



LinkedIn

CDSS x Inplayable: 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.



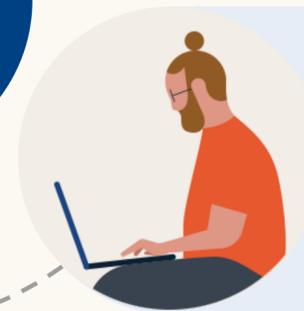
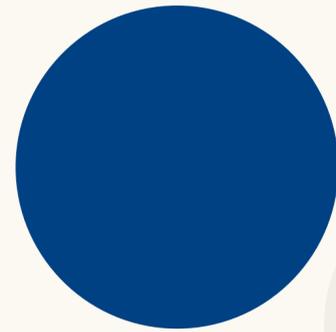
Here are 3 recommendations from former donut colleagues.



Build your professional network and connect to opportunity



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



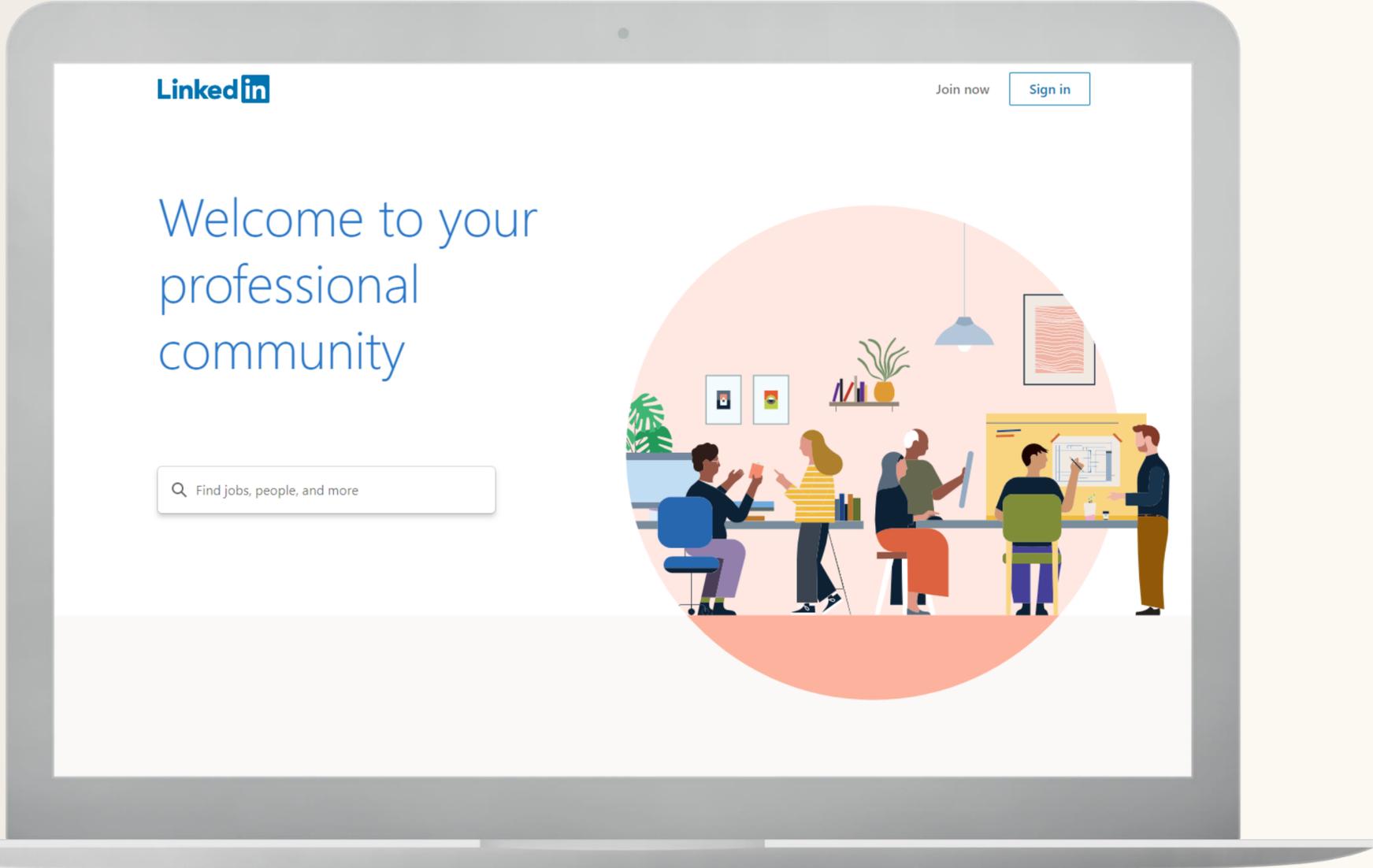
2.9 million groups on LinkedIn to grow your community

Build your LinkedIn profile

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



Build your LinkedIn profile



Set up your account

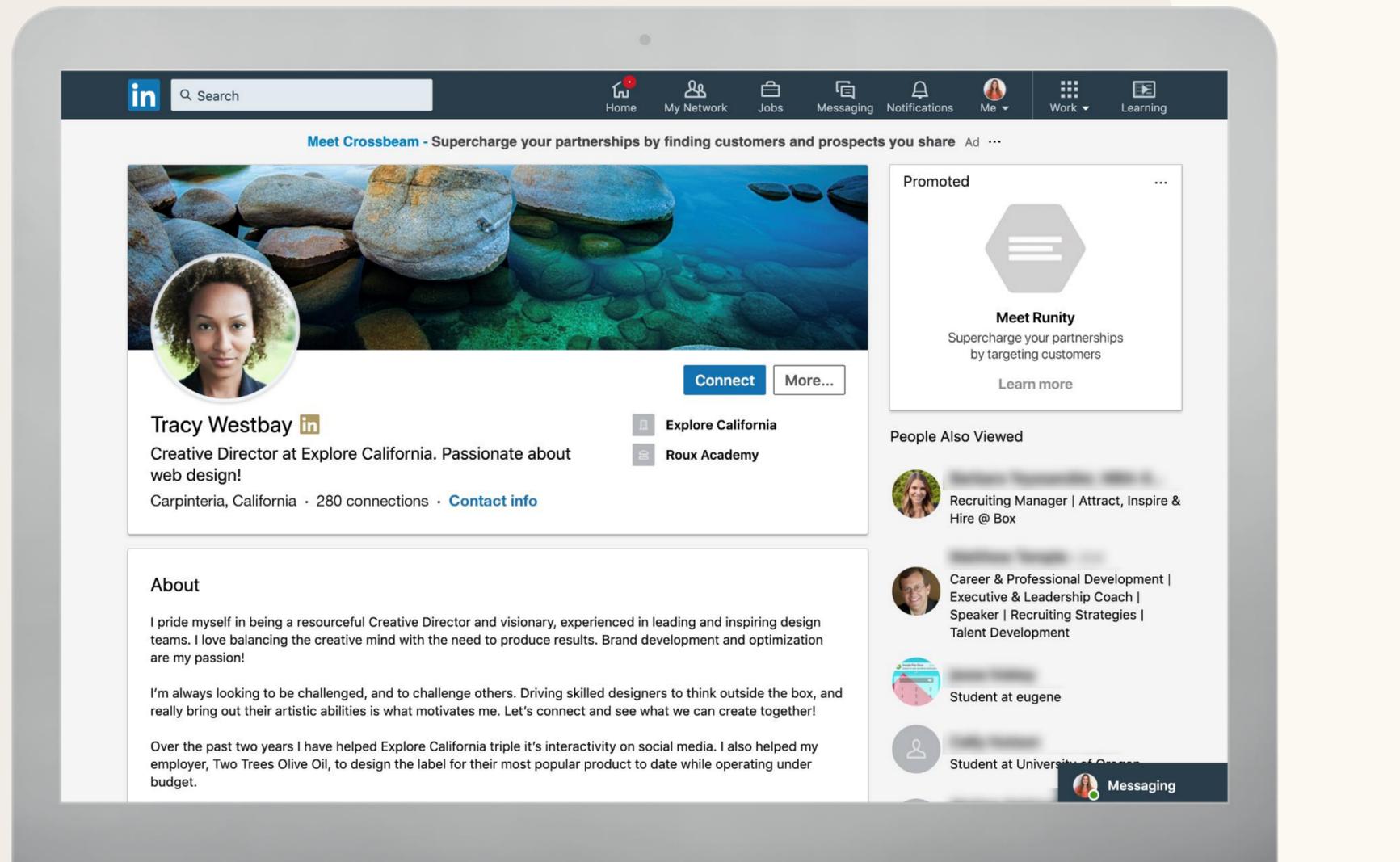
Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.



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:



9x more connection requests



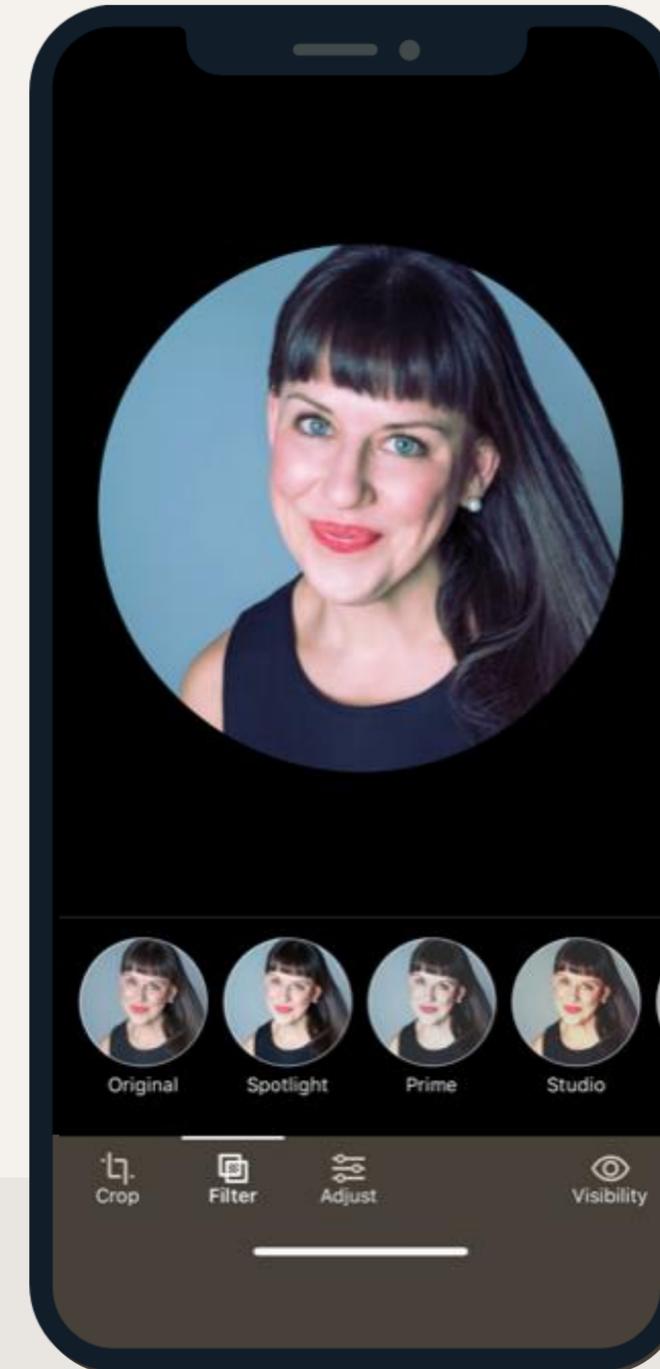
21x more Profile views



36x more messages

→ 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.



