



# BUILDING YOUR LINKEDIN PROFILE

CSUSB, OFFICE OF GRADUATE STUDIES

# THE GOAL FOR CREATING A PROFILE

- Connect you with professionals from all over
- Online portfolio
- Career search tool

# THE GOAL FOR CREATING A PROFILE

- Though LinkedIn is a platform for working professionals
- **Aspiring** professionals should also begin participating

# THE GOAL FOR CREATING A PROFILE

- Are you using LinkedIn to discover career options?
- Are you using LinkedIn to search for job postings?
- Are you using LinkedIn to boost your online presence in a specific way for a "target audience"?
- Are you using LinkedIn for occasional networking?

# GETTING STARTED

- [LinkedIn.com](https://www.linkedin.com)
  - Set up a free account

# PROFILE

- Profile Sections
  - Complete as many sections as are relevant to you.
  - Add descriptive text where relevant
- About
- Experience
- Education
- Skills & Endorsements
- Recommendations
- Accomplishments
- Interests

# PROFILE PHOTO

- With photo, more likely to be found in searches.
  - Consider attire, expression, body language, lighting, and background.
  - Avoid a selfie!
- **Business Casual** or **Business Formal** or normal attire for the profession
- Backdrop that is simple in design and neutral in tone

# HEADLINE

- Reflects how you want to be known
  - Appears instantly in search results
  - First thing that others see.
- Your headline defaults to your most recent experience or education.
  - Avoid the default and showcase your unique self by adding rich keywords that are relevant to your specific background, experiences, or career goals.
- Identify keywords that your target audience might search for



# HEADLINE

- Here is a “focus statement” example:
  - Communication student focusing on operations in account management
- Here is a “goal-oriented” example:
  - Aspiring Account Manager With Tech Sales Knowledge
- Here is a “keyword list” example:
  - Tech Sales | Account Management | Relationship Development

# POSTING

- Post related to your field
- Read posts
  - Like or content or share
- Engage once a week
- Employers look at your engagement

# ABOUT

- Give others context for understanding your experiences, personality, and relevant plans for the future.
- Similar to a short cover letter
  - first-person point of view and include keywords that are relevant to your career goals.
- Key Accomplishments:
  - Successful multidisciplinary collaborations with premier brands such as XXX
  - Graphic design work featured in XXX
    - Knowledge and skill areas: XXX

# ABOUT

- “personality-focused” example:

- Every brand has stories to tell: stories that will not only engage, inform, surprise, delight, and impact their audience, but that will also deliver on measurable business goals. I am the conduit between brand and consumer. I help clients find the subject and medium that best fits their unique identity, and then, I produce high-quality content that meets their objectives. Currently, I am a content strategist at Alliance Media, where I have collaborated with companies such as Tiffany & Co., Burger King, and Netflix. My specialties include digital media, consumer behavior, brand awareness, and omni-channel marketing campaigns.

- “results-focused” example:

- I am a freelance multi-disciplinary graphic designer who has delivered creative and engaging solutions across brand identity, print, packaging, and digital media. In 2013, my online brand campaign for the Dorsey Children’s Hospital won a GDUSA award, one of the most prestigious honors in the graphic design industry. My work has also been featured in Creatique Bloq, Compound Magazine, and on the Creative Review blog. Skills: logo design, web design, branding and identity, typography, and UI design.

- “personality and results” hybrid example:

- Every brand has stories to tell—stories that will not only engage, inform, surprise, delight, and impact their audience, but that will also deliver on measurable business goals. I am the conduit between brand and consumer. I help clients find the subject and medium that best fits their unique identity, and then I produce high-quality content that meets their objectives. Currently, I am a content strategist at Alliance Media and I welcome connections from new partners or industry professionals.

# EXPERIENCE

- List all of the significant experiences that you have acquired.
- Consider your LinkedIn as your “extended resume”
  - no page limit, and thus there are fewer restrictions on what should or should not be included.

# EXPERIENCE

- Include Descriptions
  - Unlike the established rules on a resume, formatting the details of your experience has various options on LinkedIn.
  - At a minimum, include descriptions of each role, rather than omitting the descriptions altogether.
    - Descriptions can be brief (i.e., 1-2 paragraphs)
    - written as complete sentences using personal pronouns (i.e., "I" and "My") or as bulleted statements
    - Maintain consistent writing conventions throughout all of your experiences.

