

Building your LinkedIn profile

Facilitator

Date



UNIVERSITY OF
WATERLOO

Centre for Career
Development

WHOSE LAND ARE WE ON?

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 the Office of Indigenous Relations.

Curious about the land that *you* are on?

Visit <https://native-land.ca/>



Artwork by local Indigenous artist Alanah Astehtsi Otisistohkwa
(Morningstar) Jewell

Co-creating a safe(r) space

- A safe space means different things for everyone, but we'll do our best! Let's keep 3 things in mind:
 - Choice, Respect, Care
- Participate in the way that feels most comfortable for you!
- Please use the chat or raise hand for questions/comments
 - Feel free to send me a direct message if you would like to share anonymously
- Ask questions whenever! We'll also dedicate time at the end for Q&A
- Take what works for you, leave what doesn't.

Learning Outcomes

By the end of this workshop, participants will be able to...

- Explain the value of LinkedIn and begin articulating their career narrative
- Evaluate the purpose of key LinkedIn sections and what employers are looking for
- Consider how GenAI can support LinkedIn profile development
- Identify ways to find and connect with others on LinkedIn
- Access further LinkedIn and career support resources



Source: Unsplash



Tip: Create/open your LinkedIn account so you can follow along during the workshop!

THE CASE FOR LINKEDIN

Why LinkedIn?

LinkedIn helps you grow your network, discover career opportunities, and build your career narrative:

- ✓ Build & manage your digital presence while sharing your unique career narrative
- ✓ Expand your connections of classmates, collaborators and professional contacts
- ✓ Follow industry & research trends, discover job & career paths



Source: Getty Images



Tip: LinkedIn user span 200+ countries, 430+ industries and 310+ million active users/month

Why Is Building a Career Narrative Valuable?

- ✓ Provides clarity to employers, your network, and *you*
- ✓ Shows up in your “About” section
- ✓ Strengthens your confidence in conversations
- ✓ Supports successful interviewing
- ✓ Adaptable over time
- ✓ Helps others remember you!



Source: Medeon Maraon Music

Quick Brainstorm (2 minutes):

Consider one of the following prompt questions as you reflect on your own career narrative:

- ✓ Following a job interview, what 3 words would you want an employer to associate with you?
- ✓ What courses, projects, or experiences have shaped your interests the most?
- ✓ What do you hope to learn or gain from your next role?
- ✓ What 3 words might your friends or close family associate with you?
- ✓ What matters to you most in your work and/or learning?
- ✓ When do you feel most engaged (inside or outside of classroom)?



Source: Dreamstime



MAIN LINKEDIN SECTIONS

Main Parts of a LinkedIn Profile:



Profile Picture & Headline



About Section



Activity & Featured Sections



Experience & Education Sections



Skills Section



And more!



Talk to a Career
Advisor at a free
1:1 in person or
online
appointment





HEADLINE & PHOTO

The Headline

- Most **visible** part of your LinkedIn profile
- 220-character limit. Pick what you want people to know and don't hesitate to change it regularly
- What can you include in a headline?
 - ✓ Program
 - ✓ Career interests or target role
 - ✓ Key technical skills and specializations
 - ✓ What you're looking for
 - ✓ What makes you unique



Tip: a clear & bright photo does not need to be taken by a professional!

Example Headlines

- Optometry Student at the University of Waterloo
- Seeking Summer Co-op in Accounting | CPA/BioTech Student at University of Waterloo
- Public Health Analyst with Experience in Research, Data, and Community Health
- Engineering Student | Applying Technical Problem-Solving to Real-World Challenges | Design & Sustainability
- Liberal Arts Student | Writing, Analysis and Communications



Taylor Smith

Optometry Student Interested in Primary Eye Care & Patient Education | [University of Waterloo](#)



Kate Kennedy ✓ She/Her

Career Advisor | Workshop Facilitation | Leader | Connecting People to Purpose
Stratford, Ontario, Canada · [Contact info](#)



University of Waterloo



McMaster University



Jon Halpenny ✓ He/Him · 2nd

Partner Manager @ Williams F1 Team | Sports & Ent. Partnership Marketing, Experiences & Events
London, England, United Kingdom · [Contact info](#)
500+ connections



University of Waterloo



Abby Edington

INNOVATOR | LIFE-LONG LEARNER | ORGANIZER

Abbagail (Abby) Edington ✓ she/they · 2nd

Marketing and Undergraduate Recruitment Specialist at the University of Waterloo, Faculty of Engineering
Stratford, Ontario, Canada · [Contact info](#)



