



Build your professional brand on LinkedIn

Get noticed by your future boss and recruiters



What We Will Cover in This Workshop

Introduction - What is LinkedIn?

STEP
01

Create an attractive LinkedIn profile

STEP
03

Understand your career potentials

STEP
02

Build your LinkedIn Network

STEP
04

Search For Jobs, Internships and Schools on LinkedIn

The image features the Kahoot! logo, which consists of the word "Kahoot!" in a white, bold, sans-serif font. The text is centered on a dark purple background. A lighter purple, semi-transparent arrow shape points from the top-left towards the bottom-right, passing behind the text. The overall design is clean and modern.

Kahoot!



LINKEDIN'S VISION

**Create economic opportunity
for every member of the global workforce**



THE ECONOMIC GRAPH

LinkedIn Economic Graph

Connections

Connections at company


660M
Members

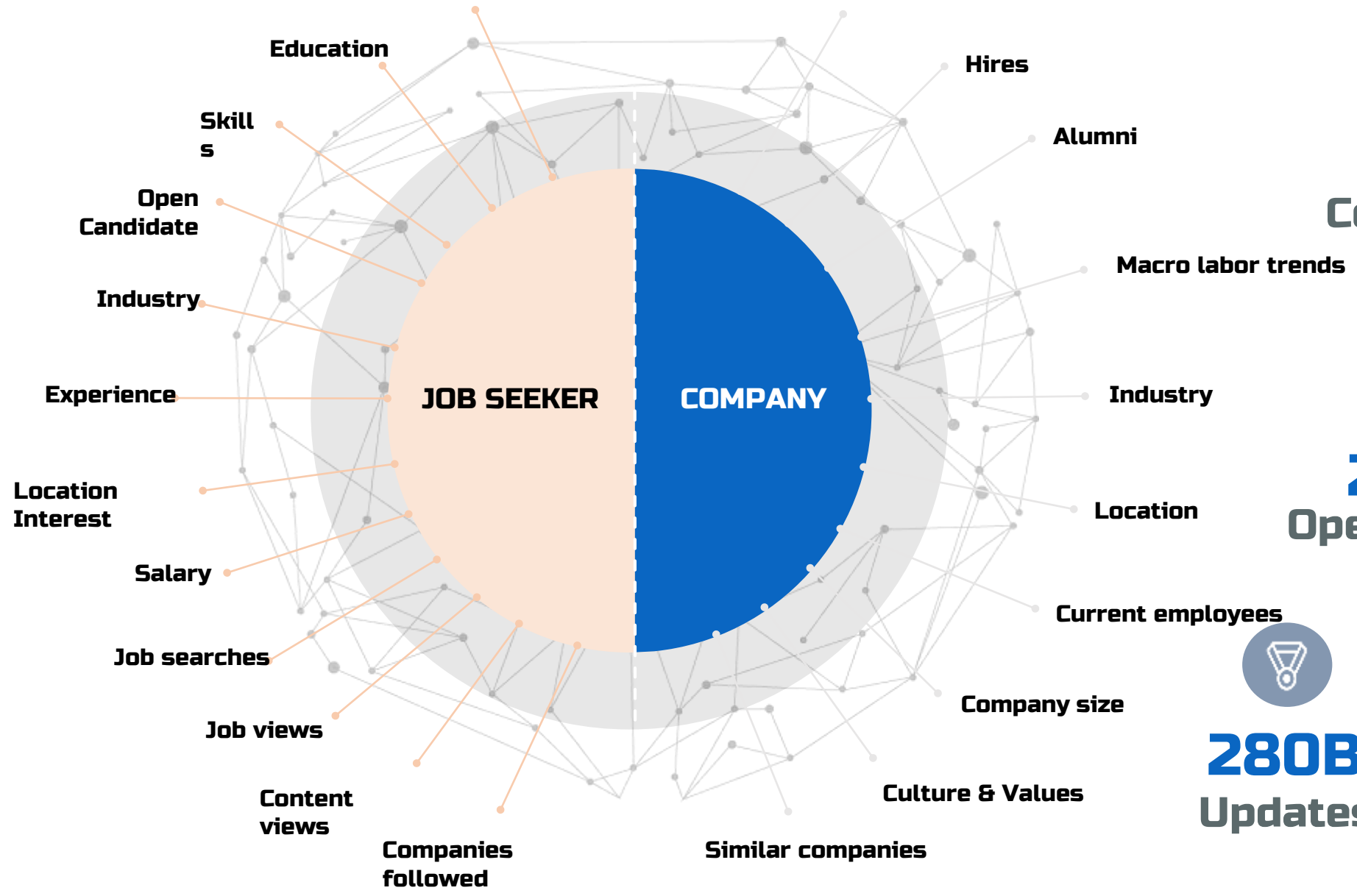

30M
Companies


50K
Skills


20M
Open Jobs


90K
Schools


280B
Updates

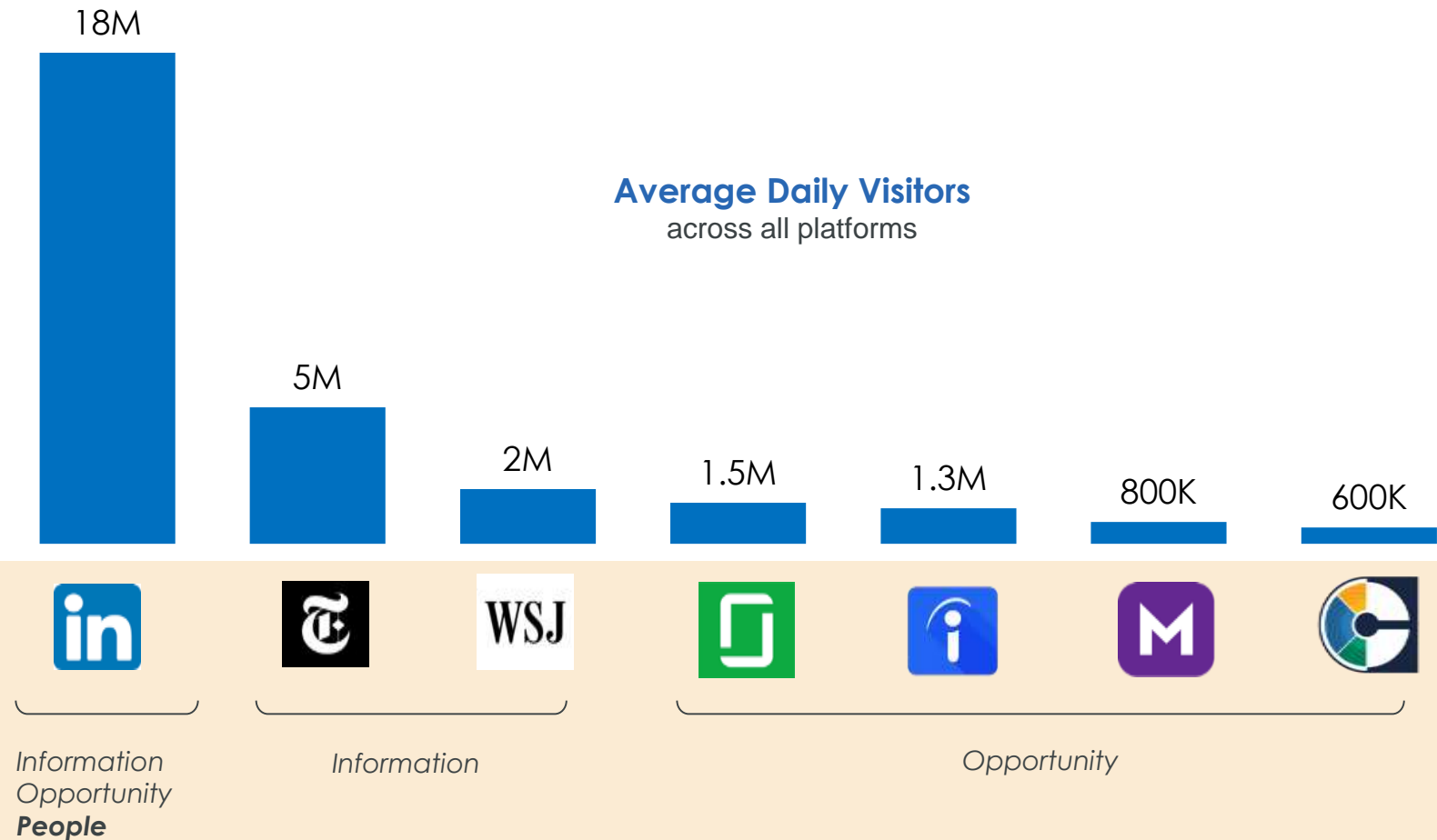


Millions of professionals use our platform every day

to connect to information, people, and opportunities

