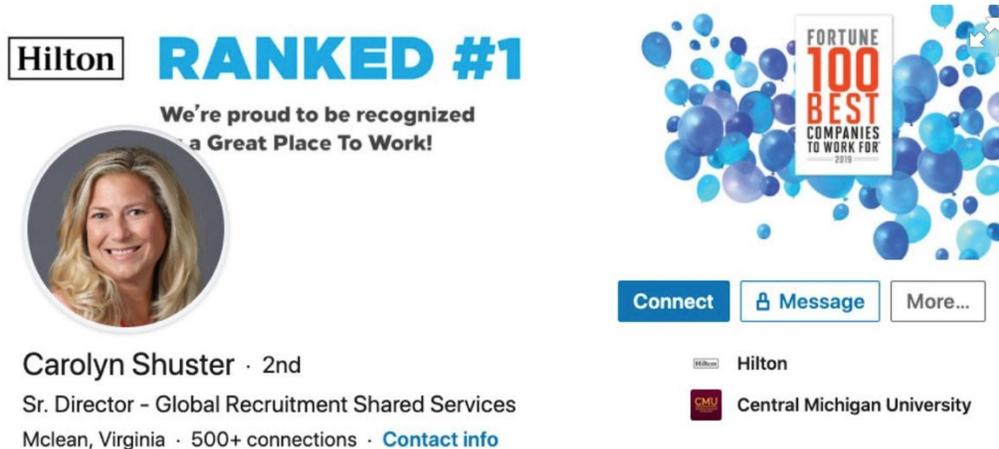


What is LinkedIn?

LinkedIn is a social media platform for professional engagement and career development. Users can create professional profiles, connect and network with professionals, and search for jobs.

Creating a LinkedIn Profile- The Basics

1. Add a professional quality profile photo of yourself. Look smart, smile and don't have any distractions in the shot. Your picture should be a recently taken g 60% of the frame.
2. Add a cover photo that reflects your personality and profession. *Example:*



3. Mention industry and location in your headline.
 - o When writing a headline; be concise as there is a limit of 120 characters.
 - o Use keywords that may appear when an employer does a search. *Example:*



* Keywords in your headline should be chosen to reflect which searches you want to appear in. For example, if you are looking to make marketing connections, use the word “marketing” in your headline

Data Scientist||Software Developer||Python Developer Actively
Seeking for Summer 2020 Co-op Positions



Lakehead University

Thunder Bay, Ontario, Canada · [500+ connections](#) · [Contact info](#)

*You can also include what you are searching for in your headline. For example, “seeking Summer 2020 co-op positions” could make your profile show up in a co-op student search.

4. Write a short summary of who you are, what you do and what you have to offer.*Example:*

“I’m an experienced [Career] with [#] years’ experience [what you do] in the [name of industry]. I’m passionate about [what results you achieve] for [companies, partners, or clients], and I’ve spent the last [#] years helping to grow [company’s portfolio] by [% growth] through dedicated efforts [skill], [another skill], and [skill]. I’ve been [published, recognized, or awarded] by [outlet or organization] for my [research, work, achievements].

Example:

“I’m a research scientist working to better understand how neural activity motivates and shapes human behaviour. My expertise includes project design and management, data analysis and interpretation, and the development and implementation of research tools. I enjoy generating new ideas and devising feasible solutions to broadly relevant problems. My colleagues would describe me as a driven, resourceful individual who maintains a positive, proactive attitude when faced with adversity. Currently, I’m seeking opportunities that will allow me to develop and promote technologies that benefit human health. Specific fields of interest include data analytics, biotechnology, and pharmaceuticals.”

Additional Sections

1. Add your work history
 - If you have a resume, you can use your bullet points from your resume for each work experience.
 - Be concise, be specific, and use keywords. Employers skim through profiles.
2. Add your education
 - In this section, make sure to put the full formal name of any degrees or diplomas (earned or in progress), along with any specializations that you may have.
3. Skills
 - In this section, you can search for keywords (skills) that will specialize your profile and make it more specific to employers whenever they search to hire people. Others may write a recommendation for you; and can endorse your skills in this section. They do that by searching for a skill that they know you have applied at a workplace with them.

4. Additional sections are also available for a more specialized profile such as licences, certifications, volunteering, etc. These can provide added value to your profile.

Making Connections

Making connections opens up more networking opportunities as you can connect with professionals in your field of interest.

- You can invite anyone to connect and accept invitations from other users, but they must have their own LinkedIn account.
- Your connections appear in “My Network”
- When you make a new connection, you gain access to the person’s profile and their contact list.
- The nature of your connections determines the content that is shown to you by LinkedIn in your feed, and the job recommendation alerts that come from LinkedIn

Professional Communication

Initiating a conversation will be different with every person you contact or connect with.

- When you are initiating a conversation with someone, ensure you use professional etiquette. Do not use slang or text language/short forms.
- You can also customize your connection invitation message for when you send invites to connect.

Example:

“Dear [Name],

I recently started using LinkedIn more actively and it keeps suggesting you as someone I should know. Having reviewed your profile, I see that we actually have a lot in common, including [share people and similarities from LinkedIn]. I thought you might be a great connection. I’m hoping you’re willing to accept my invitation!

If you feel you’ve received this invitation in error or simply don’t want to connect, please just ignore this — and best regards for the future.

Thanks,

[Your name]”

Recommendations

When requesting a recommendation do not ask new connections for a recommendation if you don’t have a professional relationship with them or if they have not worked with you.

Steps to request a recommendation:

- Visit the profile of the person you would like to ask for a recommendation.
- Click on “More…” and select “Request a Recommendation”.
- When personalizing the message, consider the following template:

Hi [first name],

I hope all is well with you.

I really enjoyed working with you on/at [project/company], and I was wondering if you would write a brief LinkedIn recommendation of my work. I'd love it if you could touch on ____ initiative and our collaboration on _____. Just three to five sentences is all I'm after. I know a recommendation from you will significantly elevate my profile. I greatly appreciate your time and hope to hear from you soon.

Thank you,

[your name]

Join a Group

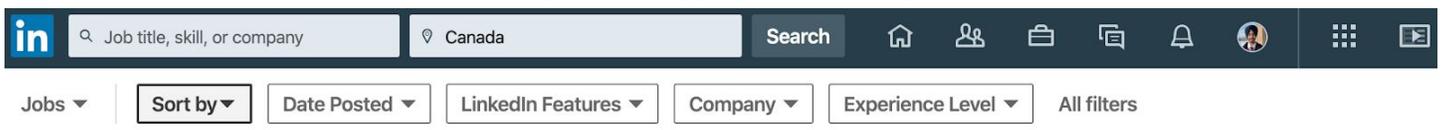
Joining a group of your interest will expose you to a list of people who may have similar interests or even similar career paths. This can work to your advantage if you engage with people in comments or by sending them a personalized message initiating a conversation about anything you may have found interesting on their profile.

Use Advanced Search

As you click on the search button at the top, it will prompt you to add filters below.



When you apply a filter, it will further prompt you to apply even more specific filters.



This feature allows you search specifically on options available for you.

****It is always good practice to observe how professionals engage with people, give recommendations, write their summaries and present themselves. Sometimes other professionals may have a very strong use of language on their profiles which you can learn from.**