

Managing your presence on LinkedIn

uwaterloo.ca/career-action

Facilitators:



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Land Acknowledgement

The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River. Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is co-ordinated within our Office of Indigenous Relations.

- Consider supporting O:se Kenhionhata:tie Landback camp:
https://www.landbackcamp.com/get_involved
- Find out about UWaterloo Indigenous initiatives, events, and news through the Office of Indigenous relations:
<https://uwaterloo.ca/indigenous>
- Learn more about the land on which you live and work on: <https://native-land.ca/> or <https://www.whose.land/en/>



THIS
workshop **IS A**
SAFE
SPACE

- 1) Choice
- 2) Respect
- 3) Care

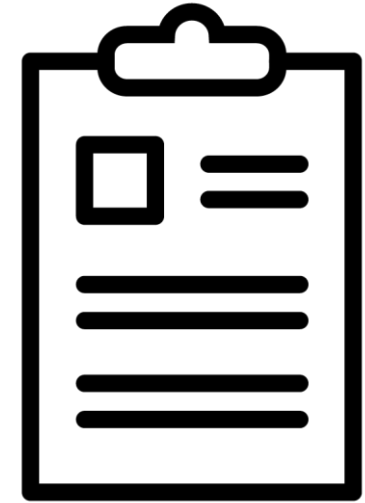
<http://swarthmorephoenix.com/2016/09/08/safe-spaces-unsafe-for-ideas/>

HOW THIS WORKSHOP WILL WORK

- ✓ Use the Chat anytime to ask questions or make an observation. Either of us will be keeping an eye on the chat!
- ✓ Majority of activities are reflection-based.
- ✓ Q&A is at the end but always feel free to ask questions.

AGENDA

- Explore online presence and a template for reflection
- Identify how LinkedIn can help you share your career identity, through photos, headlines, summary and more
- Complete an activity to support your “brand” articulation
- Identify other tools on LinkedIn to articulate who you are to a wide audience



Why LinkedIn?

- Employers will Google you! Be in control of what they see.
- Stay in touch with people you meet in class, 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.

BUILDING YOUR ONLINE PRESENCE

Or building your “career identity” or “personal brand”

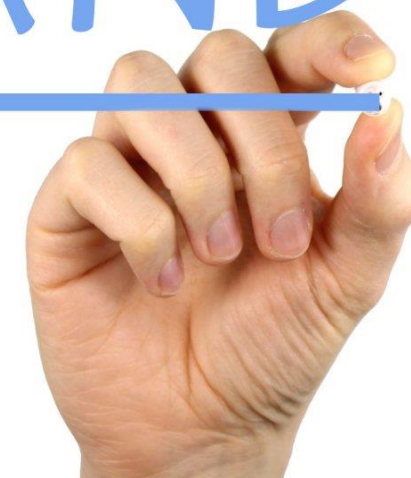
What is a Personal Brand?

A **personal brand** is a widely-recognized and largely-uniform perception or **impression of an individual** based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

-personalbrand.com

**What does Personal
Branding mean to you and
how do you feel about it?**

BRAND



The role of your online presence & career identity

- Takes an **active role** in the way you define yourself and the way you wish to be perceived by specific audience(s)
- Articulates a **sum total** of all your interests, talents, attributes and attitudes, values, skills and abilities
- Defines the contributions and impacts you wish to bring to potential employers
- Will change/evolve over time

Reflecting on your audience & how'd you like to present yourself

Think about your potential audience(s) on LinkedIn. Reflect on some of the following:

- What do you do that you want them to know about?
- What do you enjoy about what you do?
- What strengths have others observed in you and shared with you?
- What kind of impact would you like to make in your current/future career?



Let's brainstorm these prompts in an activity!

Another Option for Reflection: Sustainable Development Goals

SDGs are 17 interconnected goals that are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice.



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CAREER ACTION**

SUSTAINABLE
DEVELOPMENT **GOALS**

Link: <https://sdgs.un.org/goals>

Centre for Career Action supports the Sustainable Development Goals

USING THESE KEYWORDS/PHRASES TO START BUILDING YOUR PROFILE

ADD A PROFESSIONAL PHOTO



Brad Purple

Student at the University of Waterloo



Kira Bruschke

Career Counsellor |
Psychotherapist | Public Speaker
and Group Facilitator | Helping
people find their path



Karl Nieva

Business Consultant at
Promotional Elements

human forward.