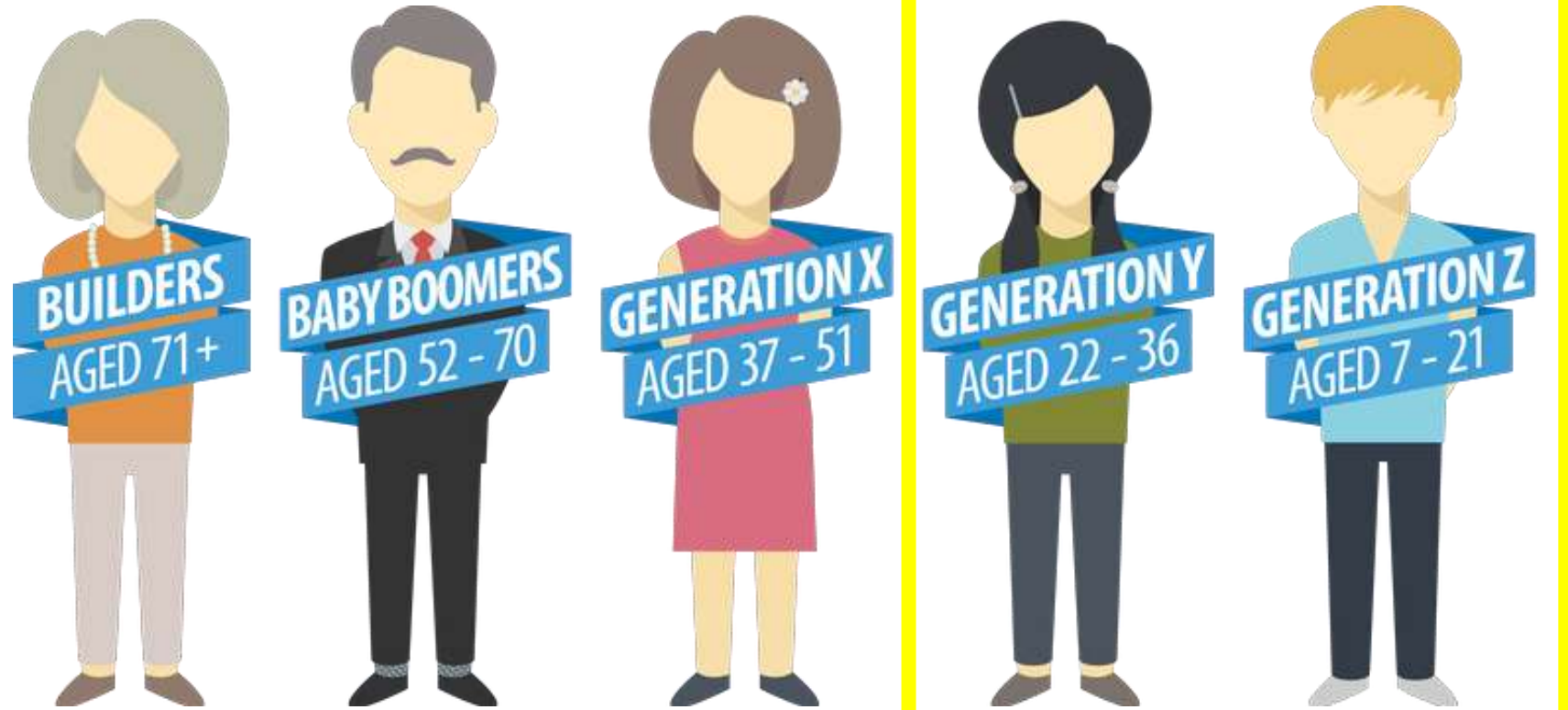
33% Growth

in LinkedIn login sessions year over year. Our members are spending more time on our platform.



Your presence on social media is expected

The Talent Industry is shifting



~58% of the workforce in the next 2 years



9 out of 10
Company recruiters use LinkedIn

So should you!

Create an Attractive LinkedIn Profile

DID YOU KNOW? 9 out of 10 employers use LinkedIn during the hiring process.

- Profile VS Resume
- Add a photo
- Edit Your Profile
- Download the LinkedIn App

Profile vs Resume

Jane Smith

Address Line 1, Address Line 2, City, State Zip • (212) 256-1414 • jane.smith@gmail.com

CAREER OBJECTIVE

Administrative Assistant with 6+ years of experience working directly for the President of 3M Inc., a Fortune 500 company. Possesses impeccable written and verbal communication skills and excellent interpersonal skills.

CORE COMPETENCIES

- Customer Service
- Cost Efficient
- Detailed and Organized
- Supplier Relationship

PROFESSIONAL EXPERIENCE

3M INC., New York, NY

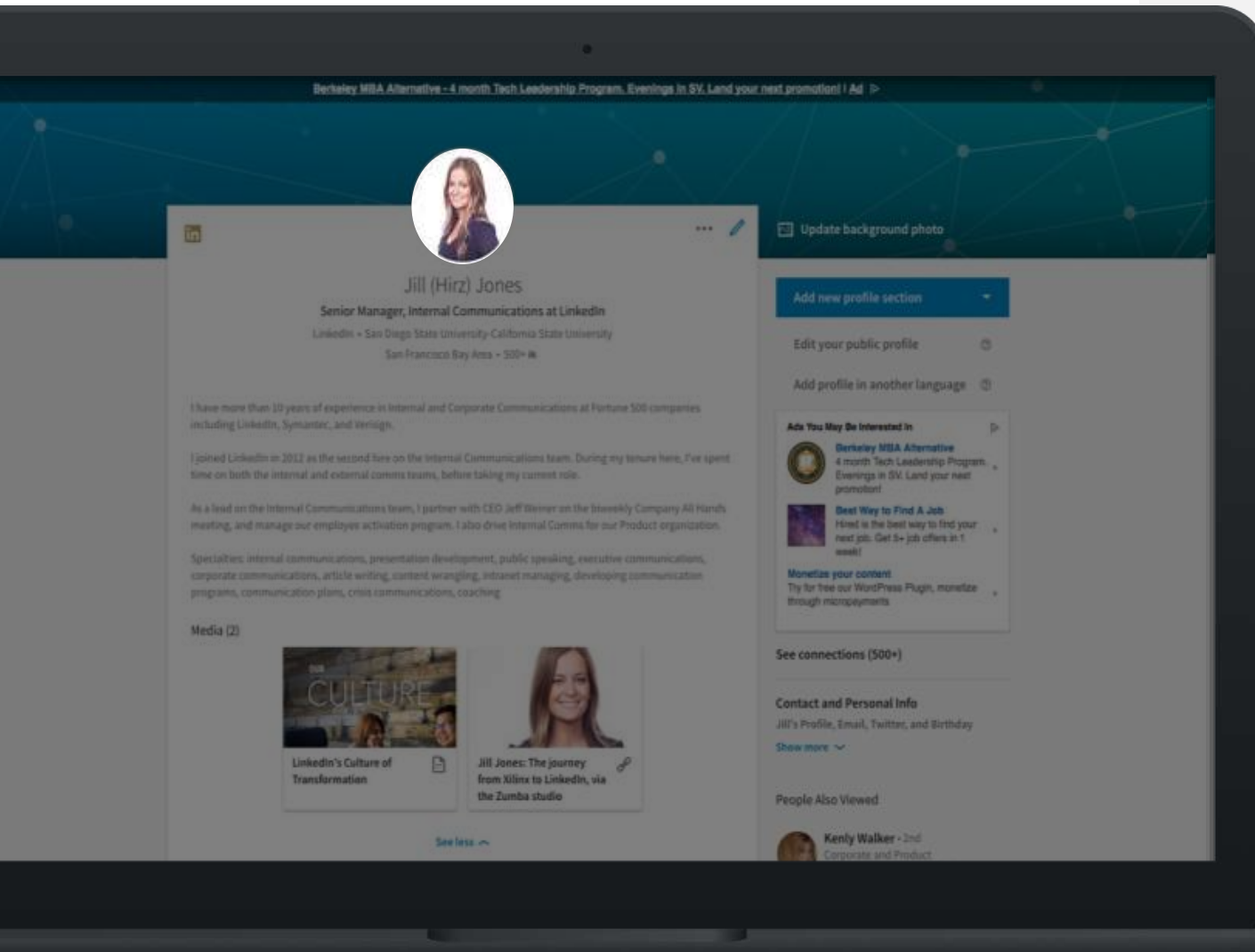
Administrative Assistant, Apr 2006 – present

