

Digging into LinkedIn

Karina Wilk, Career Leader
Centre for Career Development



KARINA WILK (she/her)

- Career Leader, Workshop Facilitator @ Centre for Career Development
- 4B Life Physics, Medical Physics Specialization
- Past co-op experiences: University of Waterloo, SickKids Hospital, University of Toronto, Grand River Regional Cancer Centre
- www.linkedin.com/in/karinawilk
- Fun fact: I have a dog named Winnie



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.

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

Let's keep learning. Why not take a course?
INDG 201 The Indigenous Experience in Canada
<https://ucalendar.uwaterloo.ca/2223/COURSE/course-INDG.html>

We Aim for a Safe(r) Space

Going into this workshop, the intention is to create as safe a space as possible.

A safe space means different things for everyone, but we'll do our best! Let's keep 3 things in mind:

- **Choice**
- **Respect**
- **Care**



AGENDA



Why
LinkedIn?

Components
of a LinkedIn
profile

- Interactive tour
of real profiles

Growing your
network

Your next
steps

Q&A



**WHAT YEAR/TERM AND PROGRAM
ARE YOU IN?**

**WHAT ARE YOU HOPING TO GET OUT OF THIS
WORKSHOP?**

WHAT DO YOU WANT TO KNOW?

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**



COMPONENTS OF A LinkedIn Profile

MAIN PARTS OF A LINKEDIN PROFILE



Profile Picture & Headline



About



Experience



Education



Skills



And more!

1. ADD A *PROFESSIONAL PHOTO

*your definition of professional!



Azzam Bin Aamir

Physics and Astronomy student @
Waterloo | Prev. Data scientist @
Pepsi, Purolator