University of Waterloo



Wilfrid Laurier University



Katie Ivancic ✓ She/Her · 2nd

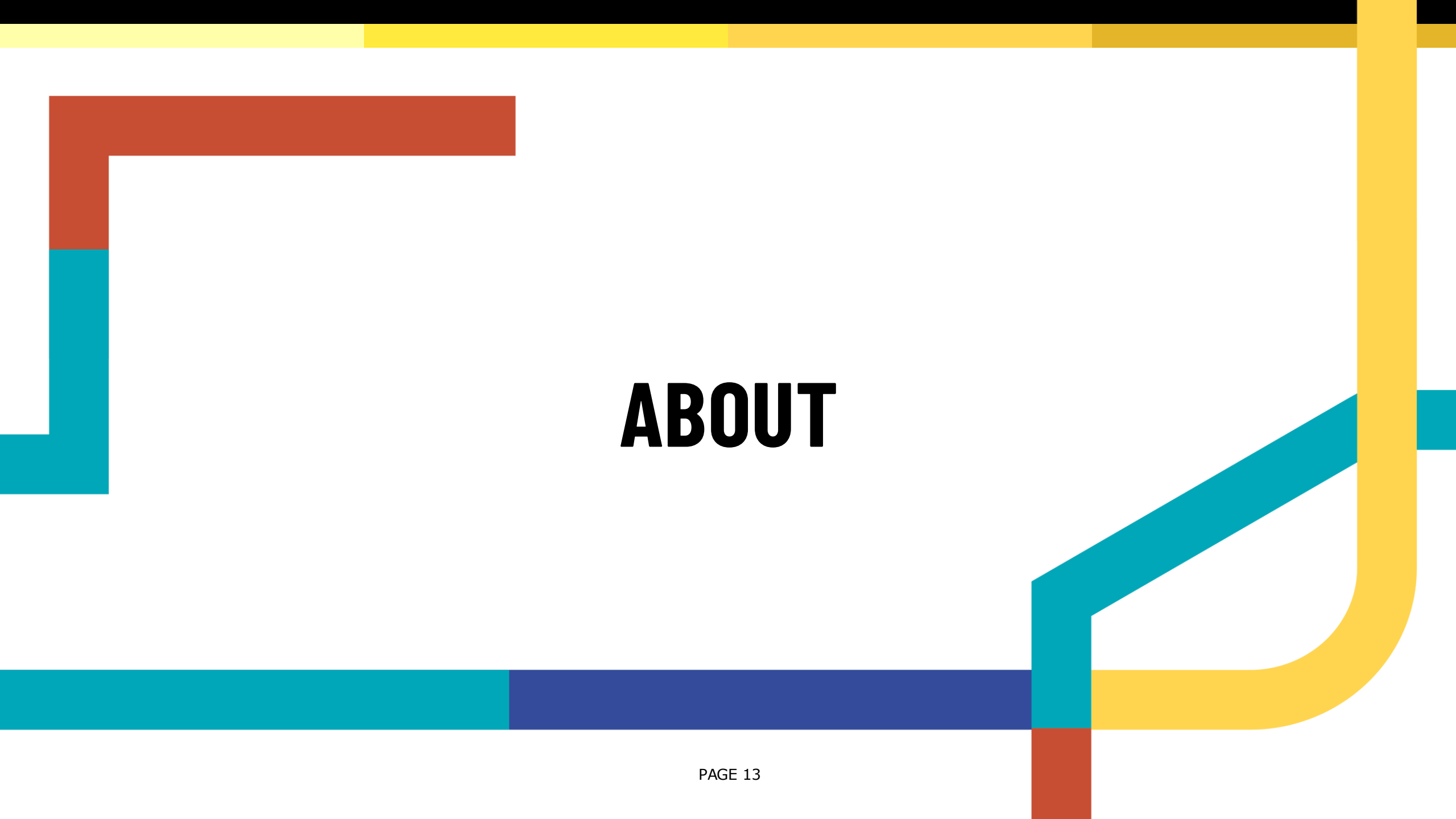
Wealth Management Associate at ScotiaMcLeod
Oakville, Ontario, Canada · [Contact info](#)
10,062 followers



Scotiabank



University of Waterloo



ABOUT

The About Section:

An open-ended space for to share your story and help others understand your professional goals and interests (your career identity!):

What to include

- ✓ Why your work matters (or will matter!)
- ✓ The results, impact, or change you've led or want to lead
- ✓ What motivates you, excites you, or sets you apart

Formatting can vary:

- ✓ Small, concise paragraphs tell a story
- ✓ Bullet points highlights key achievements, values, skills, and experiences
- ✓ Paragraph + bullet hybrid share context, then make it scannable

Examples:

- Open LinkedIn to check out what other folks have done!