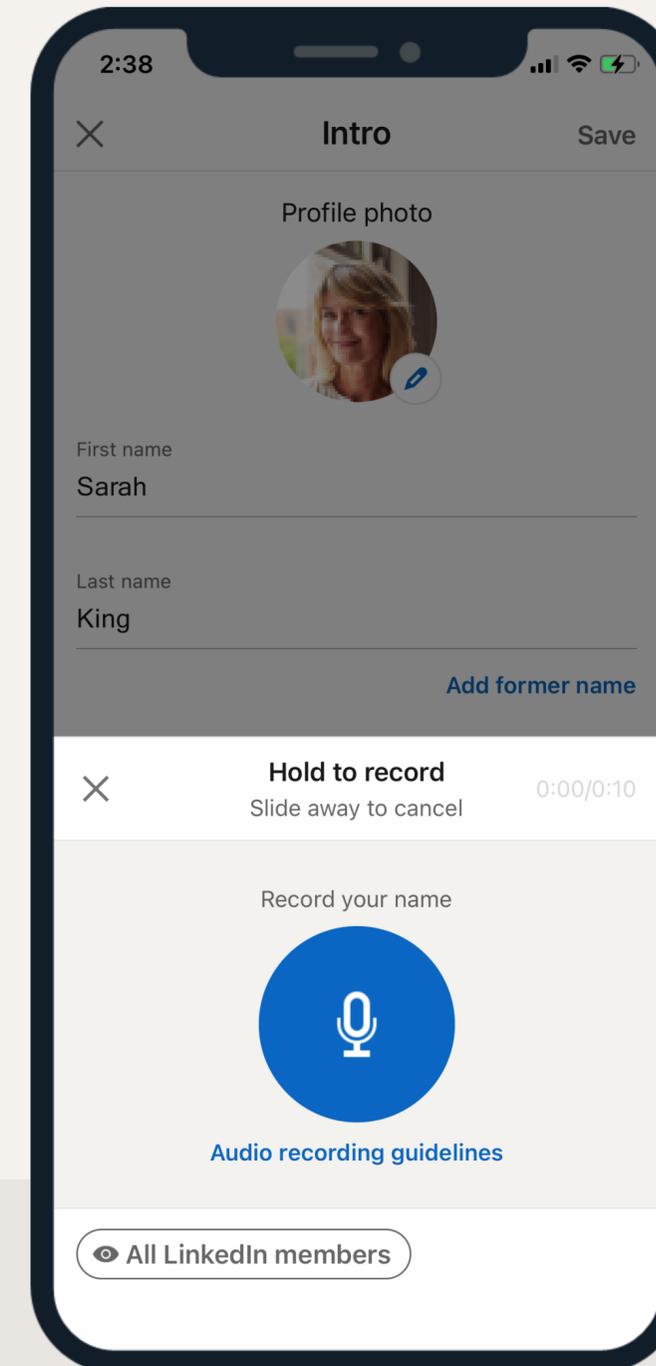
Update on mobile



10 secs, limit background noise



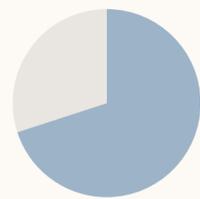
Hold phone 4in away



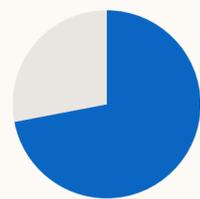
Add your pronouns

Show up as your authentic self

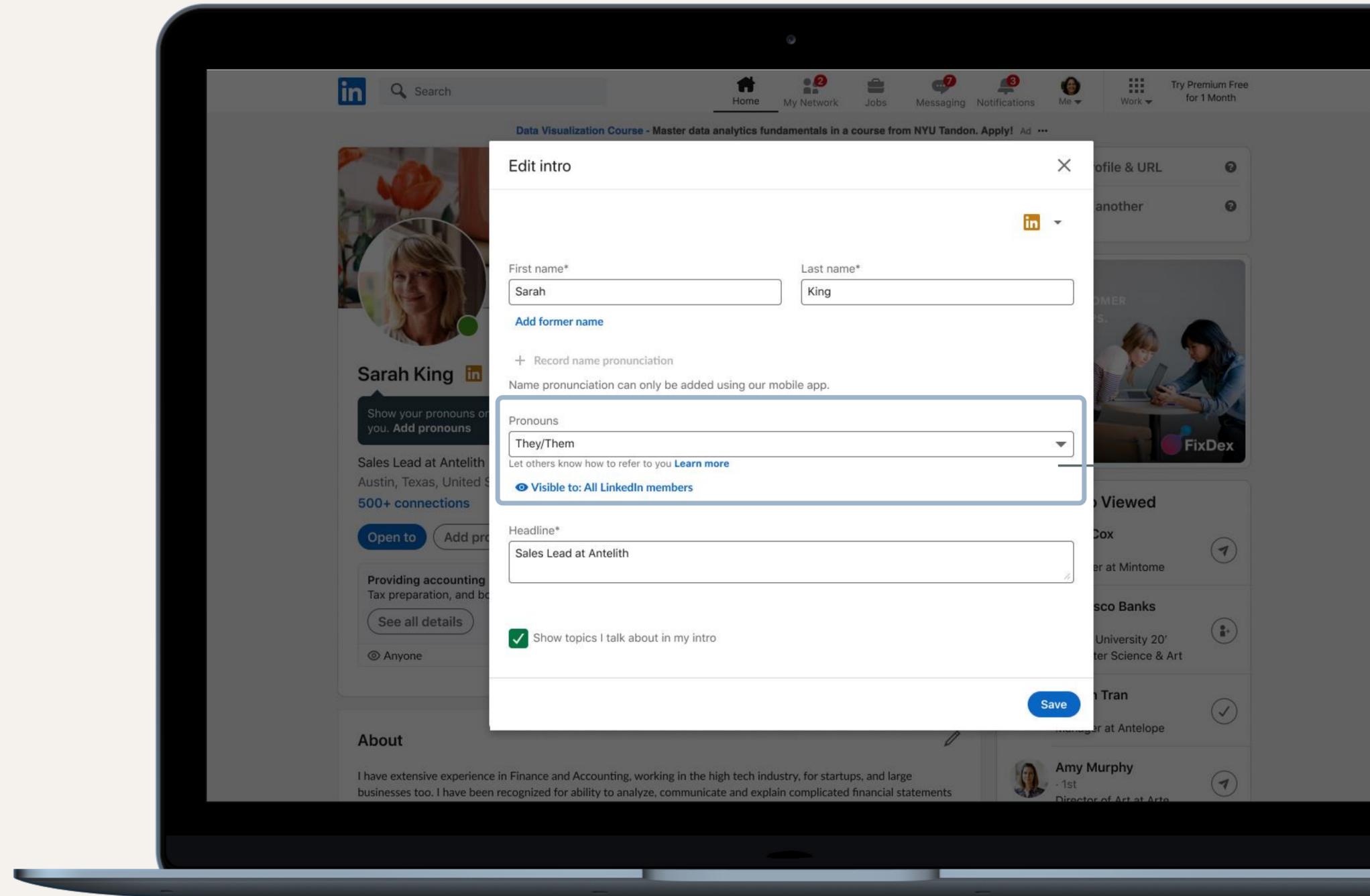
Optional to add, you set visibility



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



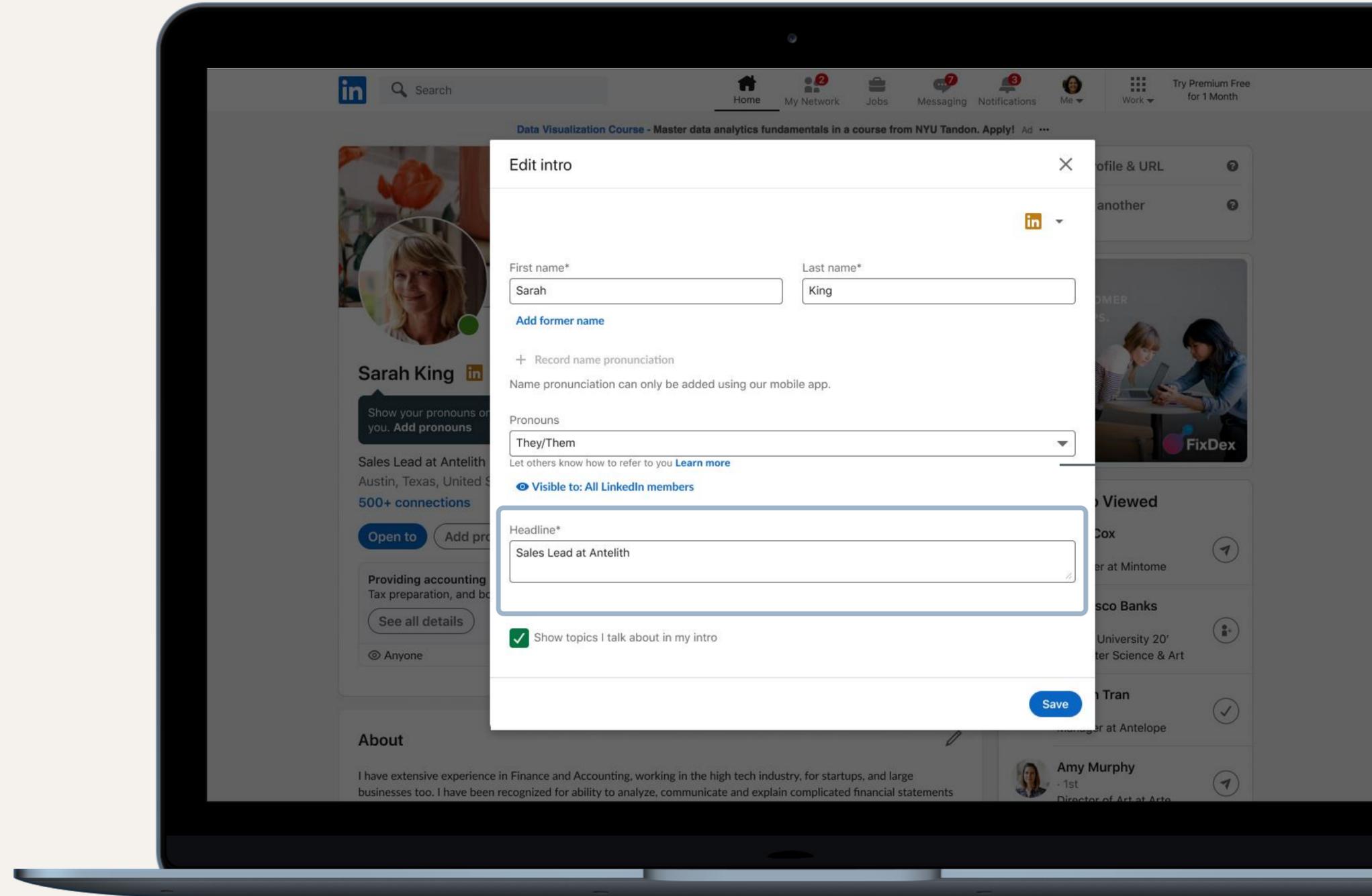
72% of hiring managers believe it's important & shows respect



Update your headline



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



Craft a summary

Your “elevator pitch”



Featured in your
‘About’ section.