CHOOSING A BANNER

- Consider a photo that represents what you do or the field you work in
- Consider creating a photo collage of you 'in action' (e.g. teaching/lecturing, working in the lab, designing, etc.)
- Consider a word collage or a phrase about your mission statement rather than an image
- Browse people's profiles to get ideas

WRITE AN ATTENTION GRABBING HEADLINE

Make it EPIC

- Engage People, Initiate Conversation
- Explain what it is you do, have done, and want to do!
- Show your motivation and value
- Deliver your digital elevator pitch
- Be truthful



EXAMPLES OF ACTUAL HEADLINES

- Graduate Student at the University of Waterloo
- Actively seeking full time opportunities
- Leader | Experiential Education Enthusiast | Relationship builder
- 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
- Data Science|Analytics|Operations Research

WRITING YOUR PERSONAL (CAREER) STATEMENT FOR YOUR "ABOUT" SECTION

One possible way for beginning your “about” section

PERSONAL CAREER STATEMENT TEMPLATE

“I use my (word 1, word 2 and word 3) and experience in _____ to help _____ by _____.”

TEMPLATE

EXAMPLES

“I use my empathy, communication skills and 5 years of career advising experience to help clients clarify and reach their career goals.”

“I create meaningful experiences and help others reach their potential by using my generosity, commitment to experiential learning, and creative approaches to research and problem solving.”

EXAMPLES

“I am a new grad with a MA in English and I am known for being extremely crafty when it comes to non-profit fundraising.”

“I just completed my Masters in Psychology and have a serious passion for expanding societies’ knowledge about autism.”

“With my understanding of peace and conflict factors, I want to develop new ways of helping refugees settle into Canadian communities.”

MY PERSONAL CAREER STATEMENT

“I use my (word 1, word 2 and word 3) and experience in _____ to help _____ by _____.”

WRITE IT!

DRAFT A COMPELLING SUMMARY



Example

About



I create meaningful experiences and help others reach their potential by using my generosity, commitment to experiential learning, and creative approaches to research and problem solving. In my client-facing roles, I inspire others to realize their career and academic goals, motivating them to make change in the world and build a sustainable future. As a researcher, my work engages with creative solutions to complex problems in social media and digital technology, focusing on ethical applications of technology and how we communicate using digital technology.

Throughout my various roles, I have provided academic and career-related guidance for peers, colleagues, clients, and students. I ensure that my classrooms, appointments, and events are inclusive spaces that make individuals feel supported and cared for. My instruction and advising techniques are informed by a hands-on, student-centred approach, having students feel confident in bringing their skills, creativity, and experiences to the task at hand.

Activity: Write a sketch of your Public Profile

Take a moment and reflect or jot down:

- What stories can build upon your personal statement?
- How would you like to present your career interests, especially if you have multiple audiences?
- What experiences/projects do you want to highlight?
- Do you want to include some bullet points for other info or skillsets?
- What other types of information would you like to include?

COMPLETING THE PROFILE, FILLING IN THE BLANKS

DETAIL YOUR PAST EXPERIENCE AND SKILLS

- **Be selective**

- What positions would you like to include?

- **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.

- **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**

SENTENCE STRUCTURE

- **Bullets: Achievement verb versus skill verb.**

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

-OR-

- **Sentences: 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 collaborated with senior engineers doing...
- One of my first accomplishments as _____ was establishing connections with prominent _____.
- It was a meaningful experience because...

ADD EXAMPLES OF YOUR WORK

- Add rich media
 - Photos, videos, links, presentations, documents, tweets, podcasts, posters
- These additions add more context to your career story than a resume can!
- Get inspiration on or add SlideShare, PDFs, even videos!



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



UPDATE SKILLS AND GET ENDORSED

- Include a mix of niche and high level skills
- Prioritize your skills
- Have an “Endorsement Party”

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

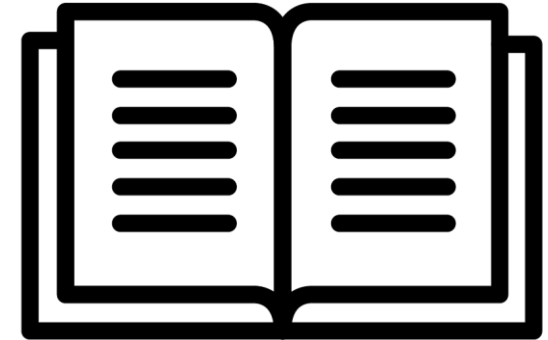
11	Legal Marketing	
10	Marketing Strategy	
7	Social Media	
5	Legal	
4	Market Planning	
3	Social Media Marketing	
2	Marketing Management	
2	Digital Marketing	
2	LinkedIn	
2	Twitter	

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)



Remember: You evolve over time...

- Focus on what you are good at and enjoy - play to those strengths
- Be in-sync with what your chosen industry/workplace/field requires
- Consistently reflect and update your online presence and career goals so that it's current and accurate



1971



1971



1987



1992



2011

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Questions?

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