



COLLEGE *of*  
CHARLESTON

ALUMNI ASSOCIATION

CAREER SERVICES PRESENTATION

APRIL 2018

CREATE A LINKEDIN  
PROFILE THAT STANDS  
OUT

# TAKE CONTROL OF YOUR ONLINE REPUTATION

- Use your voice!
  - Write as though you're having a conversation with someone.
  - Best profiles are written in first person.
- Showcase a “well-rounded” you.
  - Volunteer Experience
  - Hobbies
  - Professional and personal interests



# BASIC TEN

- A Professional Profile Photo (Headshot)
- A Concise, Impactful Profile Headline
- A Well Written / Developed Summary
- A Well Constructed Section of Professional Experience
- A Well Curated List of Skills & Endorsements
- Recommendations from Customers, Peers & Colleagues
- Involvement in Select LinkedIn Groups
- Education Background
- Highlighted Projects
- Publications / Written Works

# THE “IMAGE” IS IMPORTANT

## Use a **professional headshot**

- Profiles with a photo get up to 21 times more views and up to 36 times more messages

## Make use of the **cover photo space** as well

- Use this image to highlight part of your narrative
  - Volunteer experience
  - Awards
  - Hobbies

# THE VISUAL DISPLAY

## Avoid Large Blocks of Text

- Use Bullets, Symbols to draw emphasis
- Spacing
- Trim your content to the most relevant information
- Avoid repetition

## Order Sections to Emphasize Experience

- You can move your profile sections around
- Highlight the most relevant
  - Volunteer Experience
  - Skills & Endorsements

*Relevant for:*

A Well Written/Developed Summary

A Well Constructed List of Professional Experience

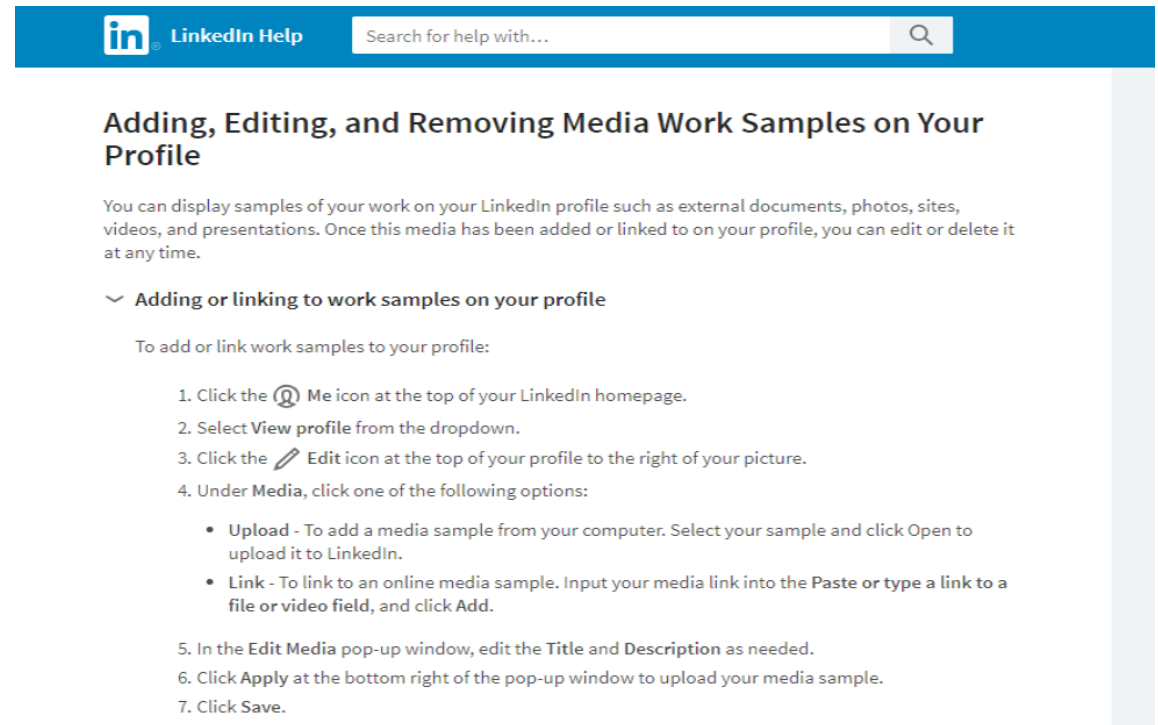
# STAND OUT: MASTER THE KEYWORDS

- Mine “dream jobs” descriptions for keywords relevant to your current position or desired field
  - Sprinkle those words through your **headline, summary, and experience**
  - The words you may see repeatedly are the ones that recruiters are looking for
  - Proper use of these keywords will help you get past “screening programs”
  - Remember licenses, industry specific hardware or software



# STAND OUT: HIGHLIGHTING PROJECTS

- Demonstrate your experience
- Include multimedia examples
  - Image
  - Video
  - Presentations
- Limited file formats are supported
- Size limitations



The screenshot shows the LinkedIn Help interface. At the top, there is a blue header with the LinkedIn logo and 'LinkedIn Help' text. To the right of the header is a search bar with the placeholder text 'Search for help with...' and a magnifying glass icon. Below the header, the article title 'Adding, Editing, and Removing Media Work Samples on Your Profile' is displayed in a bold font. The main content area contains a paragraph explaining that users can display work samples like documents, photos, sites, videos, and presentations on their profiles, and that these can be edited or deleted. A section titled 'Adding or linking to work samples on your profile' is expanded, showing a list of seven steps: 1. Click the '@ Me' icon at the top of the LinkedIn homepage. 2. Select 'View profile' from the dropdown. 3. Click the 'Edit' icon at the top of the profile to the right of the picture. 4. Under 'Media', click one of the following options: 

- **Upload** - To add a media sample from your computer. Select your sample and click Open to upload it to LinkedIn.
- **Link** - To link to an online media sample. Input your media link into the Paste or type a link to a file or video field, and click Add.

