



LINKED.IN

The “other” social network

LinkedIn workshop outline

- Session 1
 - *Your professional “digital footprint”*
 - *What is LinkedIn and why do I need it?*
 - *Profile essentials: Making the right impression and differentiating yourself*
 - *Network-building basics*
 - *Joining and using groups*
- Session 2
 - *Setting goals for LinkedIn*
 - *Using LinkedIn Search to find jobs and research companies*
 - *Publishing : Updates and Pulse*
 - *Messaging and focused networking*

Your professional digital footprint

- Who I am: the online version
- You can manage this data trail to your professional advantage
- Social media tools that can work together:
 - *Twitter: create an account aimed at growing your professional network*
 - *Facebook: main focus is still personal relationships unless you have your own business. Manage your privacy settings*
 - *Your own website / blog: lots of work, but very worthwhile because you own it*
 - *LinkedIn: the one and only professional network*

What is LinkedIn?

- The world's biggest and most financially successful social media tool for *professional* networking with over 400 million members worldwide
- Its customers are:
 - *Individuals who use it to network, be visible in their field, and to find work*
 - *Companies*
 - *Recruiters*
- Most of LinkedIn's revenue comes from fees for premium job finding services for individuals and from its "Talent Solutions" division for businesses (LinkedIn Recruiter, Job Slots, LinkedIn Recruitment Media, and LinkedIn Career Pages)

Why do I need LinkedIn?

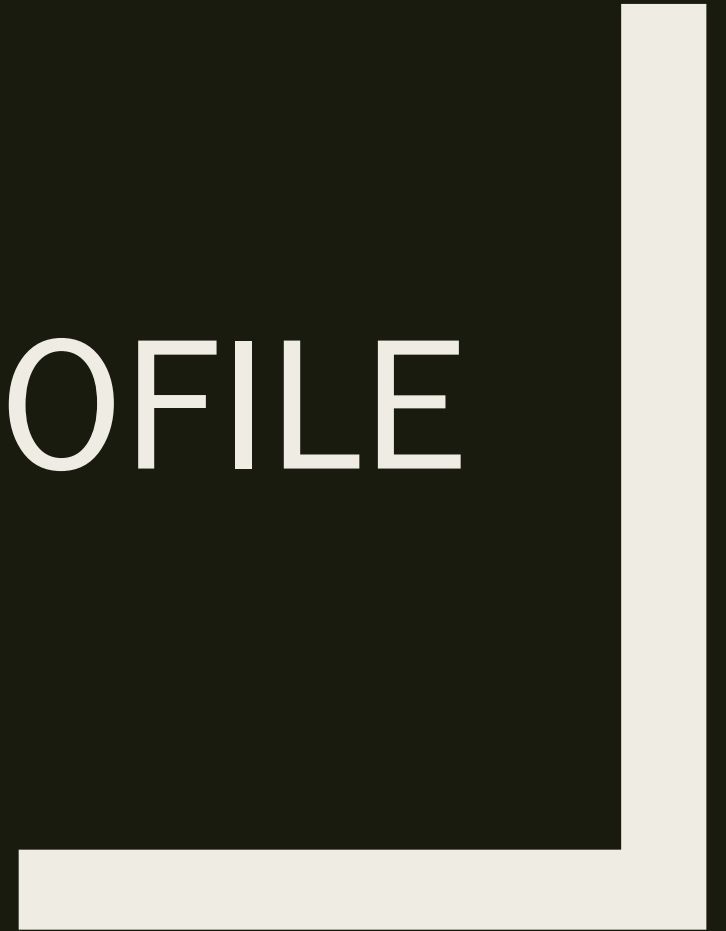
- “Think of LinkedIn as your resume that never sleeps. But a lot more. It's your professional brand in the world. It's the result you actually *want* up top when someone Googles you.” [Omar Garriott](#)
- It is one of the most important parts of your professional digital footprint - amplified by your professional presence on other social media sites and your own website/blog
- If you are looking for work, you absolutely need a strong presence on LinkedIn