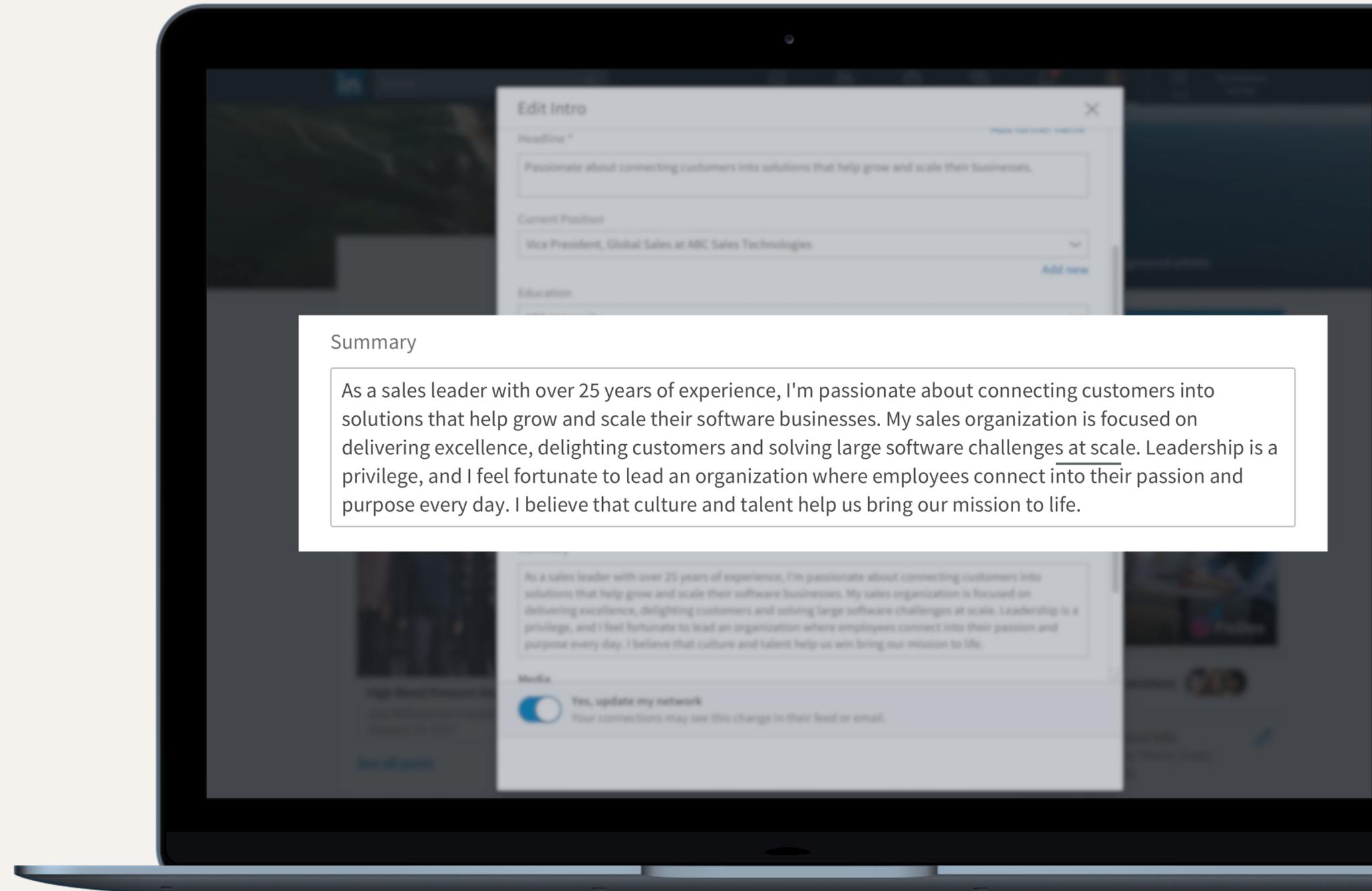


Focus on career
accomplishments and
aspirations



40+ words

→ Best practice:
first person, paragraph format.



Detail your experience

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



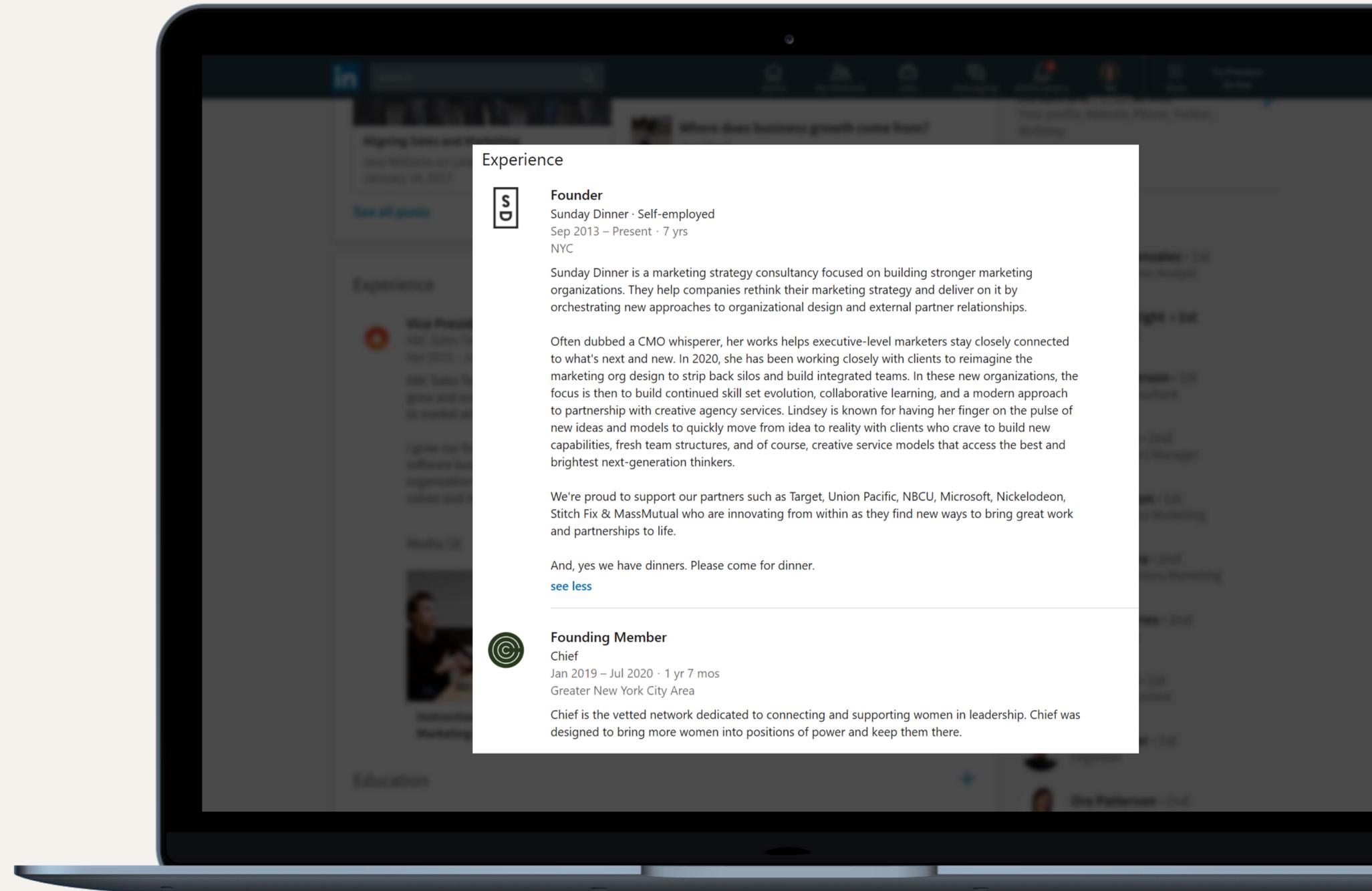
5x more connection requests



5x more Profile views



10x more messages



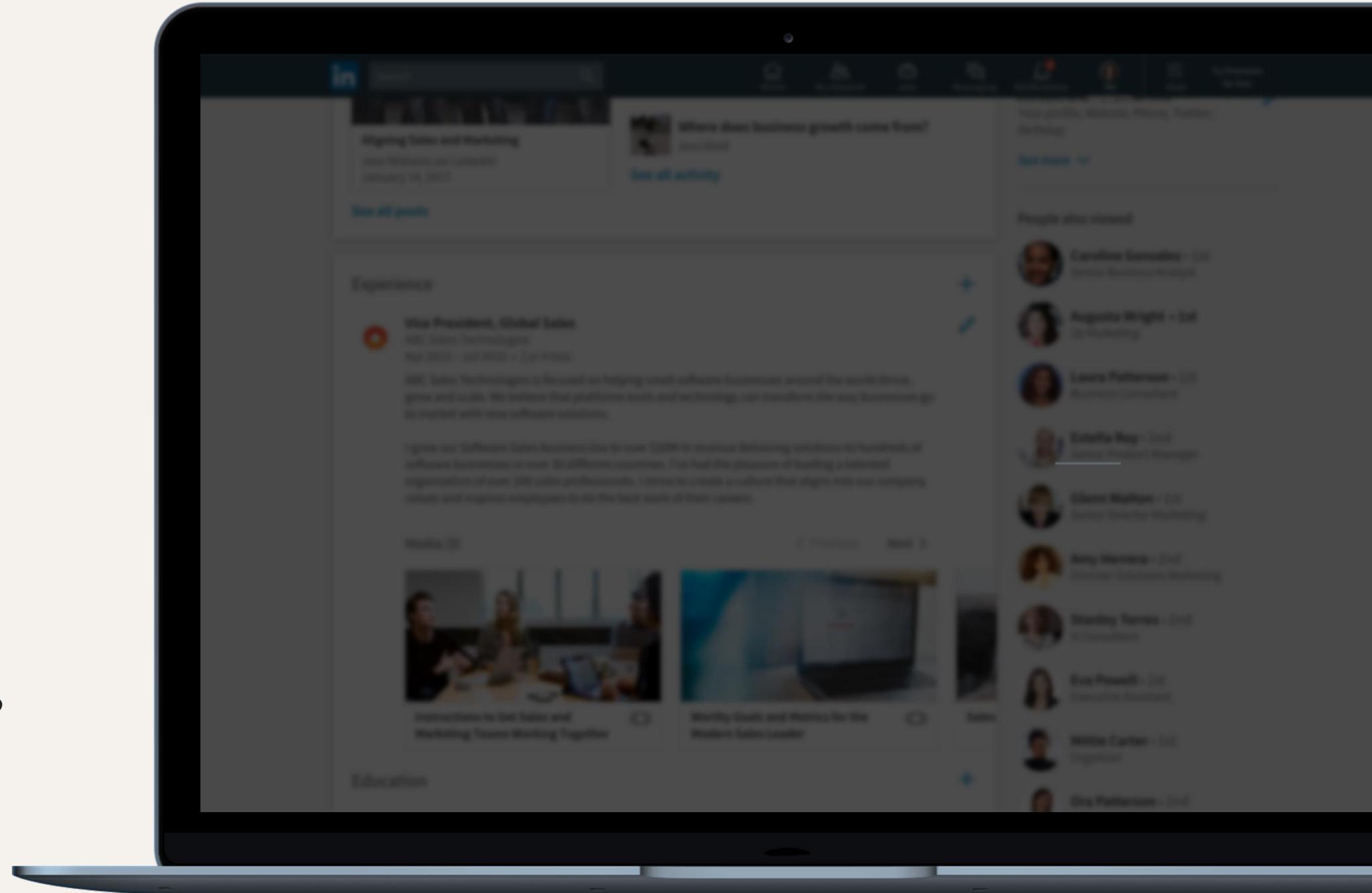
Add volunteer experience

Members who add volunteer experience get up to:



6x more profile views

→ Best practice:
include board seats.