- Read and analyze incoming memos, submissions, and reports to determine their significance and plan their distribution.
- Conduct research, compile data, and prepare papers for consideration and presentation by executives, committees and boards of directors.
- Coordinate and direct office services, such as records, departmental finances, budget preparation, personnel issues, and housekeeping, to aid executives.
- Prepare invoices, reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database, or presentation software.

FLORIDA DEPARTMENT OF SOCIAL SERVICES, Orlando, FL

Your LinkedIn profile = Your brand

- ✓ Speaks to all potential employers, not just a single one
- ✓ Shape your brand by the way you present yourself to others
- ✓ Goes into more detail with skills, projects, interests, certifications, & more
- ✓ Allows other professionals & employers to interact, learn, and contact you
- ✓ What they can expect working with you; How you are unique from others

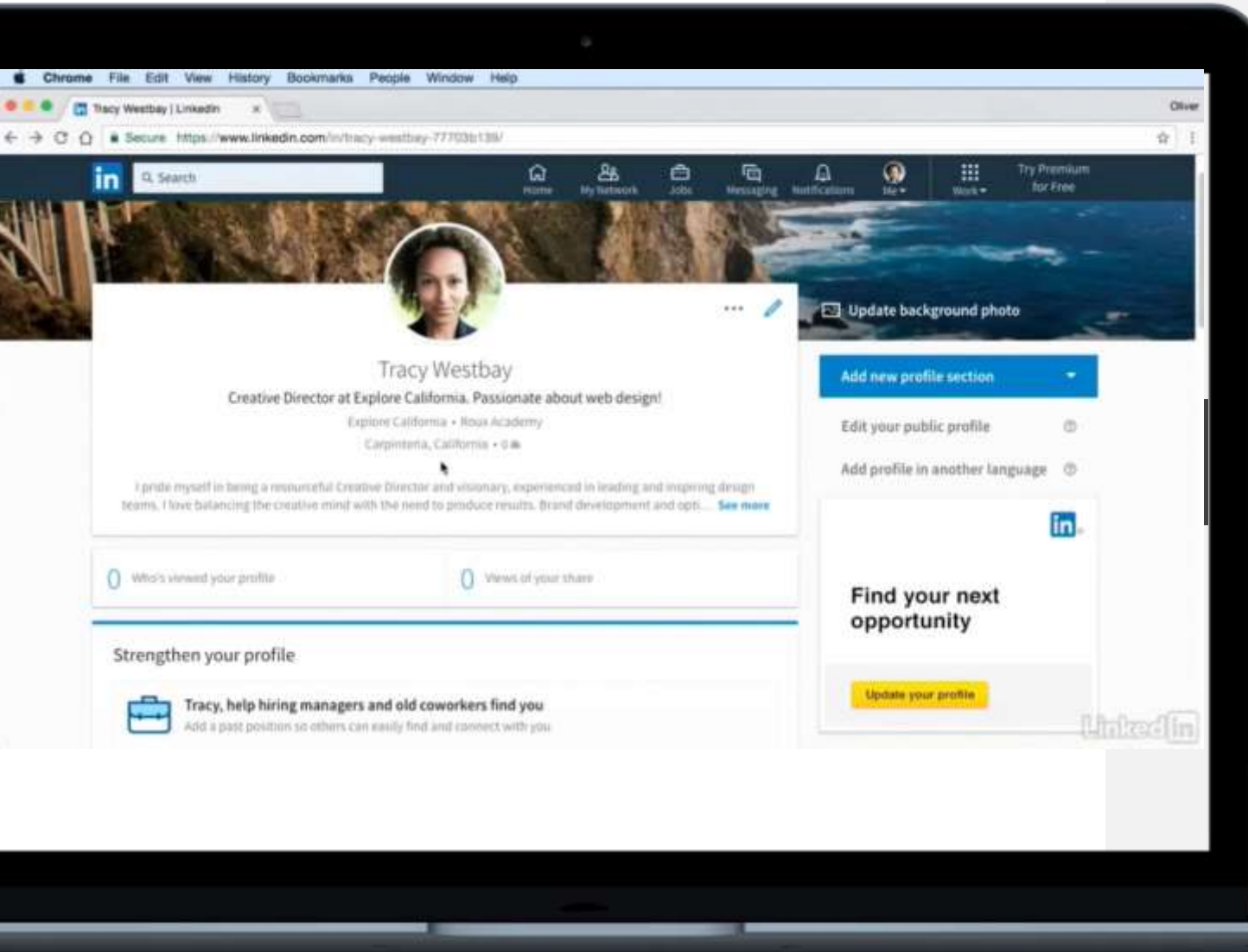


Add a Photo

Members with profile photos get up to:

- **21x** more profile views
- **9x** more connection requests.

