



Rocking Your Profile
and Telling **YOUR** Story



Why are you here?

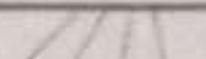
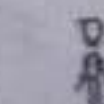
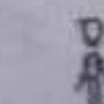
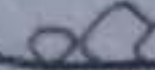
Life...

Plans by Doghouse Diaries

YOUR "PLANS"



THE UNIVERSE'S PLANS FOR YOU



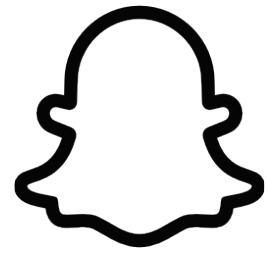
doghousediaries@gmail.com

thedoghousediaries.com

What You Do on Other Social Media



I like donuts



Watch me eat a donut



Here's a cool photo of my donut



Here's a donut recipe



I'm listening to "Donuts"



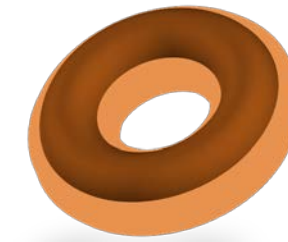
Anyone want a donut?



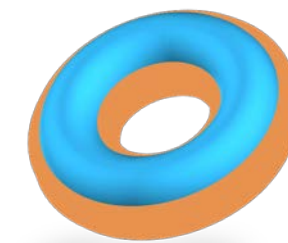
On LinkedIn:



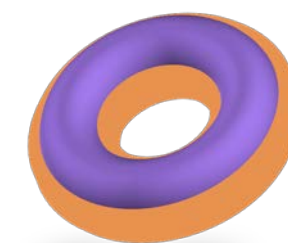
I hope to operate a donut franchise one day.



I'm looking for a job at a donut company.



I have three years experience making donuts.



My top skills are donut production and sales.



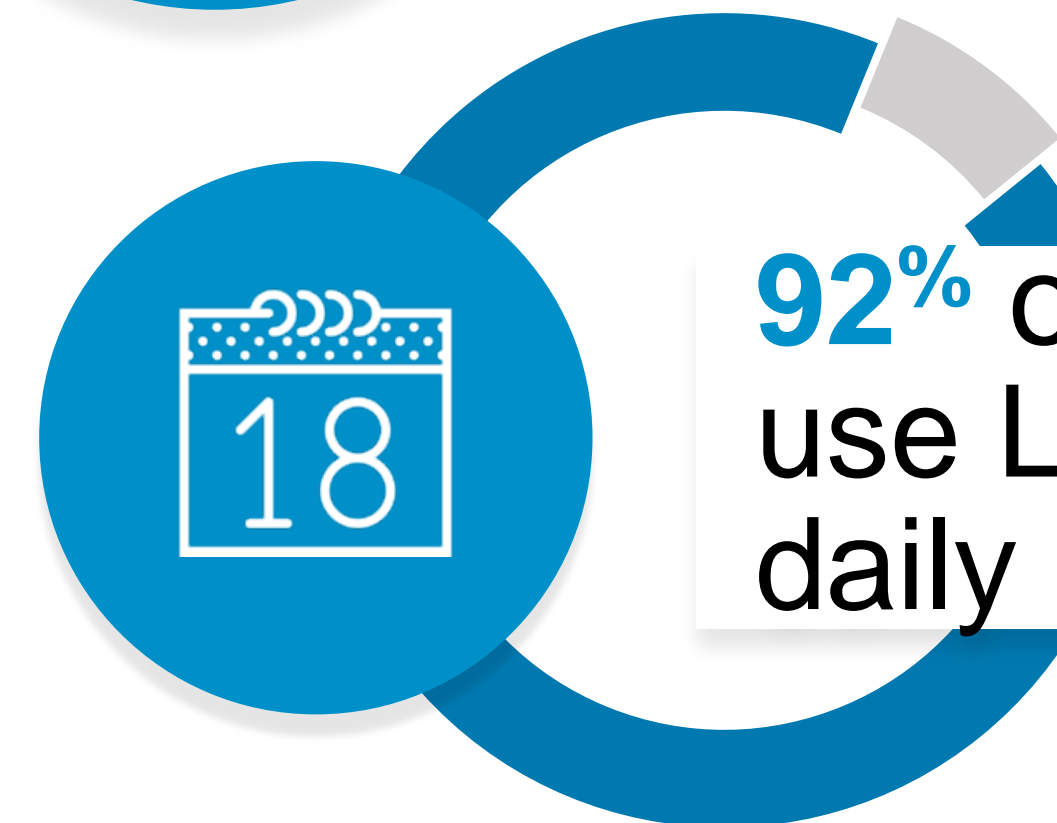
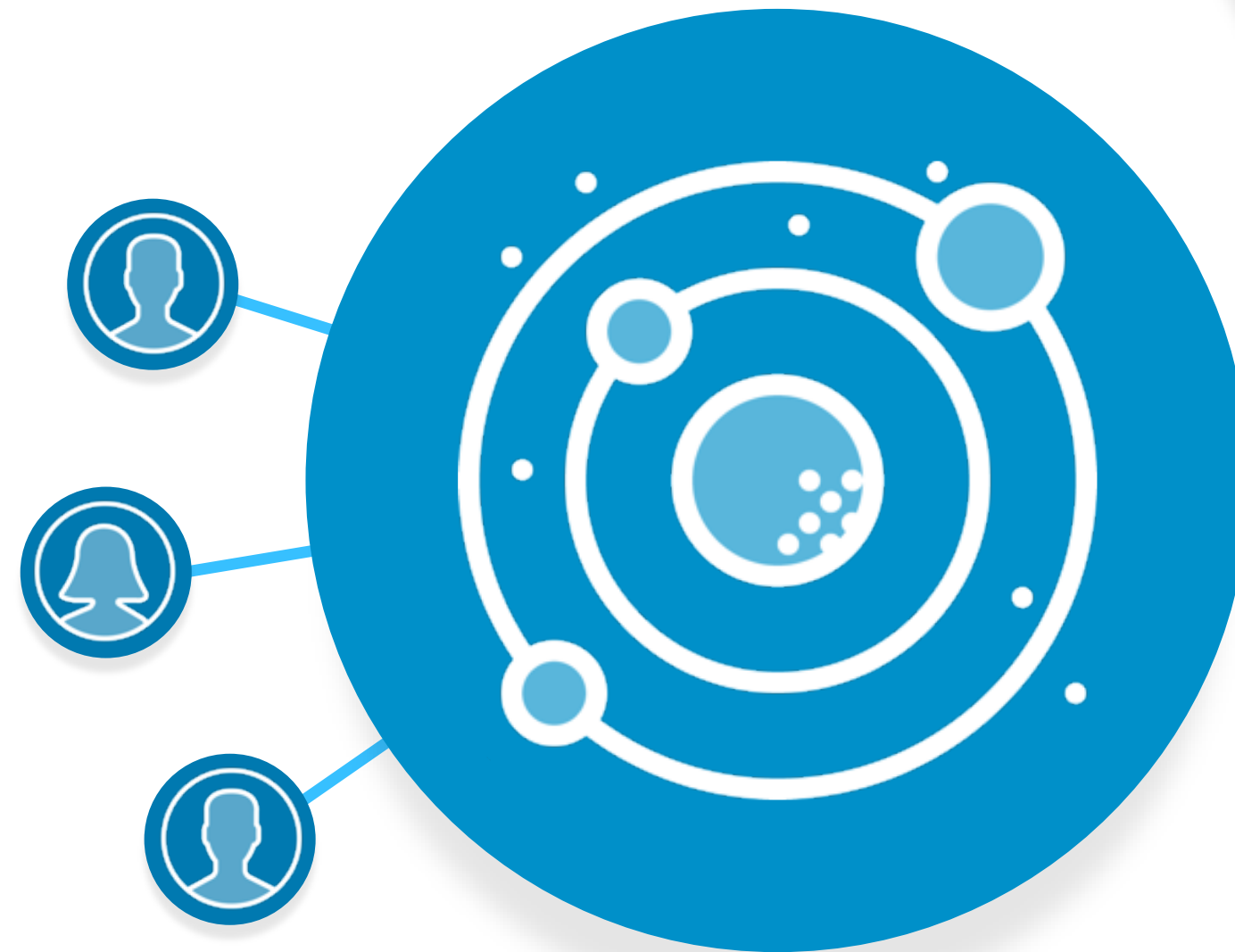
Here are 3 recommendations from former donut colleagues.

Connect to Jobs

2.5 million people on LinkedIn are hired through their connections every year



Over **10 million** employers posting **7.5 million** jobs per month



92% of recruiters use LinkedIn daily

Create a LinkedIn Account

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



Set Up Your Account



Import Your Contacts



Add a Photo



Download the LinkedIn Mobile App

LinkedIn

Email

Password

Sign in

Forgot password?

We're in it together

Join the world's largest professional community and
take a step closer to your version of success

First name

Last name

Email

Password (6 or more characters)

By clicking Join for free, you agree to the LinkedIn User
Agreement, Privacy Policy, and Cookie Policy.

Join for free

Find a colleague

First name

Last name

Search

LinkedIn member directory: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [More](#) | [Browse by country/region](#)

Set Up Your Account

Go to [LinkedIn.com](https://www.linkedin.com) and complete the prompts, including:

- ✓ Location
- ✓ Industry
- ✓ Reason for Joining LinkedIn

Inviting and Importing Your Email Contacts



Import Your Contacts

Sync your email account to connect with people you already know on LinkedIn.

Introducing LinkedIn
Photo Editing

Add a Photo

Members with profile photos receive up to **21x** more profile views and **9x** more connection requests.



We'll talk more about professional profile photos later!



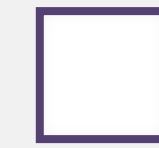
Download on the
App Store



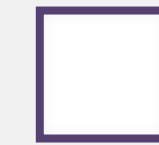
ANDROID APP ON
Google Play

Build a LinkedIn Profile That Attracts Employers

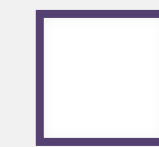
DID YOU KNOW? Over **50%** of hiring managers use LinkedIn profiles to qualify jobseekers



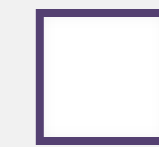
Profile vs Resume



Take a Great Photo



Edit Your Profile



Privacy Settings

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

Profile vs Resume

There are big differences between your LinkedIn profile and your resume.