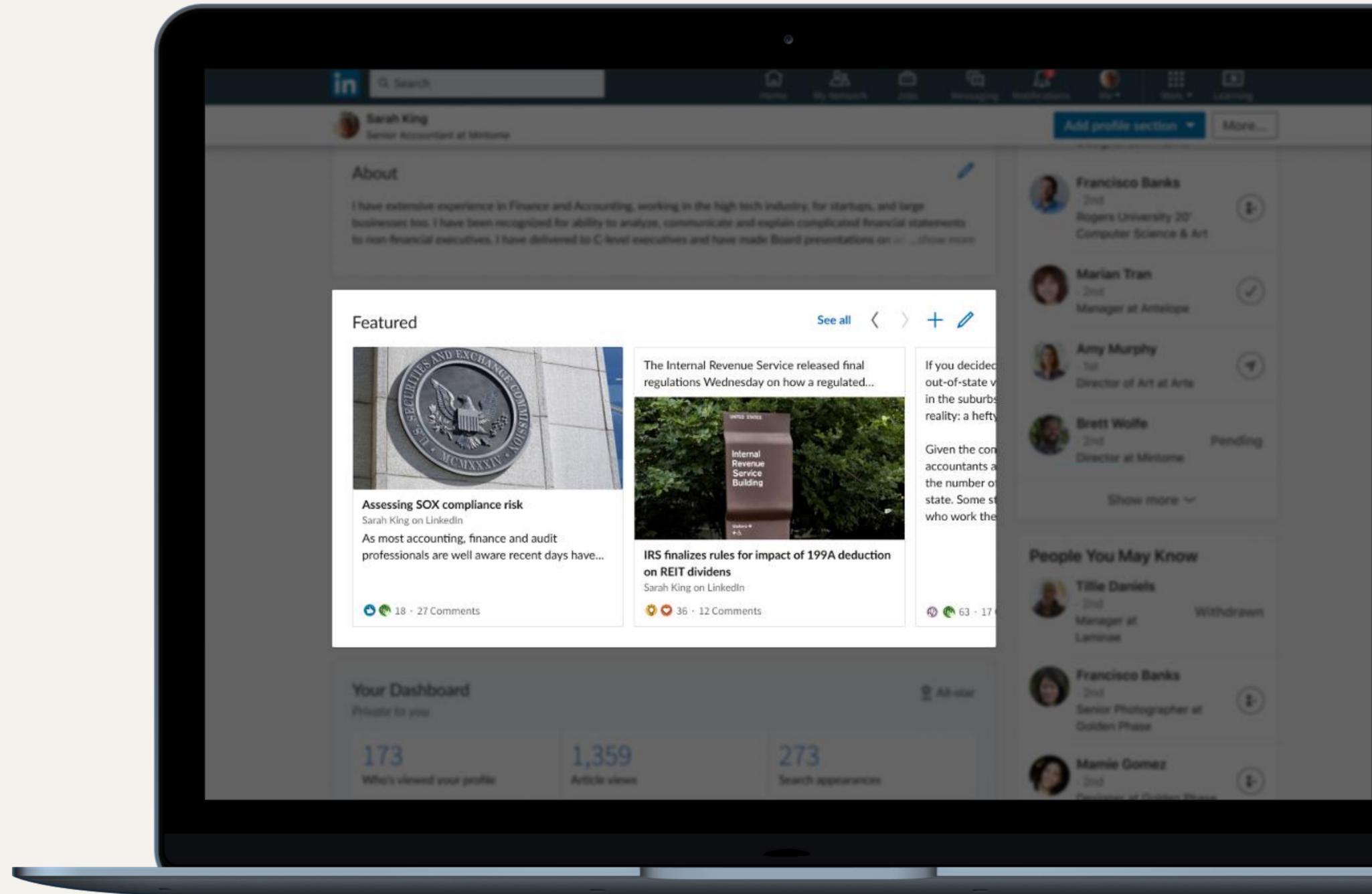
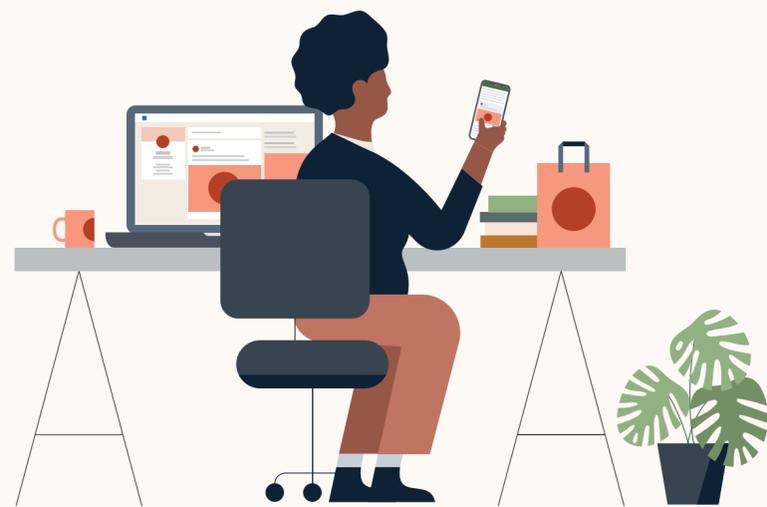
Feature content



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



Message connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile 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



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



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

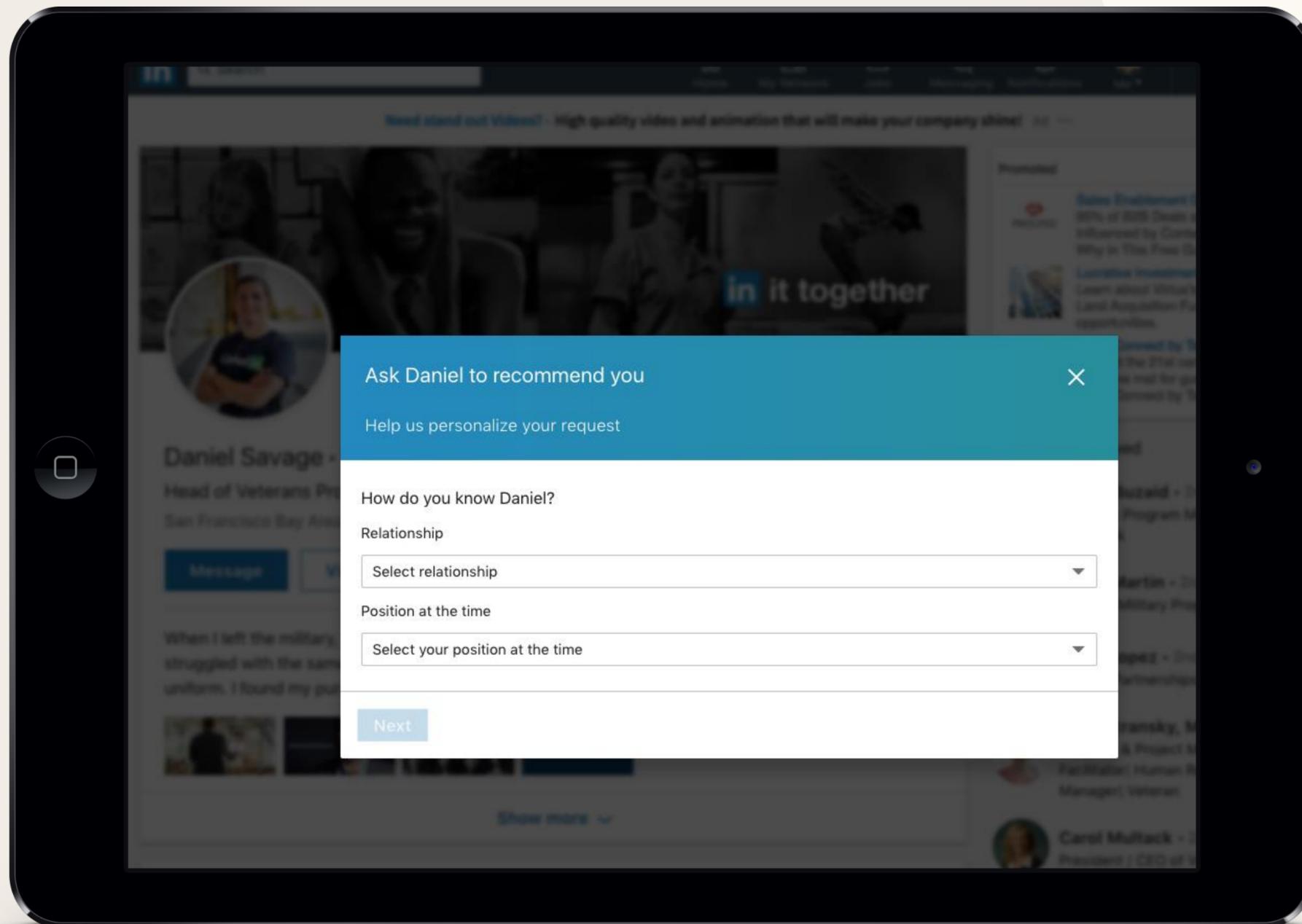
Recommendations on LinkedIn are like references from people in your network.

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

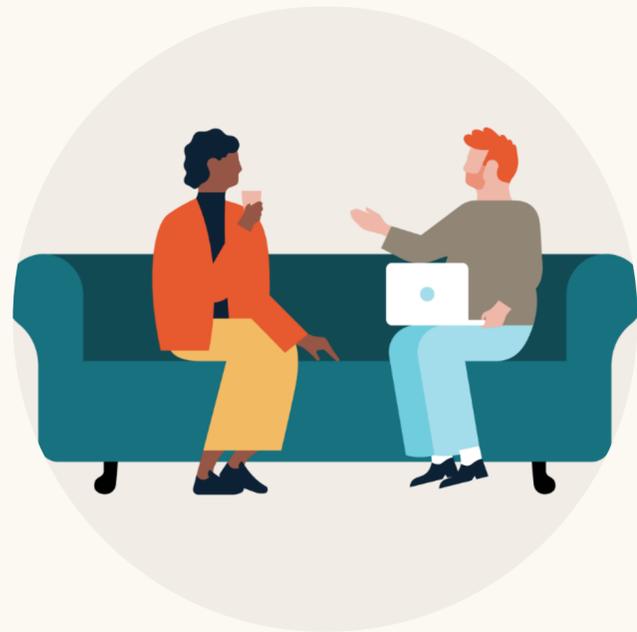
You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

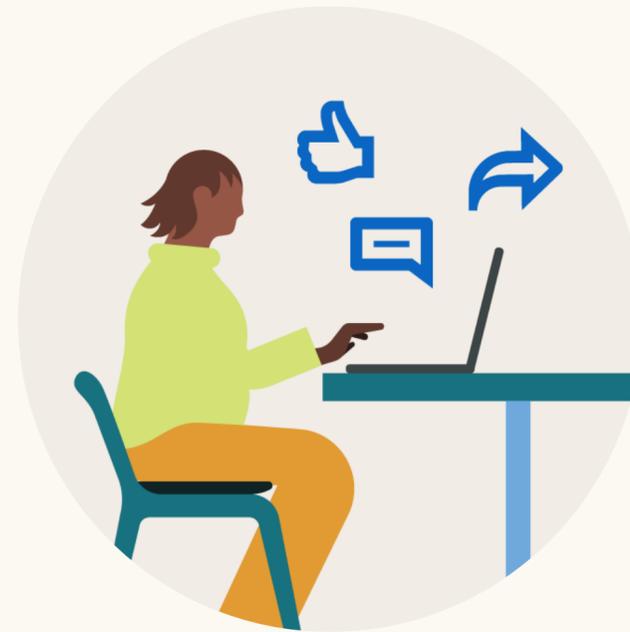
- ✓ Current or former managers
- ✓ Current or former colleagues, even those that were not directly on your team but who you worked closely with
- ✓ People who have mentored or advised you professionally, including through nonprofit training programs



