

## Creating a LinkedIn Profile

Presented by: Moriah Lamb, Community HigherEd  
[mlamb@communityhighered.org](mailto:mlamb@communityhighered.org)

### LINKEDIN QUICK FACTS:

- LinkedIn has over 650+ million users worldwide.
- It is the world's largest professional social media platform.
- 90% of all company recruiters use LinkedIn to recruit.
- Two-thirds of all jobs are filled through referrals.

### BENEFITS OF LINKEDIN

- 57% of employers surveyed will not hire someone they can't find online.
- LinkedIn profile allows you to elaborate more than a physical resume.
- You're able to build your professional network.
- LinkedIn acts as a central location for professional contacts.
- It is a great tool to look for jobs.

### STEPS TO CREATE A LINKEDIN PROFILE

- 1) Upload Professional-looking Profile Picture
  - a. Should be a headshot. No vacation pictures, pictures with friends, etc. This is your first professional impression to the outside world.
  - b. **TIP:** If unable to get professional headshot, have a friend take a headshot and use LinkedIn's built-in cropping and filter tools for a polished look.
- 2) Choose Right Banner
  - a. A banner gives you another opportunity to show who you are as a professional
  - b. Pick a photo that represents you or your industry
  - c. You can find good banner for free online or use a picture you've taken yourself
  - d. Example: I chose colored pencils because I am creative and work in education.
- 3) Headline
  - a. Your headline is your opportunity to show your value to others in 120 characters or less.
  - b. **Possible Formula**
  - c. Job title/company, keywords others in industry may search for, and something that sets you apart
  - d. If searching for employment, state clearly your value proposition. What can you do for potential employers?
- 4) Summaries
  - In 2,000 characters or less, a summary shows:
    - a. Who you are
    - b. What you offer
    - c. What you've done
    - d. What you're passionate about

- Questions to Ask before You Write
  - a. Who is your audience?
  - b. What are your accomplishments?
  - c. What do you value?
  - d. What do you bring to the table for employers?
  - e. What are some things that make you different?

TIP #1: You don't have to be a gifted writer, just authentic in your communication.

TIP #2: Writing is a process.

#### 5) Engaging Through LinkedIn: Building the Relationship

- a. Direct message your connections.
- b. Writing long posts to express your views, share expertise.
- c. Share articles that will be of value to your connections.
- d. Create videos.
- e. Writing your own articles and using LinkedIn as a vehicle, or writing directly on LinkedIn's Publishing feature.
- f. React to your connections' posts.
- g. If you don't engage with your connections, you'll be forgotten.

PS – Check Out Bob McIntosh's article on LinkedIn for more details in this area!

<https://www.linkedin.com/pulse/7-reasons-why-you-should-linkedin-bob-mcintosh-cprw/>

- h. Include location in profile. This helps recruiters find people for jobs in a certain area.
- i. Introduction should be 40-100 words. Talk about what you've done, what you're passionate about, and where you'd like to go/what kind of job you want.
- j. **TIP:** Think about three adjectives you want to portray to employers and build your profile around those adjectives.

#### 6) Detail Work Experience, Education and Volunteerism

- a. Use keywords commonly found in your industry when detailing your experience, education and volunteer experience.
- b. Users are 12x more likely to get views when they have filled out work experience and education sections.

### KEY FEATURES:

#### 1) Connecting

- a. Alumni Page – Look up your college/university page. Click on “See Alumni” and use filters to find people who graduated when you did, work in a city or an industry you would like to work.
- b. Company Pages- Users have the ability to look up profiles of employees who work at certain companies.
  - i. Employee Connections: When you look up employees at a certain company, set filters to see 1<sup>st</sup> and 2<sup>nd</sup> connections. You can reach out to

1<sup>st</sup> connections directly who work for that company. You can also see who you know that is connected with a 2<sup>nd</sup> connection at that particular company.

## 2) Job Searching

- a. Recruiting Notification: Let recruiters know you're searching: click the button that will allow recruiters and companies know that you're open to new opportunities. Recruiters will be able to contact you directly.
- b. Career Interest: page enables you to fill out what type of job you're looking for: location(s), industry, job title, type of job. Based on this information and your job searches, LinkedIn will auto-populate jobs that may fit your interests.
- c. Use the job searching tab to look for jobs in certain areas and industries. You can apply through LinkedIn or through their website.
- d. **TIP:** You can visit different companies' LinkedIn pages and see available jobs.

### **LINKEDIN TIPS TO REMEMBER**

1. Make time – 15 minutes daily to fill out your profile and look at new job postings
2. Fill out profile 100%. This will make your name appear higher up on search engines when potential employers look your name up online
3. Use industry-related keywords in profile
4. Start connecting with inner circle first
5. Post regularly (attended events, interesting articles that are job-related, visually appealing)
6. Follow companies
7. Be persistent and consistent

### **BENEFITS OF PREMIUM CAREER**

- Get directed to open roles where you'd be a fit based on skills, past experience, salary requirements
- See how you compare with other applicants
- See everyone who's viewed your profile in past 90 days
- Take courses from LinkedIn Learning
- Send up to 3 InMails per month to members not currently contacts

### **LINKEDIN APP**

- More mobile way to access LinkedIn information. Easy to browse feed and message.
- There are less filters for features like job search and alumni search.
- Users unable to author blog post/articles. More difficult to find groups.
- Work Experience, Education and Volunteer Experience are condensed and must be double clicked to see.