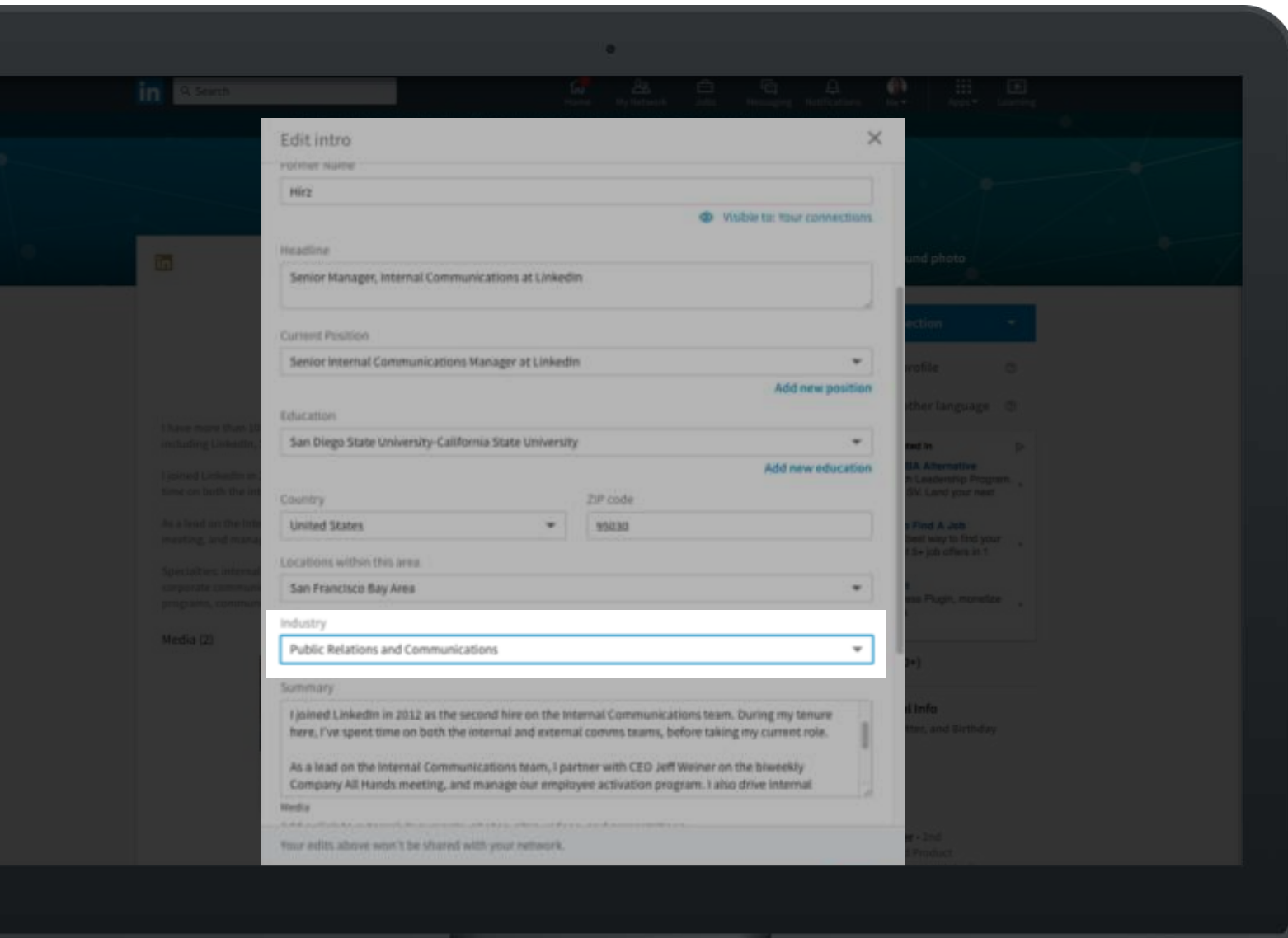
- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile & have a friendly expression



Edit Your Profile:

Your story in your words

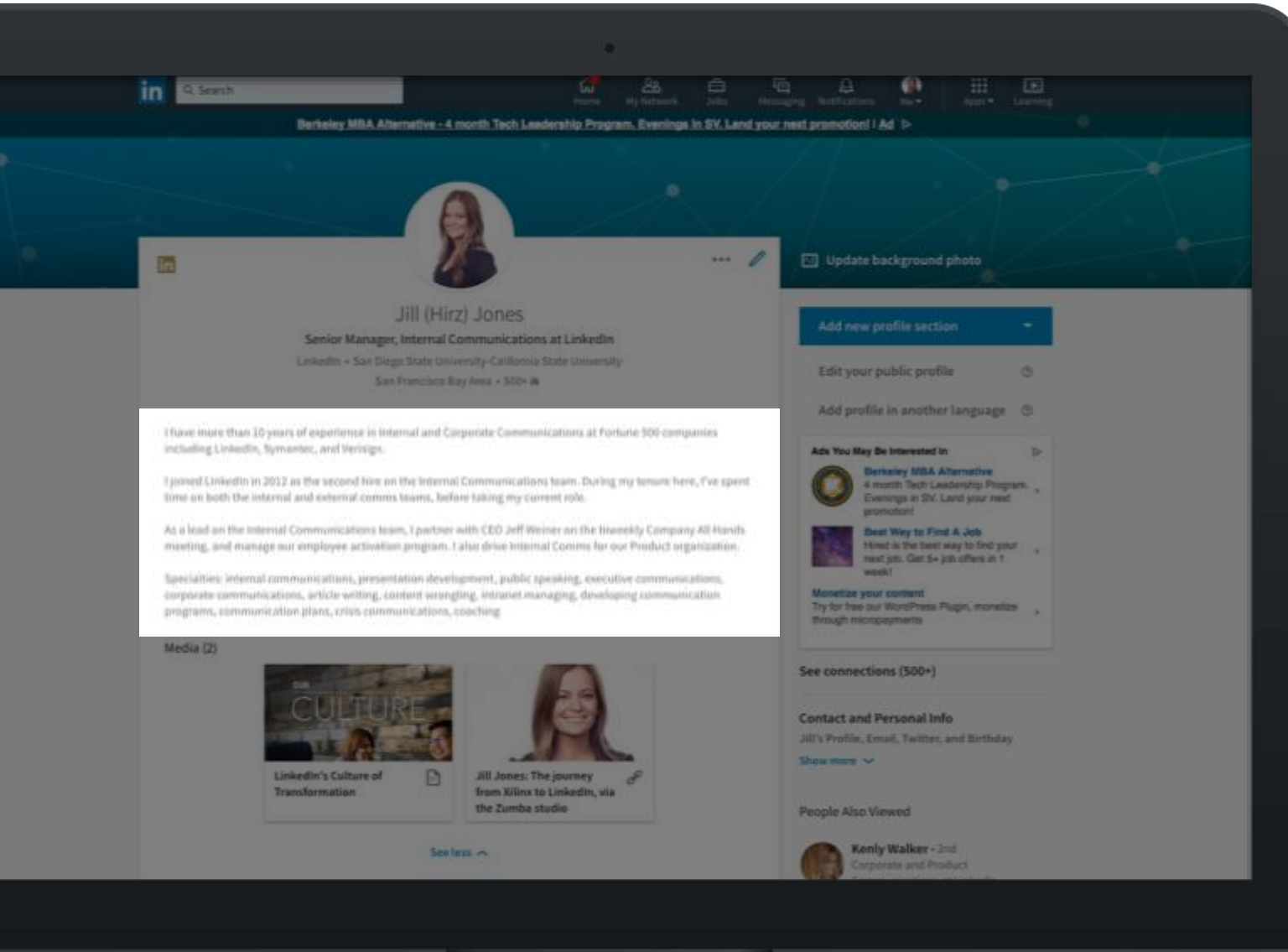
- Click the “Me” icon at the top of your LinkedIn homepage.
- “Add new profile section” to begin editing your profile!



ADD YOUR INDUSTRY

Members with industry information receive up to **9x** more Profile views

>300K people search by industry on LinkedIn every week



DRAFT A COMPELLING SUMMARY

Focus on career accomplishments & aspirations
40+ words

DETAIL YOUR EXPERIENCE

Members with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages

The screenshot displays a LinkedIn profile page. At the top, there is a header with the date "July 30, 2015" and a post titled "#WomenTech award at today's WIT 2017". Below this, there are two buttons: "See 3 more articles" and "See all activity".

The main section is titled "Experience" and features a plus sign icon. The first entry is for the position of "Senior Internal Communications Manager" at LinkedIn, starting in February 2016. The description highlights the user's role in driving content strategy and executing company-wide meetings. A second paragraph describes their collaborative work with various teams on major campaigns. Below the text is a "Media (7)" section with three image thumbnails and their captions: "LinkedIn's Company All Hands", "It's handled: How Judy Smith had to manage her own reputation", and "Connecting the Dots at LinkedIn: An interview with SV-IABC member".

The second experience entry is for "Corporate Communications Manager" at LinkedIn, from July 2012 to February 2016. The third entry is for "Dance & Zumba Instructor" at Marie Stinnett Dance.