# EXPERIENCE

- Add Rich Media

- Include any media files (e.g., documents, presentations, images, or videos) that capture your accomplishments from an experience.
- scans of award documents
- samples of projects
- photographs of you performing relevant work, and more.

# EDUCATION

- Whether you are currently enrolled at CSUSB or you have graduated, your education should always be filled out on your profile.
- Beginning with your college education, enter each of the institutions you have attended in order from most recent to most distant.
  - Include the dates that you have attended, as prompted by LinkedIn.



# EDUCATION

- Optionally, you can add more details about the institutions you have attended, such as
  - any minors or emphases associated with your degrees
  - activities or societies with which you have been involved
  - honors or GPA you have earned.

# SKILLS & ENDORSEMENTS

- As long as you are confident that you can explain more if you are asked about it in the future, you can probably trust your internal judgment.
- To get started with this section, enter a handful of skills that you believe you have and add more as you continue to grow professionally.
  - Take a look at other peoples' profiles--particularly profiles that represent a related field or major--for inspiration in identifying the types of skills that you have.

# RECOMMENDATIONS

- Increase the likelihood that a prospective employer will trust that you are a quality candidate.
- Similarities to Letters of Recommendation
  - A miniature letter of recommendation from someone who knows you well in a formal manner -- a letter which stays on your profile at all times.
  - You can ask for recommendations from anyone in your LinkedIn network, which can include professors, supervisors, coworkers, classmates from group projects, and other professional connections.

# RECOMMENDATIONS

- You can even write recommendations for others, which is typically viewed as a positive gesture as long as reciprocity is not expected
- Requesting recommendations on LinkedIn is also similar to requesting letters of recommendation for more formal scenarios.
  - Provide advanced notice along with a tailored message

# RECOMMENDATIONS

- You can help to focus your LinkedIn recommendation requests by asking your recommenders if they would be willing to write about their observations of you **performing a specific task** that shows the skills or experience you want to emphasize on your profile.

# ACCOMPLISHMENTS

- LinkedIn offers you many types of accomplishments to highlight, including
  - Publications, certifications, patents, courses, projects, honors and awards, test scores, languages, and organizations.
  - Choose the ones that are most relevant to you and add them to your profile to show your unique attributes.

# ACCOMPLISHMENTS

- Pay special attention to **projects**, as an area of accomplishments that can be built out strategically to emphasize relevant work you have done.
  - A “project” is any time-based assignment within one of your experiences, courses, or research initiatives.
  - Similar to a resume, you can include projects to customize your profile toward your target audience.

# INTERESTS

- Your LinkedIn profile offers this section as a means of indicating any professionally-oriented interests you have.
  - Consider how the interests that you choose could impact someone's impression of you
  - Choose the ones that represent yourself intentionally.



# SETTINGS & PRIVACY

- LinkedIn has many settings related to information privacy, notifications, and account access.
  - Browse all settings to ensure that you understand the inner workings of your account.

# SETTINGS & PRIVACY

- Edit Your Public Profile and Profile URL
  - When you create your profile, LinkedIn provides you with two versions of your account: the version that people within your network see, and the version that people outside of your network see (e.g., strangers).
  - Through this setting, you can customize how your profile is seen to people outside of your network.

# SETTINGS & PRIVACY

- You may want to consider this based on the immediacy of your job search plans
  - a public profile that is turned “off” will not be found by the employers you could be trying to attract,
  - but it also provides more privacy for when you are not actively searching.

## SETTINGS & PRIVACY

- LinkedIn also offers you the opportunity to customize your public profile URL. By default, your LinkedIn profile URL consists of complicated characters at the end.
  - We strongly recommend that you edit your URL to look more professional, using a format similar to [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname).

# SETTINGS & PRIVACY

- Share Job Changes and Profile Updates
  - This setting controls how your updates are broadcasted within your network.
    - You may find it to be useful for your profile to automatically update your network when you have a new profile change such as a new job or internship.
    - In other instances, it may be bothersome to your network if they receive frequent updates about small changes to your profile.

# SETTINGS & PRIVACY

- Update Your Profile Viewing Options
  - While you may be able to secretly view someone's profile on other social media sites, LinkedIn's default sends others a notification when you view their profile.
    - This is a reciprocal feature, in that the option you choose also impacts your experiences when viewing others' profiles.

# SETTINGS & PRIVACY

- You may want to use this feature **strategically** at different points in time.
  - When you are not actively looking to draw attention to your profile, you can choose to stay anonymous.
  - When you are actively networking or searching for a position, you can choose to show your identity so that your chances of people seeing you increase.