For example, your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Contains recommendations and endorsements
- ✓ Allows other professionals and employers to interact, learn, and contact you

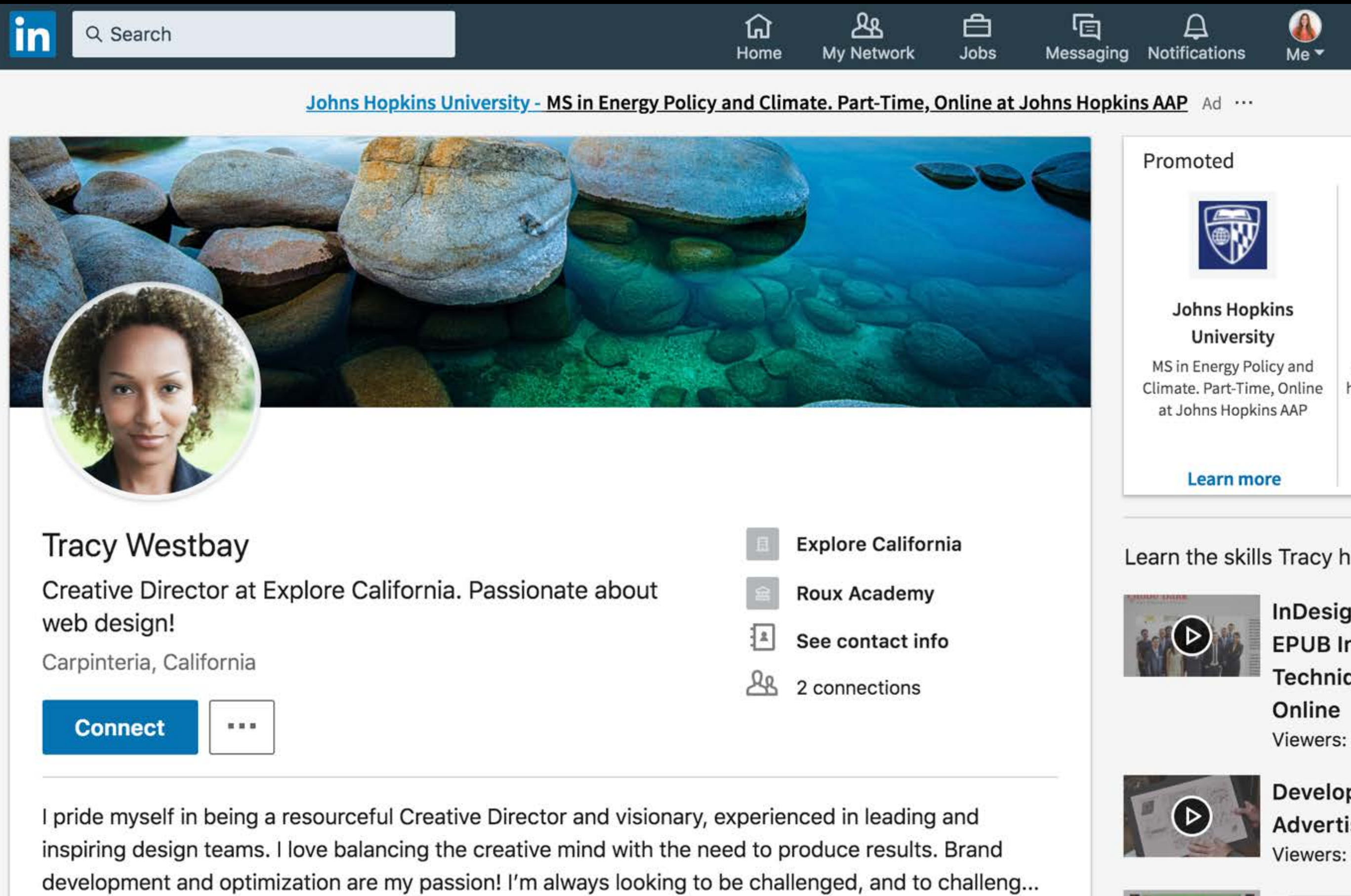


Take a Great Photo

Before taking your photo, make sure you:

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

To create a good profile picture, double check that your face takes up a majority of the frame.



Edit Your Profile:

Your story in your words

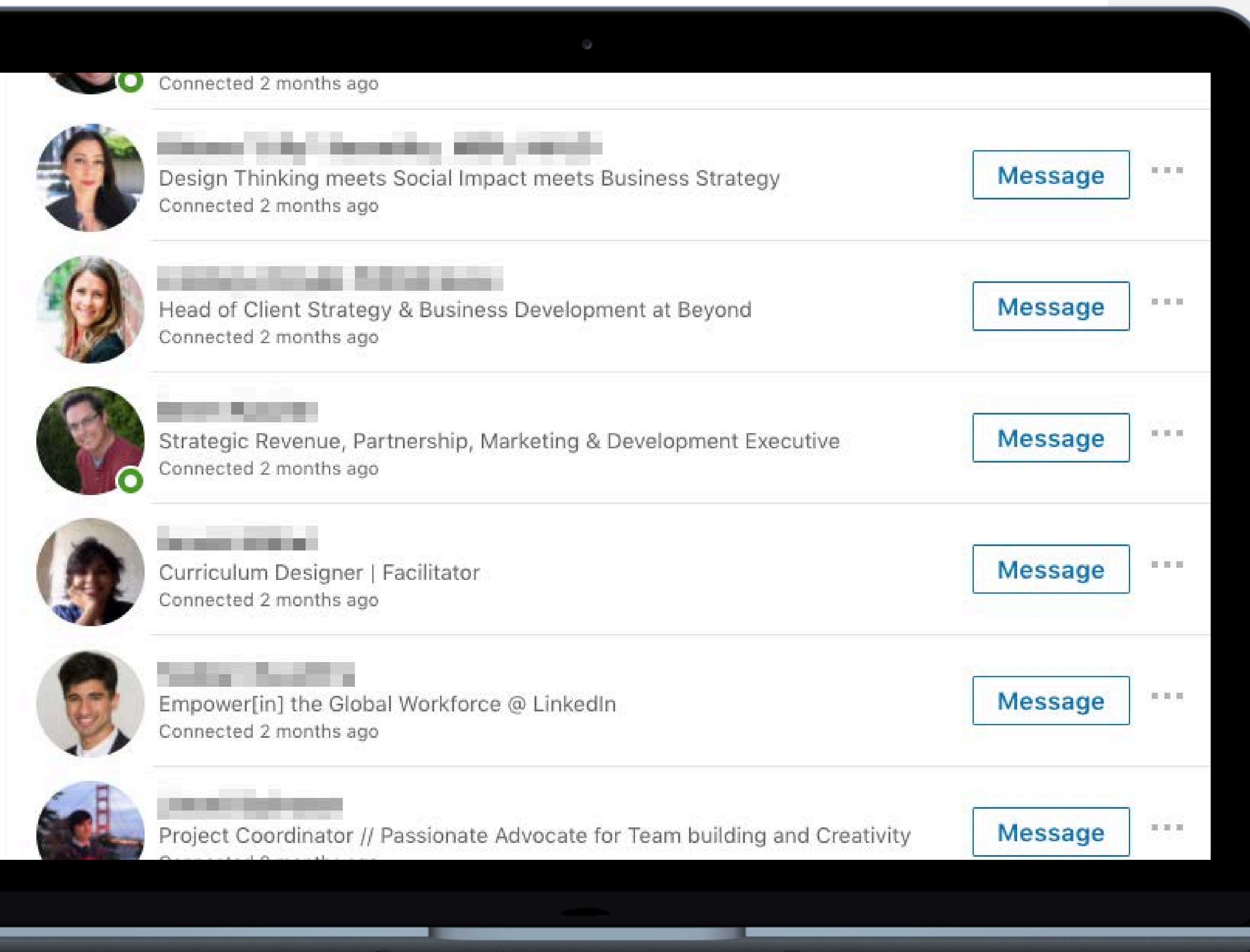
Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

Add your:

- ✓ Location & Industry
- ✓ Work & Internship Experience
- ✓ Volunteer Experience
- ✓ Education* & Certifications
- ✓ Skills
- ✓ Program or Organization

*You can choose whether or not you want to display your education in your intro section.



Edit Your Profile:

Headline spotlight

Your headline is an opportunity to show what you *are* – not just what you do. When writing your headline, ask yourself:

- ✓ If this is the only thing someone sees, what does it convey about me?
- ✓ Does this represent my professional brand and show why I am unique?
- ✓ Does it capture what a recruiter would care about?

Culturally Relevant Professional Development | Career Coach | Mentor Trainer
Greater Los Angeles Area

Connect

View in Recruiter

More...

Morehouse College

See contact info

500+ connections

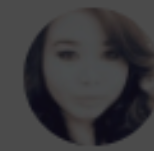
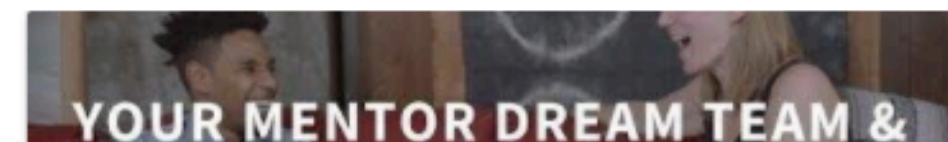
In short, my passions are three-fold a) learning b) sharing what I've learned c) and building things up: teams, confidence, communities, brands, and futures!

I'm best known as a career coach, millennial leading in mentoring, closet techie, and as a dedicated social impact professional. I've built my foundation through several years of business development experience within the digital ad space. Over these years I've gained ample repetition in seeking and closing new business opportunities, managing partnerships and have become well versed in analyzing and forecasting digital trends, consumer behavior, and revenue. In addition, I have multiple years of entrepreneurial/non-profit experience with a keen interest and focus on mentoring and the socio-economic empowerment of minority communities. My combined for-profit and non-profit experience has provided me with a unique yet well-rounded knowledge of social impact, especially within transformative leadership, organizational strategy, and human equity.