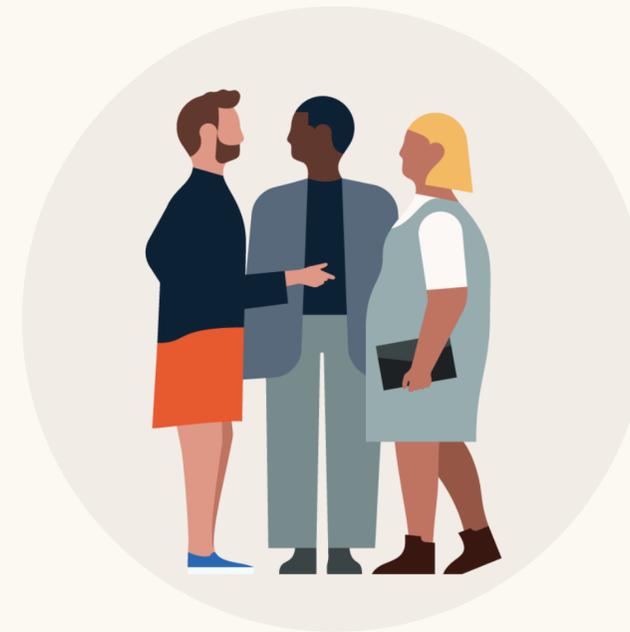
Add value and engage with your network



Invest time in your Connections and request informational interviews



Like and share things that people in your network will care about and post



Join groups and exchange insights with school or program alumni



Give testimonials and recommendations to others



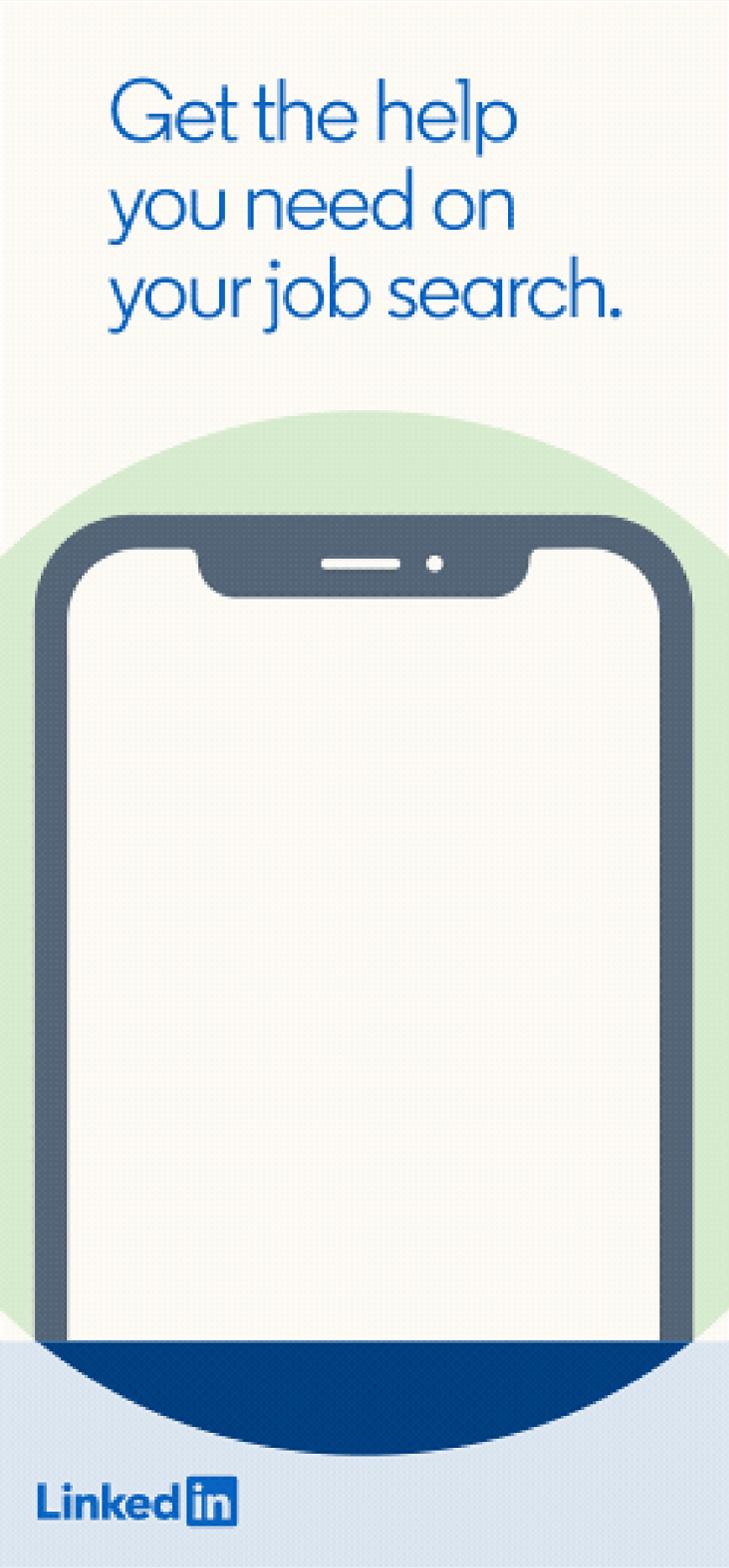
Search for jobs, internships, and schools on LinkedIn

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

Did you know?

50M+

job seekers visit
LinkedIn jobs
every week



Show recruiters you're #OpenToWork

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

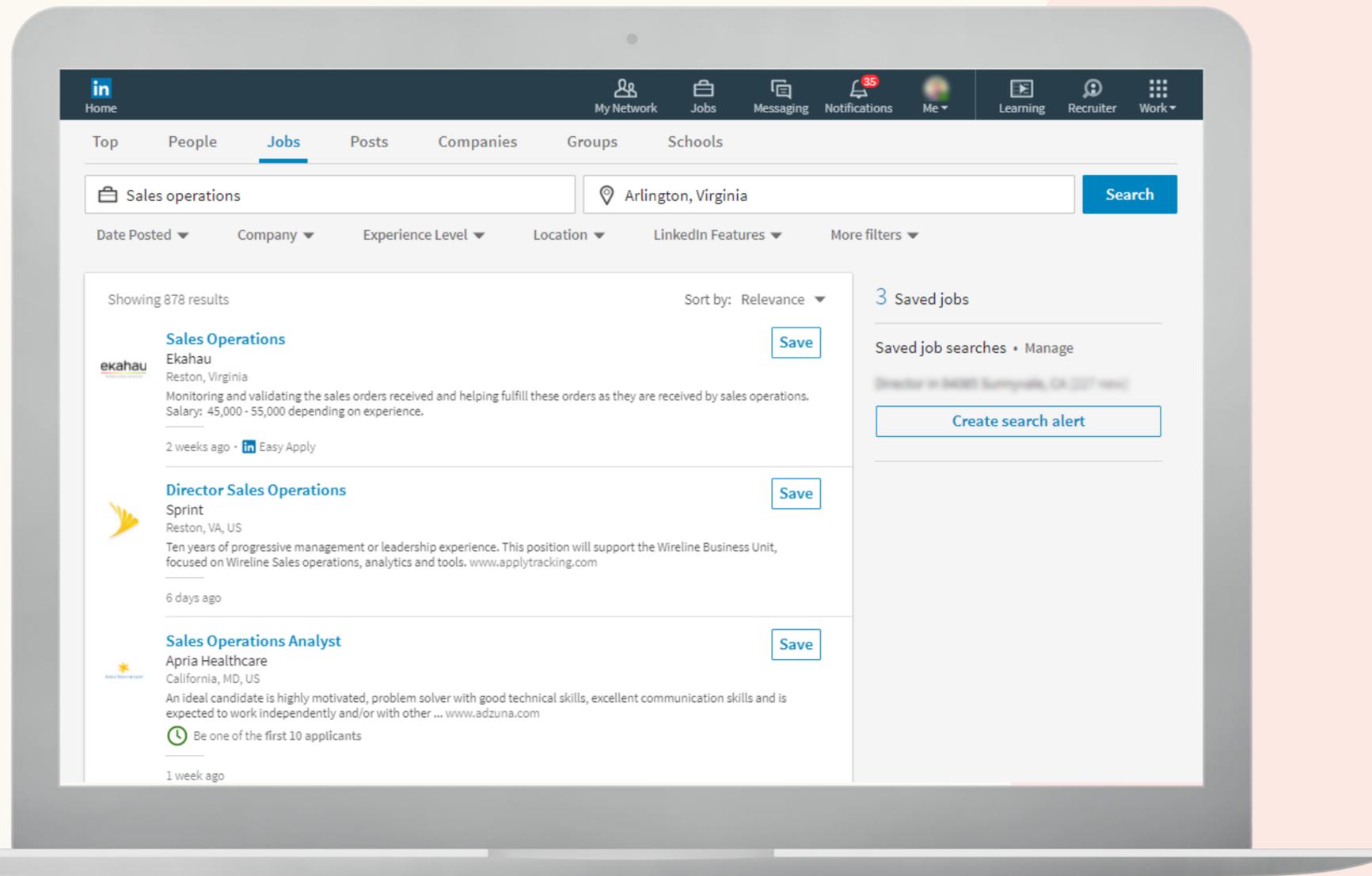
- ✓ Add job titles, types and locations you are interested in
- ✓ Indicate whether you are available immediately or casually browsing
- ✓ Choose whether you want to share you're open with all LinkedIn members or only recruiters