On the right side of the profile, there is a vertical list of connections, each with a profile picture and name: Connie Chan Wang (Leading Social Media & Content Marketing at LinkedIn), Shannon (Stubo) Brayton (Global Marketing and Communications Executive), Jeff Weiner (CEO at LinkedIn), Ashley (Nerz) Levey (Consumer and Editorial Communications at LinkedIn), Erin Batty (Global Head of Internal Communications at Pandora), and Laura Davenport (Communicating to Inform, Inspire, and engage LinkedIn's global talent).

ADD EXAMPLES OF YOUR WORK

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story

The screenshot displays a LinkedIn profile page. At the top, there is a post from July 30, 2015, about a #WomenInTech award. Below this, the 'Experience' section is visible, featuring two roles at LinkedIn: 'Senior Internal Communications Manager' (Feb 2016 - Present) and 'Corporate Communications Manager' (Jul 2012 - Feb 2016). The 'Senior Internal Communications Manager' role includes a detailed description of responsibilities and a 'Media (7)' gallery. The gallery contains three items: 'LinkedIn's Company All Hands', 'It's handled: How Judy Smith had to manage her own reputation', and 'Connecting the Dots at LinkedIn: An interview with SV-ABC member'. Below the gallery, there are links for 'See less' and 'See description'. The right sidebar shows a list of connections, including Connie Chan Wang, Shannon (Stubo) Brayton, Jeff Weiner, Ashley (Nierz) Levey, Erin Batty, and Laura Davenport.

ADD SKILLS & GET ENDORSED

Add at least 5 skills (soft skills & technical skills)

Members with 5 or more skills are found up to **27x** more by recruiters via search

The screenshot shows a LinkedIn profile's 'Featured Skills & Endorsements' section. At the top, there is a link to 'Add a new skill'. Below this, three skills are listed with their respective endorsement counts and details:

- Internal Commu...** (56): Endorsed by Virginia Stefan and 7 others who are highly skilled at this; Endorsed by Laura Davenport (mutual connection).
- Corporate Commu...** (33): Endorsed by Erin Hosilyk and 2 others who are highly skilled at this; Endorsed by 27 of Jill's colleagues at LinkedIn.
- Strategic Commu...** (58): Endorsed by Erin Hosilyk and 2 others who are highly skilled at this; Endorsed by 30 of Jill's colleagues at LinkedIn.

Below the featured skills, a section titled 'Jill is also good at...' displays a grid of other skills with their counts:

- Public Speaking (25), Leadership (22), Social Media (41), Content Developm... (17), Content Managem... (9), Program Manag... (9), Journalism (3), Presentation Skills (1)
- Strategy (24), Marketing Commu... (23), Communications... (29), Editing (14), Creative Direction (5), Message Develop... (5), Web Content Man... (3), Marketing (3)
- Messaging (14), Presentation Deve... (4), Newsletters (21), Management (20), Employee Engage... (7), Digital Media (9), Crisis Communica... (3)

At the bottom of the skills section, there is a 'See less' link with a downward arrow. Below the skills section, the 'Recommendations' section is partially visible, showing 'Received (3)' and 'Given (1)'.

Build Your LinkedIn Network

DID YOU KNOW? 70% of people were hired at a company where they had a connection.

- Discover Existing Connections
- Search for New Connections
- Message Connections
- Engage With Your Community

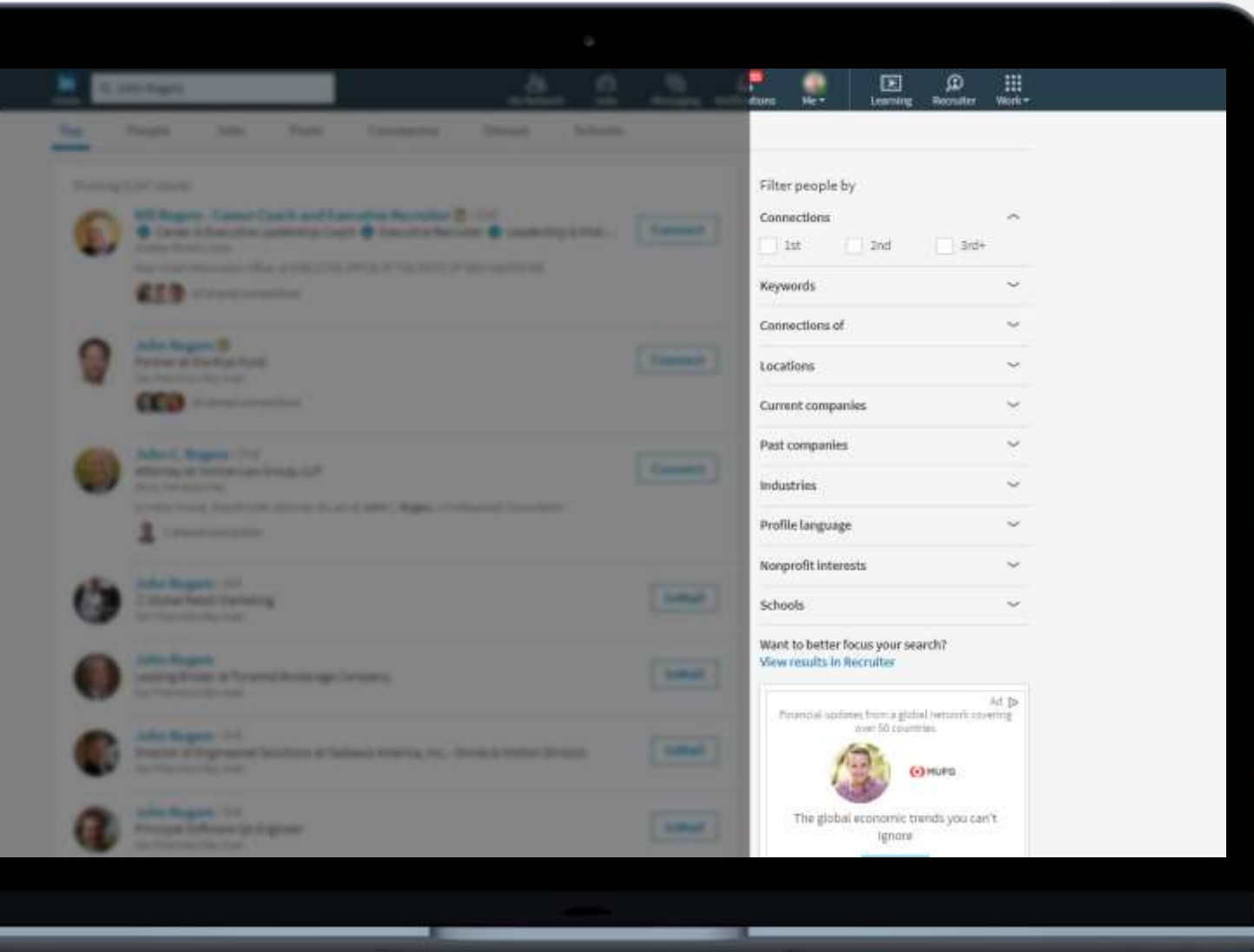
The screenshot shows the LinkedIn homepage. At the top, the navigation bar includes 'Home', 'Search', 'My Network', 'Jobs', 'Messaging', 'Notifications', 'Me', 'Learning', 'Recruiter', and 'Work'. Below the navigation bar, there is a banner for 'Ready for a Change?' and a '2,094 Your connections' section. The main content area is divided into three columns: 'Invitations (71)', 'Financial updates from a global network', and 'People you may know'. The 'Invitations' section lists three people with their profiles and 'Ignore' and 'Accept' buttons. The 'People you may know' section shows a grid of six suggested connections with their names, titles, and 'Connect' buttons.

