

# Linked in CDSS x Inployable: Rock Your LinkedIn Profile





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Toronto, ON

# Meet today's host

# What you do on other social media



#### I like donuts



Watch me eat a donut



Here's a cool photo of my donut



Here's a donut recipe



I'm listening to "Donuts"



Anyone want a donut?



# On LinkedIn: A professional mindset



I hope to operate a donut franchise one day.



I'm looking for a job at a donut company.



I have three years of experience making donuts.



My top skills are donut production and sales.



Here are 3 recommendations from former donut colleagues.



Build your professional network and connect to opportunity

#### 2.9 million groups on LinkedIn to grow your community



3 people are hired every minute on LinkedIn, with 57 million+ employers on the platform

> More than 740 million professionals in over 200 countries are on LinkedIn

# Build your LinkedIn profile

- 1. Set up your account
- 2. Profile vs. resume
- 3. Take a great photo
- 4. Edit your profile



#### Linked in

Join now

Sign in

Welcome to your professional community

Q Find jobs, people, and more



#### Build your LinkedIn profile

# Set up your account

Visit LinkedIn.com on a desktop computer, or download the mobile app.









# Profile vs. resume

There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

- Speaks to all potential employers, not just a single one
- Goes into more detail with skills, projects, interests, certifications, and more
- Allows other professionals and employers to interact, learn, and contact you
- Contains recommendations and endorsements





### Add a photo

#### Members with a photo get up to:



#### → Best practice: Include a background photo – consider a company hashtag, logo or brand photo



## Record your name



Pronounce your name for others and make a great first impression.



Update on mobile



10 secs, limit background noise



Hold phone 4in away



#### Add your pronouns

#### **Show up as your authentic self** Optional to add, you set visibility



70% of job seekers believe it's important that recruiters know their gender pronouns



72% of hiring managers believe it's important & shows respect

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# Update your headline

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Your LinkedIn by line defaults to your title – you have **flexibility** here!

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# Craft a summary

Your "elevator pitch"



Featured in your **'About' section.** 



Focus on career accomplishments and aspirations





→ Best practice: first person, paragraph format.

Edit Intro	
Headling *	
Passionate about connecting customers into solutions that help grow and scale their businesse	
Current Position	
Current Position Vice President, Global Sales at ABC Sales Technologies	

#### Summary

As a sales leader with over 25 years of experience, I'm passionate about connecting customers into solutions that help grow and scale their software businesses. My sales organization is focused on delivering excellence, delighting customers and solving large software challenges at scale. Leadership is a privilege, and I feel fortunate to lead an organization where employees connect into their passion and purpose every day. I believe that culture and talent help us bring our mission to life.

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# Detail your experience

Member with up-to-date positions receive up to:

5x more connection requests

5x more Profile views





#### Experience



Founder Sunday Dinner · Self-employed Sep 2013 – Present · 7 yrs NYC

Sunday Dinner is a marketing strategy consultancy focused on building stronger marketing organizations. They help companies rethink their marketing strategy and deliver on it by orchestrating new approaches to organizational design and external partner relationships.

Often dubbed a CMO whisperer, her works helps executive-level marketers stay closely connected to what's next and new. In 2020, she has been working closely with clients to reimagine the marketing org design to strip back silos and build integrated teams. In these new organizations, the focus is then to build continued skill set evolution, collaborative learning, and a modern approach to partnership with creative agency services. Lindsey is known for having her finger on the pulse of new ideas and models to quickly move from idea to reality with clients who crave to build new capabilities, fresh team structures, and of course, creative service models that access the best and brightest next-generation thinkers.

We're proud to support our partners such as Target, Union Pacific, NBCU, Microsoft, Nickelodeon, Stitch Fix & MassMutual who are innovating from within as they find new ways to bring great work and partnerships to life.

And, yes we have dinners. Please come for dinner. see less



#### Founding Member

Chief Jan 2019 – Jul 2020 · 1 yr 7 mos Greater New York City Area

Chief is the vetted network dedicated to connecting and supporting women in leadership. Chief was designed to bring more women into positions of power and keep them there.

A distant sectors



# Add volunteer experience

Members who add volunteer experience get up to:



6x more profile views

→ Best practice: include board seats.



#### Feature content



Bring your story to life by pinning rich media content you're proud of to your **'Featured'** section



You can **edit** this frequently. For example to include your most recent LinkedIn post







# Use your network on LinkedIn to connect to opportunity

- 1. Message connections
- 2. Ask for informational interviews
- 3. Request referrals
- 4. Request recommendations
- 5. Add value and engage

Did you know? LinkedIn members are 4X more likely to get hired when referred

# Lauren's story: Your network can help you get the job

Use your network

### Message connections

Send messages to your connections directly from:

The LinkedIn messaging page

✓ Your connections page





If you don't know the person you're messaging in real life, clearly explain why you are reaching out.



**Erin King** • Mobile • 12m ago



Erin King · 1st Brand Communications Director, Runity

**DEC 18** 

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Kate Kiefer • 10:10 AM

Hi Erin,

I'm currently exploring careers in communications, and admire your experience and accomplishments in the industry. I'd appreciate the opportunity to hear about your career journey.

Would you be available for a 20-minute chat over the phone or in person in the next few weeks?