Specialties:

- Mentoring
- Personal Branding
- Relationship Development
- Youth-Centered Design Thinking

Media (1)



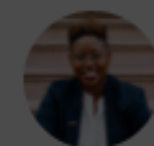
Jade Le • 2nd
Investor--social impact
tech, education



Stefania DRUGA
Research Assistant



Howard DeVennis
Technical Coach at



Shantae J. Edwards
Advocate of Human
Impact Coach | TED



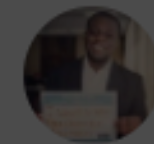
Maggie Snyder •
Program Officer at
Foundation



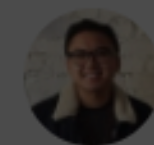
Brandon Levy • 1st
Consultant at Califo
Fund (CalCEF)



Bie Aweh M.Ed • 1st
Director of Learning
at uBiome



Ifeanyi Nwachukwu
Experienced Assoc

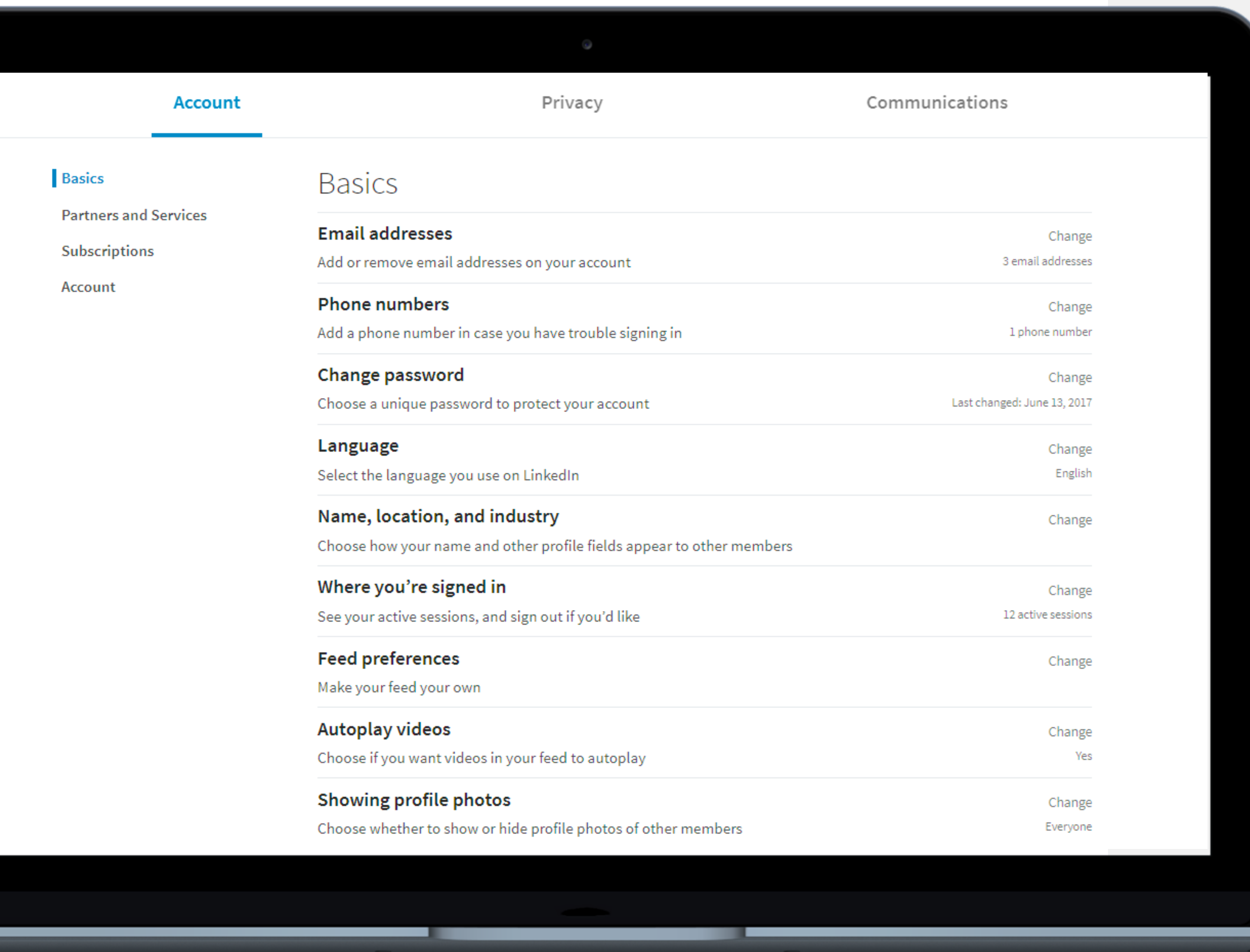


Geronimo Carlo R.
Experience Design
Entrepreneur

Edit Your Profile: *Summary spotlight*

Your summary is prime real estate for your professional brand. It's where you can put your own spin on your experience and tell the story you want to tell. We recommend:

- ✓ Including past accomplishments and future goals
- ✓ Including at least 40 words to show up in search
- ✓ Writing how you speak – be authentic!
- ✓ Using keywords and highlighting your top skills



Privacy Settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your account settings.

For example, you can:

- ✓ Add an additional email address
- ✓ Change your password
- ✓ Control your notification preferences

Pause...



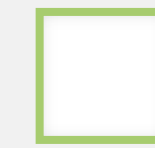
PREPARING TO WRITE YOUR PROFILE

Use this guide to build a profile that quickly tells an impactful, professional story. Give viewers a glimpse into who you are and get them excited to learn more. Be strategic and choose one or two themes that strengthen your value and make you easy to remember.

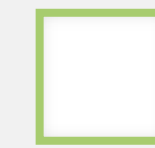
Take 5 minutes to think about this...

Build Your LinkedIn Network to Connect to Job Opportunities

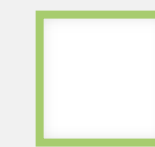
DID YOU KNOW? 70% of people were hired at a company where they had a connection.



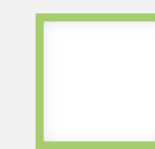
Discover Existing Connections



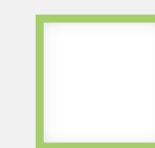
Search for New Connections



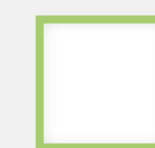
Message Connections



Request Recommendations



Get Career Advice



Add Value and Engage

in

Home

Q

Search

My Network

Jobs

Messaging

Notifications35

Me

Learning

Recruiter

Work

Ready for a Change? - In 1 week, get job offers from top companies coming straight to you

Ad

2,094

Your connections

See all

Add personal contacts

Continue

More options

We'll import your address book to suggest connections. Learn more

Invitations (71)