Karina Wilk

Medical Physics Student at
the University of Waterloo



Karl Nieva

Business Consultant at
Promotional Elements

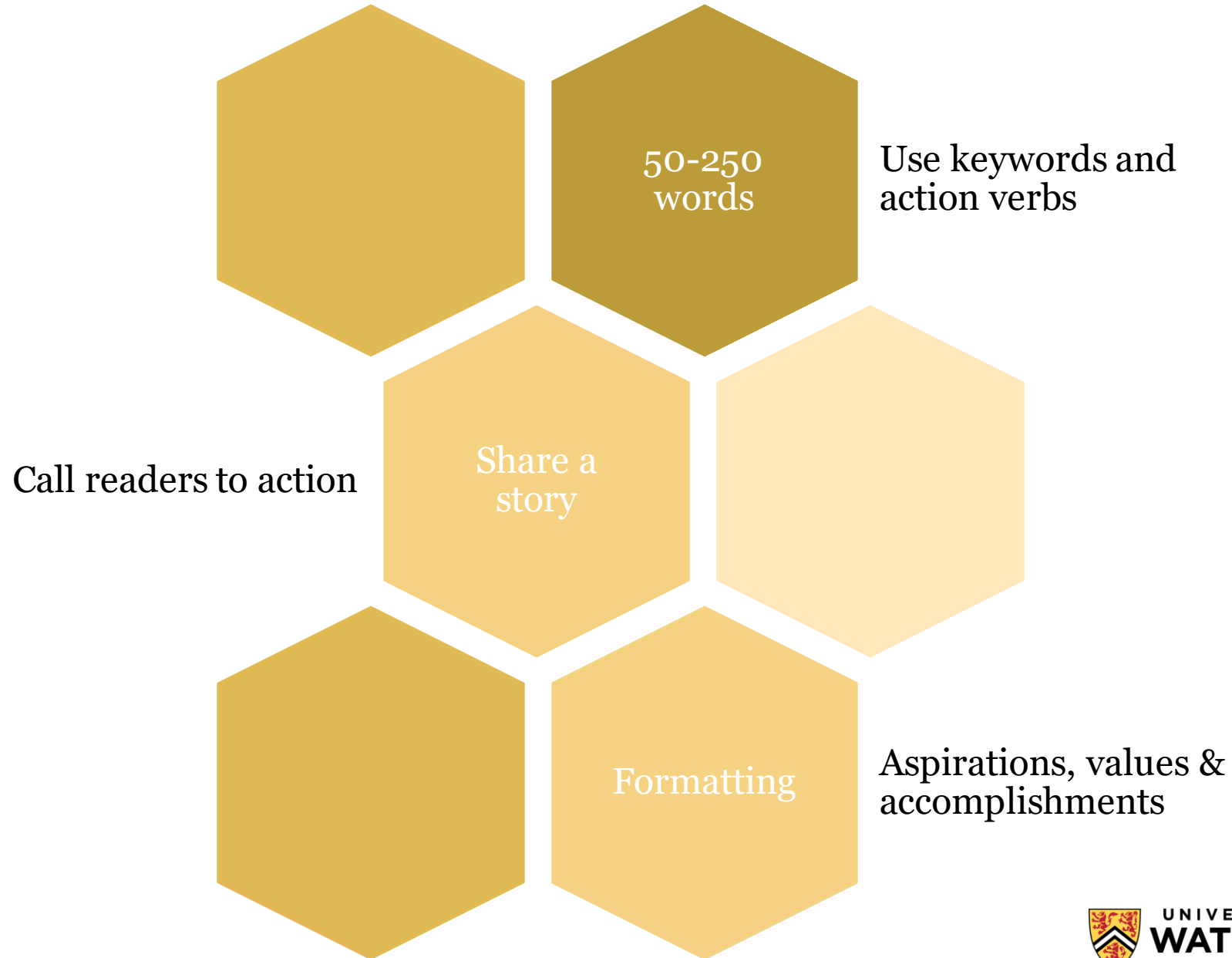
2. HEADLINE

- Most **visible** part of your LinkedIn profile
- 220 character limit – pick what you want people to know!
- Expand on skillset and/or specialization
- Mention specific technical/hard skills
- Use specific **keywords**, especially ones that recruiters might use in their search engine

EXAMPLES OF ACTUAL HEADLINES

- Medical Physics Student at the University of Waterloo
- Seeking Summer Internship in Accounting | Co-op Biotech/CPA Student at the University of Waterloo
- Web Developer at TechCompany | Full Stack Engineer | Front End Specialist | HTML5
- Looking for co-op positions in Sport Business | Recreation and Leisure Studies student at the University of Waterloo

3. ABOUT



3. ABOUT

- **An open-ended space for people to gain understanding of your professional life**
- **Formatting can vary:**
 - Small, concise paragraphs → story approach
 - Numbered list → highlights outlining achievements, values, skills, and experiences
 - Hybrid paragraph-bullet combination
- **Use descriptive words and action verbs**

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...



ANY QUESTIONS
about the about section?

4. EXPERIENCE

- **Like a resume experience section**
 - Resume should contain detailed descriptions of an experience that are applicable to the position
 - LinkedIn doesn't require as much detail, but you can list more experiences
- **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!
- **Link companies & skills, request recommendations, and endorse other**
 - You can link your skills to a particular experience
- **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**



ADD EXAMPLES OF YOUR WORK

- Add rich media
 - Photos, videos, links, presentations, documents, tweets, podcasts
- These additions make your professional story appealing and add a social component to your profile



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

5. ADD SKILLS AND GET ENDORSED

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

Skills & Endorsements

Add a new skill 

Marketing · 65



Endorsed by Christian J. Konko and 2 others who are highly skilled at this



Endorsed by 6 of Austin's colleagues at Microsoft

Social Media · 54



Endorsed by Kristi Zhang and 1 other who is highly skilled at this



Endorsed by 6 of Austin's colleagues at Microsoft

Digital Marketing · 53



Endorsed by Christian J. Konko and 2 others who are highly skilled at this



Endorsed by 5 of Austin's colleagues at Microsoft

All Searchable Keywords!

Example of LinkedIn Profile Skills Section <https://cultivatedculture.com/linkedin-profile-tips/example-of-linkedin-profile-skills-section/>

LINKING SKILLS



Research Student

The Hospital for Sick Children

Sep 2021 - Apr 2022 · 8 mos

Toronto, Ontario, Canada

Skills: Medical Imaging · Python (Programming Language) · R (Programming Language)

Skills

Take skill quiz



C (Programming Language)

Medical Imaging



Research Student at The Hospital for Sick Children

Python (Programming Language)