 5. In the Edit Media pop-up window, edit the Title and Description as needed. 6. Click Apply at the bottom right of the pop-up window to upload your media sample. 7. Click Save.

# STAND OUT: RECOMMENDATIONS AND ENDORSEMENTS

- Request, and give, at least one strategic **recommendation** per month
  - Snapshot success by requesting specific, detailed recommendations that highlight your strengths
  - Strategic: Highlight cost saving abilities, leadership, or management style
- Update the relevant skills that you would like to receive **endorsements** on
  - As you transition to new careers or responsibilities, eliminate outdated skills



# BEYOND THE TEN: BE ACTIVE

- Join relevant professional groups
  - Regional, / Local
  - By Affiliation
    - College/University
    - Company
- Ask questions
- Provide your expertise
- Thoughtfully and strategically build a network
- Engage with your connections
  - Like their posts
  - Make thoughtful comments
  - Share content that might be helpful to your connections
    - Tag them

# YOUR ACTIVITY IS VISIBLE

- This is a social network
- **Keep in mind that many posts are visible to your connections**
  - Posts you've shared
  - Changes you've made to your profile
- Explore privacy settings to make changes

## Visibility of Your Updates, Posts, and Activity

Your **Activity** shows all recent posts you've shared on your LinkedIn feed and changes you've made to your profile. These posts may be visible to other members depending on your settings.

### Visibility of LinkedIn feed posts

When you share a post on your LinkedIn feed, you can choose whether to share your post publicly or to your connections only. If you share a post publicly, or if you like or comment on a public post, this will be visible on your **Activity** to all LinkedIn members. If you share a post to your connections only, or if you like or comment on a post visible to your connections only, this will only be visible to your connections when they view your **Activity** on your profile. Learn how to [change the visibility of the posts you share](#).

### Visibility of profile updates

When you make an update to your profile or hit a professional milestone such as a work anniversary, these updates are visible to your connections on your **Recent Activity**. In addition to showing on your **Recent Activity** on your profile, these updates may also be broadcast to your connections through the LinkedIn feed and other channels.

You can also [adjust whether your network is notified about profile changes](#) from your **Settings & Privacy** page or check out more information about [sharing profile changes with your network](#).

### Changes to your LinkedIn account that may trigger updates

- Adding or editing a new, current job position. This may generate a "Say congrats" notification to your network.
- Current work experience anniversaries.
- Birthday anniversaries.

LinkedIn no longer displays work anniversaries and birthdays of your connections in your LinkedIn feed. Instead, you'll receive these updates on the Notifications page.

**Note:** Turning off the [option to share profile edits](#) eliminates notifications about changes to a member's profile to their network. It does not hide the **Activity** section from your profile.

Your LinkedIn activity determines the kind of content you view in your feed. Learn more about the [visibility and impact of your social activity on your LinkedIn feed](#).

# BEYOND THE TEN: VIDEO- THE NEW FRONTIER

- Establishing yourself as a professional, an expert, or a thought leader through video
  - Showcase what you're working on
  - Go behind the scenes
  - Conduct interviews
  - Share your authentic self
- Video length: 30 seconds to 3 minutes

## PRO TIP: GET A CUSTOM URL

- A chance to brand yourself across the web;
  - Ideally, **linkedin.com/yourname**
  - Twitter handle
  - Instagram handle
  - Not your business name
- Your LinkedIn Profile can serve a central destination on the web for your professional endeavors
- Include this URL on your resume

## PRO TIP: HIDE YOUR COMPETITION

- Hide the “**People Also Viewed**” box on the side of your profile
  - Encourages people to stay on your page
- Make the change in your privacy and settings
  - Click the *Me* icon at top of your LinkedIn homepage.
  - Click *Settings & Privacy*.
  - Select the *Privacy* tab.
  - Under the *Profile privacy* section, click *Change* next to *Viewers of this profile also viewed*.
  - Toggle to the left or right to select *No* or *Yes* respectively.
    - Changes will be saved automatically.

# RESOURCES

- What your LinkedIn Profile Should Like in 2018 <http://time.com/money/5077954/linkedin-profile-tips-resume/>
- How to Add Bullet Points to Your LinkedIn Profile <https://www.linkedin.com/pulse/update-how-add-bullet-points-your-linkedin-profile-erin-dore-miller/>
- How to Write a LinkedIn Summary <http://careerrocketeer.com/2014/09/how-to-write-a-linkedin-summary.html>
- The 25 Best Keywords for You in Your Job Search <https://www.job-hunt.org/personal-SEO/top-25-job-search-keywords.shtml>