Discover Existing Connections

Click “My Network” in the top navigation to find people you already know.



Personalize your invitation with a note when you send an invitation – especially if you don't know them in real life. This makes it clear to the other person why you're reaching out!



Search for New Connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ Keyword
- ✓ School

Search for New Connections

You can customize this invitation ✕

Include a personal message (optional):

Hi Tatiana!

We met earlier today when you did a LinkedIn presentation at my organization. I'd love to keep in touch!

Thanks! 174

Cancel Send invitation

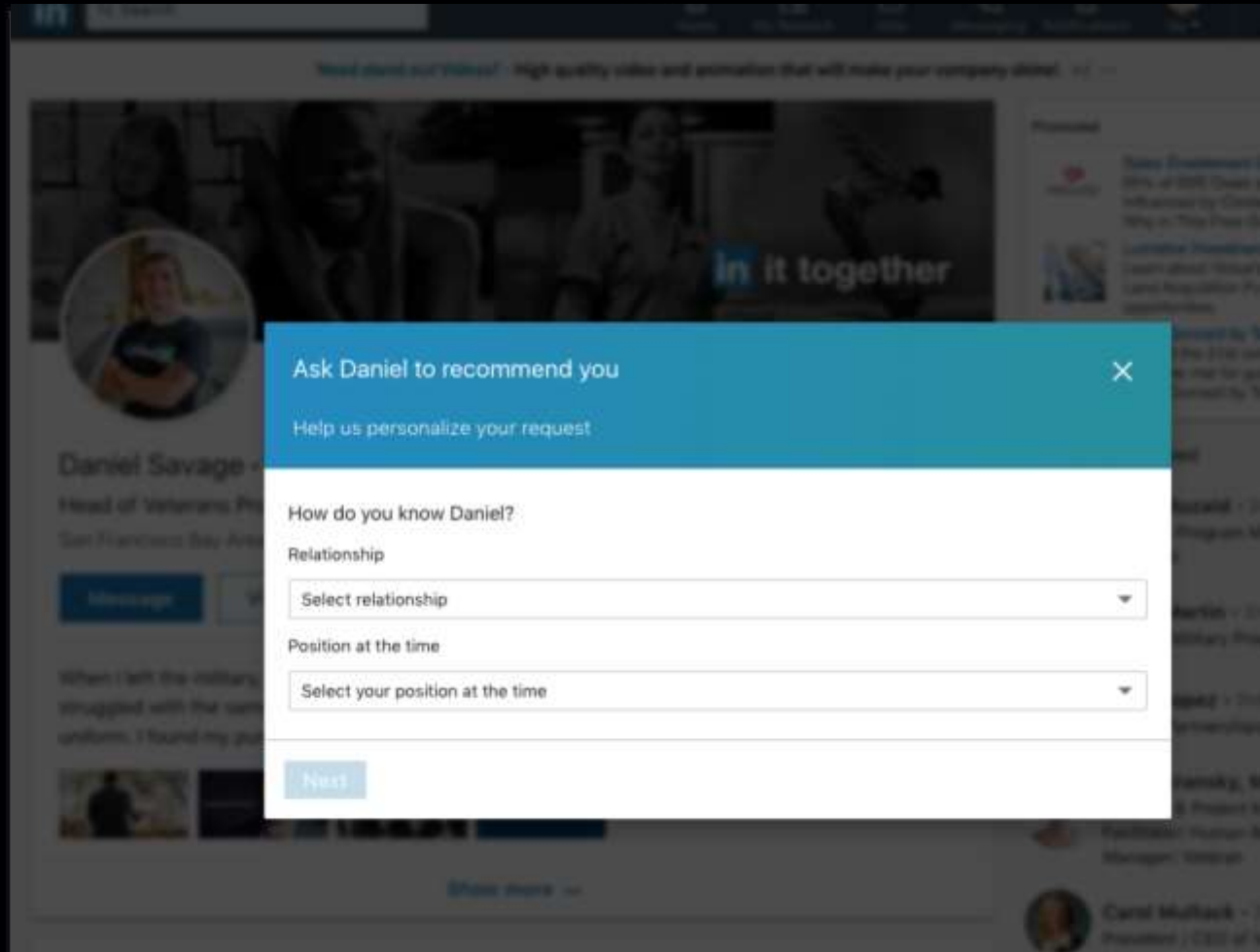


Personalize your invitation with a note when you send an invitation. This makes it clear to the other person why you're reaching out!

Request Recommendations

On a connection's profile, click **More...** and then **Request a Recommendation.**

You can select your relationship to this person, indicate whether you worked with them in a particular role, & customize your message.



The image shows a tablet displaying a LinkedIn profile page. A modal dialog box is open over the profile, titled "Ask Daniel to recommend you". The dialog box has a teal header with a close button (X) and the text "Help us personalize your request". Below the header, there are two dropdown menus. The first is labeled "How do you know Daniel?" and "Relationship", with a placeholder "Select relationship". The second is labeled "Position at the time" and "Position at the time", with a placeholder "Select your position at the time". At the bottom of the dialog box, there is a "Next" button. The background of the tablet shows a LinkedIn profile for Daniel Savage, with a profile picture and a cover photo featuring the text "In it together".

Engage With Your Community

STEP
02

Give testimonials and recommendations to others

Join groups and exchange insights with school or program alumni



Like and share things that people in your network will care about and post

Invest time in your connections, take them to lunch or even just listen

Make introductions for others

Understand your career potentials

DID YOU KNOW? There are over 10 million employers and 7.5 million monthly job and internship postings on LinkedIn.