Search for jobs, internships, and schools

Search for career opportunities

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

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

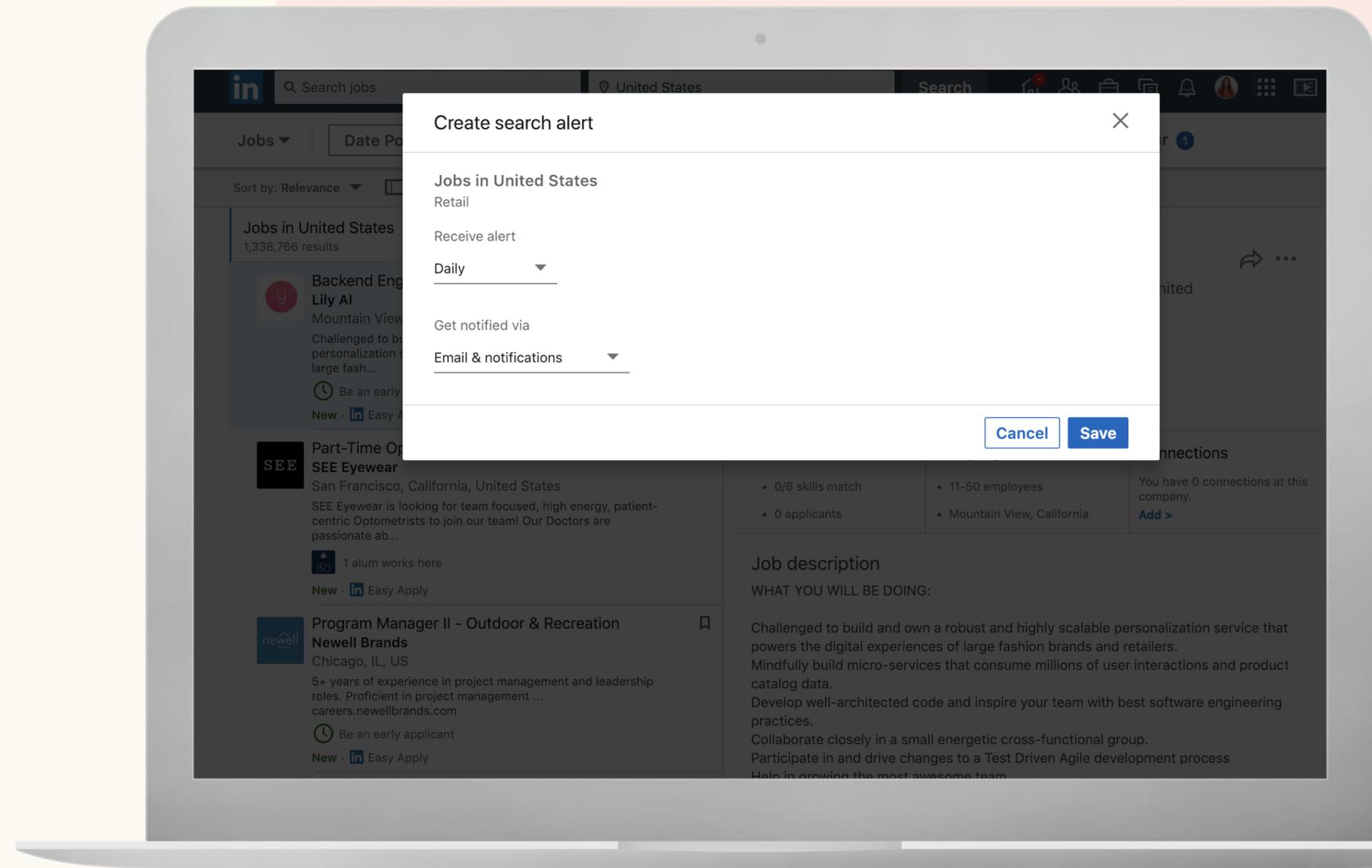


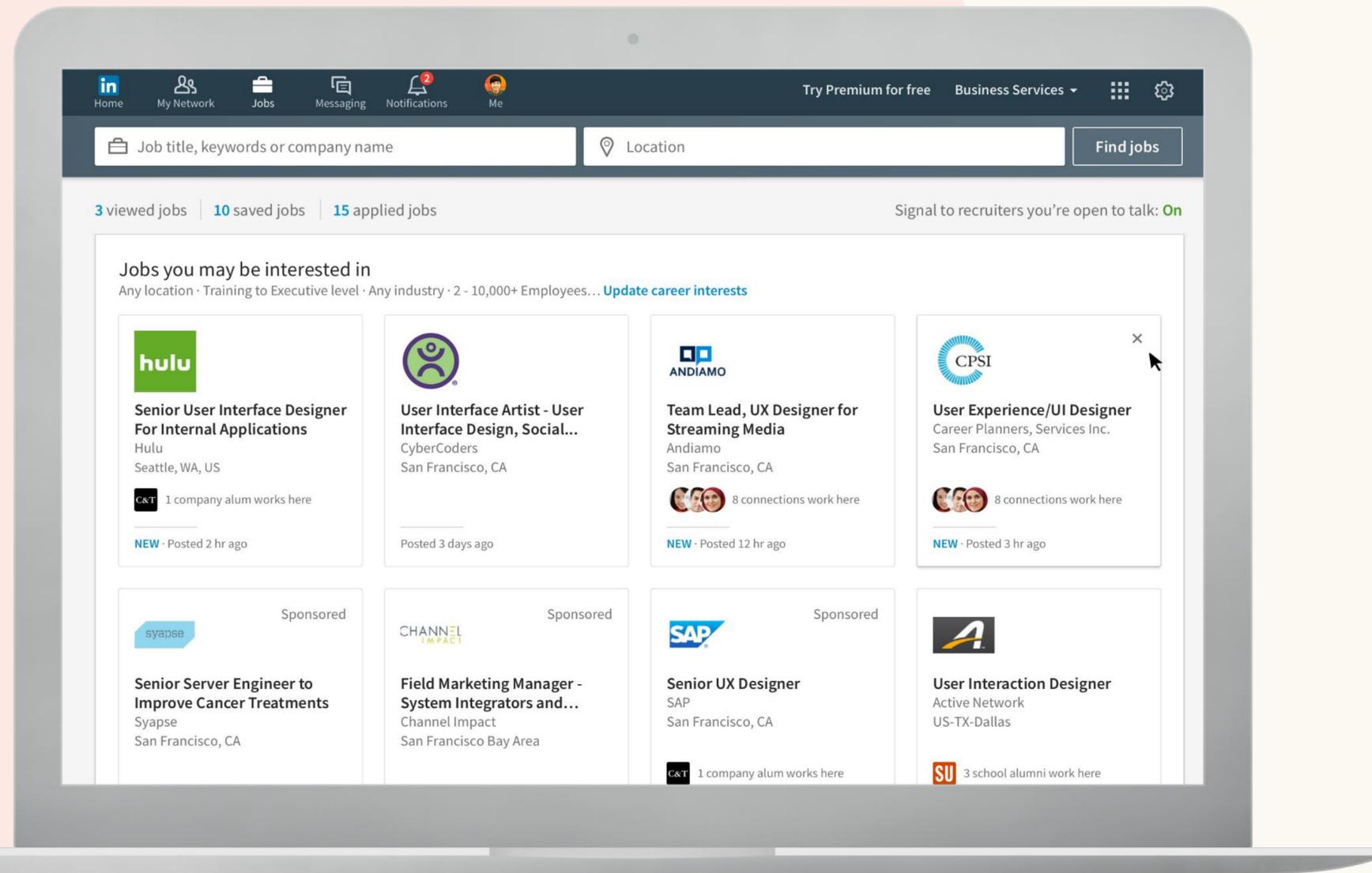
Create search alerts

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:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Industry
- ✓ Experience level
- ✓ Date posted

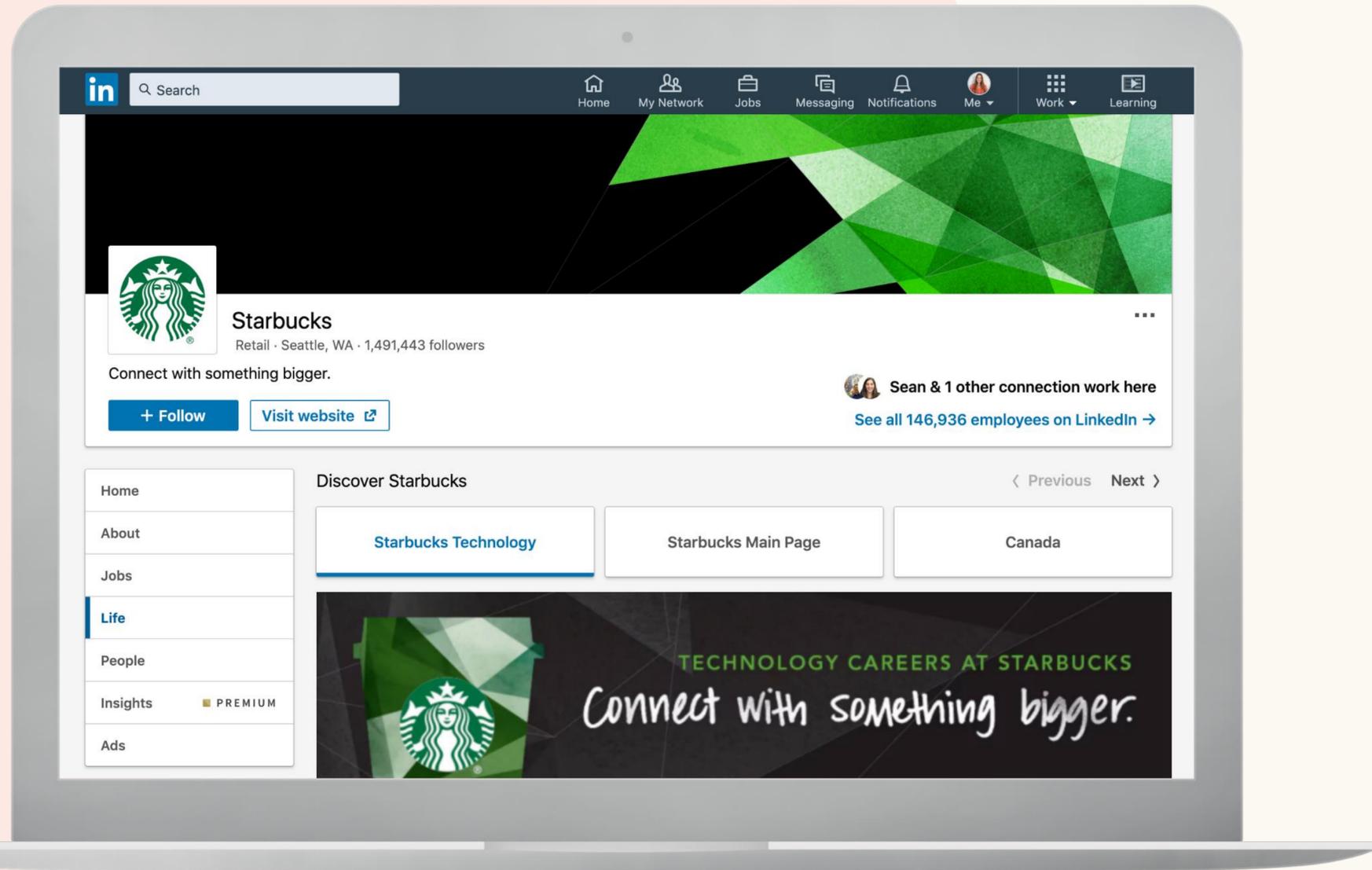




Review jobs you may be interested in

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

- ✓ Work experience
- ✓ Skills
- ✓ Location information



Follow companies

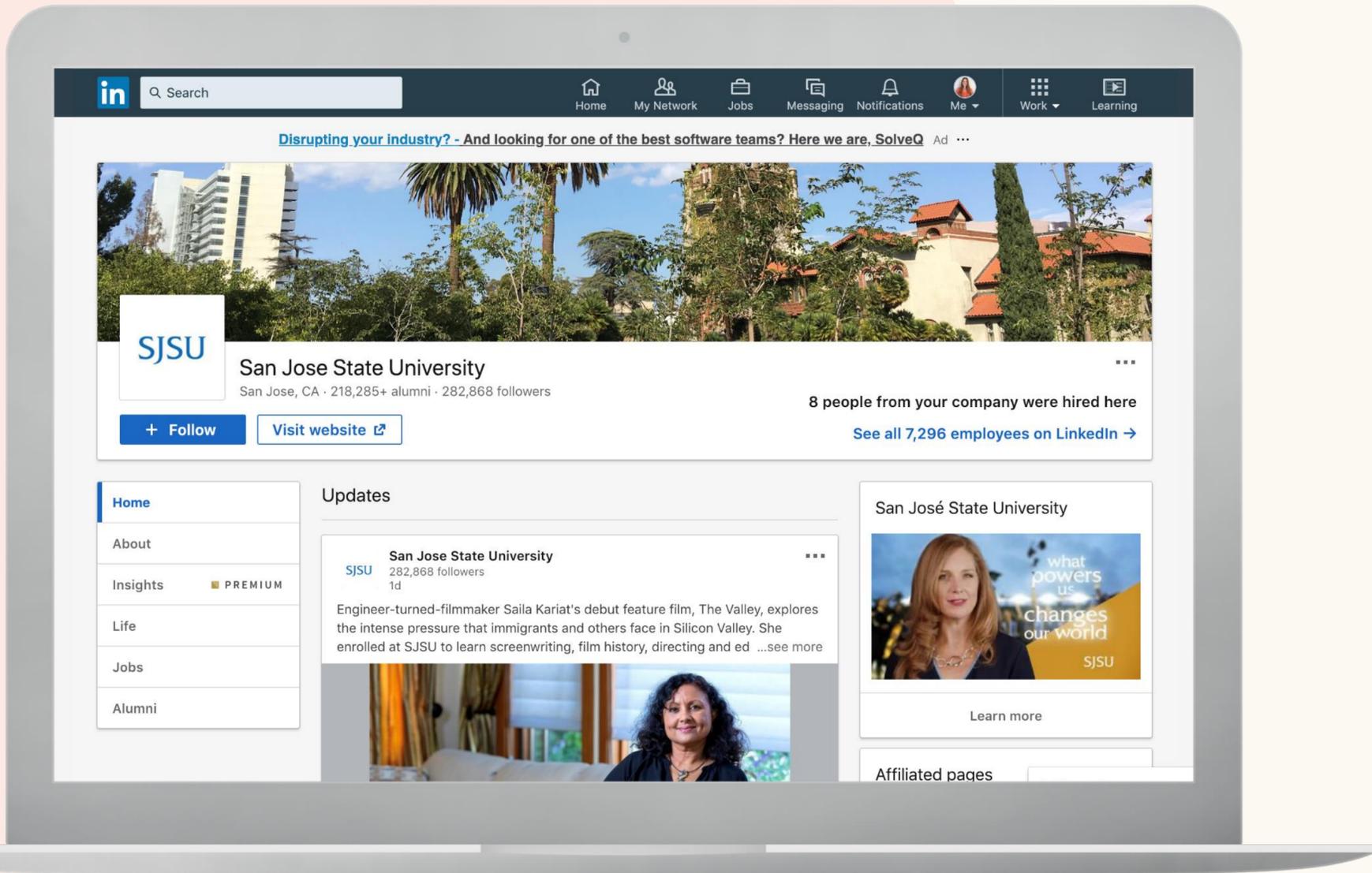
Explore employers you are interested in working for by following their company page.