Manage all

Wendy Land

Social Media Researcher, Executive

and 10 others

Ignore

Accept

Michelle Stewart

Chairman at

and 1 other

Ignore

Accept

Rebekah Wilson

Entrepreneur, Management professional,

and 119 others

Ignore

Accept

Show more

People you may know

Jeff Sipple

Director of Business Development at Tradeshift

and 76 others

Connect

Sally Wilson

Head of Products - Premium Growth & Commerce

and 111 others

Connect

Robert Sipple

Head of Publisher Marketing at

and 78 others

Connect

Financial updates from a global network covering over 50 countries

MUFG

The global economic trends you can't ignore

Follow

About

Help Center

Privacy & Terms

Advertising

Business Services

Get the LinkedIn app

More

LinkedIn

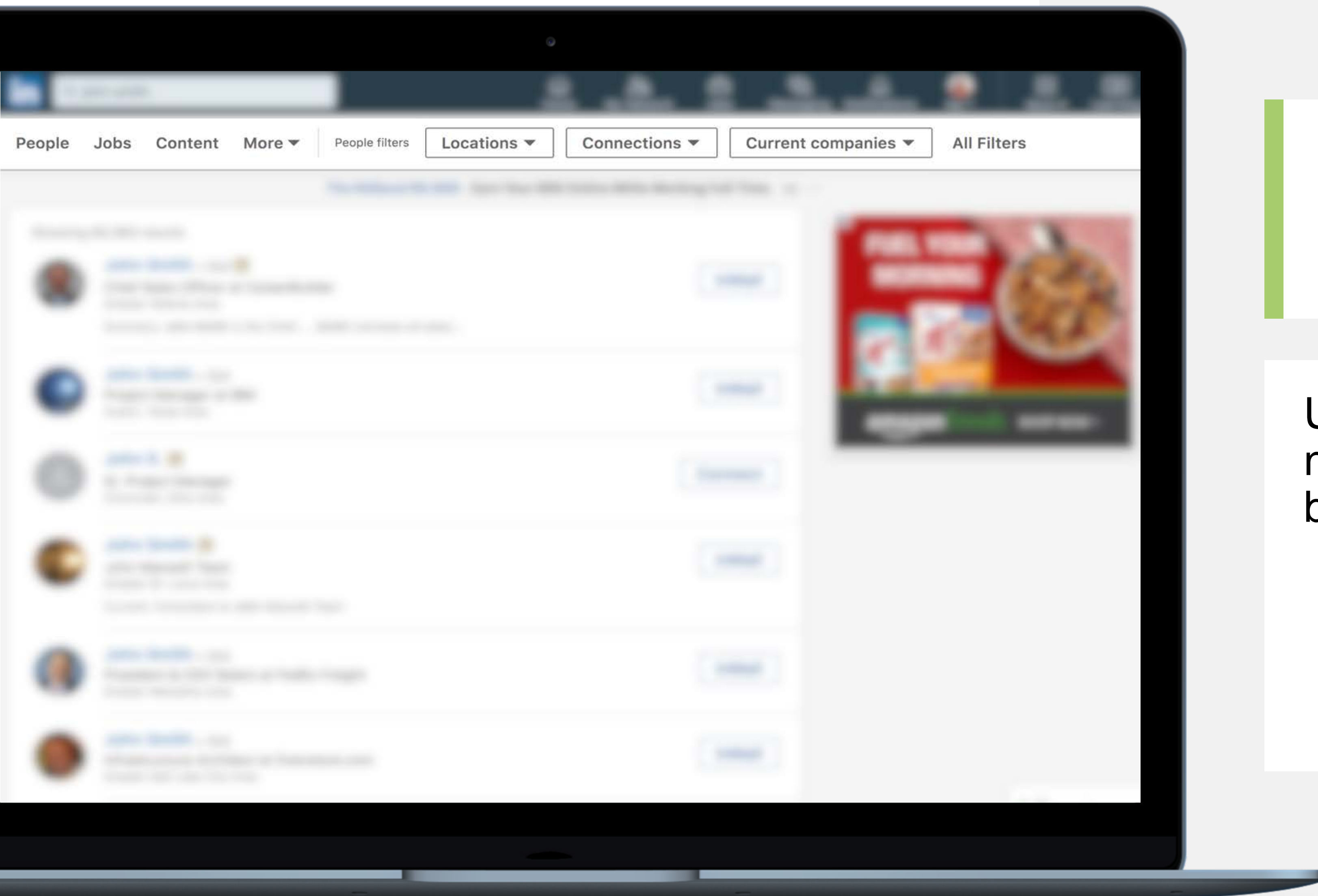
LinkedIn Corporation

© 2017

Discover Existing Connections

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

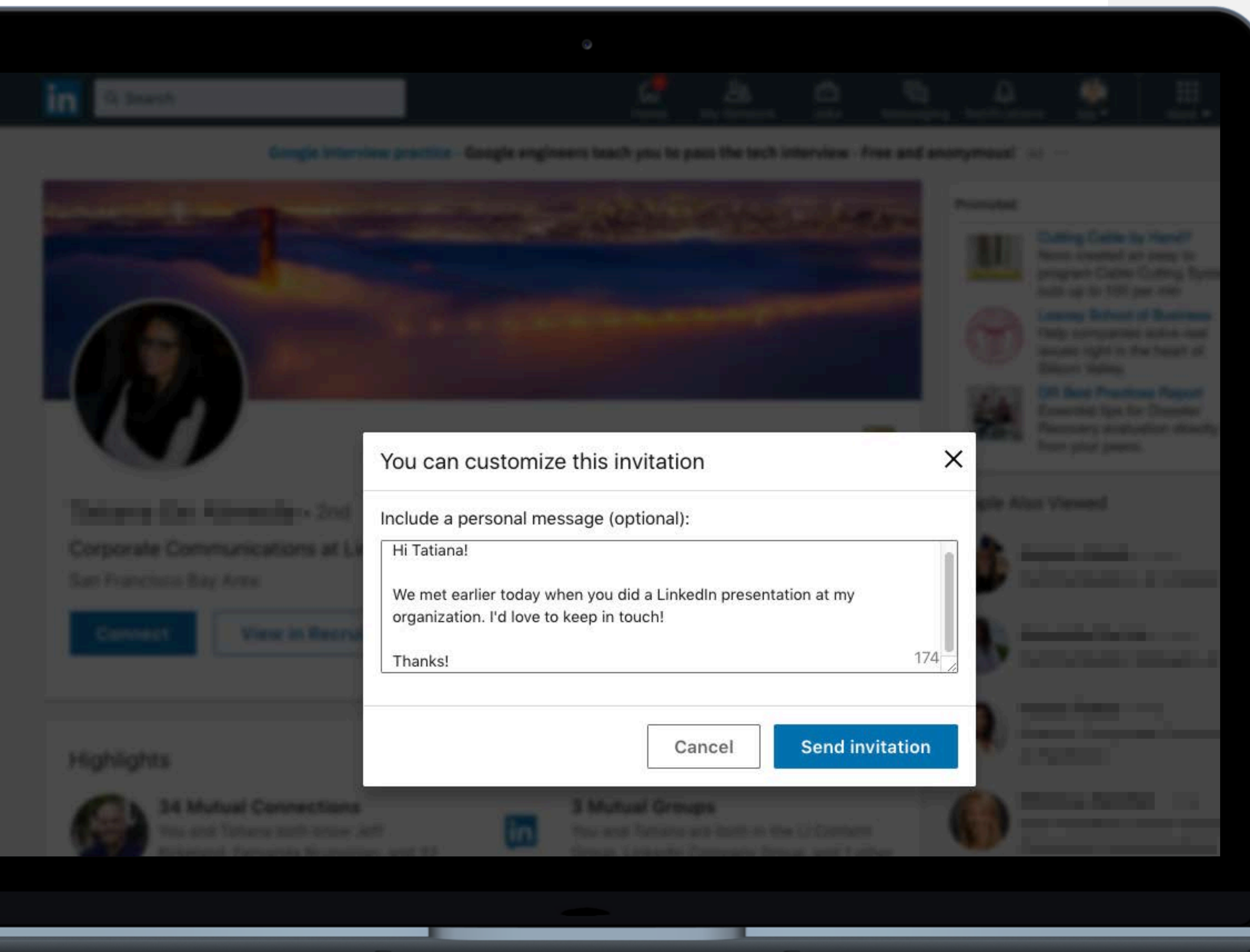
Note that our “People you may know” feature improves over time as you build your network.



Search for New Connections

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

- ✓ Name
- ✓ Company
- ✓ Keyword



Search for New Connections

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

- ✓ Name
- ✓ Company
- ✓ Keyword



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

Rahul's Story:
Persistence and Connections Can
Help You Get the Job



Message Connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page



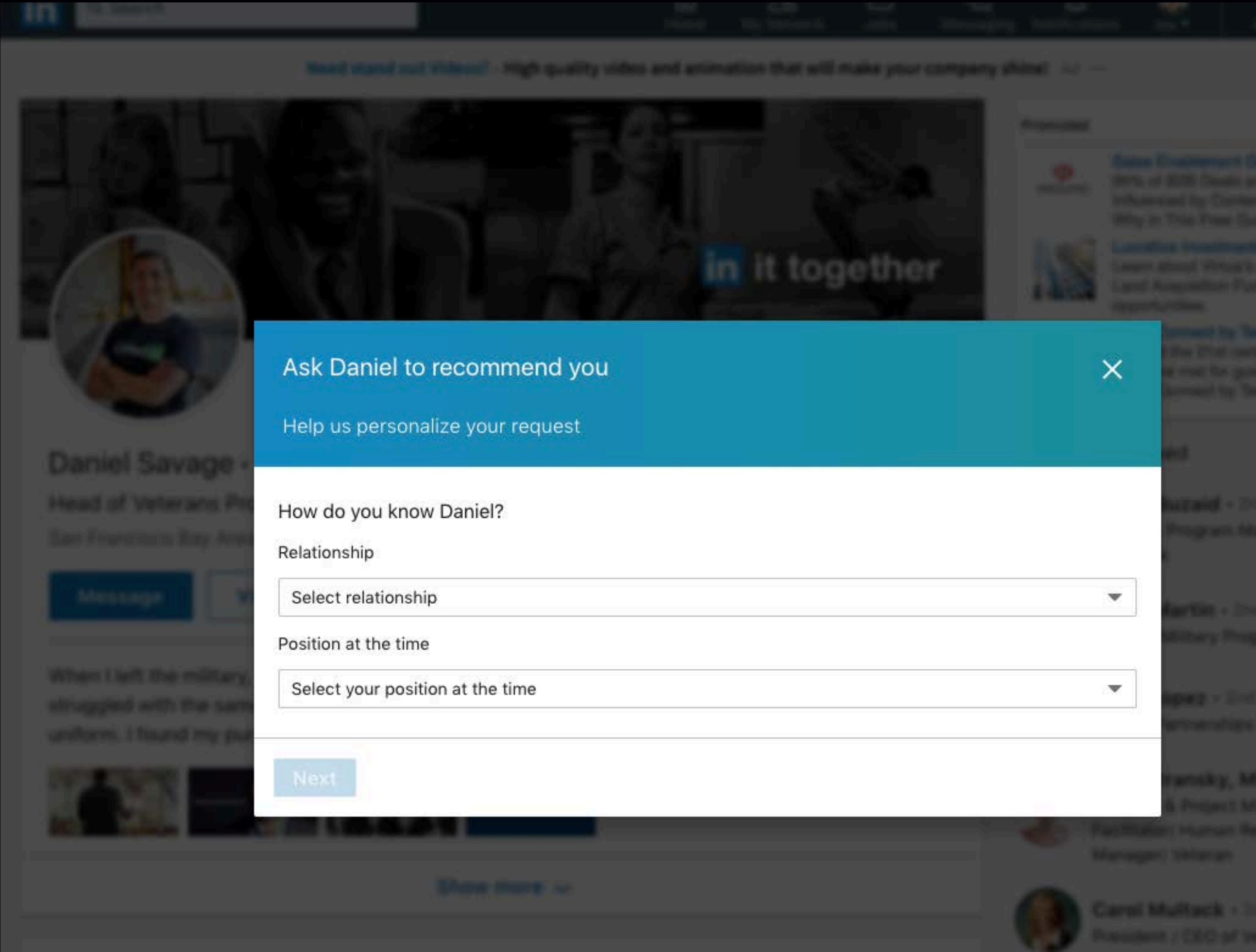
If you don't know the person you're messaging in real life, clearly explain why you are reaching out.

Request Recommendations

Recommendations on LinkedIn are like references from people in your network.

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, and customize your message.



The background image shows a tablet displaying a LinkedIn profile for Daniel Savage, Head of Veterans Programs at the San Francisco Bay Area Veterans Affairs. A modal window titled 'Ask Daniel to recommend you' is overlaid on the profile. The modal has a teal header with a close button. Below the header, it says 'Help us personalize your request'. There are two dropdown menus: 'Relationship' with the placeholder 'Select relationship' and 'Position at the time' with the placeholder 'Select your position at the time'. A 'Next' button is at the bottom left of the modal.

Ask Daniel to recommend you

Help us personalize your request

How do you know Daniel?

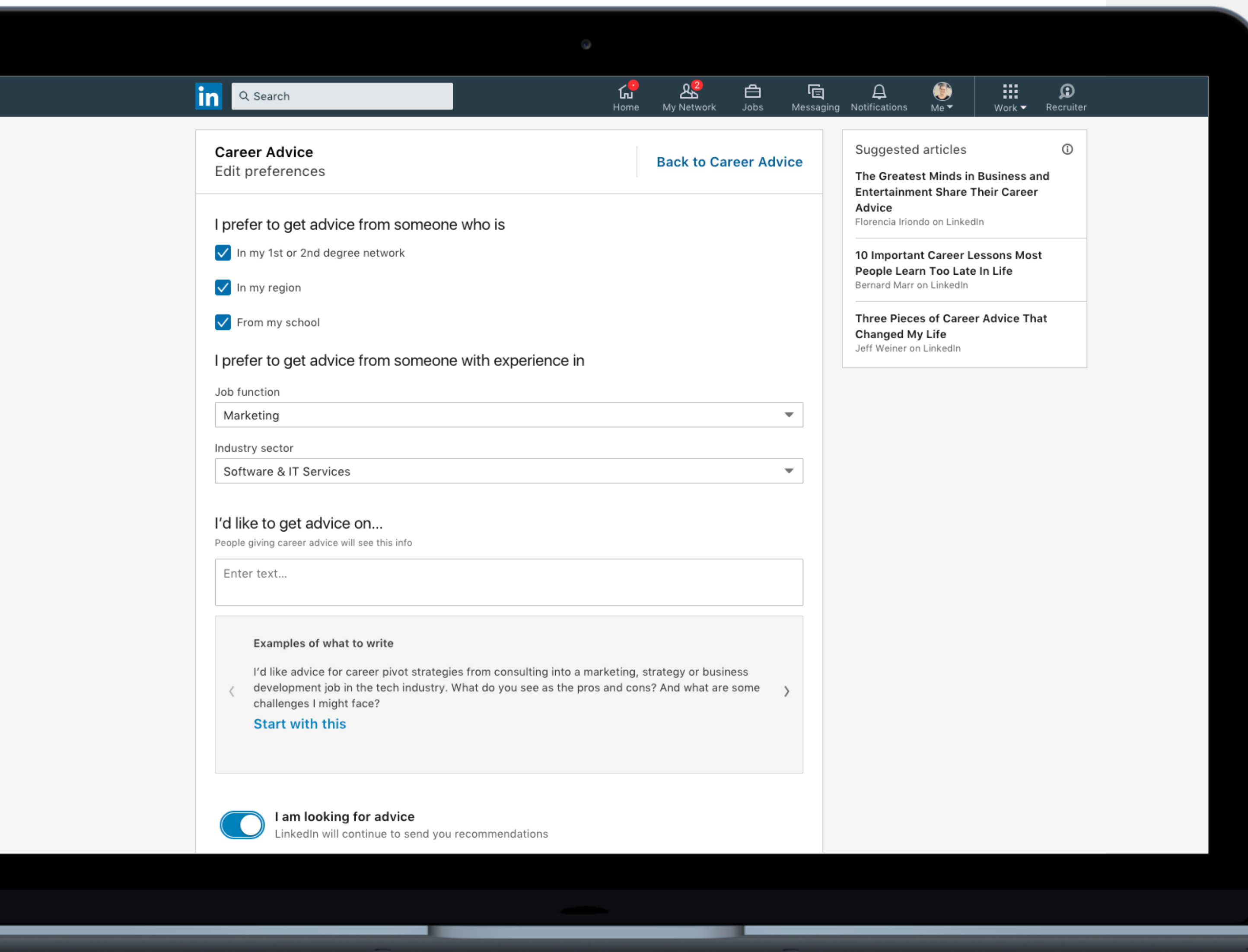
Relationship

Select relationship

Position at the time

Select your position at the time

Next



Get Career Advice

From your profile page, select the Career Advice hub located in Your Dashboard.