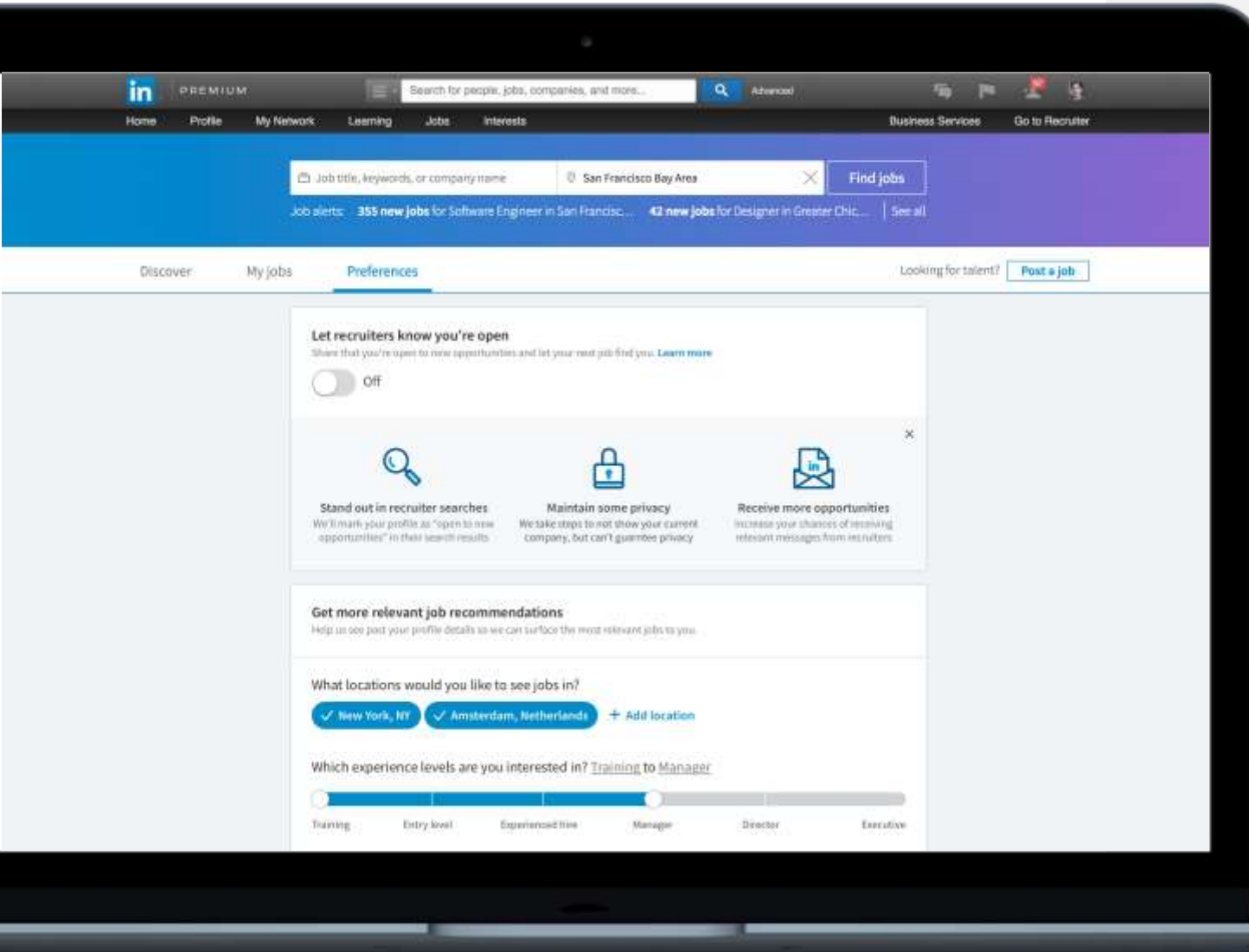
Set Career Interests

Search for Jobs

Use Your Network

Follow Companies

Explore Schools

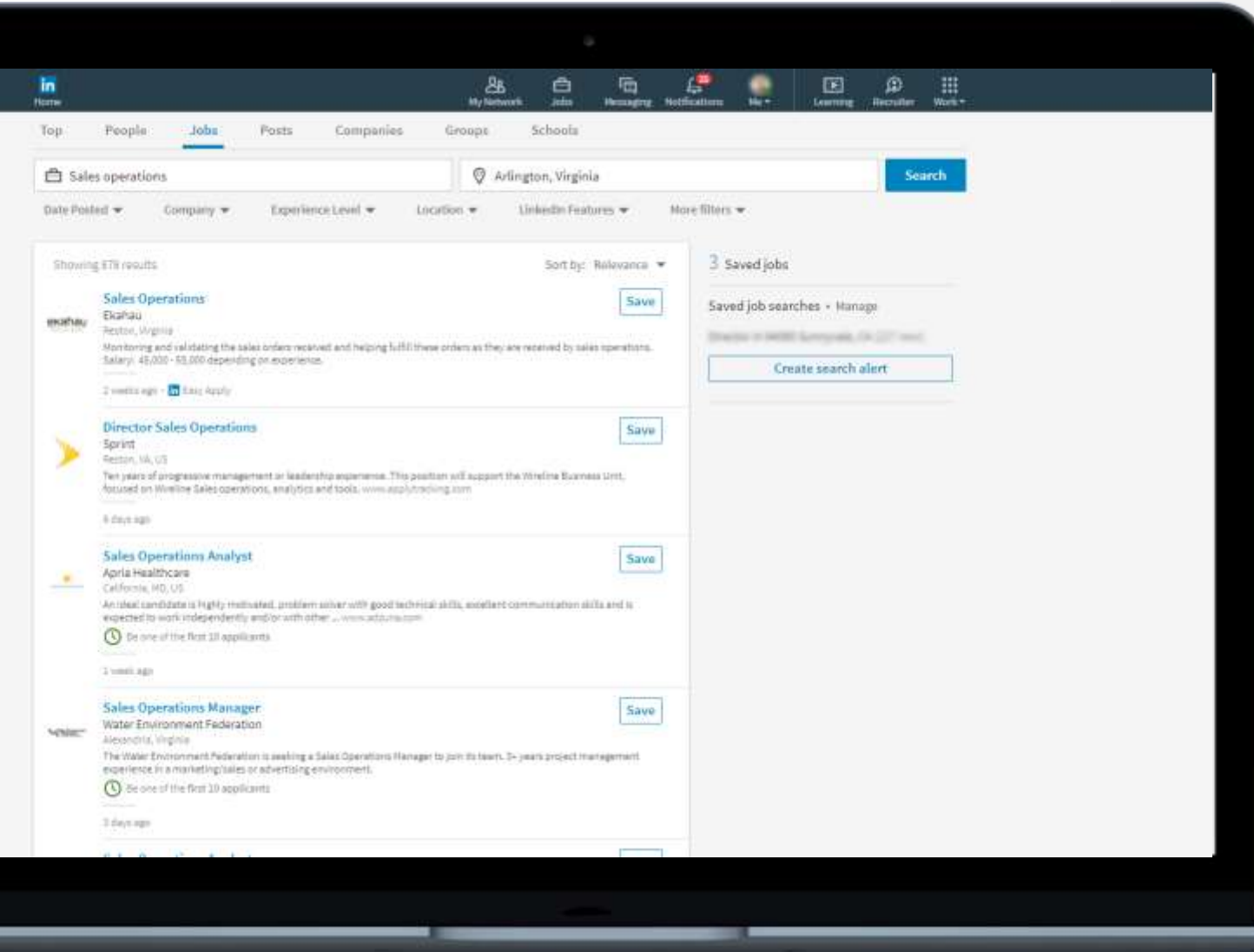


Set Career Interests

Potential Job titles and locations in your career interests to receive more relevant job suggestions



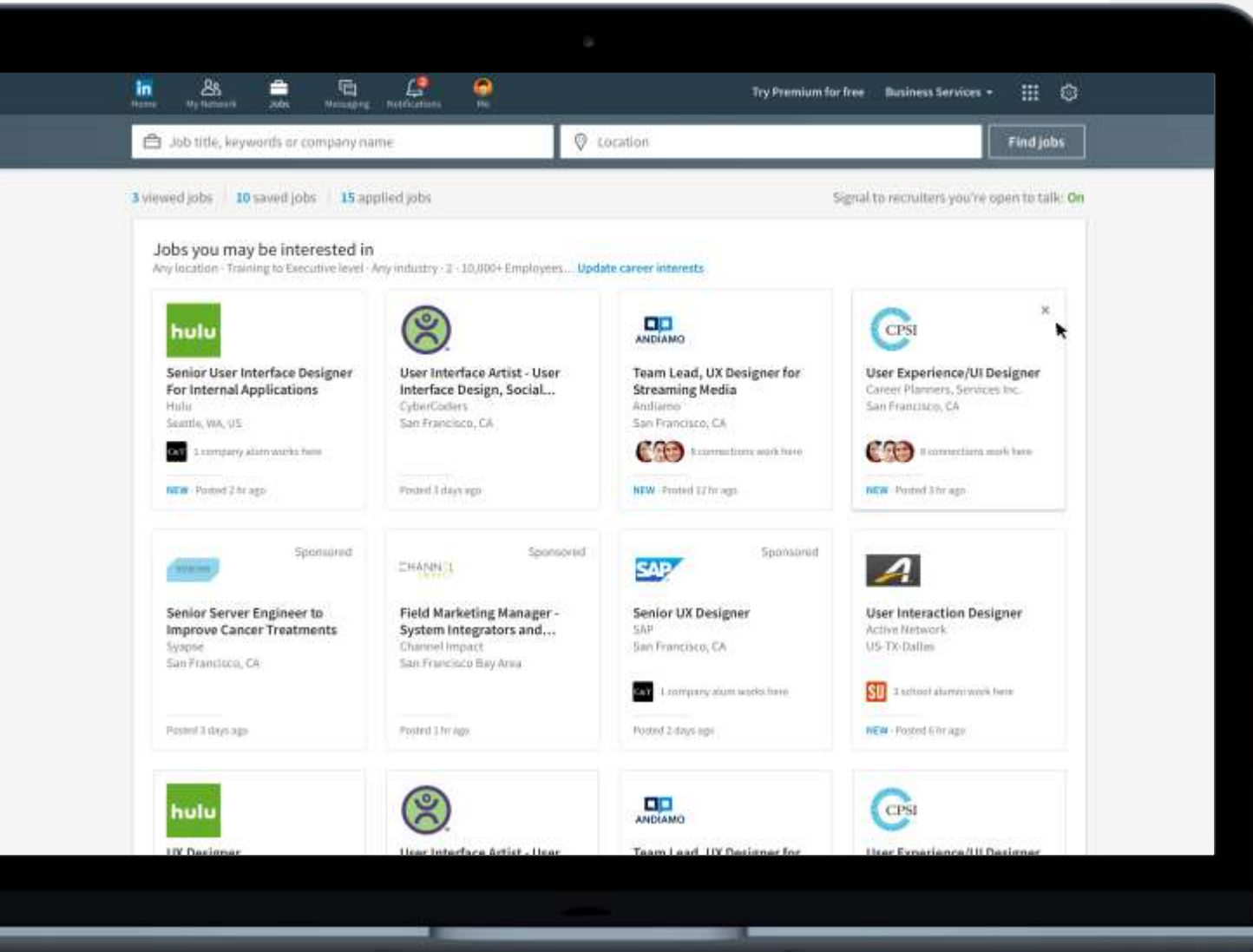
Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.



