



WCC Self-Advocacy Series Presents...

Linked 
Workshop

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BEAM-Assistant Director of Career Catalysts

LinkedIn is the most used social media platform amongst Fortune 500 Companies.

91% of marketing executives list LinkedIn as the top place to find quality content.

Why LinkedIn?

75% of hiring managers report looking at LinkedIn Profiles to learn about a candidate's background.

50% of hiring managers will decide whether to move forward with a candidate's application based on their LinkedIn Profile

LinkedIn Is Not Your Typical Social Network

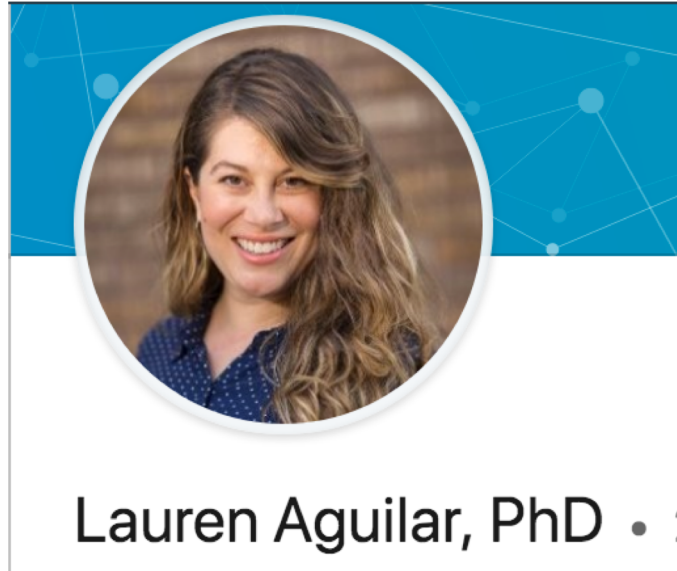
Your LinkedIn profile is your professional resume that never sleeps—



If you wouldn't be willing to bring it (or share it) during an interview, you probably shouldn't include it on your LinkedIn Profile.

The Anatomy of a **LinkedIn** Profile...

Professional
Headshot



**Members with Profile
Pictures get 14X more
profile views on
average.**

<https://students.linkedin.com>

- **Avoid posting pictures that are selfies and or cropped out from a group outing.**
- **Not including a picture is an easy way to get overlooked.**

The Anatomy of a **Linked** Profile...

What's your *Header* strategy?

Recruiter Strategy

Key words that will show up in a job search.

Impact Strategy

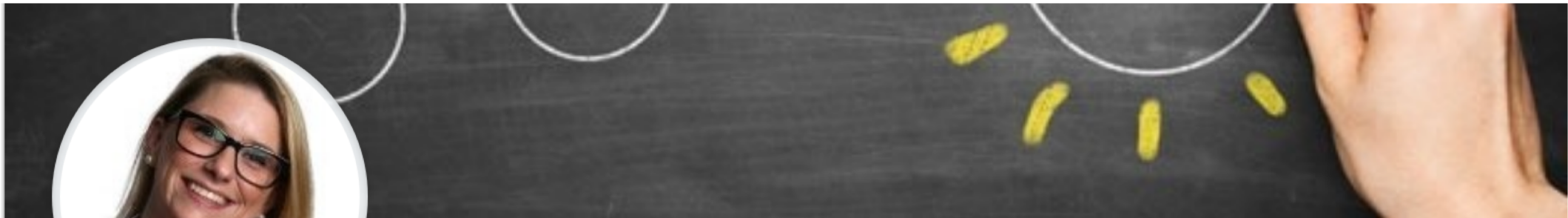
Communicating what your superpower is as a professional.


Directional Strategy

highlighting the direction that you are going in.

If you don't craft your own headline, it will default to your job title.




The Anatomy of a **LinkedIn** Profile...



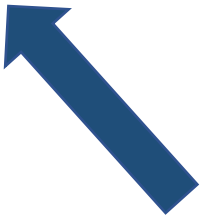


Apryl Webb • 2nd
Experienced Recent Graduate Shifting into Education in Healthcare
Greater Denver Area

[Connect](#) [Message](#) [More...](#)

-  University of Florida
-  See contact info
-  162 connections

Directional Strategy



The Anatomy of a **LinkedIn** Profile...



Storm Monteiro Tyler • 1st

Taking the Editorial + Entrepreneurial World by Storm! ⚡

Other

Message

More...



