

Ask a tech recruiter: optimizing your Linked

Thursday, March 2 4:00 - 5:30 p.m.

To register for this online event, visit:

<http://bit.ly/3IABqkB>



UNIVERSITY OF
WATERLOO

Co-operative and
Experiential Education

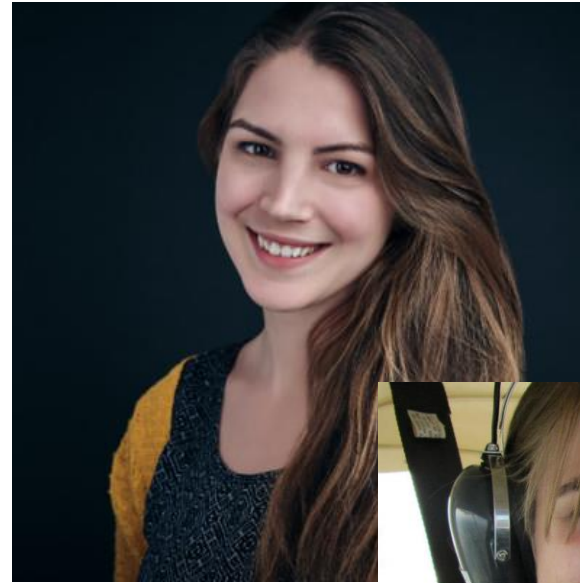
Introductions

Alicia Flatt (she/her)

Manager, Undergraduate Career Services at
the University of Waterloo

Master of Arts in Higher Education

Career Development Practitioner



Introductions

Sacha Adkins



Territorial acknowledgement



The University of Waterloo is located on the territory of the Neutral, Anishinaabeg and Haudenosaunee peoples and is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometers on each side of the Grand River.

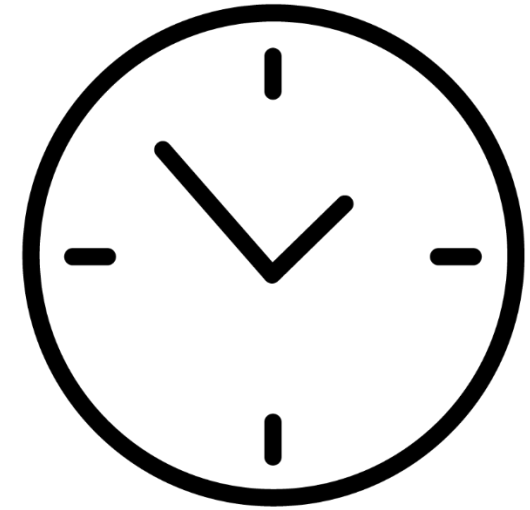
Learn more:

Outside of KW area? Check out: native-land.ca/

Some active work toward reconciliation takes place across our campuses through research, learning, teaching and community building, and is coordinated within the Office of Indigenous Relations.

AGENDA

- Steps to a Great LinkedIn Profile
 - Photos
 - Headlines
 - Summaries
 - Past experiences
 - Examples of work
- Exploring LinkedIn in light of our interests
- Alumni Searches
- Questions/Reflection



Let's make this a safer space

Let's make this as catered and focused to you as possible

Ask questions throughout the session

Participate in a way that works for you!

Remain respectful of others – we do not tolerate harmful behaviour in this space

INTRODUCTIONS

WHAT DO YOU WANT TO KNOW?



Why LinkedIn?