Set your preferences by answering questions related to receiving advice and LinkedIn will suggest members who have relevant experience.



If you don't have Career Advice as an option, you may need to add more connections or more content on your profile.

Add Value and Engage

Give testimonials and recommendations to others



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

Join groups and exchange insights with school or program alumni



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

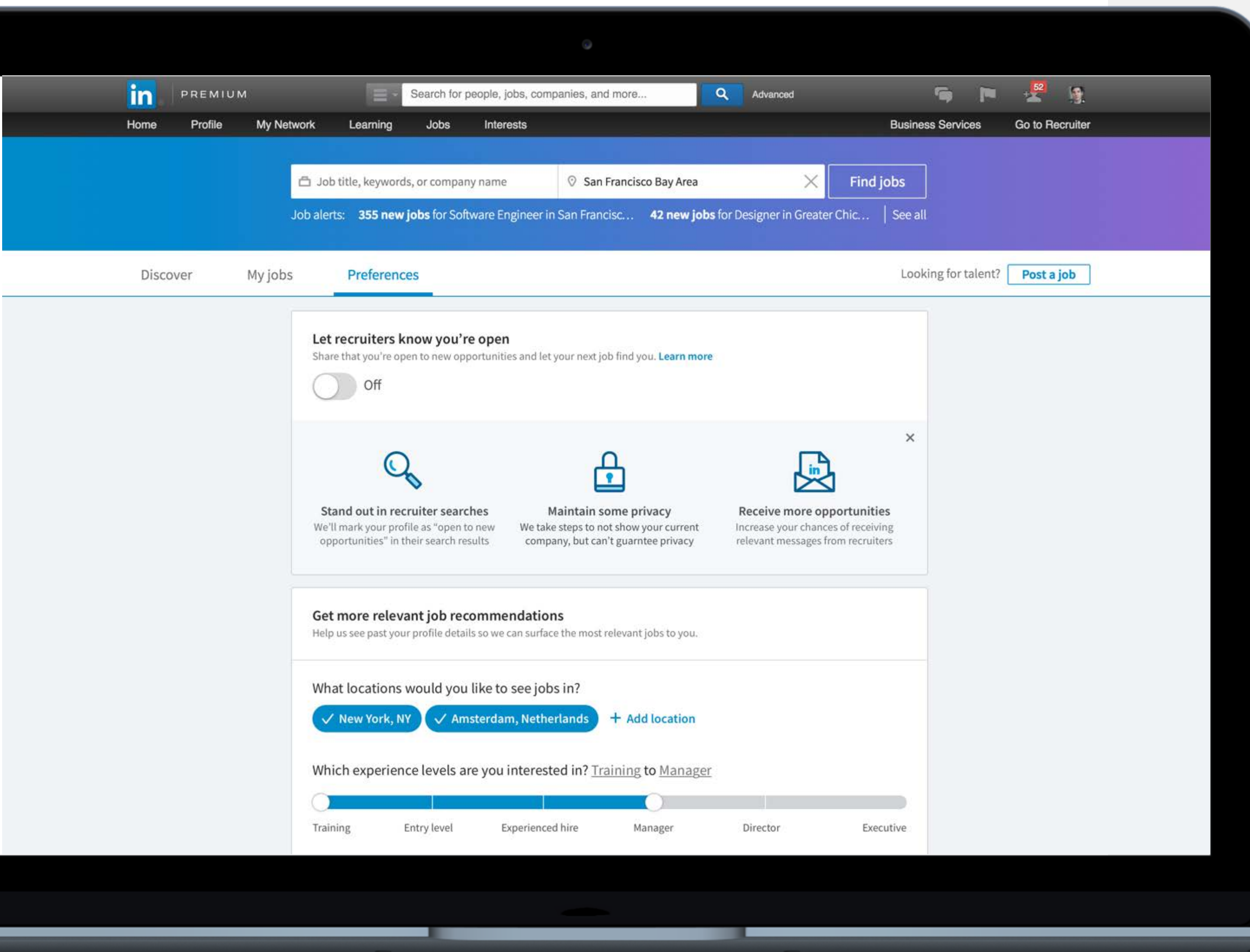


Make introductions for others

Search and Apply for Jobs on LinkedIn

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

- ☐ Get the LinkedIn Job Search App
- ☐ Set Career Interests
- ☐ Search for Jobs
- ☐ Review “Jobs You May Be Interested In”
- ☐ Use Your Network
- ☐ Follow Companies
- ☐ Apply Actively



Set Career Interests

Include 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.



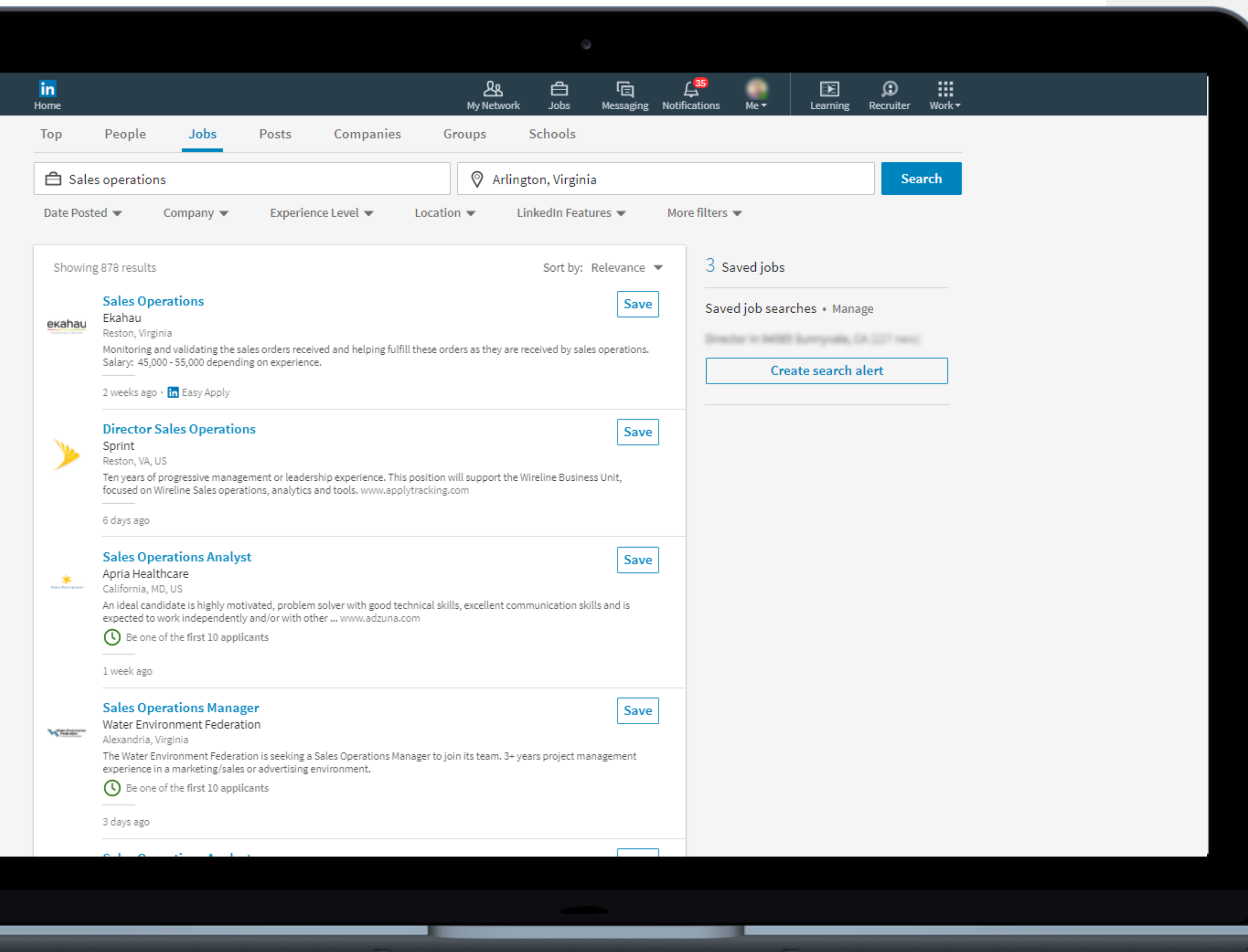
Download the LinkedIn Job Search Mobile App to see new job notifications quickly



