

WELCOME! WE'LL GET STARTED IN A FEW MINUTES!

Note: This session won't be recorded, but you will be sent the slide deck after the fact.

In the meantime, feel free to introduce yourself in the chat! (e.g., name, program/faculty, regular/co-op)



UNIVERSITY OF
WATERLOO

Centre for Career
Development

ON AIR

Digging into LinkedIn

Azzam Bin Amir, Career Leader
Centre for Career Development



A Bit About Me



Azzam Bin Aamir (he/him)

- Career Leader at CCD
 - Workshops and Events
- Physics and Astronomy Grad from Waterloo (Cosmology + ML)
- Cat person
- Currently : Sr. Revenue Operations Analyst
- Past roles: Data Scientist/Analyst, Orientation Captain, Quantum Optics R ...



Whose land are we on?

We respectfully acknowledge that we work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, which includes ten kilometers on each side of the Grand River: land promised and never returned to the Six Nations.

Some incredible local community members on IG: Bangishimo Johnston @bangishimo, Amy Smoke @amysmoke, C. Elizabeth Best @lizbot5000

Support: O:se Kenhionhata:tie – Land Back Camp, @ose.kenhionhatatie on IG

Reports: TRC Calls to Action, National Inquiry into MMIWG

Reading: The Inconvenient Indian, 21 Things You May Not Have Known About the Indian Act, This Place: 150 Years Retold

What land are you on? native-land.ca



AGENDA



Why
LinkedIn?

Components
of a LinkedIn
profile

- Interactive tour
of real profiles

Growing your
network

Your next
steps

Q&A



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**



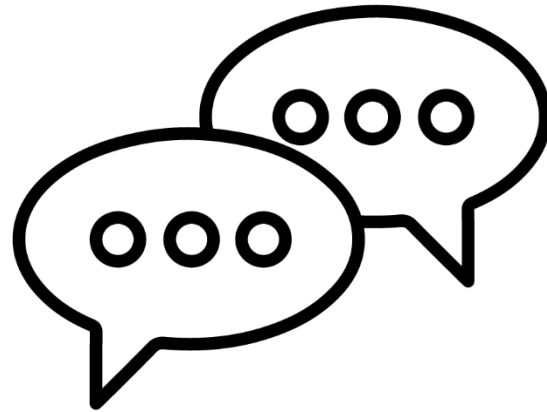
How might we co-create this safe(r) space?

- Participate in a way that feels most comfortable for you!
- Please use the chat during presentation time. Ask me questions whenever! At the end of the workshop, you can come on mic or use the chat during Q&A
 - Feel free to send me a direct message if you have a question or comment you would like to share privately
- If you're having tech issues, let me know and I can help problem solve
- Take what works for you and leave what doesn't!



INTRODUCTIONS

WHAT DO YOU WANT TO KNOW?



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Why LinkedIn?