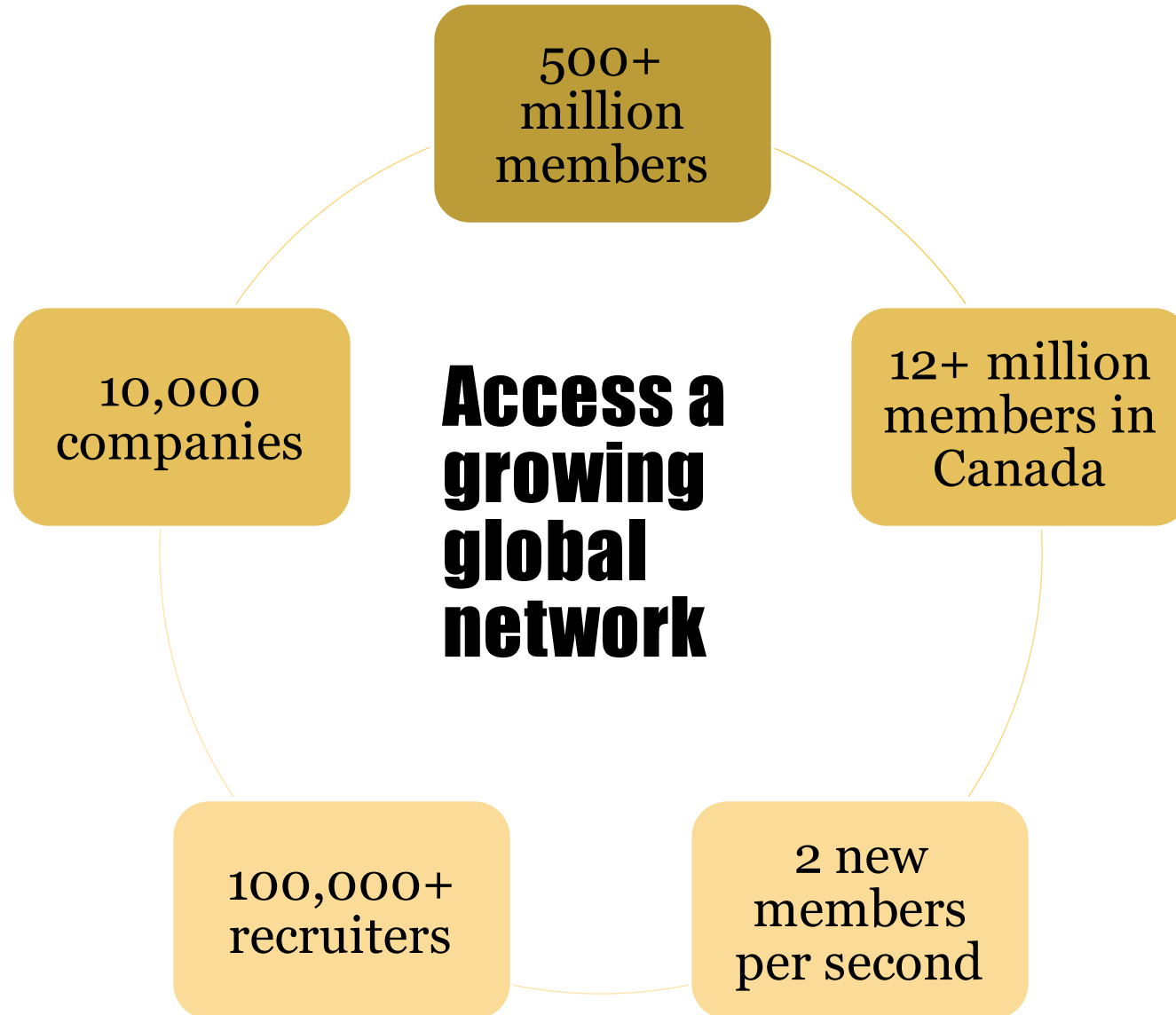
- **People will Google you! Be in control of what they see.**
- **Stay in touch with students, colleagues, professors, people you meet at conferences, etc.**
- **Find more people to connect with in your industry.**



- **Stay up to date on new ideas and ways to solve problems.**
- **Find alumni working in your field.**
- **Research future career ideas.**

LinkedIn is optional





A world map where different continents and regions are color-coded. North America is blue, South America is red, Europe is purple, Africa is orange, Asia is green, and Australia is yellow. The map is used as a background for the text and list.

ACCESS A GROWING NETWORK

- 200+ countries
- 23 languages
- 130+ industries
- ~250M monthly unique visitors

Source: <https://press.linkedin.com/about-linkedin>

STAY IN TOUCH WITH ALUMNI



This Photo by Unknown Author is licensed under [CC BY-SA](#)

STEPS TO A GREAT LINKEDIN PROFILE

PROFILE PICTURES AND HEADLINES



Paulina Cisneros

Career Advisor @ University of
Waterloo | M.Ed. | Local Arts/Culture
Champion | Speaker | Cheerleader |
Positive Thinker



Phil Miletic

Career Advisor | Social Media
Communications | Tech Ethics |
Researcher in Digital Media and
Games | Coffee Lover

1. ADD A PROFESSIONAL PHOTO



Brad Purple

Student at the
University of Waterloo



**Jaclyn (Hergott)
Halliwell**

Career Advisor at
University of Waterloo



Karl Nieva

Business Consultant
at Promotional
Elements

2. WRITE AN ATTENTION GRABBING HEADLINE

- Explain what it is you do
- Show your motivation and value
- Deliver your digital elevator pitch
- Be truthful