Tip: Use descriptive words and action verbs, write in first person and keep it conversational

About: Example

- ✓ Who they are
- ✓ What they do/ their impact
- ✓ Small paragraph story form
- ✓ Invitation to connect
- ✓ First person
- ✓ Descriptors words

About



Hello! I'm Molly (she/her) and I'm a Career Advisor at the Centre for Career Development at the University of Waterloo. I'm passionate about helping students realize their own potential and supporting them while they navigate a career journey that is right for them. I'm a true believer in non-linear career paths and that the right approach is dictated by you. I also have a keen interest in resource development, content creation and taking on initiatives to address gaps in supports and services.

Want to connect to chat more? Send me a message - I'd love to hear from you! 🙌



Quick Activity (2 minutes):

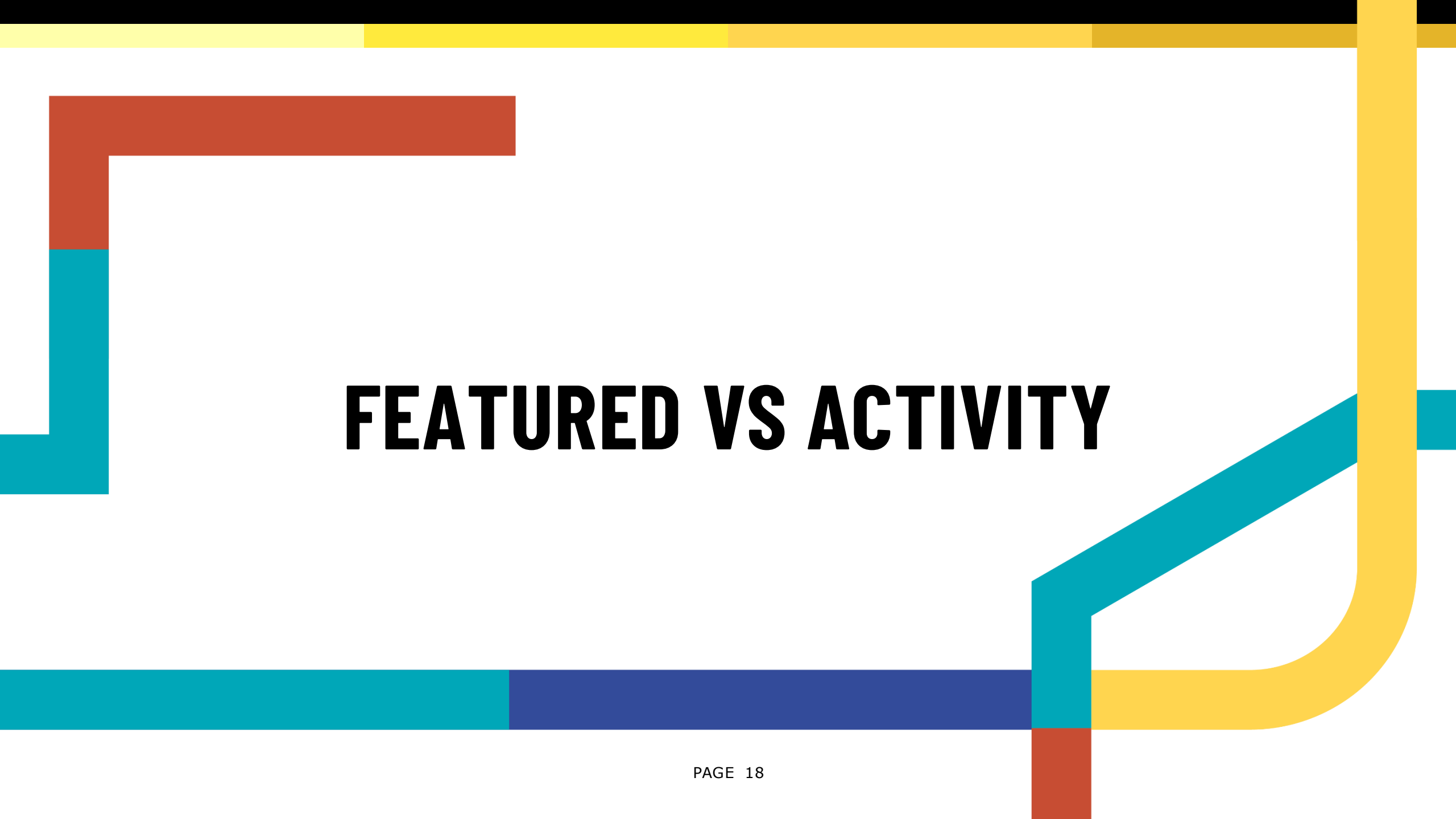
Head out on a “LinkedIn Scavenger Hunt” and find 2 “About” sections you resonate with.