Basic elements of LinkedIn

The screenshot displays the LinkedIn homepage. At the top, there is a navigation bar with the LinkedIn logo, a search bar containing the text "Search for people, jobs, companies, and more...", and several utility icons including a notification bell with a red "7", a flag, a plus sign with a red "5", and a profile picture. Below the navigation bar, there are tabs for "Home", "Profile", "My Network", "Jobs", "Interests", "Business Services", and "Try Premium for free". A promotional banner for "Coaches: Increase Value! - Become a member of the PBCA and gain access to 1000's of tools and support!" is visible. The main content area features a user profile for Barbara Thomas, an "Internet marketing and social media educato...". The profile includes a circular profile picture, the name "Barbara Thomas", and a link to "Improve your profile". To the right of the profile, it shows "8 people viewed your profile in the past 15 days" and a "+17% profile rank in the past 15 days". Below the profile, there are three buttons: "Share an update", "Upload a photo", and "Publish a post". On the right side, there is a section titled "15 ways to keep in touch" with a "14" next to it. Below this, there is a post from "Tommy [redacted]" celebrating a "work anniversary" with the text "Celebrating 6 years at [redacted]'s [redacted]". The post has "Like", "Comment", and "Skip" buttons.

- Home feed - updates and posts from people you are connected with or follow.
- Profile
- Your own updates / posts
- Pulse – publishing on LinkedIn
- Jobs / Search
- Interests

YOUR PROFILE



Profile: show, don't (just) tell

But while **Grace's** profile only **TOLD ME** what she's done

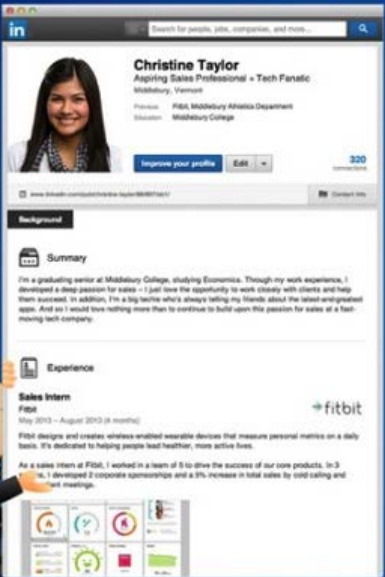


The screenshot shows a LinkedIn profile for Grace Thomas, a student at Middlebury College. The profile is sparse, listing only her name, title, and a few basic details like her previous department and education. There is no summary, experience, or education section visible.




A cartoon character with a thoughtful expression, standing next to the profile.

Christine's **SHOWED ME** through her use of work samples, testimonials, and clear descriptions



The screenshot shows a LinkedIn profile for Christine Taylor, an aspiring sales professional. The profile is detailed and includes a summary, experience, and education section. The experience section includes a work sample from Fitbit, showing a clear description of her role and achievements.



A cartoon character pointing at the profile.

From: [Everything I Knew about the College Job Hunt Was WRONG - And Here's How You Can Succeed \(Slideshare\)](#)