Research Student at The Hospital for Sick Children



Research Assistant at University of Waterloo

Show all 5 skills →



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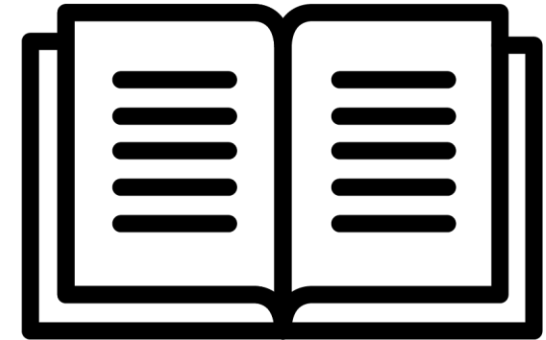


ANY QUESTIONS

about the experience or skills section?

KEEP IMPROVING! ADD...

- Languages
- Groups
- Organizations
- Licenses & certifications
- Honors & awards
- Test scores - SAT, LSAT
- Patents & publications
- Updates and posts (sharing vs. publishing)



Add to profile



Core



Recommended



Additional



Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

Add publications

Add patents

Add projects

Add honors & awards

Add test scores

Add languages

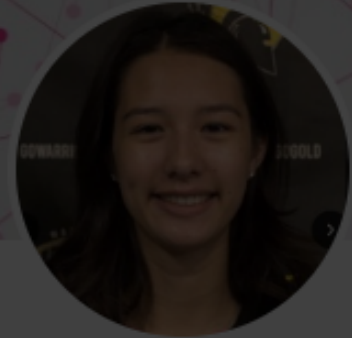
Add organizations



Search



Get Hired Faster,
Try Premium Free



Karina Wilk (She/Her)

Medical Physics Student at the University of Toronto
Greater Toronto Area, Canada · [Contact info](#)

83 connections

Open to

Add profile section

Suggested for you

Private to you

Intermediate

Complete 1 step to achieve All-star

Make your profile public & URL

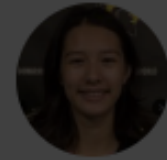


Translate your profile in another language



Ad

This series of assets will assist B2B marketers



Recharge your marketing in 2022

Learn more

People also viewed

Homa Saadatmand · 3rd+
Master's student at University of Tehran

Connect

Nam Nguyen · 3rd+
--



CONNECTING WITH PEOPLE

WHO SHOULD I CONNECT WITH?

- Anyone you would like to add to your network!
- Alumni
- Co-workers
- People in the same industry as you
- People in the industry you aspire to be in
- There is no limit!



HOW TO CONNECT WITH PEOPLE

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 passionate about helping promote equity and inclusivity, and I know your department at the University of Waterloo 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 _____, we met at the Women in Engineering conference! I enjoyed the conversation we had and would love to connect!”

3 SIMPLE STEPS

HOW do you know them

- What did you talk about?
- Where did you meet?

WHY you want to connect

- Interested in learning more about their experiences
- Build your network

CALL to action

- Do you want to me?
- Do you just want to connect?



THE ALUMNI SEARCH & GROUPS

a powerful tool to jumpstart your networking

DEALING WITH HARASSMENT



WHAT IS CONSIDERED HARASSMENT?

When to block?

