 2019. The second card is from Rebecca Fisher, MBA, Safe Agilist, Testing Program Manager at Anthem, Inc., dated May 3, 2018. Both cards include a profile picture, name, title, company, date, and a short testimonial. At the bottom of the recommendations list, there is a 'Show more' link with a downward arrow.

Interests

- Helpful tool to populate your homepage feed
- Use the follow feature to stay up-to-date on companies, organizations, and groups in your field



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: (+1)United States Phone number: Your phone number

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

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...

Near my home
No Preferences

I'm open to working remotely Yes

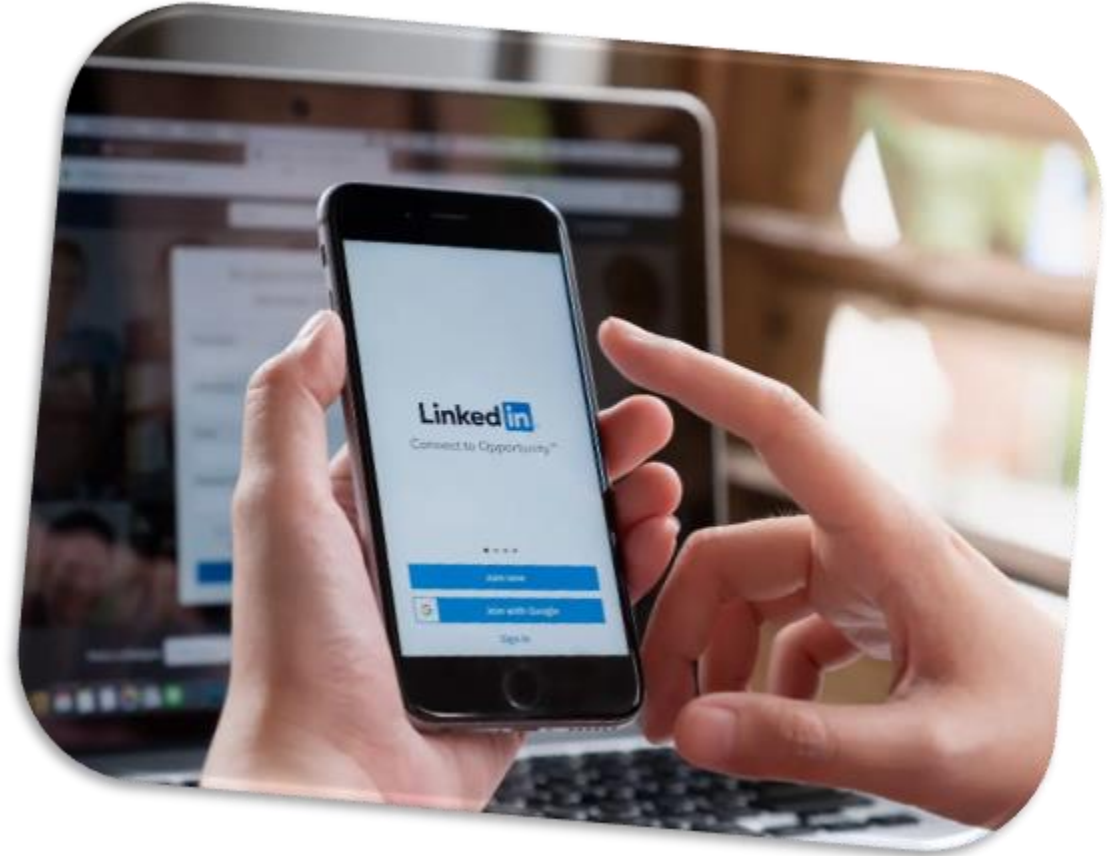
What types of jobs are you open to?
 Full-time
 Contract
 Part-time
 Internship
 Volunteer
 Temporary

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+

Growing Your Online Network

- Interact and connect as often as possible
- Interact with users you may want to connect with in the future as your career goals progress
- Possible connections broken down into degrees:
 - 1st degree: People you are directly connected with
 - 2nd degree: people who are connected to your 1st degree connections
 - 3rd degree: people who are connected to your 2nd degree connections.
 - And so on and so forth...



Personalize & Respond Promptly

- Write a personalized connection invitation
 - Why are you sending the connection?
 - How did you come across their profile?
 - What do you eventually hope to receive from the connection?
- Once connected, be sure to send a welcome message
 - Thank them for accepting your invitation
 - DO NOT ask for anything in this message
 - Interact with your connections to gain leads



LinkedIn® Etiquette

What To Do	What Not To Do
<ul style="list-style-type: none">• Do post positive and appropriate content, update profile when necessary i.e. promotions, accomplishments	<ul style="list-style-type: none">• Don't post any inappropriate or irrelevant content, do not continuously update your profile
<ul style="list-style-type: none">• Do go on LinkedIn® everyday (for at least 5-10 minutes)	<ul style="list-style-type: none">• Don't get sucked into unnecessary public arguments i.e. politics, religion
<ul style="list-style-type: none">• Do personalize every message and comment you send	<ul style="list-style-type: none">• Don't accept every connection that comes your way

Final Helpful Tips

- Download the LinkedIn® app on a mobile device
- The best times to post content to gather the most views are Tuesday-Thursday between 8 AM – 9 AM and between 4 PM – 6 PM
- After you apply for a job on LinkedIn® look at the company's profile
 - They will receive a notification that you viewed their page and your name will already be on their radar
- Edit your profile URL to look professional
 - www.linkedin.com/in/YOURNAME
- Remake your profile in another language





Thank You!

