

# LinkedIn Profile Building

For the online, hyperlinked "LinkedIn for Job Search" handout: [www.sabrina-woods.com/linkedin](http://www.sabrina-woods.com/linkedin)

## Your 10 Point Check List - for a Savvy Profile

[Profile Tips Video - Harvard](#) (10 mins)

1. **Professional Headline** Below are some options. You can use 120 characters. More tips from [Forbes](#).

Job title and focus:

*Supply Chain Manager / Logistics Analyst – Identifying underperforming areas in the supply chain & finding resolutions*

Components of your work:

*Communications Professional | Online Marketing & E-Newsletters | Event & Conference Planner*

Highlight your personality:

*Higher Ed Professional ♦ Mentor for Student Success ♦ Effervescently Introverted ♦ Focused on Community Building*

Combo expertise + where you're headed next (great for career changers):

*Software Engineer | Java, C, C++ | Blogger about Mobile Apps | Future Android Developer*

### **Students:**

*Environmental Science Major, Business Minor at USM focused on Sustainable Development & Energy Efficiency*

*Online Marketing & WordPress ☀ Experiential Marketing Intern at L.L.Bean ☀ Interested in Retail & Fashion*

*Software Engineer | Exploring Mobile Learning & Augmented Reality Gaming | Candidate for MS in Computer Science*

*Molecular Cell Biology Intern at IDEXX | Integrative Biology Student | Intramural Hockey & Student Government*

2. A **Photo**, in professional attire, is key. Profiles with photos are 14 times more likely to be viewed.

3. **Customize your Public Profile URL** for use on business cards, resume and in your email signature.

4. **Summary** should be used to position yourself for your next job. Highlight those skills and experiences that support your career direction. Be sure to include industry related keywords. Check out these prep questions [here](#), and see sample summary examples [here](#). The first 2 sentences (120 characters) of your profile are all that initially appear.

5. **Sections** can be added to enhance your profile. Consider adding sections such as Projects, Courses, Certifications, Languages, Publications, and Volunteering Opportunities.

6. **Experience** is a version of your resume. Use targeted keywords and accomplishments.

7. **Skills & Endorsements** is an important section to customize since others can "endorse" you and listing them can help you show up in a recruiter's search. The first 3 skills will be listed (then a "view more" button will appear), so make those first 3 count!

8. **Recommendations** from past supervisors, coworkers, clients, vendors, professors, or fellow students, who know you well, enhance your profile.

9. **Media Links** allow you to upload and/or link to media such as websites, blogs, video, and PowerPoints. Review [18 Ways to Turn Your Profile into a Portfolio](#) for more ideas and examples.

10. **Visual Header** can be added to your free LinkedIn account.

Adapted from LinkedIn Trainer, Sabrina Woods, [www.sabrina-woods.com](http://www.sabrina-woods.com)

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# LinkedIn for Networking, Career Building & Job Search

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## **Build & Maintain Your Network**

**Add to your connections.** Invite past and current coworkers, classmates, friends and family to connect. Be sure to add these 3 things to your customized invitations: the person’s name, a personal message, and the words “thank you”.

**Focus on 1<sup>st</sup> and 2<sup>nd</sup> level connections, and groups.** There are four levels of connections: 1st, 2nd, 3rd, and group. A 1st level connection is someone you know, and a 2<sup>nd</sup> level is essentially a “friend of a friend”.

**Add updates on your home page.** To raise your profile, post an idea or question, mention a recent accomplishment, share industry information, or pass along a great blog post. You can also post your own photos and videos, just be sure they are career related. Your updates appear on your 1st level connections’ home page. Review [10 Tips to Amp Up Your Reputation Using LinkedIn Updates](#).

**Tag fellow LinkedIn members in your updates.** Like on Facebook, Instagram, and other social media, you can tag someone when posting on the home page. Just add the @ symbol before a member’s name or company. Consider tagging the author of a blog, or tag someone when you post a question to ask them to weigh in. They will be alerted that you mentioned them.

**Join groups.** You can join up to 100 groups. Using the search bar, type in keywords such as an industry or your alma mater, then select “Groups”. To see groups you are already in, go to the “Work” tab (upper right hand corner). To see what groups you have in common with someone, scroll to the very bottom of their profile, then select “See More” and click on “Groups.”

## **Networking as part of the Job Search**

**Networking is the most effective job search tool.** Increase your chances of finding job leads by conducting a type of networking conversation called an “informational interview”. Go to [“sample request for informational interview”](#). Asking a current or former employee about their job (and using active listening techniques) will add to your knowledge and insights about a target organization, which may help you down the line to write a great cover letter and excel in a job interview. Later on, after doing an informational meeting, you may be able to ask those you have talked with to introduce you to a hiring manager or pass your resume along to the right person.

**If you share a Group with someone, you can message them, using a free account.** In the top search box, add a job title or company name. Click on the “People” button. Select someone from this list, then find out if you share a group with them, or join a group they are already in:

- Open their profile, if there is a “highlights” section that means you share mutual connections and/or a mutual group. If you share a group with someone, you can message them through this group.
- If you don’t share a group, scroll to the very bottom of the profile, click on “See more”.
- From this menu, click on “Groups.”
- Consider joining one of these groups. Then continue with these steps:
- Once in the group, click on the number of members, and then enter their full name in the search box. After their name comes up, an envelope appears, and you can now send a message.

Additional, advanced search tips can be found [here](#). Also check out using [Boolean search](#).

**Look for alumni.** People are often willing to help others who share an alma mater. In the top search box, add in a job title or company name, then select “People” and “All filters”. From this menu, add in the name of the university you attended. Or, add the name of the school in the top search bar, then click on the “More”

drop down menu and select “Schools”. Once on the college or university’s school page, select “See Alumni”.

**Search for connections at a target employer.** As part of your follow up on a new job posting, check to see if you are connected to anyone at the organization who could help you. When a job is posted on LinkedIn, in the “Jobs” section, you’ll automatically see if you are connected to someone at the company.

**Check out a connection’s “Recent Activity.”** This feature allows you to see what your connections are posting, liking and commenting on - it may give you a lead. To find it, go to a 1st level connection's profile and scroll just below the top box. If they have any activity, you’ll see it in “Posts & Activity.”

### **Search your connection’s 1<sup>st</sup> level contacts**

By going directly to one of your 1<sup>st</sup> level contact’s profiles you can search their contacts by various keywords. Go to the person’s profile and look in the top box, underneath contact info. These people are your 2<sup>nd</sup> level connections, and could be a great source of leads and other useful information.

## **LinkedIn Resources & Favorite Bloggers**

Handouts & Links from Sabrina Woods - [www.sabrina-woods.com/linkedin](http://www.sabrina-woods.com/linkedin)

Profile Tips – Video (10 mins) - <https://bit.ly/2ov2E3k>

LinkedIn Help - [www.linkedin.com/help](http://www.linkedin.com/help)

LinkedIn Blog - <https://blog.linkedin.com/>

Bob McIntosh - [Things Career Related](#)

Hannah Morgan - [Career Sherpa](#)