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.

Search for jobs, internships, and schools



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.

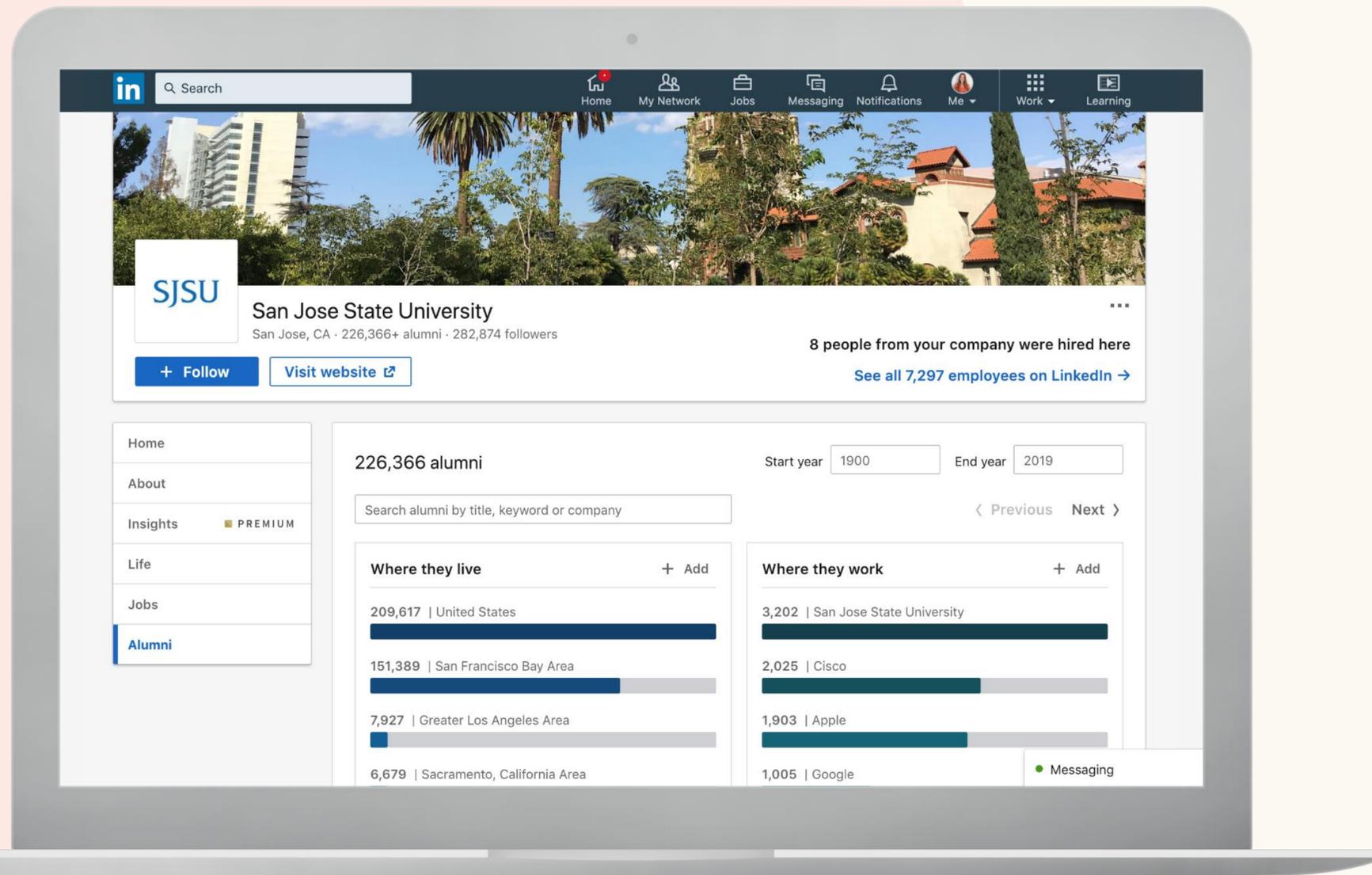
Explore alumni

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.

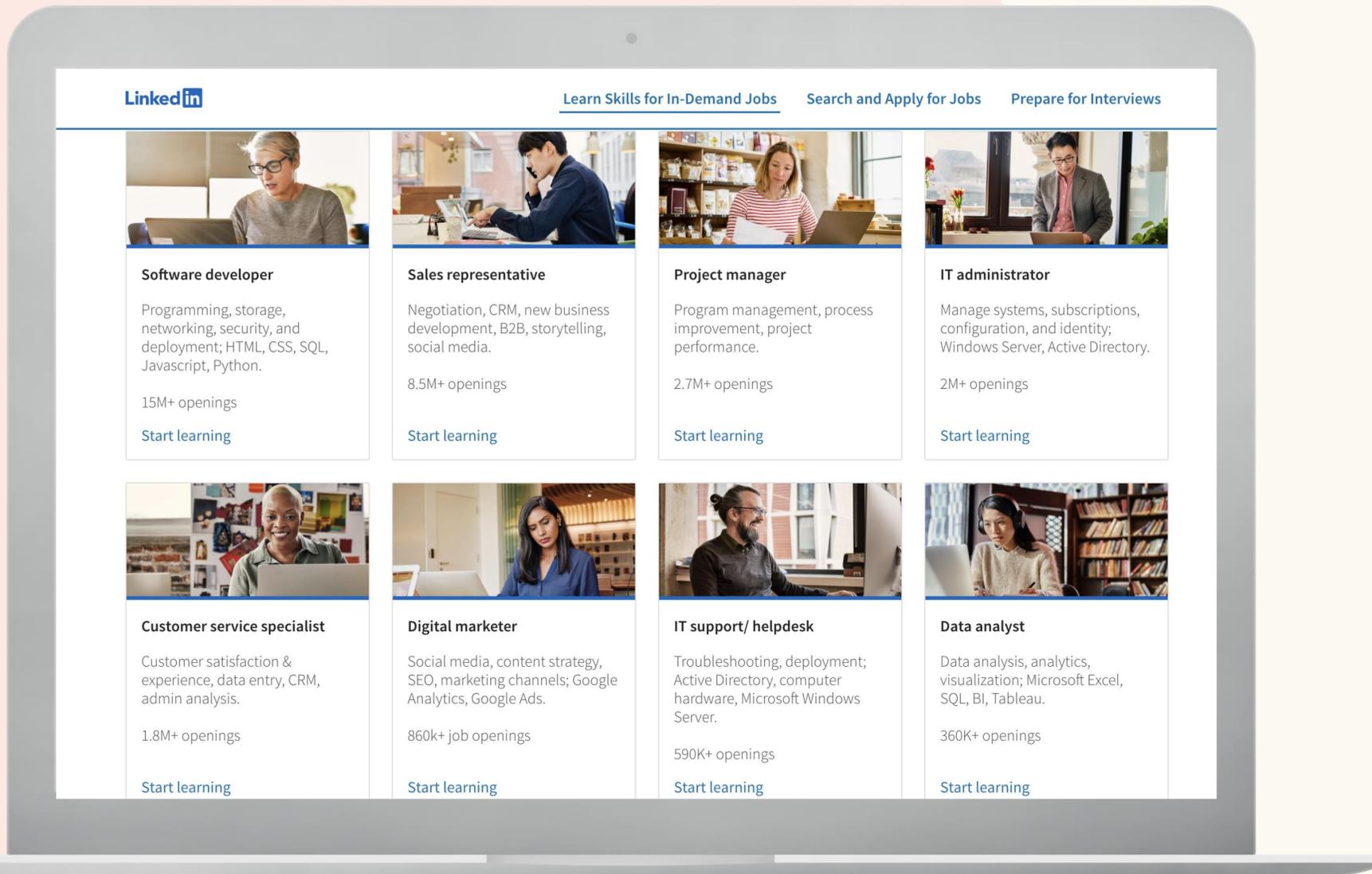




Extra credit

Additional features and guidance to help you advance your career

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



The screenshot shows the LinkedIn Learning interface with a grid of eight job opportunity cards. Each card includes a representative image, a job title, a list of skills, the number of openings, and a 'Start learning' button. The navigation bar at the top of the page includes the LinkedIn logo and three menu items: 'Learn Skills for In-Demand Jobs', 'Search and Apply for Jobs', and 'Prepare for Interviews'.

Job Title	Skills	Openings
Software developer	Programming, storage, networking, security, and deployment; HTML, CSS, SQL, Javascript, Python.	15M+ openings
Sales representative	Negotiation, CRM, new business development, B2B, storytelling, social media.	8.5M+ openings
Project manager	Program management, process improvement, project performance.	2.7M+ openings
IT administrator	Manage systems, subscriptions, configuration, and identity; Windows Server, Active Directory.	2M+ openings
Customer service specialist	Customer satisfaction & experience, data entry, CRM, admin analysis.	1.8M+ openings
Digital marketer	Social media, content strategy, SEO, marketing channels; Google Analytics, Google Ads.	860k+ job openings
IT support/ helpdesk	Troubleshooting, deployment; Active Directory, computer hardware, Microsoft Windows Server.	590K+ openings
Data analyst	Data analysis, analytics, visualization; Microsoft Excel, SQL, BI, Tableau.	360K+ openings

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!

Master critical soft skills and learn the latest virtual collaboration tools



Master critical soft skills

Set yourself apart by honing critical soft skills, from building emotional intelligence to effective listening and the ability to persuade.

[Explore courses](#)



Learn the latest virtual collaboration tools

Thanks to digital transformation, we're all collaborating in new and exciting ways, from shared docs and slides to remote work.