Your profile needs to clearly express
your

Attitudes

Abilities

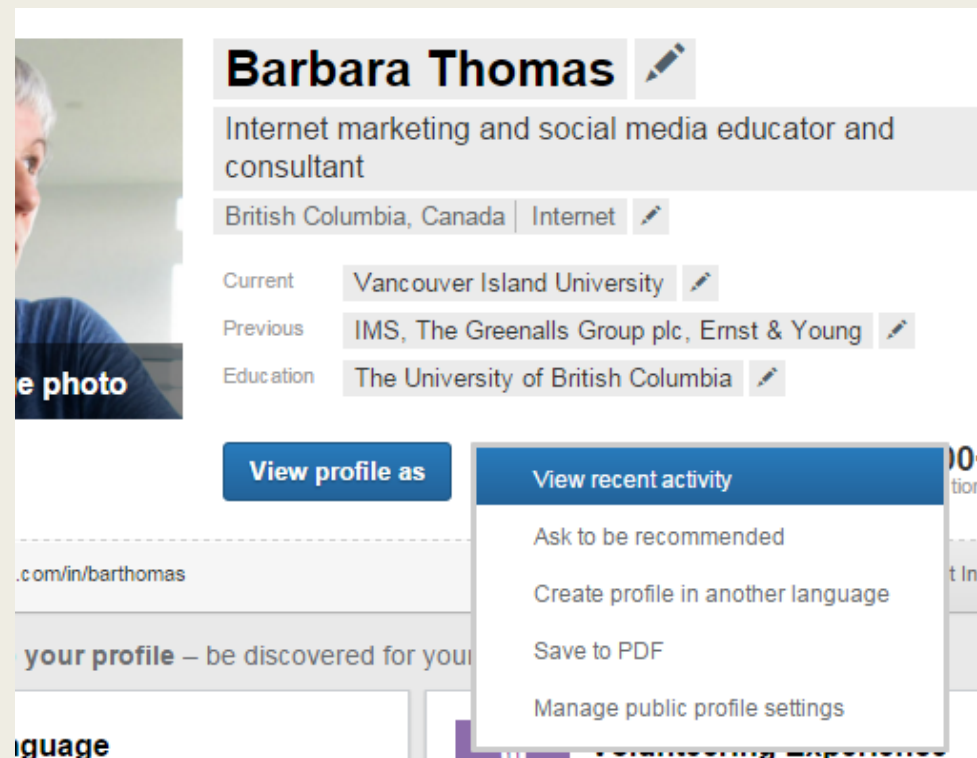
Aspirations

Profile essentials – fill it all out!

- Headshot photograph: 400 x 400 pixels. JPG, GIF or PNG
- Background photograph: 1400 x 425 pixels. JPG, GIF or PNG
- Your headline: make it aspirational – what you are doing now, plus what you want to do next (120 character limit)
- Summary
- Work experience
- Optimize for search – you want to be found! Use your **keywords** in your headline, summary, work experience etc areas
- Add specific sections to showcase what you can do (especially useful for students who may not have much work experience – [see tips here](#))
 - *Projects*
 - *Volunteering Experience*
 - *Organizations*

[10 LinkedIn tips for students and new grads](#)

Manage your public profile settings – you want to be seen on LinkedIn



The image shows a LinkedIn profile for Barbara Thomas. The profile includes a profile picture, a name with an edit icon, a headline, a location, and a list of current, previous, and education institutions. A dropdown menu is open over the 'View profile as' button, showing several options including 'Manage public profile settings'.

Barbara Thomas ✎

Internet marketing and social media educator and consultant

British Columbia, Canada | Internet ✎

Current **Vancouver Island University** ✎

Previous **IMS, The Greenalls Group plc, Ernst & Young** ✎

Education **The University of British Columbia** ✎

View profile as

- View recent activity**
- Ask to be recommended
- Create profile in another language
- Save to PDF
- Manage public profile settings

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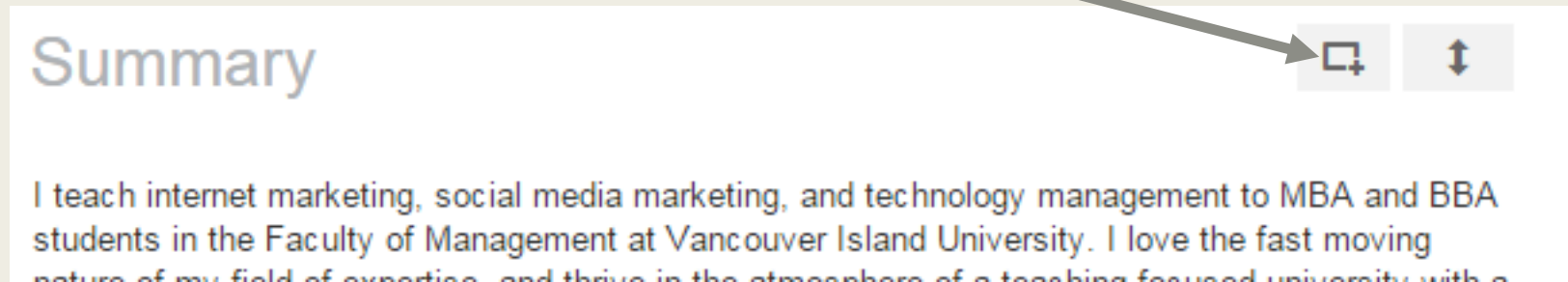
com/in/barthomas