Search for Jobs

Refine your search using LinkedIn's search filters:

- ✓ Keyword level
- ✓ Company ✓ Date posted
- ✓ Function ✓ Easy Apply
- ✓ Industry ✓ In your connection
- ✓ Experience



Use Your Network

- Ask for a job referral by reaching out to your connections at a company you would like to apply to.

The screenshot shows a LinkedIn profile for San Francisco State University. The profile header includes the university's name, location (San Francisco, CA), and statistics: 181,109+ alumni and 200,929 followers. A banner image features a network diagram. Below the header, there are two buttons: "View in Sales Navigator" and "See alumni". The "About us" section describes the university's location and international student population. A "Recent update" section shows a post about canceled evening classes. The "Promoted" section lists three advertisements: "Evolve as a leader", "Online MBA in 21 Months", and "Dreamforce Event". The "People also viewed" section lists the University of San Francisco and California State University - East Bay.

San Francisco State University
San Francisco, CA • 181,109+ alumni • 200,929 followers

27 people from your school were hired here.
See all 4,827 employees on LinkedIn →

View in Sales Navigator See alumni

About us

San Francisco State University, located in one of the world's most vibrant and beautiful cities, is a recognized leader in addressing issues both global and close to home.

In the global arena, typically SF State enrolls the largest number of international students at any comprehensive university in the U.S., and ranks second among U.S. universities for the number of students who study abroad for an academic year. With a diverse range of students from almost every state and nearly 100 countries, the University community is a perfect setting for learning to succeed in a pluralistic society and global economy. Our highly diverse campus consistently ranks in the

Recent update See all

Evening classes canceled today; Universi...
news.dsu.edu

Promoted

Evolve as a leader
Register today for CUNA Emerging Leader Institute in San Diego

Online MBA in 21 Months
GMAT waivers are available for University of Denver's online MBA program.

Dreamforce Event
Enjoy drinks, snacks, and Salesforce tips from two of our authors.

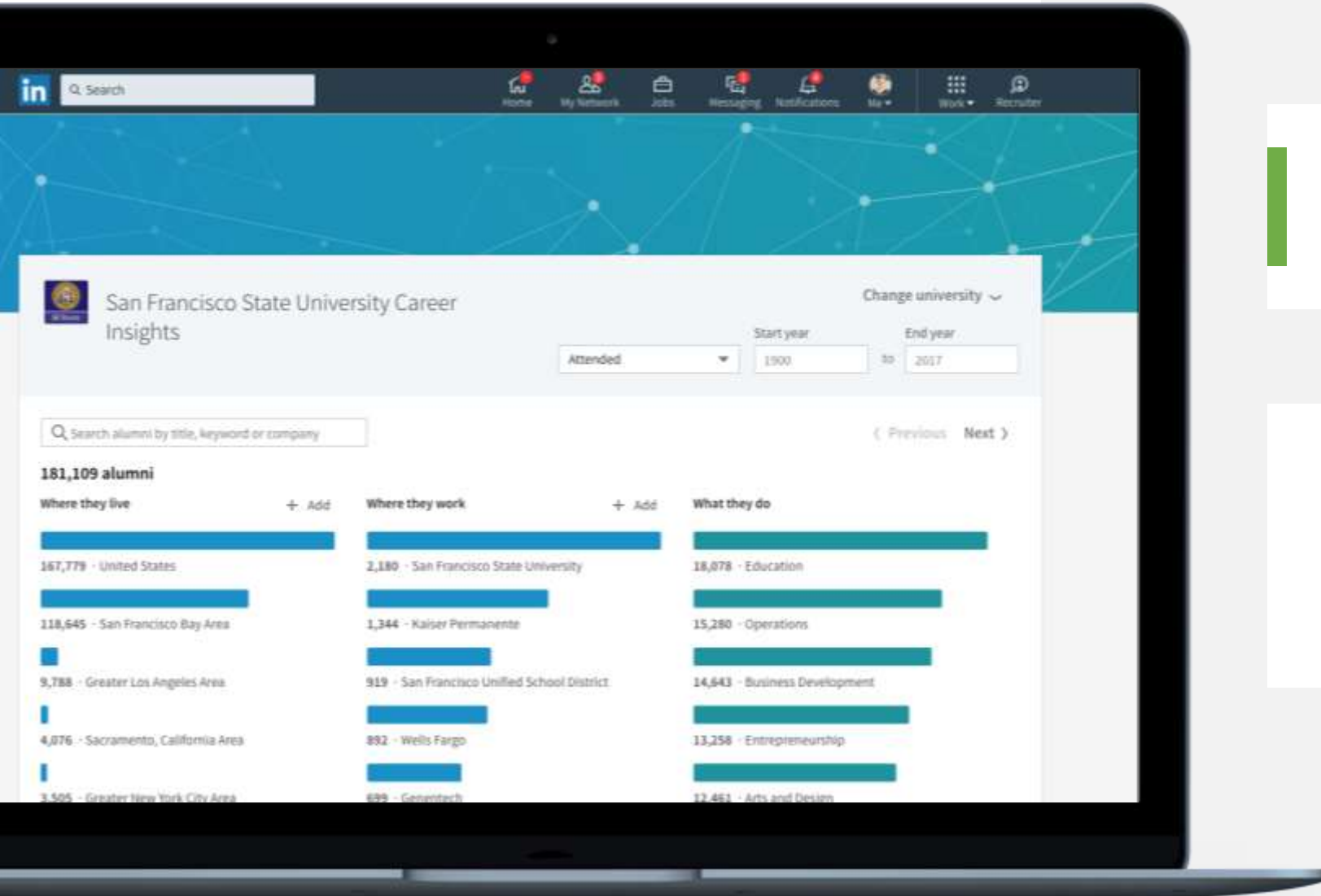
People also viewed

University of San Francisco
San Francisco, CA
76,868+ alumni

California State University - East Bay
Hayward, CA
78,300+ alumni

Explore Schools

Learn about and see the latest news from schools you are interested in attending.



Explore Schools

Explore the paths taken by alumni and reach out to anyone whose career interests you.



LinkedIn for
Students

[Click for more
resources](#)

Thank You!

<https://mobile.linkedin.com/>

Please download/ update the LinkedIn mobile app