

## CREATE A PROFESSIONAL LINKEDIN PROFILE WORKSHOP

### Getting Started with your LinkedIn Profile

LinkedIn can be a powerful tool to use in your job search. It's a great way to further prove your fit for a job and showcase your work for potential employers. You can also use LinkedIn to build relationships and expand on your current network. Before doing so, make a great impression and show them why you're worth getting to know by having a strong LinkedIn profile.

1. Set up your account at: [www.linkedin.com](http://www.linkedin.com).
2. There is an option to connect to everyone on your contacts from your mailbox. Take the time to select only those who you know would be a professional contact. Personal connections are also great but do be selective in who you add as your connections.
3. Plan how you want to be viewed.
  - a. What is your job target?
  - b. What skills and experience do you want potential employers to find out about you?
  - c. Is the information you have here consistent with your job target?
  - d. What are your goals for using LinkedIn?

<input type="checkbox"/> To research career opportunities	<input type="checkbox"/> To look for a job
<input type="checkbox"/> To do research for a job/interview/my field	<input type="checkbox"/> To expand my network
<input type="checkbox"/> To have a professional online presence	<input type="checkbox"/> To check out how it can help me
4. Manage your public profile settings.
  - a. On the top right hand of the page, find the icon with your photo on it and move your cursor above it. (It would be a blank photo if you do not have a photo yet.)
  - b. Select "Privacy & Settings".
  - c. Review the information provided under the "Account" tab and select your preferences.
  - d. Review the "Privacy" tab and make changes to the all the options based on your preferences.
    - For those who are just beginning to use LinkedIn and are at the early stages of editing your profile, you may want to pay particular attention to the following:
      1. Edit Your Public Profile - this option allows you to control how much or how little of your LinkedIn profile those who are not connected to you can see
        - Within the "Edit Your Public Profile" section, you will also want to customize your public profile URL. Select a URL that is professional (e.g. your name, an abbreviation of your name.)
      2. Sharing Profile Edits - When you are just starting to edit your profile, you may want to turn this off until you have completed your profile as you are likely to make more frequent changes in the beginning than later on. Turning it off would minimize the amount of alerts your current connections would receive.
      3. Profile Viewing Options - Once you have completed your profile, you'll want to be visible for all your connections and potential connections. However, when viewing other profiles for research purposes, you may want to set it to "Private mode",

- b. Add projects you've been involved with that further show evidence of the skills/experience you have.
  - c. Consider adding photos or videos of your work to add visual appeal or provide a link for employers to access samples of your work (if applicable).
  - d. Review your profile and ensure you incorporate keywords that are related to the job/field you are interested in. For ideas on how to find keywords, see #9 a-d.
9. Complete your "Skills" section with key words relevant to your job target. Employers examine LinkedIn profiles to get a sense of a candidate's specific hard skills. LinkedIn summarizes your top 10 skills that you are most endorsed for once you have completed this section. Monitor these skills to ensure they are consistent with the skills that are desirable for your job target.
- a. Reflect on skills you want to emphasize in your profile.
  - b. Review current job postings that you want to apply for and make note of the skills they are looking for.
  - c. Review the at least 3-5 profiles of professionals on LinkedIn who have a similar job to your job target and make note of consistent skills being mentioned.
  - d. You can always add to or delete these in the future.
10. Review every section and ensure you have no grammatical or spelling errors.
11. Based on how you would like to utilize LinkedIn (# 3), determine next steps. Pick 1-2 to start with:
- a. Add connections
    - Remove the template request provided and write a personalized, brief message saying why you want to connect with that person. Remember that on LinkedIn, the quality of your connections are more important than quantity
  - b. Ask for recommendations
    - Think about the skills you want your connections to speak about. Which of your connections will be able to give you a good recommendation? Could you write recommendations for some of your connections?
  - c. Join 2-3 groups related to your job target and be an active participant by contributing to these groups. Here are some ideas:
    - Find 1 article that they may find interesting and share it with the group.
    - Comment on an article or post or discussion in a group you currently belong to.
    - Post a question to the group that draws on the members' expertise. Don't forget to thank everyone for their input.
  - d. Join an association. Always remember that you need to give to get. See ideas on how to be an active participant in step 11c above.
  - e. Find and follow a company you are interested in working for. Review their company page to gain insights about the types of jobs available, and any information that can be helpful in your job search. Once you follow these companies, you will receive updates on your page about articles, posts that they share. Read, comment and share any that is of interest to you.
    - Is there anyone that works there with whom you are connected to?
    - Make a plan on how you will connect with that person outside of LinkedIn to gain further insights into the hiring processes, culture and positions available in that organization.