Walker's Legacy



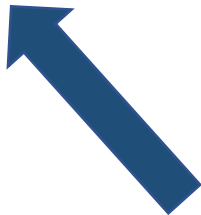
Texas State University



See contact info



See connections (254)



Creative Impact Strategy

The Anatomy of a **LinkedIn** Profile...



Recruiter Strategy



Evangelia LeClaire • 2nd

People Operations | Facilitator | Trainer | Career Coach |
Helping companies build dream careers for 18+ years

New York, New York

M TheMuse.c...

F Fordham University

See contact info

500+ connections

Connect

Message

More...

Impact Strategy

The Anatomy of a **LinkedIn** Profile...



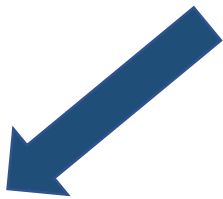
Amber Vaughan, MSM • 1st

Career Director by Day | Motivational Speaker, Resume Writer and Transformational Leader by Night





Miami/Fort Lauderdale Area

Message

More...



Triple Threat

-  Trilogy Education Services
-  Kaplan University-Omaha Campus
-  See contact info
-  See connections (500+)

Let's Practice...

- Pair Up with One Other Person
- Prompt

“This is a short, memorable professional ‘slogan.’ It’s the one thing you want a recruiter, hiring manager, or future co-worker to know about you. Tell them what you’re excited about now – and if you can say it succinctly – the great stuff you want to do in the future. For example: “Honors student seeking marketing position” or “Engineer building game-changing consumer products.”

The Anatomy of a **Linked** Profile...

SAMPLE STUDENT

A second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting a company's branding needs through social media outreach, developing marketing plans, digital marketing, and conducting customer research.

Specialties

- Event planning
- Social networking and marketing
- Account management
- Microsoft Offices (Word, PowerPoint, Excel)
- Adobe CS5.5 Suite (Photoshop, Flash)

Summary Section

Show less ^

The Anatomy of a **LinkedIn** Profile...


- Activity Section

If you write any articles, comment, like or share any information it will show up on your activity section (as well as on your connections homepage).

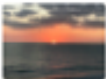
The screenshot shows a LinkedIn profile for 'Kerry' with 5,626 followers. The profile header includes a '+ Follow' button. The main content area is titled 'Kerry's Articles & Activity' and features a central article by Kerry Noone with the text 'Innovation makes it possible. Curiosity makes it fun!'. To the right, there are three activity items: a post Kerry liked about looking up in the sky, a post Kerry shared about CVS Pharmacy, and another post Kerry shared about CVS Health investing in long-term and sustainable wage increases. At the bottom, there are links for 'See all articles' and 'See all activity'.


Kerry's Articles & Activity
5,626 followers


[+ Follow](#)


Innovation makes it possible. Curiosity makes it fun!
Kerry Noone on LinkedIn

[See all articles](#)

 *Sometimes I just have to look up in the sky, sit in silence, take a deep breath and...
Kerry liked

 CVS Pharmacy is one of the largest and most trusted beauty retailers in the...
Kerry shared this

 CVS Health Investing in Long-Term and Sustainable Wage Increases and Benefits...
Kerry shared this

[See all activity](#)

Note: You do have the option to change your privacy settings.

The Anatomy of a **Linked** Profile...

Tips from the LinkedIn Student Handbook:

Describe your skills and accomplishments in detail, such as internships, summer jobs, part-time gigs, and even unpaid work. Focus on skills learned, as opposed to tasks. For example, learning customer service skills as a cashier will be more important to employers than your ability to bag groceries.

Experience



Exhibitions Coordinator

SXSW

Oct 2018 – Present · 2 mos

Austin, Texas

Supported production of SXSW-branded exhibitions including SXSW EDU Expo, Gaming Expo, Trade Show, Wellness Expo, Marketplace, Flatstock, Innovation Awards Showcase, Startup Spotlight, Artist Gifting Lounge, and Virtual Cinema.

Highlights:

- Acted as primary point of contact for more than 700 exhibitor customer service needs.
- Served as onsite activation manager for the Interactive Innovation Awards Showcase, Startup Spotlight, and Trade Show support.
- Advanced logistics and coordinated exhibitor schedules for SXSW expos.
- Collaborated with appropriate SXSW departments and exhibitions vendors to ensure proper coordination of production and maintain business relationships. See less

The Anatomy of a **Linked** Profile...