- Make it **EPIC**
 - Engage People, Initiate Conversation

EXAMPLES OF ACTUAL HEADLINES

- Actively seeking full time opportunities
- Leader | Experiential Education Enthusiast | Relationship Builder
- Co Founder, COO at Jungle Games - hiring actively for India & US
- Student at the University of Waterloo
- Inspiring Gardener and Architect of the Economy" Studying at the University of Waterloo

MORE ACTUAL HEADLINES

- Business Systems Analyst at Sun Life Financial
- Helping high volume merchants do better e-commerce every day (I'm Hiring!)
- Bringing tech companies and talent together as a Talent Program Manager at Communitech
- Founder, Web Architect and Publisher
- Certified HR Professional, actively seeking new opportunities and connections
- Ruby on Rails / React Developer at HoodQ
- I've helped 7 companies reach \$1 billion. Who wants to be #8?

WHAT ARE THE DIFFERENCES BETWEEN A HIGHLIGHT OF QUALIFICATIONS ON A **RÉSUMÉ** AND A **LINKEDIN** SUMMARY?

- Small screenshot of a résumé
- Screenshot of a career advisor's summary

3. DRAFT A COMPELLING SUMMARY



50-250

I value...

Some of my achievements are...

...inspire others by...

...set direction by...

I am accomplishing...

...building a reputation by...

I aspire to...

Contribute to innovation through...

TOP OVERUSED LINKEDIN BUZZ WORDS

1. Energetic
2. Passionate
3. Tenacious
4. Value-Add
5. Expert
6. Ninja
7. Guru

Source: [https://www.linkedin.com/pulse/most-overused-buzzwords-2018-jennifer-black-/](https://www.linkedin.com/pulse/most-overused-buzzwords-2018-jennifer-black/)

4. DETAIL YOUR PAST EXPERIENCE

- **Be selective**

- What positions are you most proud of? What best aligns with your future goals?

- **Include work and volunteer experiences**

- You receive 12 times more views when you include descriptions of your work experiences.
- You receive 6 times more views when sharing volunteer experiences, and shows how you are a good fit!

SENTENCE STRUCTURE

- **Action verb versus skill verb.**

- Instead of starting with “designed”, start with results:
 - Streamlined, enhanced, improved, increased the efficiency, promoted relationships. Etc.

-OR-

- **Use narrative structure or a story.**

- This was my first co-op term and I was excited about being in a hands-on role, applying my skills in...
- I was able to observe senior engineers doing...
- ...and I learned a lot about
- It was an amazing experience because...

How to be noticed by recruiters

- If you don't have a current job you will not be found by recruiters
 - Recruiters have filters that they don't look at people who aren't currently working
 - What experiences could you put down?

Do you know how to show you are open to recruiters? Your career interests page and your job alerts – let's look at that now!



4. DETAIL YOUR PAST EXPERIENCE

- **Be selective**
 - What positions are you most proud of? Best align with your future goals?
- **Include work and volunteer experiences**
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 - You receive 6 times more views when sharing volunteer experiences, and shows how you are a good fit!
- **Update skills**
 - You can include a list of skills that you have, request endorsements, and endorse others.
- **Include Projects**
 - Mention project and the result but leave the gaps out so that they want to connect with you and start a conversation.
- **Provide enough information to pique interest and start a conversation**

5. ADD EXAMPLES OF YOUR WORK

- Add rich media
 - Photos, videos, links, presentations, documents, tweets, podcasts
- These additions make your professional story appealing
- Get inspiration on or add SlideShare, PDFs, even videos!



Habitat for Humanity <https://www.habitat.org/volunteer/group-opportunities>



6. ADD SKILLS AND GET ENDORSED

- Include a mix of niche and high level skills
- Prioritize your skills

Skills & Expertise [Edit](#) + Add a skill

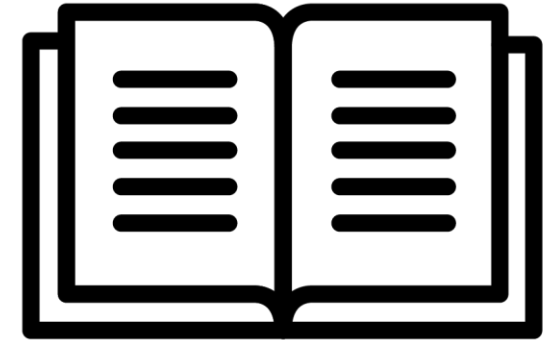
11	Legal Marketing	
10	Marketing Strategy	
7	Social Media	
5	Legal	
4	Market Planning	
3	Social Media Marketing	
2	Marketing Management	
2	Digital Marketing	
2	LinkedIn	
2	Twitter	