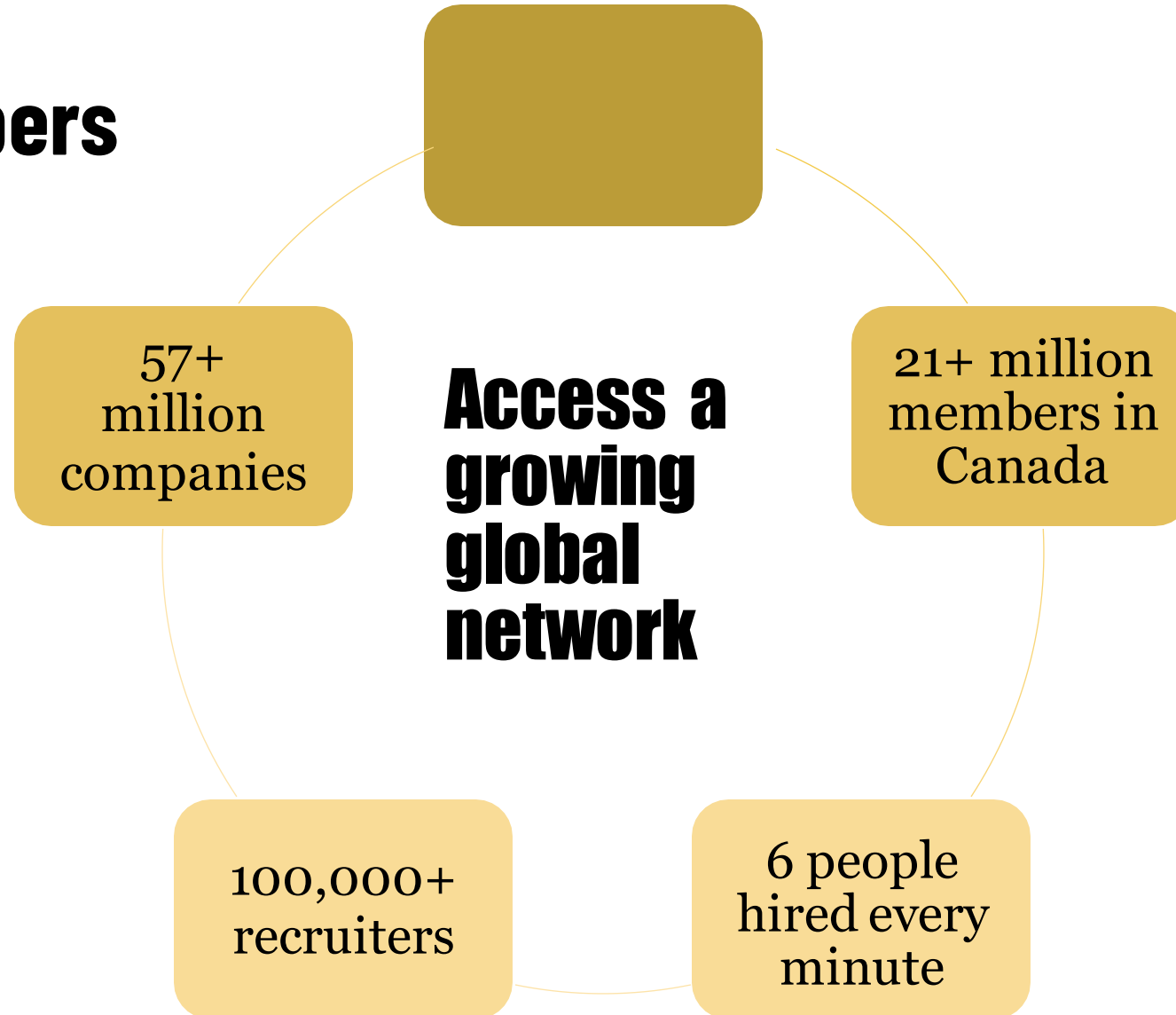
- **Employers will Google you! Be in control of what they see**
- **Stay in touch with people you meet in class, at conferences, etc.**
- **Find more people to connect with in your industry**



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



810+
million members



Source: <https://www.omnicoreagency.com/linkedin-statistics/>



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COMPONENTS OF A LINKEDIN PROFILE

MAIN PARTS OF A LINKEDIN PROFILE



Profile picture & headline



Summary



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

2. SUMMARY



2. SUMMARY

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



3. DRAFT A COMPELLING SUMMARY

I value...

Some of my achievements are...

...inspire others by...

I designed...

I am accomplishing...

I aspire to...

...building a reputation by...

Contribute to innovation through...



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 SUMMARY
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>




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**ANY QUESTIONS ABOUT THE
EXPERIENCE SECTION?**


6. 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 All Searchable Keywords!

 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**

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 →



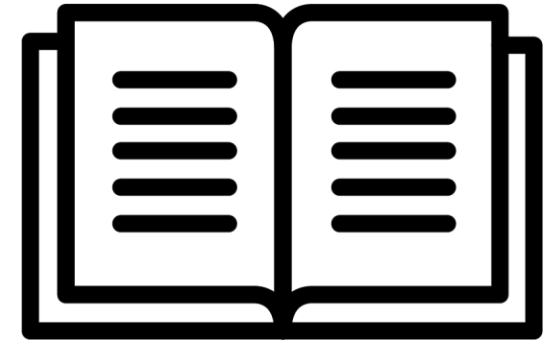
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**ANY QUESTIONS ABOUT THE
SKILLS SECTION?**

KEEP IMPROVING! ADD...