Education



Stanford University

Postdoctoral Fellowship, Social Psychology, Diversity & Inclusion

2011 – 2015



Columbia University in the City of New York

Doctor of Philosophy (Ph.D.), Social Psychology

2004 – 2011



University of California, Santa Barbara

Bachelor's Degree, Major-Psychology, Minor-English, High Honors

1998 – 2002

The Anatomy of a **LinkedIn** Profile...

Skills & Endorsements

Diversity & Inclusion · 12



Endorsed by 6 of Lauren's colleagues at Stanford University

Equality & Diversity · 9



Endorsed by 4 of Lauren's colleagues at Stanford University

Community Management · 2

Aaron Rosenberg and 1 connection have given endorsements for this skill

[Show more](#) ▾

Tips from the LinkedIn Student Handbook:

Include a minimum of five skills, whether learned in class or from jobs.

- Skills help recruiters find you and discover where you shine.
- Include general and specific keywords, as well as both your hard and soft skills. For example, you may include, “Leadership” and “Microsoft Excel.” If you include “Marketing,” consider getting more specific with, “Email Marketing.”

The Anatomy of a **Linked** Profile...

Highlight Projects from Class, Internships, Volunteering & Work



Projects

Google AdWords Competition Spring 2012 →

March 2012 – May 2012

Successfully ran a Google AdWords campaign. We learned about the company and their competition, then strategically came up with campaigns we believed would be successful. We then tracked their progress while making alterations as we learned what did work and what did not.

2 team members



Bryan Kratz

Digital Marketing Coordinator



Tracy Lynn Stanley

Social Strategist at D3Corp

The Anatomy of a **LinkedIn** Profile...

Recommendations

[Received \(1\)](#)

[Given \(0\)](#)



Jennifer Ives

Global Digital
Transformation Executive

May 4, 2017, Jennifer worked
with Lauren but at different
companies

Lauren is a brilliant scientist who takes an analytical approach to addressing diversity and inclusion challenges within organizations. We were first introduced after she was a featured speaker at a national SHRM conference. I was impressed by her research and depth of knowledge and invited her to share unconscious bias insights on the #TalentIsTransforming podcast, as well as teach a diversity and inclusion webinar for people and talent executives via HRCI. I continue to be impressed by her expertise and highly recommend working with her.

[Show more](#)

The Anatomy of a **LinkedIn** Profile...

Interests



Reid Hoffman 
Entrepreneur. Product Strategist. Invest...
2,070,498 followers



University of California
35,663 followers



Paradigm Strategy Inc.
1,193 followers



PhDs in the Wild
22 members



Forshay
397 followers



Stanford University
554,210 followers

[See all](#)

The Anatomy of a **LinkedIn** Profile...

Accomplishments

8 Publications

A dyadic Perspective on Speech Accommodation and Social Connection: Both Partners' Need for Acceptance Matters. • Psychological insights for improved physics teaching • Influential Voices: Susan Heck • The Myth of the Ideal Worker: New Workforce, Outdated Workplace • Gender Identity Threat in Same & Mixed-Gender Negotiations: Speech accommodation & relational outcomes. • Student Activism Changed the Face of Academia • Rejection Sensitivity • The Self-Protective and Undermining Effect of Attributional Ambiguity

6 Honors & Awards

Social Behavior Economic Sciences Minority Postdoctoral Research Fellowship • Distinguished Emerging Global Leader Award • Exemplary Diversity Scholar • National Research Service Award • Richard Christie Memorial Award, Psychology Department Award • Pre-Doctoral Research Fellowship

How Do I Go About Connecting on **LinkedIn**?

The Advocate

How can I find positions that align with my core values?

- Knows you on a personal level
- Trusted sound board
- Likely a family member or friend

The Strategic “In”

Would You be willing to connect me?

- Well connected individual
- Demonstrates willingness to make connections on your behalf
- Likely alumni, past internship advisor, or professor

The Subject Matter Expert

Where have professionals with my skills been most successful?

- Offers superior insight on a specific industry
- Can give an unbiased opinion
- Likely an alumni contact, professor, or family contact

BUILDING

Break Out of Your Silo

Don't make the mistake of waiting until you need a job to start building your network. Building relationships and finding a job takes time. Break out of your comfort zone—and college silo—to lay this groundwork early on. Share your goals with friends, family and co-workers so they know how to help you.