I look forward to hearing from you.

Kate

### Ask for informational interviews

The purpose of an informational interview is for you to:

Gain advice on your career path

- Learn about an industry you are interested in
- Learn about a specific company you'd like to work for
- Establish a professional bond



After an informational interview, professionals may also consider you for future job openings they learn of.



#### Seth Soon

• Mobile • 30m ago



Seth Soon · 1st Program Manager, FixDex Communications

**JAN 12** 

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Kate Kiefer • 2:02 PM

Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,

- Kate

# Request referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- ✓ Why you are interested in the specific role
- Your appreciation for your connection's consideration

DID YOU KNOW? More than 60% of the workforce has referred someone to work at their company.





#### Request recommendations

Recommendations on LinkedIn are like references from people in your network.

On a connection's profile, click **More**... and then **Request a Recommendation**.

You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

Current or former managers

- Current or former colleagues, even those that were not directly on your team but who you worked closely with
- People who have mentored or advised you professionally, including through nonprofit training programs



# Add value and engage with your network





**Invest** time in your Connections and request informational interviews

Like and share things the people in your network will care about and pos

Use your network



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Join groups and exchange insights with school or program alumni

Give testimonials and recommendations to others





# Search for jobs, internships, and schools on LinkedIn

- 1. Show recruiters you're #OpentoWork
- 2. Search for career opportunities
- 3. Create search alerts
- 4. Review "Jobs You May Be Interested In"
- 5. Follow companies
- 6. Explore schools and alumni



every week

Get the help you need on your job search.



# Show recruiters you're #OpentoWork

Click "Get Started" using the option on the topcard of your profile.



Add job titles, types and locations you are interested in



Indicate whether you are available immediately or casually browsing

Choose whether you want to share you're open with all LinkedIn members or only recruiters





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#### Search for career opportunities

Use LinkedIn's search filters to find jobs and internships by:

- ✓ Keyword
  ✓ Function

- Location
- ✓ Job title
  ✓ Experience level
- Company
   Date posted



#### Create search alerts

Create search alerts to be notified when jobs you are interested in are posted by turning on "Job Alerts."

Use filters in the search bar to create alerts by:



#### Search for jobs, internships, and schools

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# Review jobs you may be interested in

For the best job recommendations, make sure your profile is filled out with accurate:



✓ Skills

Location information



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Explore employers you are interested in working for by following their company page.

Check out the "Life" section to learn more about the company's culture, values, and professional development opportunities.



Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step.





# Explore schools

Find and view the latest news from schools you have attended or are interested in attending by filtering for "Schools" using the search bar.





# Explore alumni

Explore the career paths taken by school or program alumni. By clicking "Alumni," you can view:

✓ Where alumni live

- ✓ Where alumni work
- ✓ What alumni do
- ✓ What alumni studied



Consider reaching out to anyone whose career interests you for an informational interview.





# Extra credit

Additional features and guidance to help you advance your career

- 1. Gain in-demand skills with LinkedIn Learning
- 2. Join groups
- 3. Privacy settings

#### Linked in

#### Learn Skills for In-Demand Jobs

Search and Apply for Jobs

**Prepare for Interviews** 



Start learning

#### Extra credit

# Gain in-demand skills with LinkedIn Learning

Visit opportunity.linkedin.com to start developing your skills for free.

- We've identified 10 jobs that have the greatest number of job openings, steady growth over the last 4 years, pay a livable wage, and require skills that can be learned online.
- Learning paths teach skills for in-demand jobs including project manager, digital marketer, sales representative and more!





#### Extra credit

# Gain in-demand skills with LinkedIn Learning

Visit opportunity.linkedin.com to start developing your skills for free.

We've also unlocked learning paths relevant to every professional, including:

- Master critical soft skills
- Learn the latest virtual collaboration tools



#### Linked in

#### Learn Skills for In-Demand Jobs Search and Apply for Jobs Prepare for Interviews

#### Prepare for the interview with these resources

Once you've landed the interview, we want to help you ace it. Here are courses, interactive tools, and common Q&A to ensure you do.



#### Here are 2 free LinkedIn Learning courses to help you shine on-screen



Extra credit

# Gain in-demand skills with LinkedIn Learning

Visit opportunity.linkedin.com to start developing your skills for free.

We've also unlocked learning paths relevant to every professional, including:

- Interview prep: video interview tips & digital body language
- Interview practice for the top 26 behavioral interview questions





# Join groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- Professionals in your industry
- Alumni of your school or training program



# Privacy settings

Click the "Me" icon at the top of your LinkedIn homepage.

In the dropdown menu, select "Settings & Privacy" to begin managing your preferences.

For example, you can:

- Change the language you use on LinkedIn
- Change your password
- Control your notification preferences

#### Extra credit

Account	Privacy	Ads	Communications
Login and security	Login and security		
Site preferences	Email addresses		Chang
Subscriptions and payments	Add or remove email addresses on your account		2 email addresse
Partners and services	Phone numbers		Chang
Account management	Add a phone number in case you have trouble signing	g in	0 phone number
	Change password		Chang
	Choose a unique password to protect your account		-
	Where you're signed in		Chang
	See your active sessions, and sign out if you'd like		3 active session
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# Linked in Coaches