[Explore courses](#)

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:

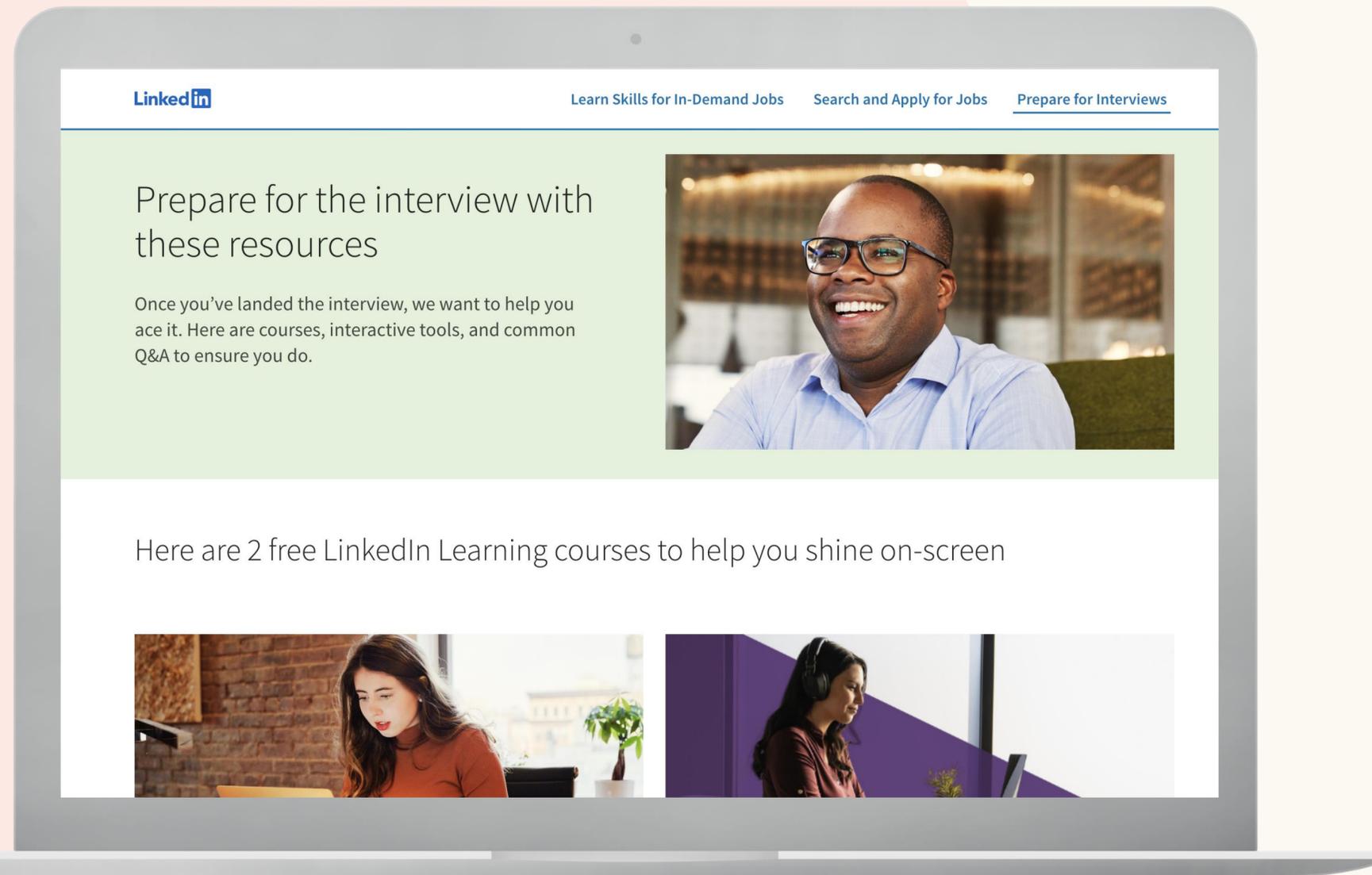
- Master critical soft skills
- Learn the latest virtual collaboration tools

Gain in-demand skills with LinkedIn Learning

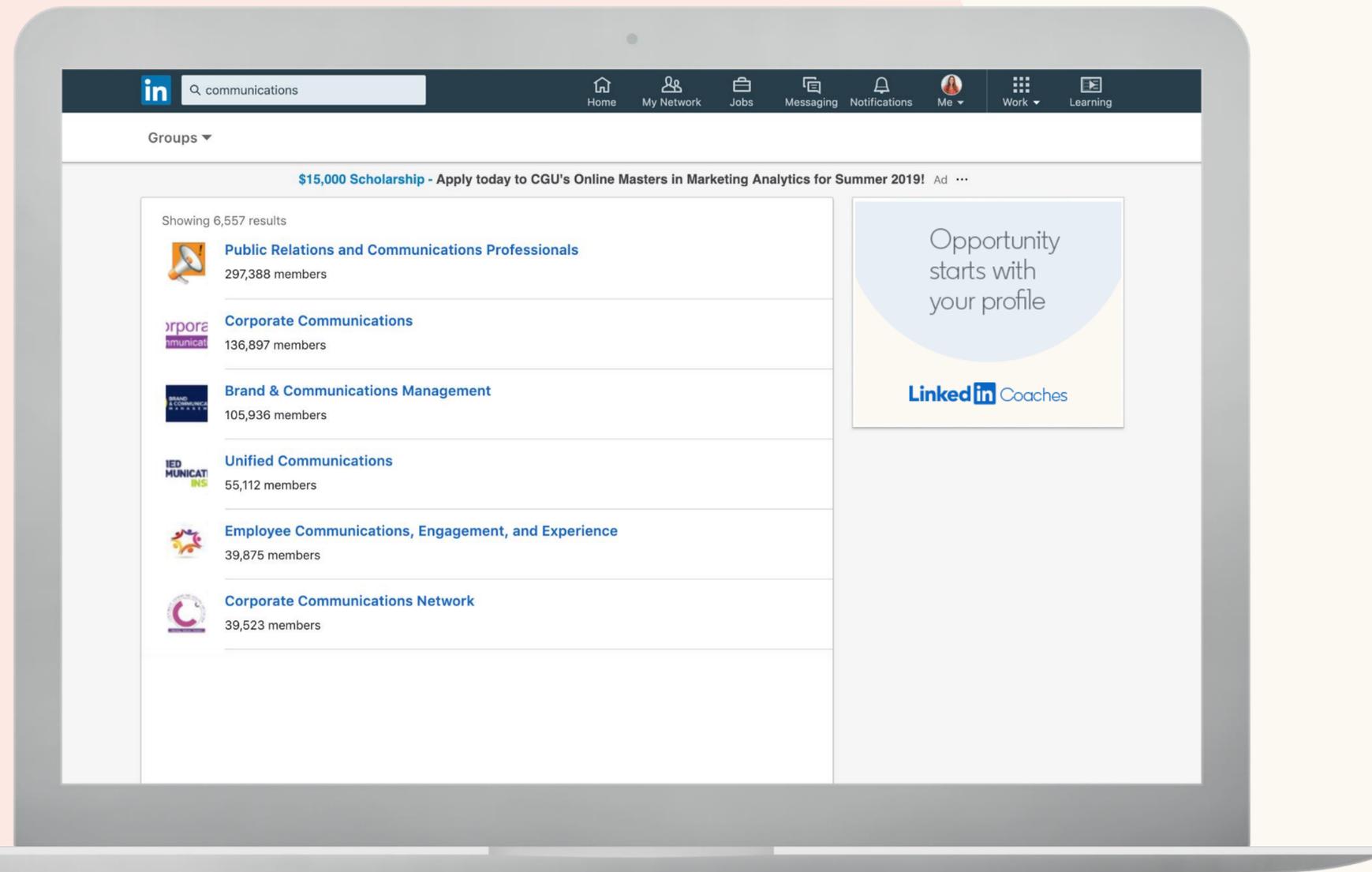
Visit opportunity.linkedin.com to start developing your skills for free.

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



The screenshot shows the LinkedIn Learning website interface. At the top, there are navigation links: "Learn Skills for In-Demand Jobs", "Search and Apply for Jobs", and "Prepare for Interviews". The main content area has a green background with the text "Prepare for the interview with these resources" and a sub-headline "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." To the right of this text is a photo of a smiling man with glasses. Below this, there is a section titled "Here are 2 free LinkedIn Learning courses to help you shine on-screen" with two small thumbnail images: one of a woman looking at a laptop and another of a woman wearing a headset.



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

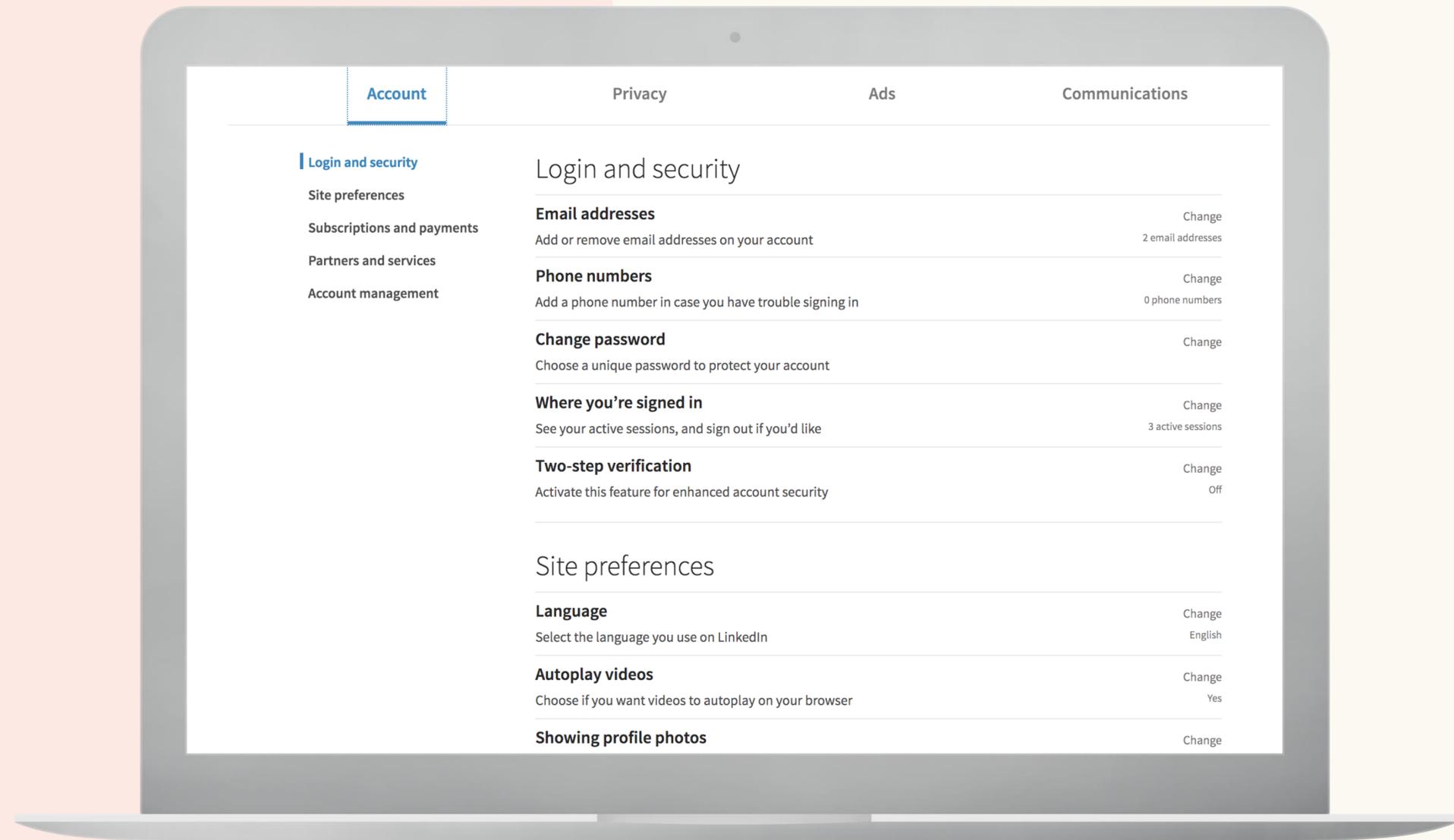
Privacy settings

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



LinkedIn Coaches

Thank you