More Skills & Expertise

2	Blogging	1	Social Networking Sites	1	Client Development		
1	Google+	1	Google Plus	1	Facebook	1	Presenter
	Client Relationship...		Client Engagement		Marketing Plans		
	Keynote Speaker		Coach		Law Firm Marketing		
	Professional Services...		legal		Business Strategy		
	Client Service		Pinterest		Law Marketing		Marketing
	Social Media Strategist						

KEEP IMPROVING. ADD...

- Languages
- Groups
- Organizations
- Honors & awards
- Test scores
- Patents
- Publications
- Updates and posts (sharing vs. publishing)



Take a Tour of LinkedIn

- Jobs
- Recruiters
- Groups
- Salary
- LinkedIn Learning
- Slideshare

ALUMNI SEARCHES

Using LinkedIn



Alicia Flatt

Career Advisor | Coach, speaker, educator

Who viewed your profile **98**

Views of your post **2,799**

Access exclusive tools & insights
[Try Premium Free for 1 Month](#)

[Saved items](#)

Recent

- # achickinthecockpit
- ACPA—College Student Edu...
- # careers
- # management
- # motivation

Groups

- ACPA—College Student E...
 - Career Counselor Technol...
 - Student Affairs Partnering...
- Show more

Events

- #ONStudentsNeedLiL - Free ...

[Start a post](#)

#ThanksEssentialWorkers | #NursesWeek

[Write an article](#) on LinkedIn

Sort by: **Top**

Nicole Lassel celebrates this



University of Waterloo

234,244 followers

1d •

Thank you [Justin Trudeau](#) for the acknowledgement of our [University of Waterloo](#) #WomenInMathDay celebration.

...see more



645 • 6 Comments • 10,641 Views

Like Comment Share



Rogers for Business

Today's news and views

- Who's hiring in Canada?**
Top news • 8,795 readers
- CNE cancelled due to pandemic**
6h ago
- Hamilton deals a blow to cinemas**
6h ago • 5,100 readers
- California sets its terms for Tesla**
8h ago • 39,953 readers
- Risks of workplace virus screening**
8h ago • 4,710 readers

Show more

Your dream job is closer than you think

[See jobs](#)

LinkedIn

Add to your feed

- #covid19 [+ Follow](#)
- #coronavirus [+ Follow](#)

Cross Border Finl Advisor - Are You A Canadian Resident with a 401(k) or IRA? Ad ...



University of Waterloo

Waterloo, on · 161,804+ alumni · 234,245 followers

✓ Following ...

We are Canada's most innovative university. #UWaterloo

[Visit website](#)



Glen & 162 other connections work here

[See all 9,736 employees on LinkedIn](#)

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8,449 alumni working in
Community and Social Services



Krystina, Lexi, Stephanie, Jay & 8,445 others

13,077 alumni graduated in
2019



Bonnie, Komal, Spencer, Maryam & 13,073 others

Affiliated pages



Faculty of Engineering

Higher Education
1,577 followers

[+ Follow](#)



Faculty of Mathematics

Higher Education
536 followers

[+ Follow](#)



Faculty of Applied Health...

Higher Education
470 followers

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Community hashtags

Trending posts in
#uwaterloalumni



Waterloo Women's
Impact Network
youtube.com

Trending posts in #uwaterloo



300+ co-op
students help...
uwaterloo.ca

13 people are talking about this



Visit website [↗](#)

See all 9,736 employees on LinkedIn [→](#)

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6,796 alumni

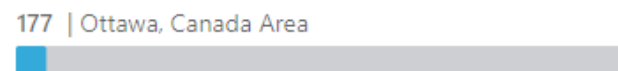
Start year

End year

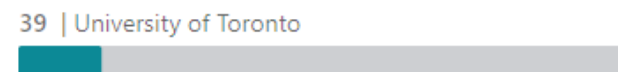
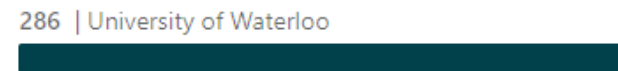
chemical engineering × Clear all

[← Previous](#) [Next →](#)