Build Your Own Board of Advisors

Reap the benefits of your network by selecting a handful of people you trust and can lean on for straightforward advice. After selecting your “board,” reach out with tailored questions. Consider utilizing LinkedIn's Alumni Tool to reach out and build your board of advisors.

RELATIONSHIP

Nurture Your Current Network

Deepening ties with past and present mentors and professors will increase the value of your network. Be sure to add these people as Connections, and send friendly LinkedIn messages every few months. Offer up your assistance, if it seems relevant. It might sound simple, but these small gestures will add up to future success

STRATEGIES

Don't



- Half-way complete your Profile
- Use your profile like it is a typical social network
- Send multiple requests to people you don't know
- Overuse buzzwords



Do

- Include a Personalized Invitation When Connecting
- Join Professional Groups of Interests
- Pay Attention to Detail (Grammar, etc)
- Keep Your Profile Updated

LinkedIn Tools and Settings

Job Search
Recruitment

Learning Center

Groups

Articles



The background consists of several overlapping, curved bands of varying shades of blue and white, creating a dynamic, abstract pattern. The colors range from a deep navy blue to a light, almost white blue. The bands curve from the top left towards the bottom right, creating a sense of movement and depth.

Create a Unique URL

In a Google search your LinkedIn profile will be among the top of the list. You have the opportunity to decide how your public profile is viewed.

Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/joslynjohnson 

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility

On

The background features several overlapping, curved bands of varying shades of blue and white, creating a dynamic, abstract pattern. The colors range from a deep navy blue to a light, almost white blue.

Understanding The Alumni Tool



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Free Upgrade to Premium

Wharton EMBA Degree - Earn your MBA on the weekends without interrupting your career. Ad ...



Stanford University

Stanford, CA • 202,116+ alumni • 554,172 followers

Following

See alumni



26 connections work here.
See all 22,240 employees on LinkedIn →





Search



Free Upgrade to Premium



Stanford University Career Insights

Change university ▼

Attended ▼ Start year: 1900 to End year: 2018

Search alumni by title, keyword or company

[< Previous](#) [Next >](#)

202,116 alumni

Where they live

+ Add

151,704 | United States



68,988 | San Francisco Bay Area



11,035 | Greater New York City Area



9,963 | Greater Los Angeles Area



Where they work

+ Add

5,579 | Stanford University



3,164 | Google



1,803 | Apple



1,035 | Facebook



What they do

46,515 | Business Development



26,280 | Education



25,339 | Engineering



15,589 | Research



The background features a series of overlapping, curved, abstract shapes in various shades of blue, ranging from a deep navy to a light sky blue. A prominent white curved band sweeps across the lower-left portion of the frame. The overall composition is clean and modern.

Job Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Free Upgrade
to Premium

Next steps in your job search (4)



Where are you in your job search?

Actively applying

Casually looking

Not looking, but open to offers

Not open to offers

Skip

Your answer helps determine when we contact you about jobs. Your Career interests are private. [Learn more](#)

Jobs you may be interested in

Based on your Profile and Career interests

Any job title · 11 locations · 59 industries · 0 to 10,000+ employees ... [Update Career interests](#)

Career interests

Privacy settings

Let recruiters know you're open

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)



Note to recruiters

What would you like recruiters to know?

0/300

Get contacted by phone

By providing your phone number you agree to allow recruiters on LinkedIn to contact you by phone and SMS. [Learn more](#) For security, a verification code will be sent to your number by SMS.

Country Code

(+1)United States ▼

Phone number

Your phone number

Submit

Your career interests help determine what jobs you're recommended.

Your career interests help determine what jobs you're recommended.

Where are you in your search?

Status ▼

When would you like a new job?

Start date ▼

What job titles are you considering?

[+ Add title](#)

What types of jobs are you open to?

- Full-time
- Contract
- Part-time
- Internship
- Remote
- Volunteer
- Temporary

Which industries do you prefer?

What size company would you like to work for? (Number of employees)

1 ▼ to 10,000+ ▼

Wait... But there is More!



The Student Job Hunting Handbook Series

Packed with insights and tips from our 400 million+ members, this series is designed to help students move into the professional world with confidence. Whether you're in your senior year or a few semesters out, this series will give you the preparation you need to start your career.

Make sure you signed in and included your e-mail. I will be sending you a link to the LinkedIn Student Handbook!

Contact Information:

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