Download on the
App Store



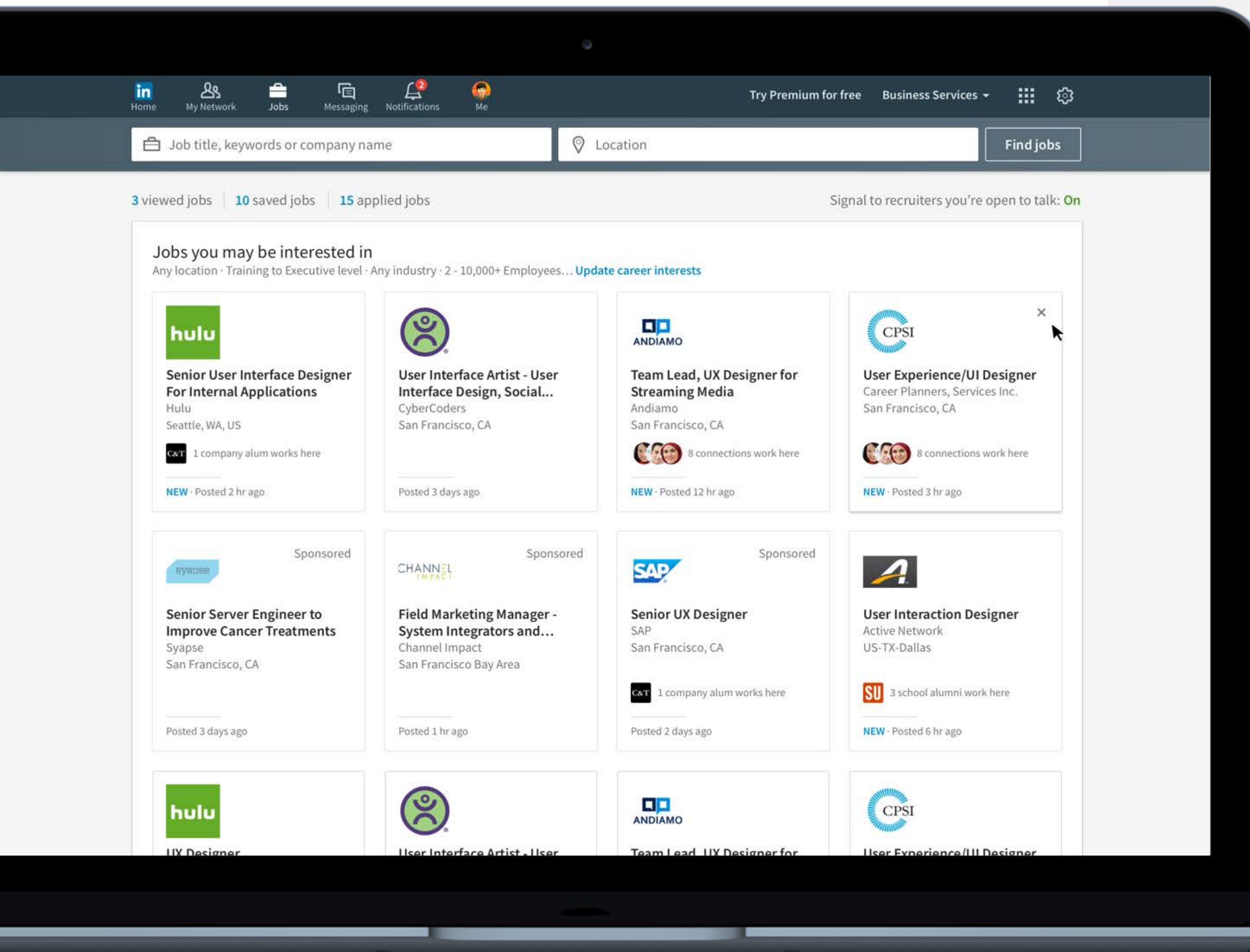
ANDROID APP ON
Google Play



Search for Jobs

Use LinkedIn's search filters to find jobs by:

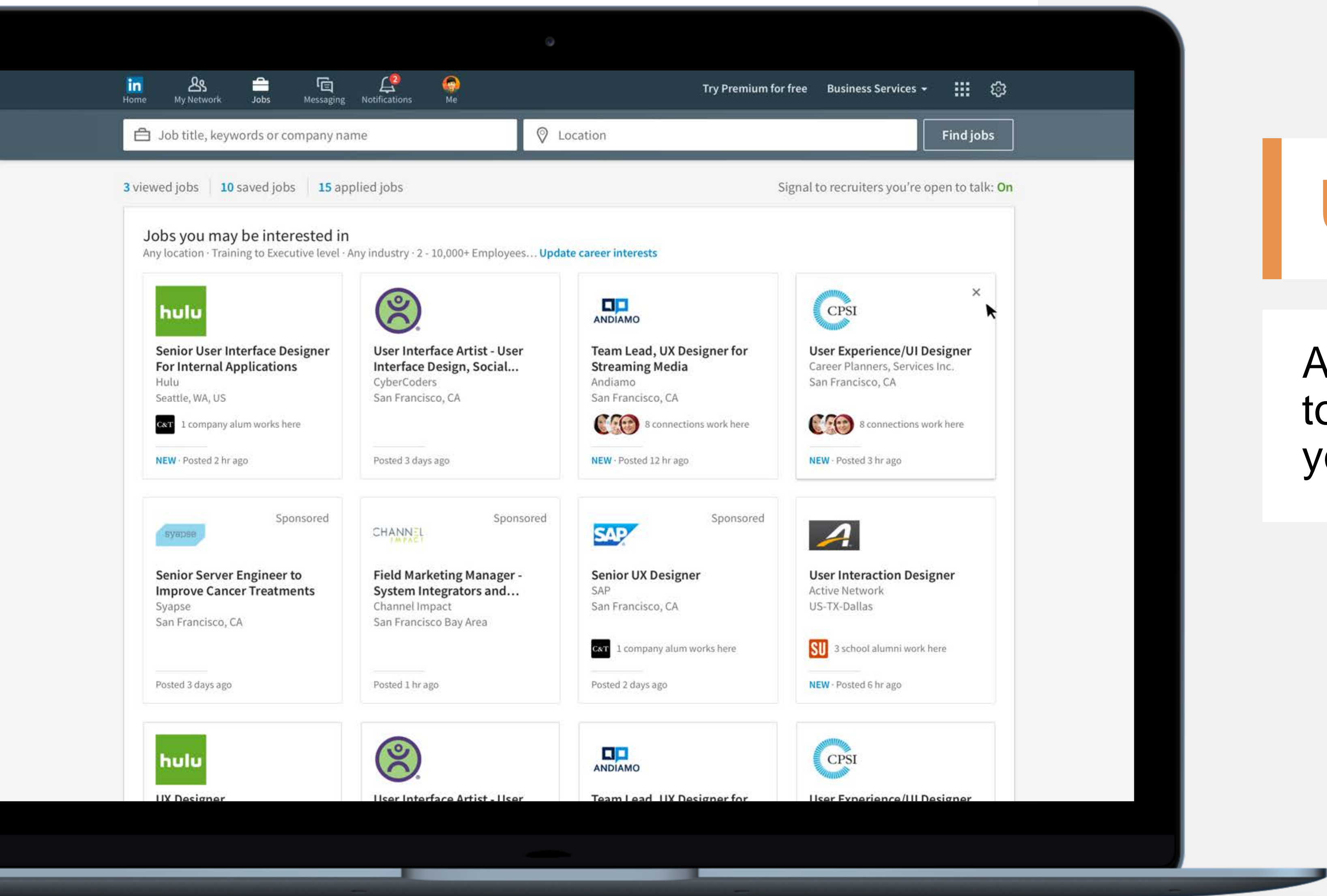
- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Industry
- ✓ Experience level
- ✓ Date posted



Review Jobs You May Be Interested In

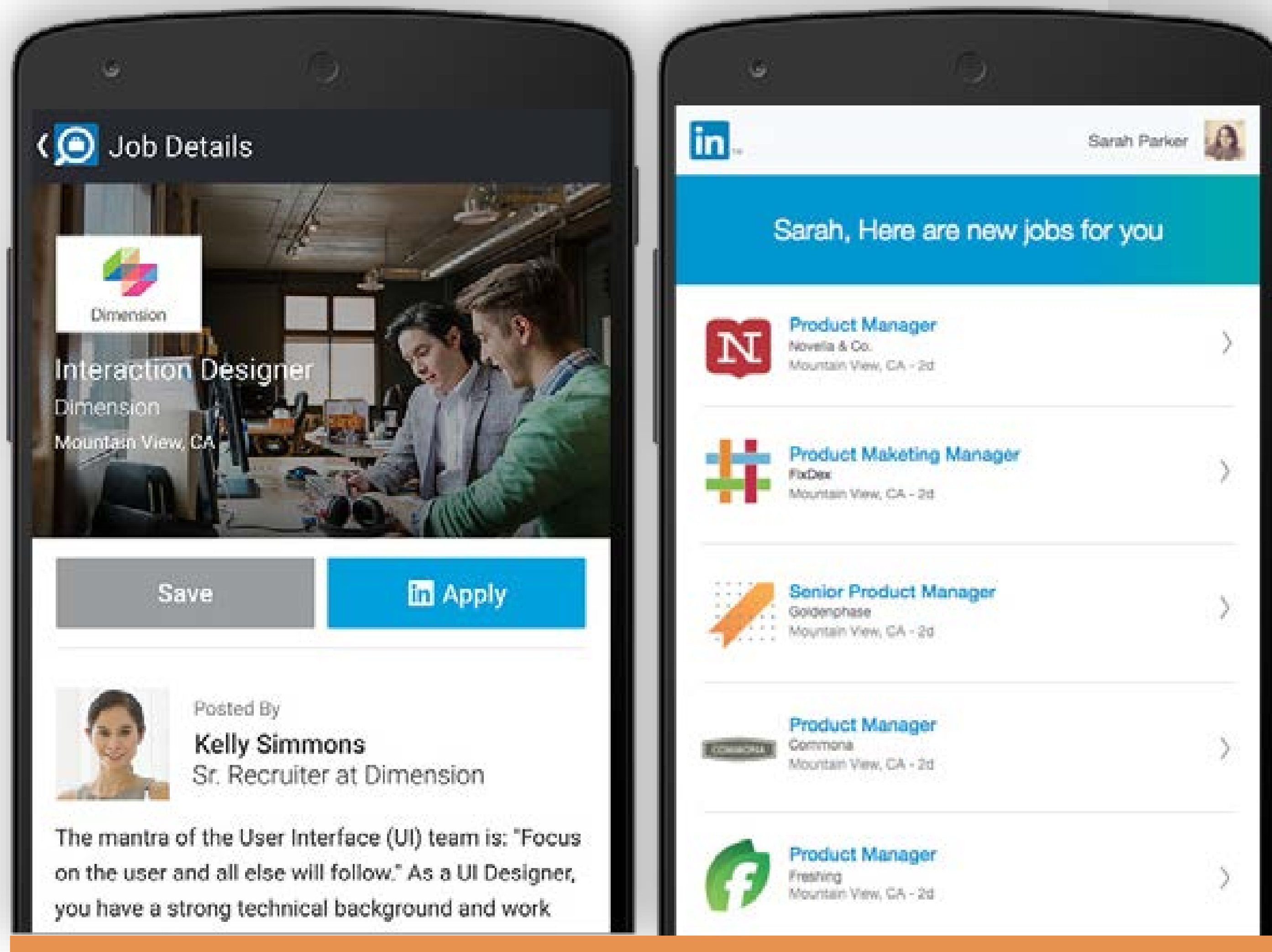
For the best jobs, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information



Use Your Network

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



Apply Actively

apply for a job you want.

Stay on top of your job search by using the LinkedIn Job Search Mobile App to find and apply for new jobs from anywhere at any time.



*Applicants who apply to jobs within the first three days of posting are **13%** more likely to get the job.*

Build Thought Leadership

Your Voice on LinkedIn



Pro-Tip!

Ray Villalobos • 1st
Helping people learn full-stack development with a clear, practical s...
Here's a good twitter list who are also LiL
Instructors: <https://twitter.com/sfdesigner/lists/learning-insiders/members>
Also, I'd suggest they open a Github account and start posting some of their code
and projects as soon as possible. I think Github can really supplement a LinkedIn
profile since it lets employers take a look at Student's code.