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

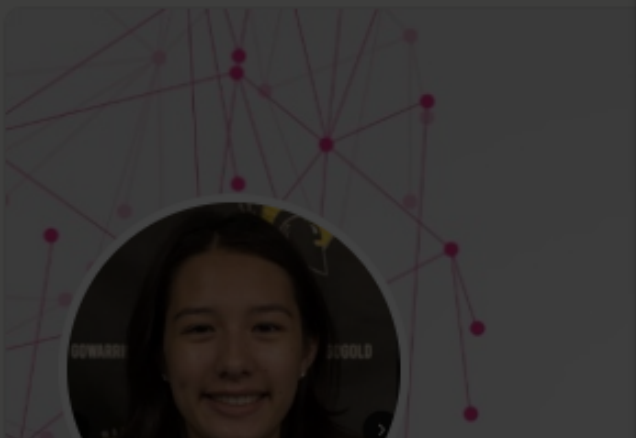




Search



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

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

Make your profile public & URL

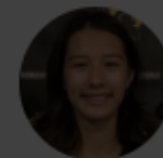


Translate your profile in another language



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

using LinkedIn (of course)

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 _____, 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. Would you be interested in grabbing a coffee to chat for 15 minutes? I’d be happy to hear how you got into this field.”



THE ALUMNI SEARCH & GROUPS

a powerful tool to jumpstart your networking

DEALING WITH HARASSMENT

HOW DO I KNOW WHEN TO BLOCK SOMEONE?/ WHAT CAN BE CONSIDERED HARASSMENT?



HARASSMENT REFERS TO...

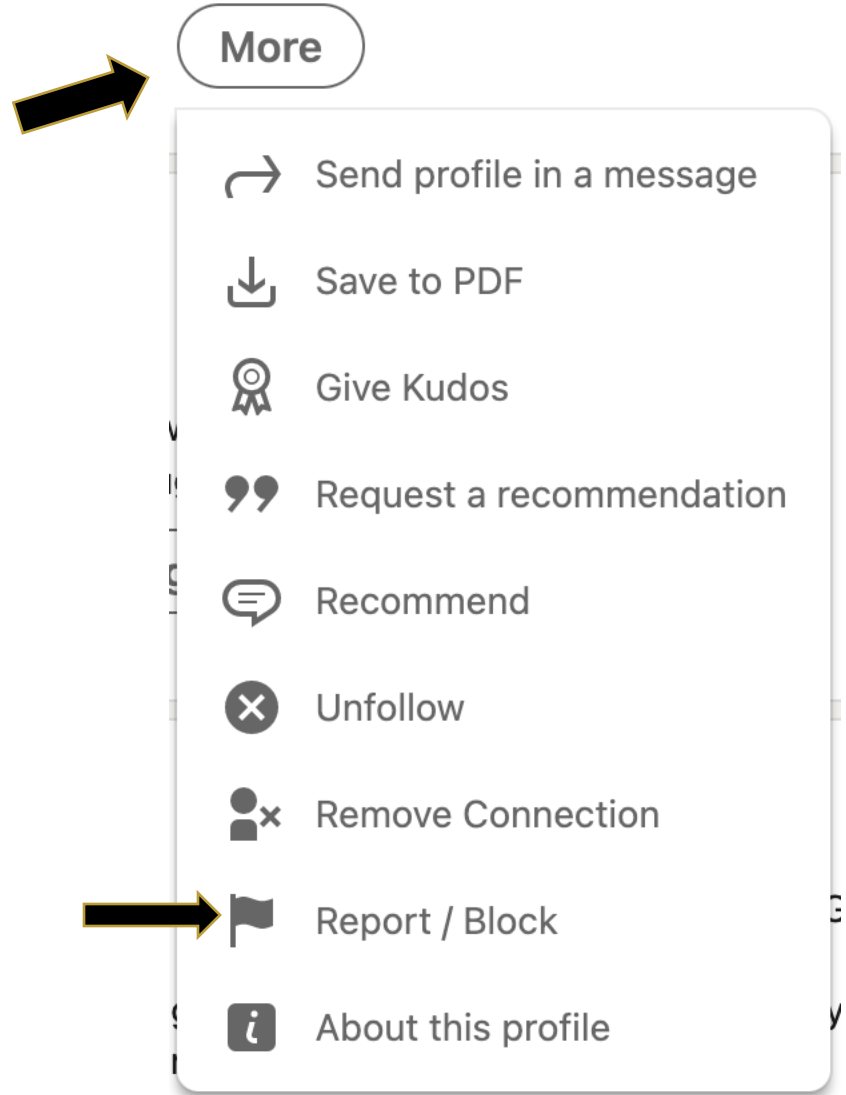
Harassment refers to unwanted conduct/behaviour that results in **physical, emotional, and/or psychological harm**. It can be **verbal (spoken or typed), visual, or physical**. Harassment can be based on race, age, religion, disability, sex, sexual orientation, gender identity/gender expression, or of 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? THOUGHTS?
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 following this workshop.
- These slides will also be delivered to your inbox in the next few business days!



**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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