your profile – be discovered for you

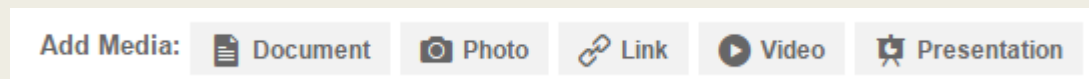
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Differentiate yourself

- Reorganize your profile sections (drag and drop) to highlight what you have to offer

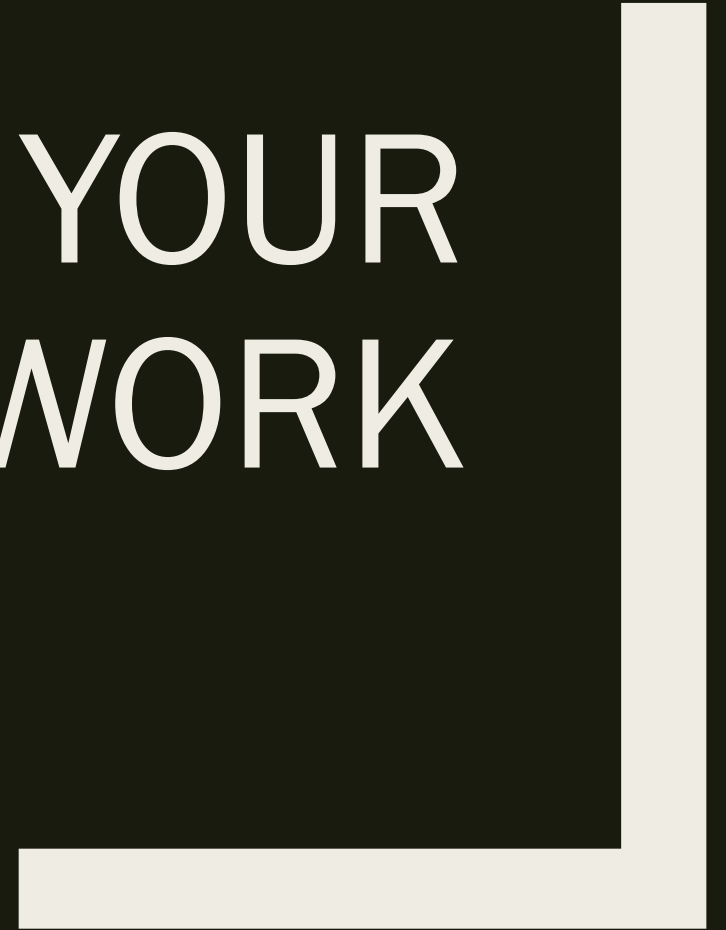


- Include multimedia (images, video, embedded slides etc) – it makes your profile stand out and **shows** what you can do [LinkedIn Portfolio examples](#)



- Grab a custom URL
 - Must be unique. Must contain 5-30 letters or numbers. No spaces, symbols, or special characters.
 - Create it by going to [Public Profile Settings](#)

GROWING YOUR NETWORK



Following versus Connecting on LinkedIn

- Following is a non-reciprocal relationship – you can follow certain individual and channels, some [recommended to you by LinkedIn](#). All it means is that you have subscribed to see their public updates.
- A Connection is a personal, reciprocal 2-way relationship (both sides must agree). If you are connected with someone then you are also in a *following* relationship and can see one another's updates and profile. Connecting on LinkedIn isn't easy... that's why connections are valuable

Making connections isn't easy

You will be asked to choose a school from your profile

You will be asked to give the person's email address

Your invitation was not sent

! Invitations should only be sent to people you know personally.