Learning Insiders

A public list by [Doug Winnie](#)

Members of the LinkedIn Learning Insider Program

Members

29

Subscribers

7

Unsubscribe

Tweets

List members


List subscribers

More lists by [@sfdesigner](#)

[View all](#)

Learning Insiders

List members




Peggy Fisher

@pegfisher145

Content Manager, LinkedIn Learning Solutions

Following




Lillian Pierson, PE

@BigDataGal

Running my multi 6-figure [#tech](#) business from paradise • [#Engineer](#) turned [#data](#) professional • Biz coach to techies like you • [#bigdata](#) • [#ai](#) • [#iot](#)

Follow




Brad Batesole

@bradbatesole

CMO [@renttrack](#), marketing author [@linkedin](#) & an innovative growth marketing consultant.

Follow




Sally Cox

@kreatable

Design | eLearning | Splunk | RMS Titanic | Happiness & Joy | Cranberry Township, PA | Opinions are my own

Follow



Amanda Stockwell

@MandaLaceyS

[📍](#) Yep, that's Maine. I'm a UXer, Fitness Instructor, Puppy Spoiler, Cheese Lover, Lobster Snob. Formerly [@352inc](#), [@staples](#) etc. Views my own, typos too.

Following

Articles & activity

7,222 followers



I interviewed professional developers and those who...

 Ray Villalobos
Published on LinkedIn

It's graduation time once again and I wanted to give some advice to the [#ClassOf2018](#) that will help you be successful in your job search and beyond. To get some perspective on tl ...see more


56 Likes • 2 Comments

Like

Comment


Share

[See all articles](#)




Would any of the Insider features work for you. You know we can us...

Ray commented
1 Like



Here's a good twitter list who are also LiL...

Ray commented



Five years of PostCSS. A state of the union about where PostCSS is...




Ray shared this
14 Likes

[See all activity](#)

Follow People....



Barack Obama • 2nd
Former President of the United States of America
Washington D.C. Metro Area

-  Harvard University
-  See contact info
-  500+ connections





Connect

View in Sales Navigator

More...



Paul Alessio Mezzina • 3rd
Law Clerk to Justice Neil Gorsuch
Washington, District Of Columbia

-  U.S. Supreme Court
-  Harvard Law School
-  See contact info
-  437 connections

Message




View in Sales Navigator

...



Jeff Weiner • 2nd
CEO at LinkedIn
San Francisco Bay Area

 fluencer

-  LinkedIn
-  The Wharton School
-  See contact info





View in Recruiter

More...



Scott Shute • 1st
Changing Work from the Inside Out
San Jose, California



-  LinkedIn
-  Kansas State University
-  See contact info
-  See connections (500+)

Message

View in Recruiter

More...

Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



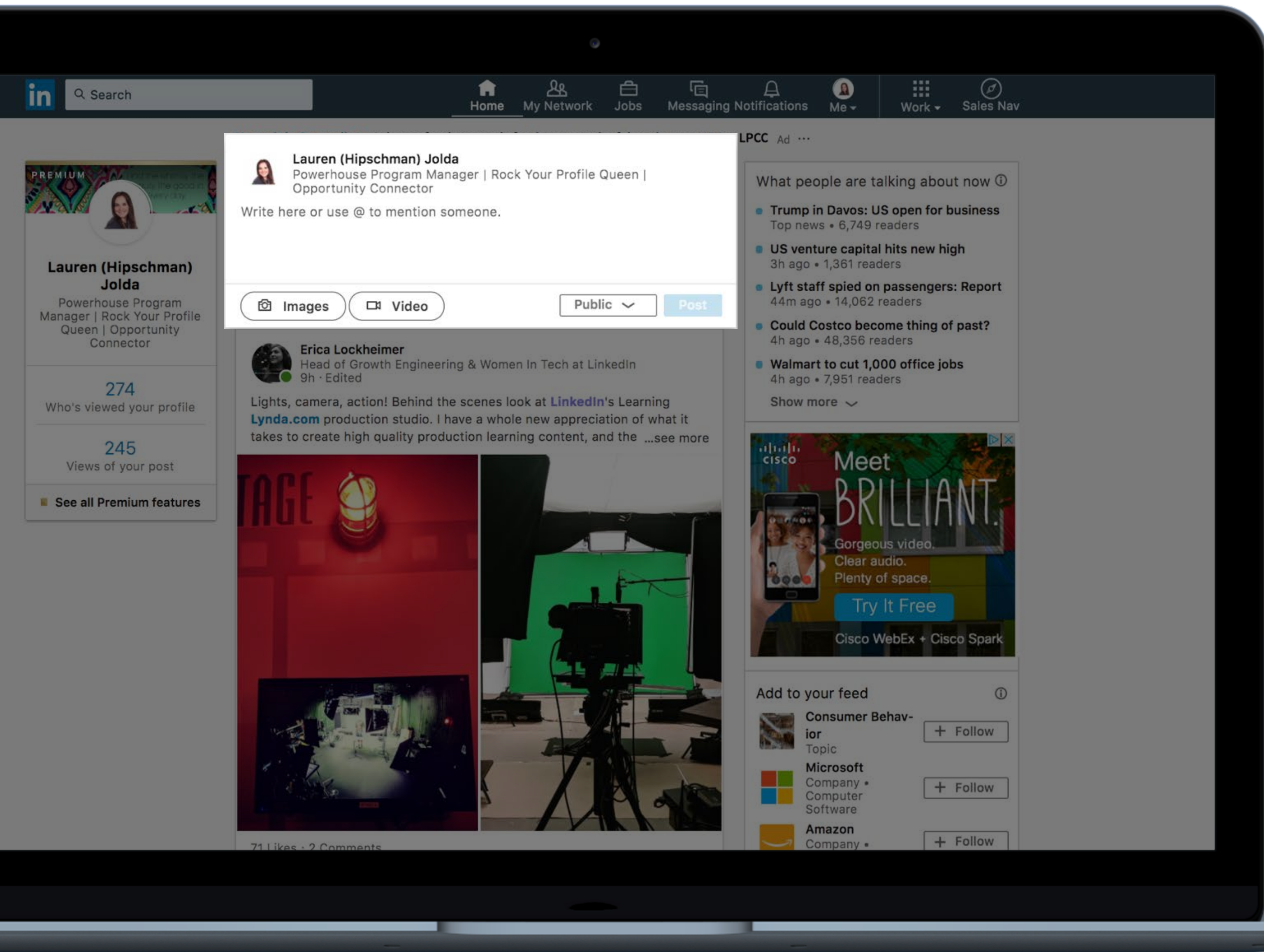
Updates

Share links, articles, images, quotes or anything else your followers might be interested in