Where they live + Add



Where they work + Add



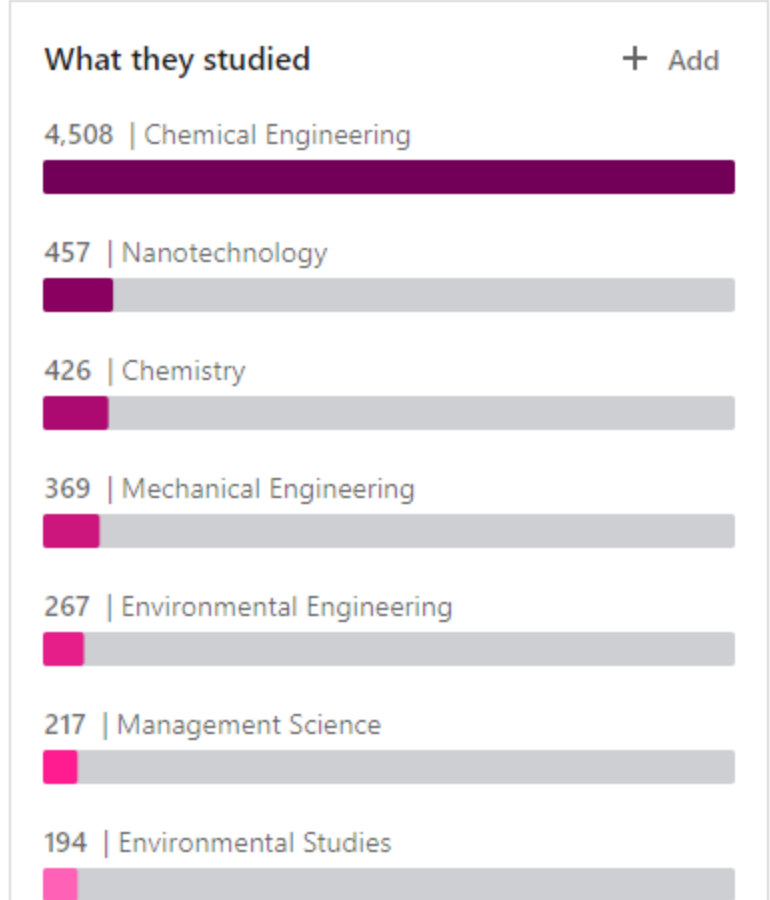
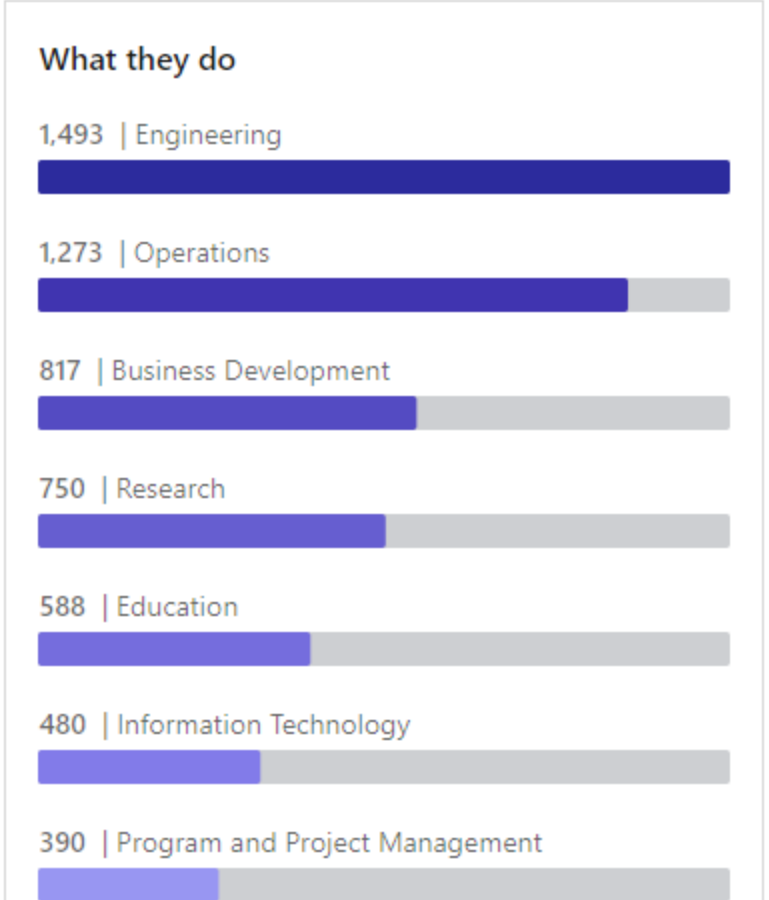
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6,796 alumni