LinkedIn values our users' privacy and responds to complaints about unwelcome invitations.

[Go back to David's profile](#) or Cancel

[Add Connections](#) [Colleagues](#) [Alumni](#) [People You May Know](#)

 **Invite David to connect on LinkedIn**

How do you know David?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know David

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Barbara Thomas

[Send Invitation](#) or Cancel

Important: Only invite people you know well and who know you. [Find out why.](#)

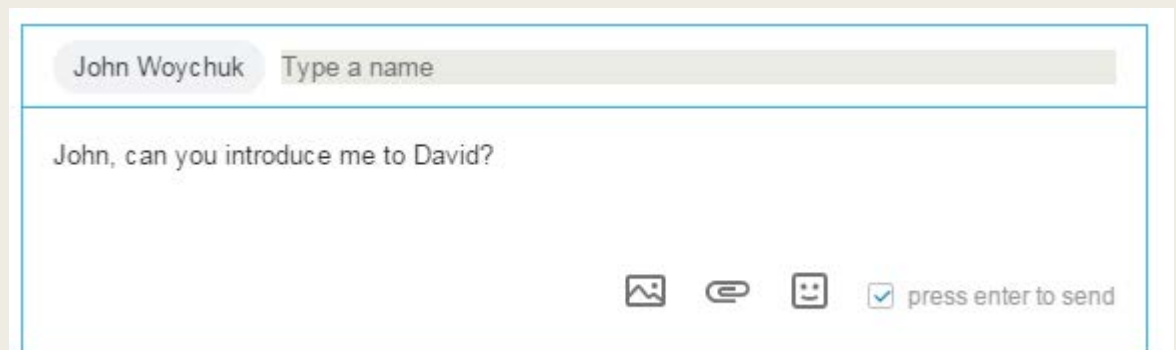
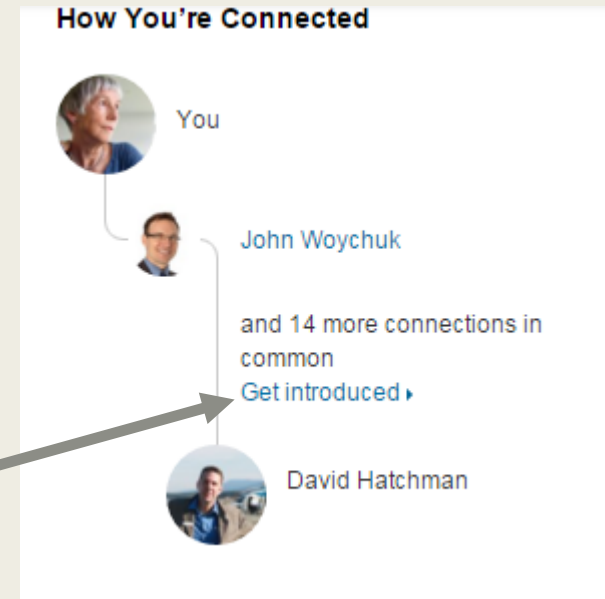
You will be asked to choose a company from your profile

You will be asked to choose a company from your profile

Don't use this default. Say who you are and why you want to connect.

As you grow your network it becomes more useful to you

- The “People that you May Know” feature
 - *Suggestions based on your existing network (having people in common) interests etc*
 - *You can connect directly with these people*
- Using existing connections to ask for introductions
- Don't forget to use your connections on other social networks – particularly Twitter



Groups – join some!