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact



SHARING UPDATES

Share status
updates



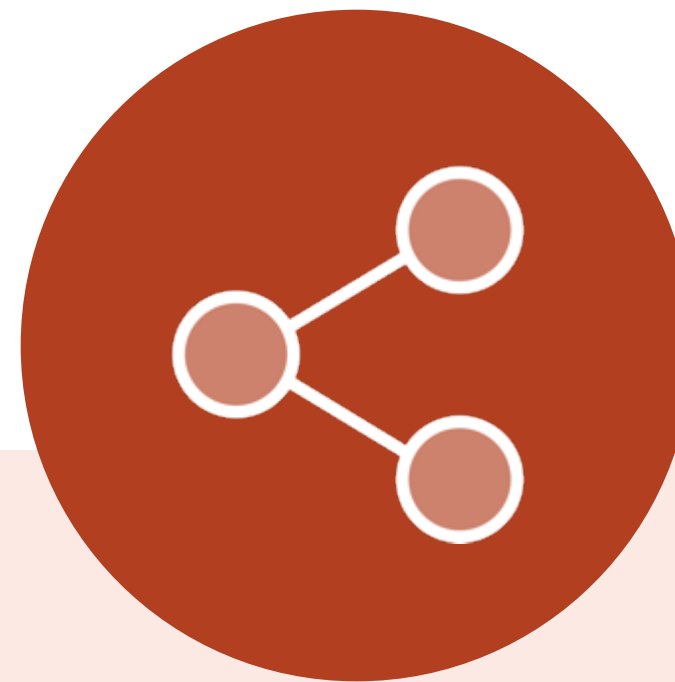
Best practices for sharing updates

1. Share your authentic voice
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity

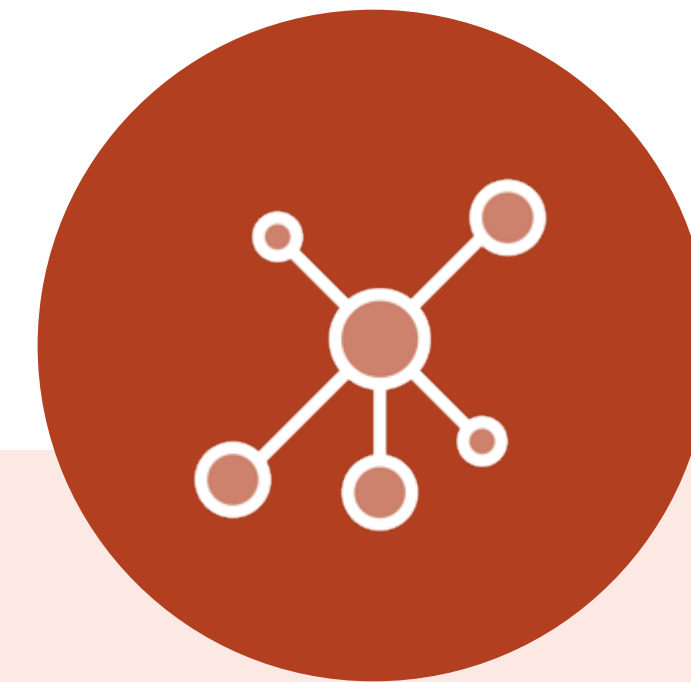
Publishing on LinkedIn



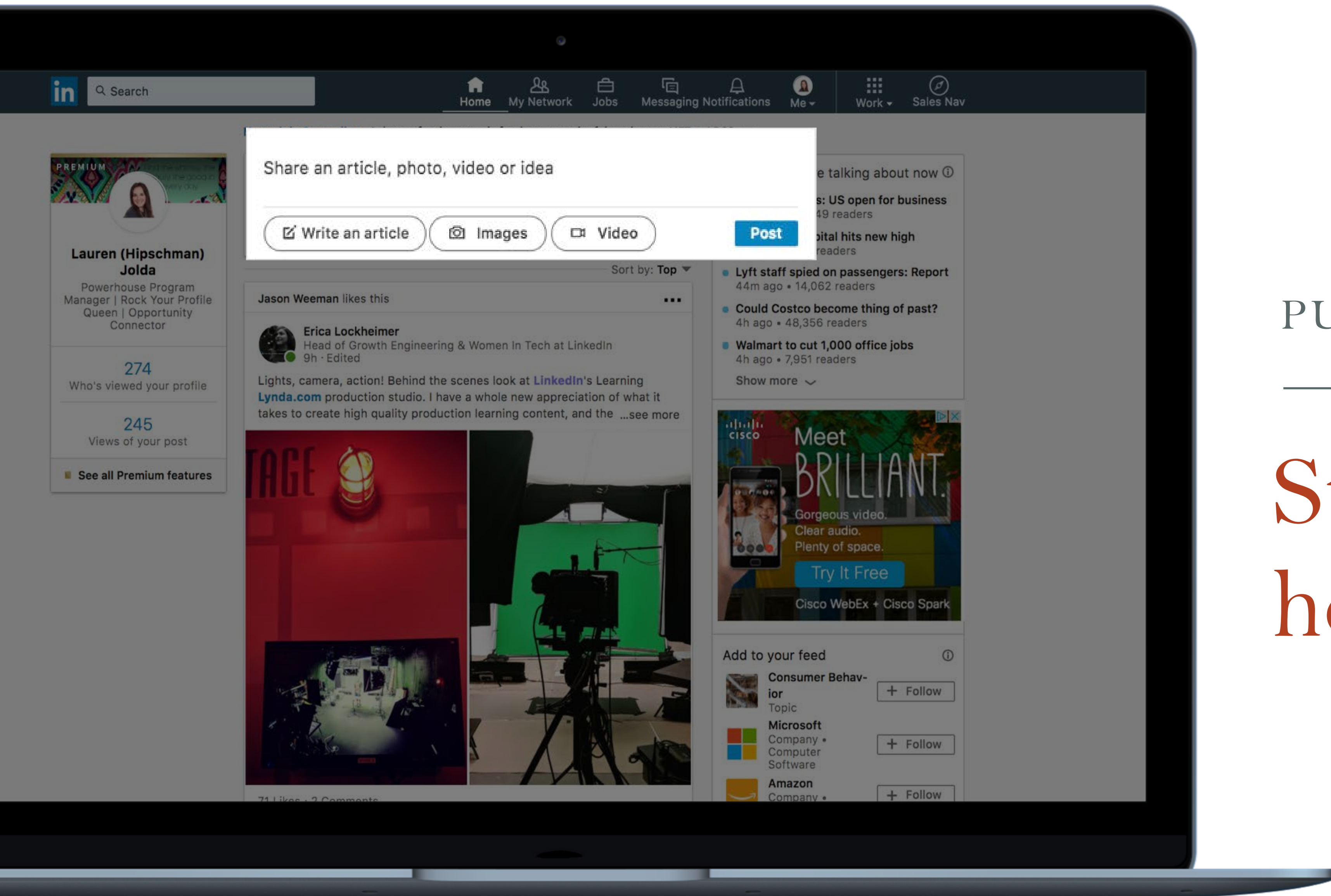
Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online



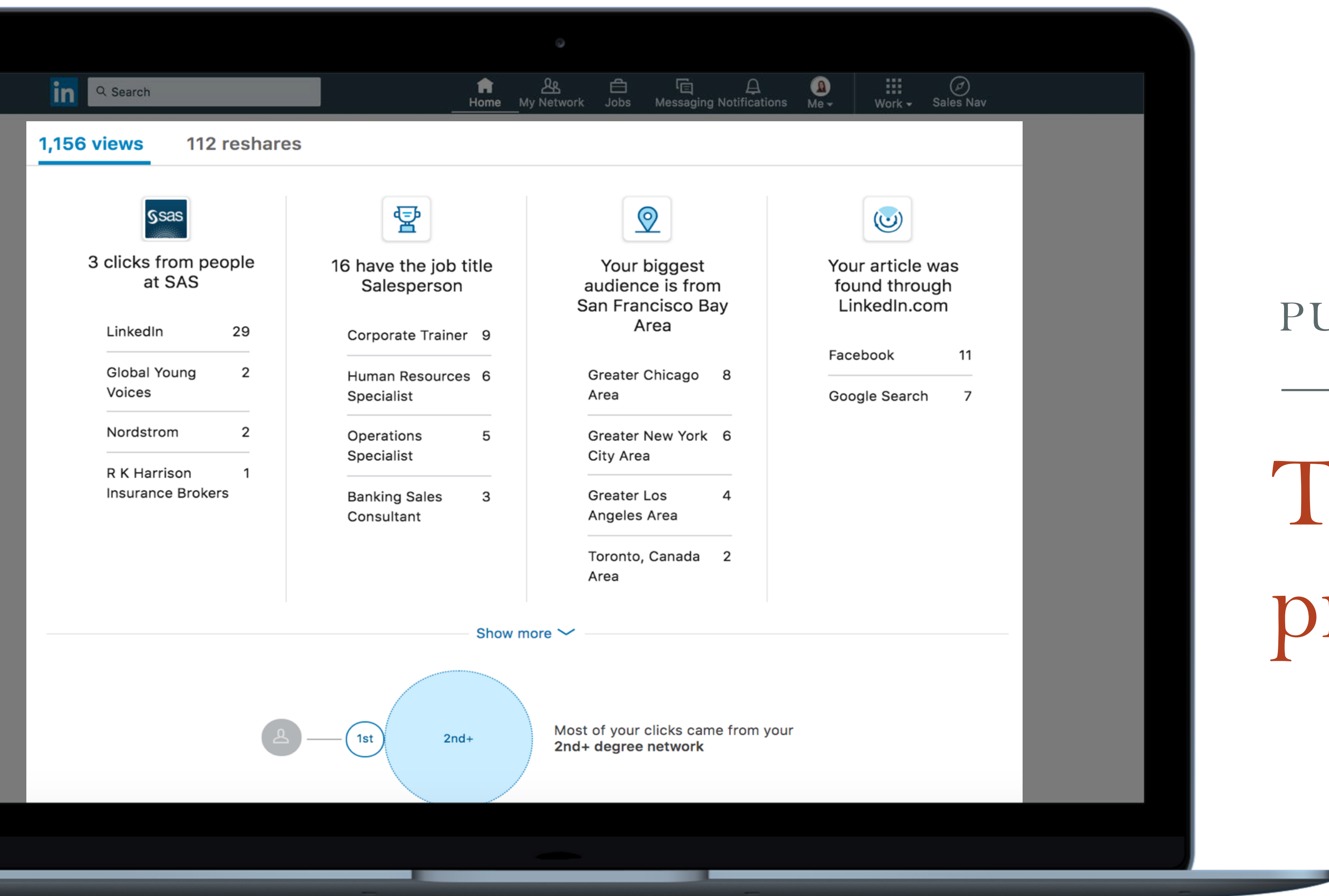
PUBLISHING

Start on your
homepage



Best practices for publishing content

1. Create a headline that captures attention
2. Include a photo to stand out
3. Be authentic, use your voice
4. Think about your audience
5. Article length matters



PUBLISHING

Track your progress

An official pause for questions...

Extra Credit

*Additional Resources to Help You
Advance Your Career*

☐

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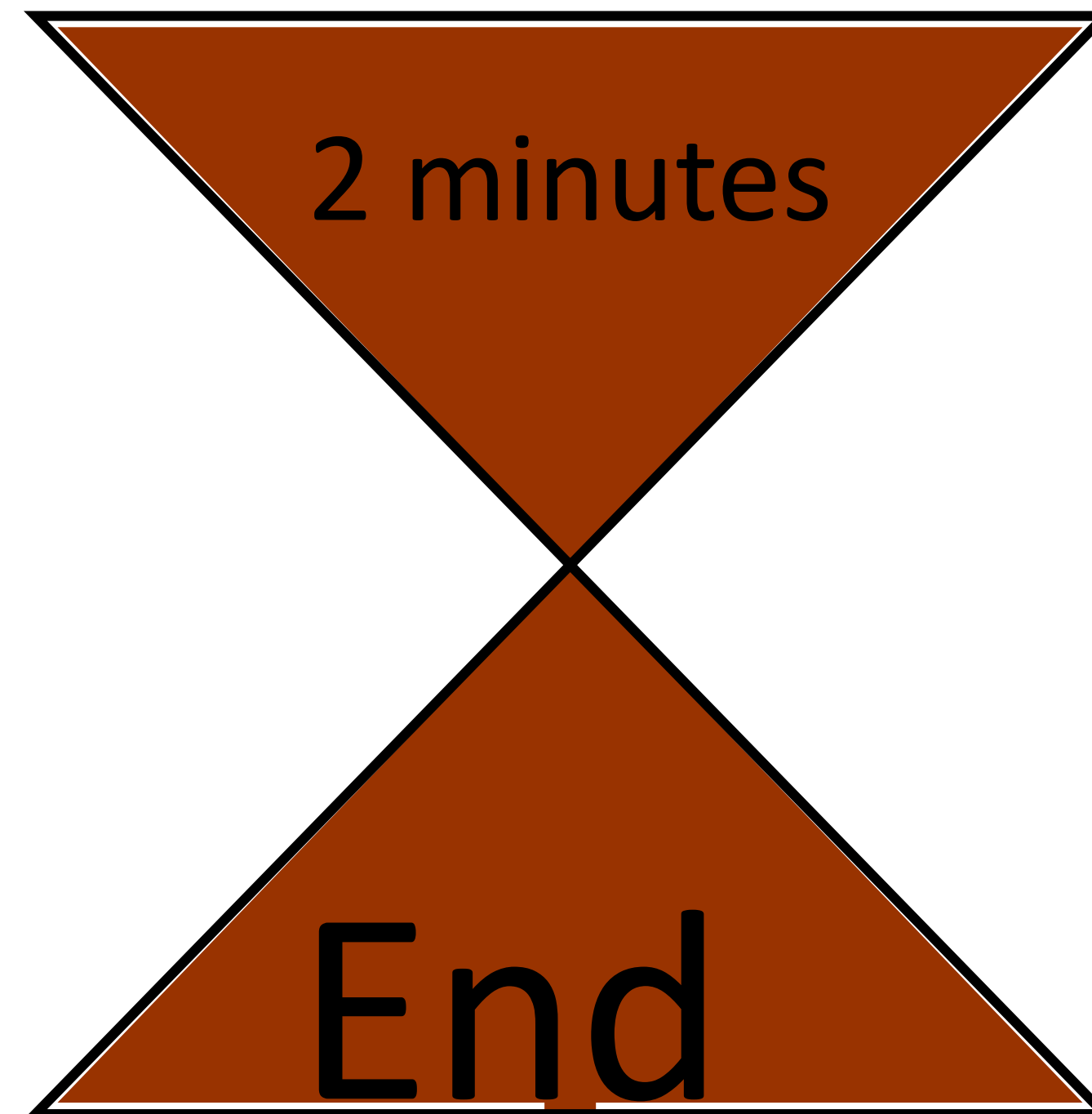
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Reflect!



One Last Thing...