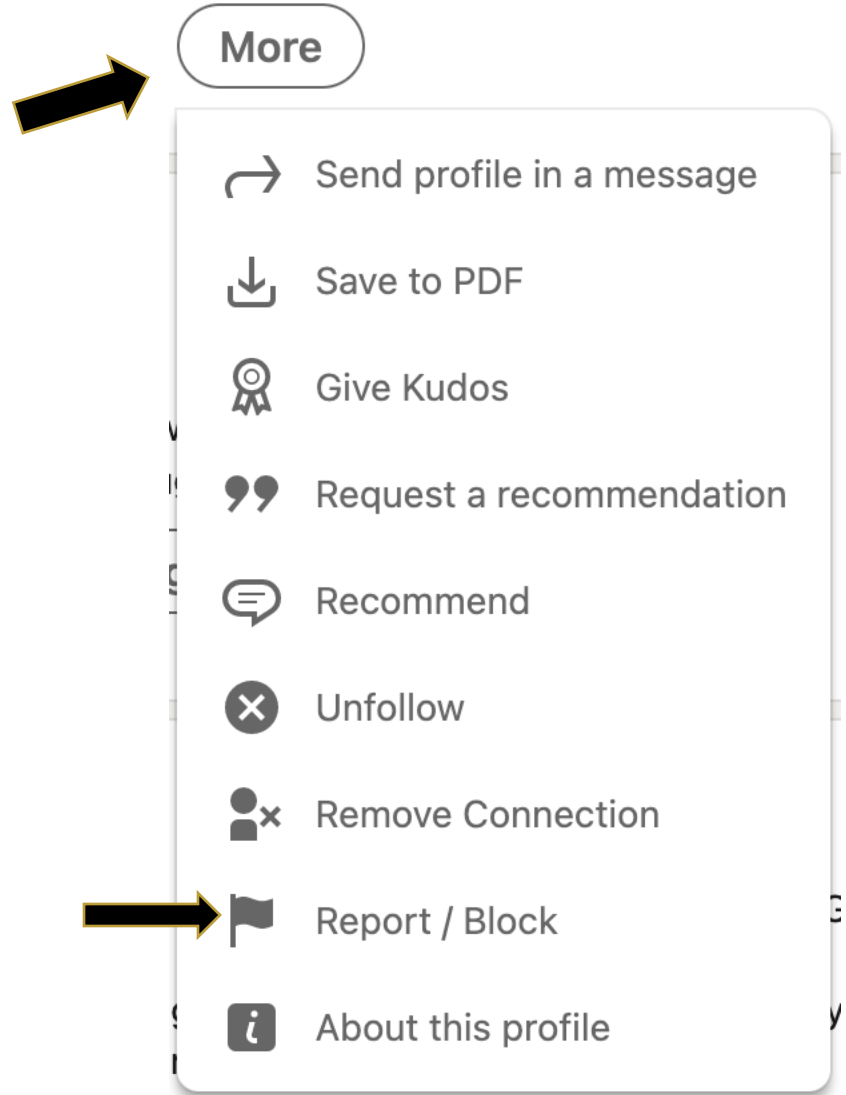
HARASSMENT REFERS TO...

Harassment refers to unwanted conduct/behaviour that results in **physical, emotional, and/or psychological harm**. It can be **verbal (spoken or typed), visual, or physical**. Harassment can be based on race, age, religion, disability, sex, sexual orientation, gender identity/gender expression, or of a personal nature. Some examples of harassment include, but are not limited to:

- Making sexually suggestive comments
- Unjustifiably monitoring everything that is being done
- Exclusion from group activities or assignments
- Unwanted physical touching/contact
- Offensive, degrading, or derogatory jokes and comments
- Offensive graffiti, cartoons, or pictures
- Racial or ethnic slurs
- Spreading rumors
- Questioning someone's disability, accommodation needs, or treatment
- Unwelcomed comments about a person's religion and/or religious garments

HOW TO BLOCK SOMEONE ON LINKED IN

1. Go to the profile page of the person you wish to block
2. Select the “**More**” button in their title box
3. Select “**Report / Block**” from the drop-down menu
4. In the pop-up window, select “**Block (their name will appear here)**”,
5. Confirm by clicking “**Block**”



YOUR NEXT STEPS

- Update **preferences**, especially if you are looking for employment
- Update job experience – include **descriptions**
- Request introductions and start making **connections**
- Investigate the **alumni search** & join some **groups**
- Do your **research**
- Be critical of the **keyword** you are using



ANY QUESTIONS?

Let's discuss!

SOME FREQUENTLY ASKED QUESTIONS (FAQs)

What do 1st, 2nd, and 3rd connections mean?

What is LinkedIn Premium? Do I need it?

Can anyone endorse me? Who should endorse me?

What keywords did my searchers use to find me?

HOW DID WE DO?

We are always looking for ways to improve and your feedback is important. Complete the feedback survey delivered to your inbox at the end of this week.

Our mission is to educate and motivate all members of the University of Waterloo community to develop and take action to achieve current and future career goals.



**Regular
Co-op
Undergrad
Masters, PhD, Postdocs
Alumni
Employees**



**Job Search Tactics
Résumé
Cover Letter
Interview Prep
Career Exploration
Grad School Prep**



**Individual Appointments
Drop-ins
Workshops
Online Resources**

uwaterloo.ca/career-development

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