- The best way to find other professionals in your field and with your particular interests
- Groups are members-only
 - *You have to be invited to join*
 - *Or you can apply (work on your profile before you apply!)*
- You can send 1:1 messages to other group members (other than in groups, you can do this only with 1st degree connections)

USING LINKED.IN TO FIND JOBS

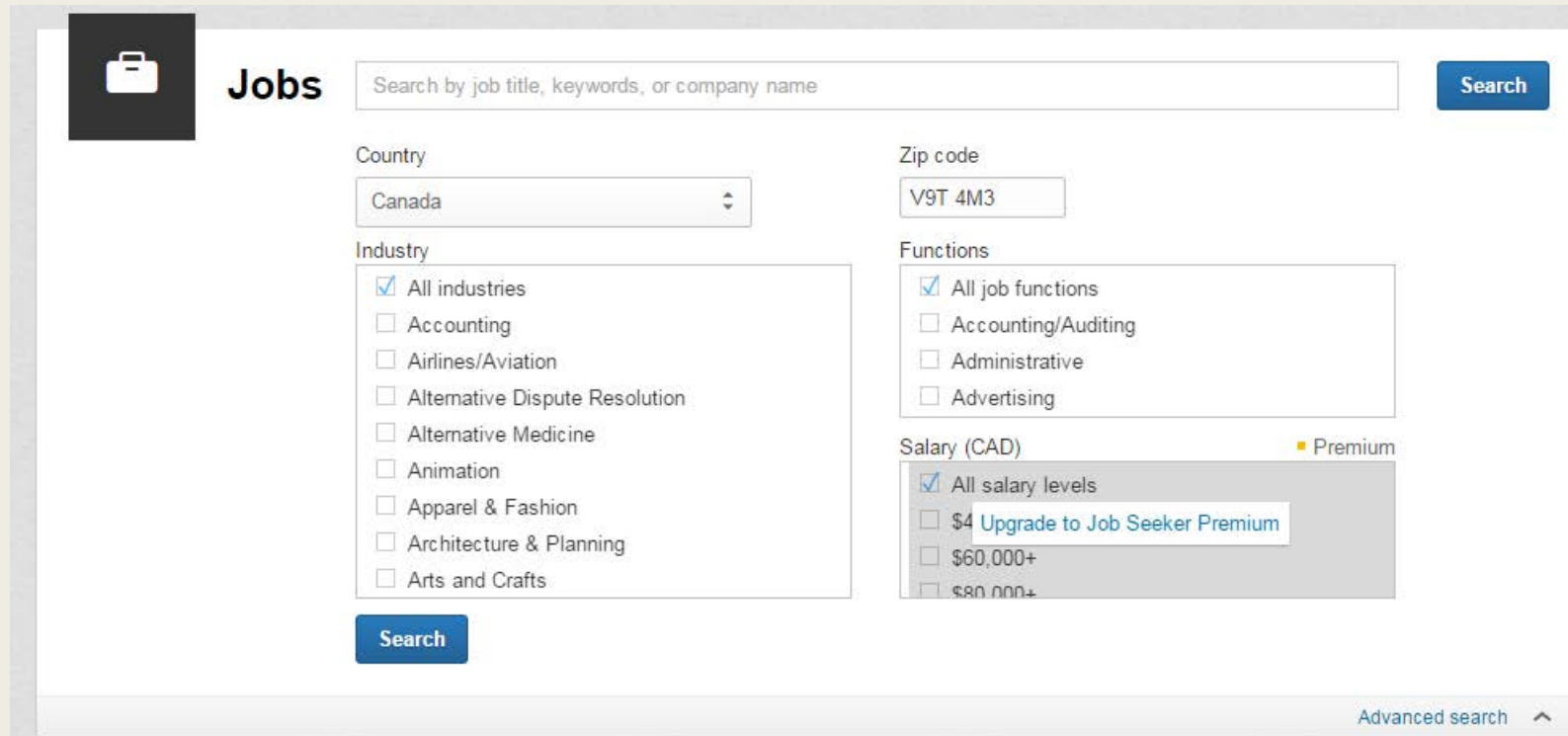


Setting goals for your job search

- Know what you want
 - *Type of company or organization*
 - *Job titles*
 - *Location (s)*
- Think about your keywords again. Optimize for search – you want to be found! Use your keywords in your headline, summary, work experience etc areas
- Remember that not all jobs are advertised – this is why networking is important