Start year End year

chemical engineering × Clear all

< Previous Next >



6,796 alumni

Start year

End year

chemical engineering × Clear all

< Previous Next >

What they are skilled at + Add

2,364 | Project Management



2,292 | Microsoft Office



2,289 | Engineering



1,983 | MATLAB



1,969 | Chemical Engineering



1,851 | Process Engineering



1,747 | Research

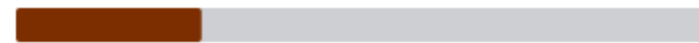


How you are connected

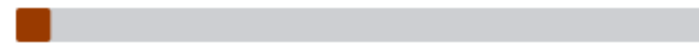
5,401 | 3rd+




1,448 | 2nd




21 | 1st




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- Videos
- Ads




Julia Cicuttin · 2nd
Chemical Engineering Student
'20 Chemical Engineering

 2 shared connections


[Connect](#)




Sanjay Krishna M... · 2nd
MASc Chemical Engineering
candidate at University of...
'20 Chemical Engineering

 7 shared connections


[Connect](#)




Marilena Strambu · 2nd
Manager, Graduate Studies,
Chemical Engineering
'20 Sociology

 9 shared connections


[Connect](#)




Raymond Legge · 2nd
Professor Emeritus at
Department of Chemical...
'83 Biology

 13 shared connections


[Connect](#)




Shashi Yadav · 2nd
Chemical Engineering MASc
Graduate seeking job...
'18 Chemical Engineering

 6 shared connections


[Connect](#)




Michael Beauche... · 2nd
B.A.Sc. Chemical Engineering |
President, Federation of...
'19 Chemical Engineering

 7 shared connections


[Connect](#)




Peter Douglas · 2nd
Professor of Chemical
Engineering
'81 Chemical Engineering

 6 shared connections


[Connect](#)




Tamara Bugarski · 2nd
4th Year Chemical
Engineering Student
'20 Chemical Engineering

 6 shared connections


[Connect](#)




[Name] · 2nd



[Name] · 2nd



[Name] · 2nd



[Name] · 2nd

How to connect with people on LinkedIn

What is more compelling?

“Hi, I’d like to be added to your professional network on LinkedIn.”

“Hi, I’m looking for a job in marketing and sales. I would enjoy to connect with you to see if I might be the right person for your team.”

“Hi _____, I am interested in using my skills in front end development, and I know your department is a global leader in this arena. I would be interested to learn from you and get some advice on how I can make an impact in my career.”

“Hi _____, I notice that you know _____, a colleague of mine who studied with me at the University of Waterloo. I appreciate the work that you are doing at WestJet and our mutual friend encouraged me to reach out to you. I’d be interested in connecting with you sometime to learn how you got into this field.

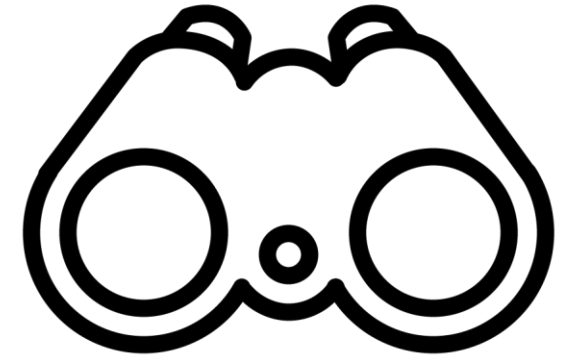
#StayInformed

- What hashtags might you want to follow on LinkedIn? Share with a partner.
- Search and find that hashtag to follow them!
- What groups might you join now that you know what problems you like to solve? Search groups now!



JOB HUNTING TIPS

- Update preferences to be found by recruiters
- Find jobs (include preferences)
- Follow companies (read blog posts)
- Stay in touch
- Request introductions
- Check who's looking and get advice
- Research



Development Framework (Borton, 1970)

What?

What happened?
What did I do?
What was I trying to achieve?
What was positive or challenging?

So What?

What conclusions might I draw from this experience?
Why does this matter?

Now What?

What can I do with this information?
What else do I need to know?
What are my next steps?

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QUESTIONS?

THANK YOU!