Using LinkedIn to find jobs

<https://www.linkedin.com/job/home>

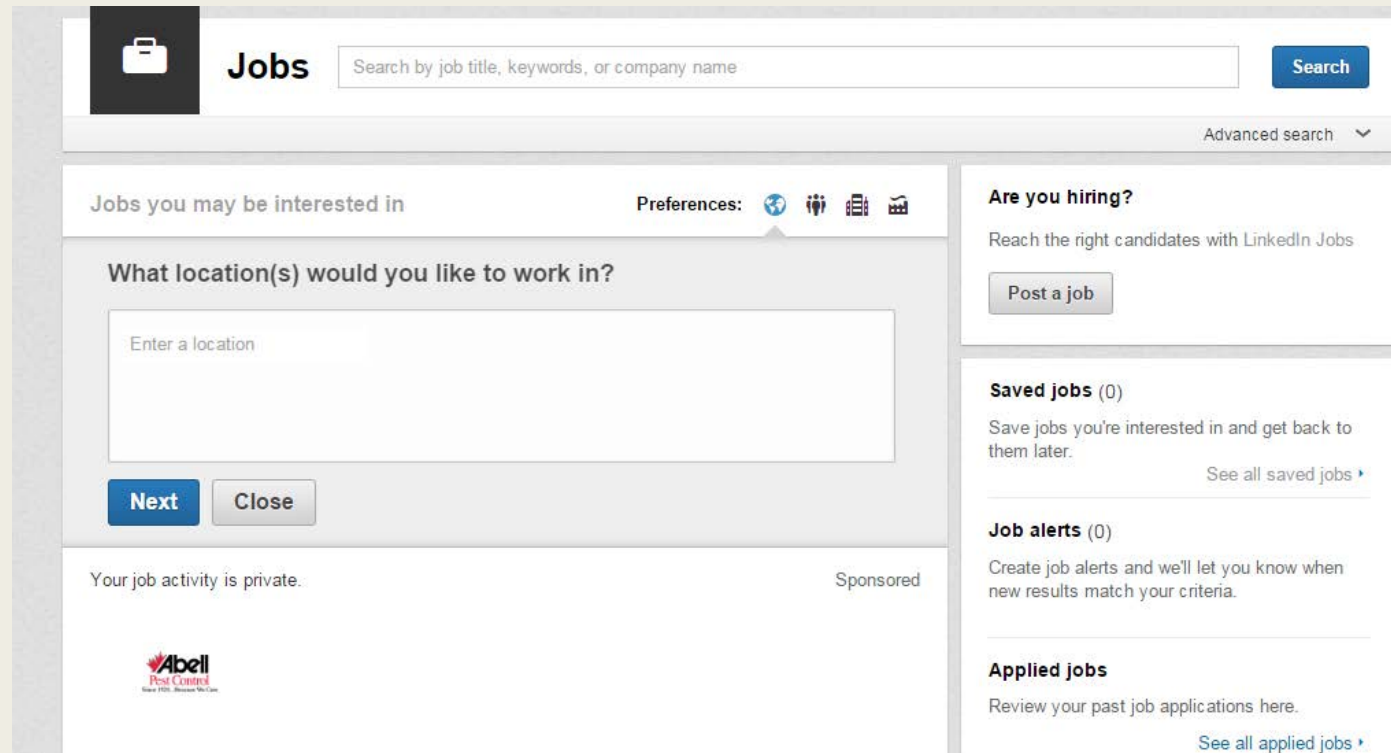


The screenshot shows the LinkedIn Jobs search page. At the top left is a briefcase icon and the word "Jobs". To the right is a search bar with the placeholder text "Search by job title, keywords, or company name" and a blue "Search" button. Below the search bar are several filter sections:

- Country:** A dropdown menu showing "Canada".
- Zip code:** A text input field containing "V9T 4M3".
- Industry:** A list of checkboxes with "All industries" selected. Other options include Accounting, Airlines/Aviation, Alternative Dispute Resolution, Alternative Medicine, Animation, Apparel & Fashion, Architecture & Planning, and Arts and Crafts.
- Functions:** A list of checkboxes with "All job functions" selected. Other options include Accounting/Auditing, Administrative, and Advertising.
- Salary (CAD):** A list of checkboxes with "All salary levels" selected. Other options include "\$4 Upgrade to Job Seeker Premium", "\$60,000+", and "\$80,000+". A "Premium" label is visible to the right of this section.

At the bottom left of the filter area is a blue "Search" button. At the bottom right of the page is a link for "Advanced search" with an upward-pointing arrow.





Manage your job search activity



The screenshot shows the LinkedIn Jobs management interface. At the top, there is a navigation bar with a briefcase icon, the word "Jobs", and a search bar with the placeholder text "Search by job title, keywords, or company name" and a "Search" button. Below the search bar is an "Advanced search" dropdown menu. The main content area is divided into two columns. The left column is titled "Jobs you may be interested in" and features a "Preferences" section with icons for location, filters, and a calendar. Below this is a form titled "What location(s) would you like to work in?" with a text input field containing the placeholder "Enter a location" and "Next" and "Close" buttons. The right column contains three sections: "Are you hiring?" with a "Post a job" button, "Saved jobs (0)" with a "See all saved jobs" link, and "Job alerts (0)" with a description and a "See all applied jobs" link. At the bottom of the left column, there is a "Sponsored" section for Abell Pest Control, featuring their logo and the text "Your job activity is private."

Jobs Search by job title, keywords, or company name **Search**

Advanced search ▾

Jobs you may be interested in Preferences:    

What location(s) would you like to work in?

Enter a location

Next **Close**

Your job activity is private. Sponsored

Abell
Pest Control
Member Since: 2010

Are you hiring?
Reach the right candidates with LinkedIn Jobs
Post a job

Saved jobs (0)
Save jobs you're interested in and get back to them later.
[See all saved jobs ▸](#)

Job alerts (0)
Create job alerts and we'll let you know when new results match your criteria.

Applied jobs
Review your past job applications here.
[See all applied jobs ▸](#)

Research companies and use your alumni network

- Use the search tool to find out information about the companies you are targeting in your job search. You might be connected to someone who works there.
- Use the Alumni tool (My Network > Find Alumni) to discover people who went to VIU (or other university you have attended) – it gives you something in common when making a connection in your target industry.


Convert your LinkedIn profile to a resume


- Resume builder <http://resume.linkedinlabs.com/>
 - *Select resume template*
 - *Edit it so it looks lovely!*
 - *Export as a PDF*

Add value to your networking: LinkedIn updates and publishing on Pulse

- Status updates are short (400 characters).
- You can link your twitter account and use the #in hashtag just for those tweets you want to show on LinkedIn
- Publishing on Pulse is for longer-form posts. If you have a blog, then cross-post to LinkedIn
- Comment on other people's updates (these people are already in your network) and on public posts (a great way to get noticed by people who are not yet in your network)

 Share an update

 Upload a photo

 Publish a post

Messaging and InMail

- Messaging – you can message people you are connected with and fellow group members. You need a Premium account to be able to message anyone else.
- InMail – this is a paid service and allows you to message anyone on the network – [InMail Overview](#)

Feel free to send me a connection request....

- Email: barbara.thomas@viu.ca
- LinkedIn profile: <https://ca.linkedin.com/in/barthomas>