Now, consider:

- ✓ What was the first thing that caught your attention in this “about” section?
- ✓ How does this person communicate their value, strength, or purpose?
- ✓ What makes this “about” section feel authentic or memorable?
- ✓ Which elements would you like to adapt to your own profile, and why?
- ✓ After reading this profile, what do you know about this person that goes beyond their resume?



Source: Dreamstime

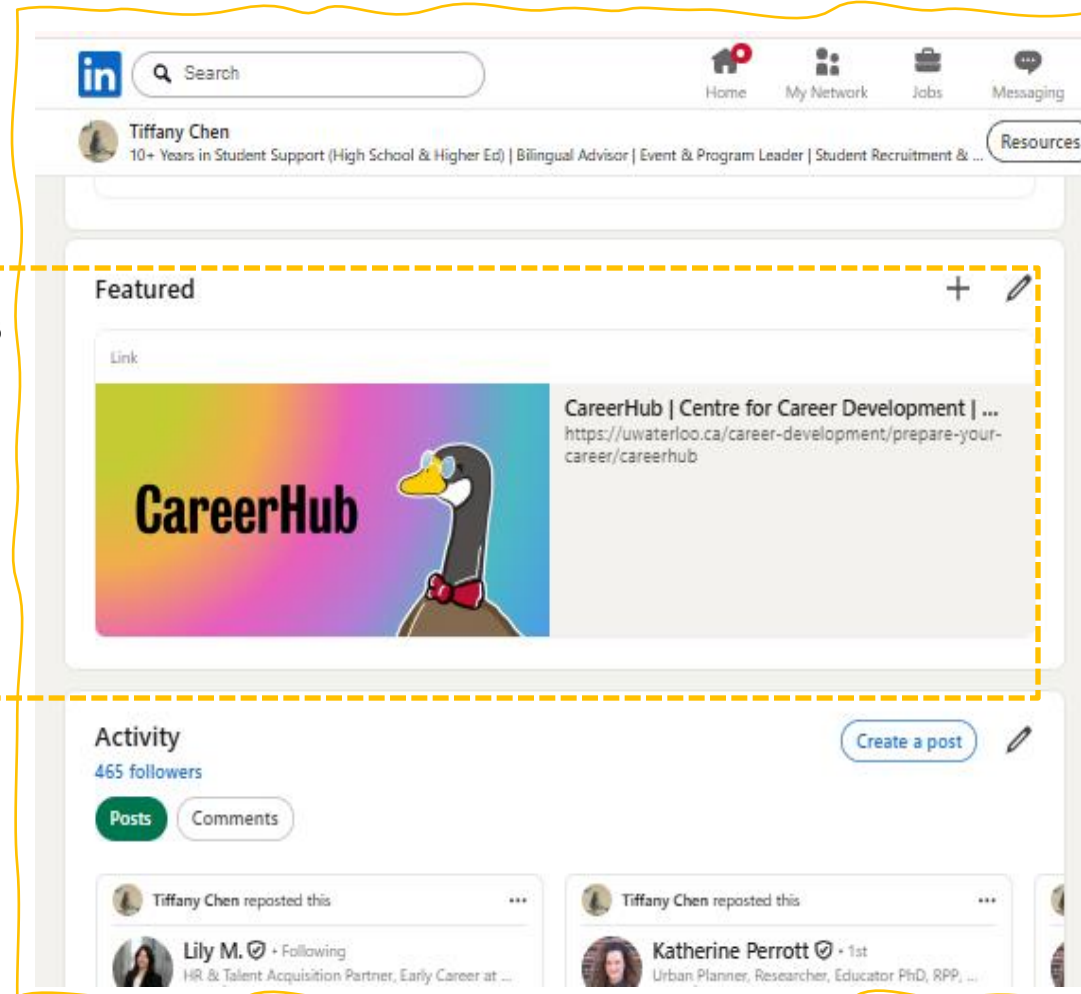
The slide features several thick, geometric lines and shapes. A red L-shaped line is in the top-left corner. A teal L-shaped line is in the bottom-left corner. A yellow line runs vertically along the right edge, with a horizontal segment at the bottom. A teal line runs horizontally across the bottom, with a diagonal segment on the right. A blue horizontal bar is positioned below the teal bar on the right side. The title 'FEATURED VS ACTIVITY' is centered in a bold, black, sans-serif font.

FEATURED VS ACTIVITY

The Featured Section vs The Activity Section

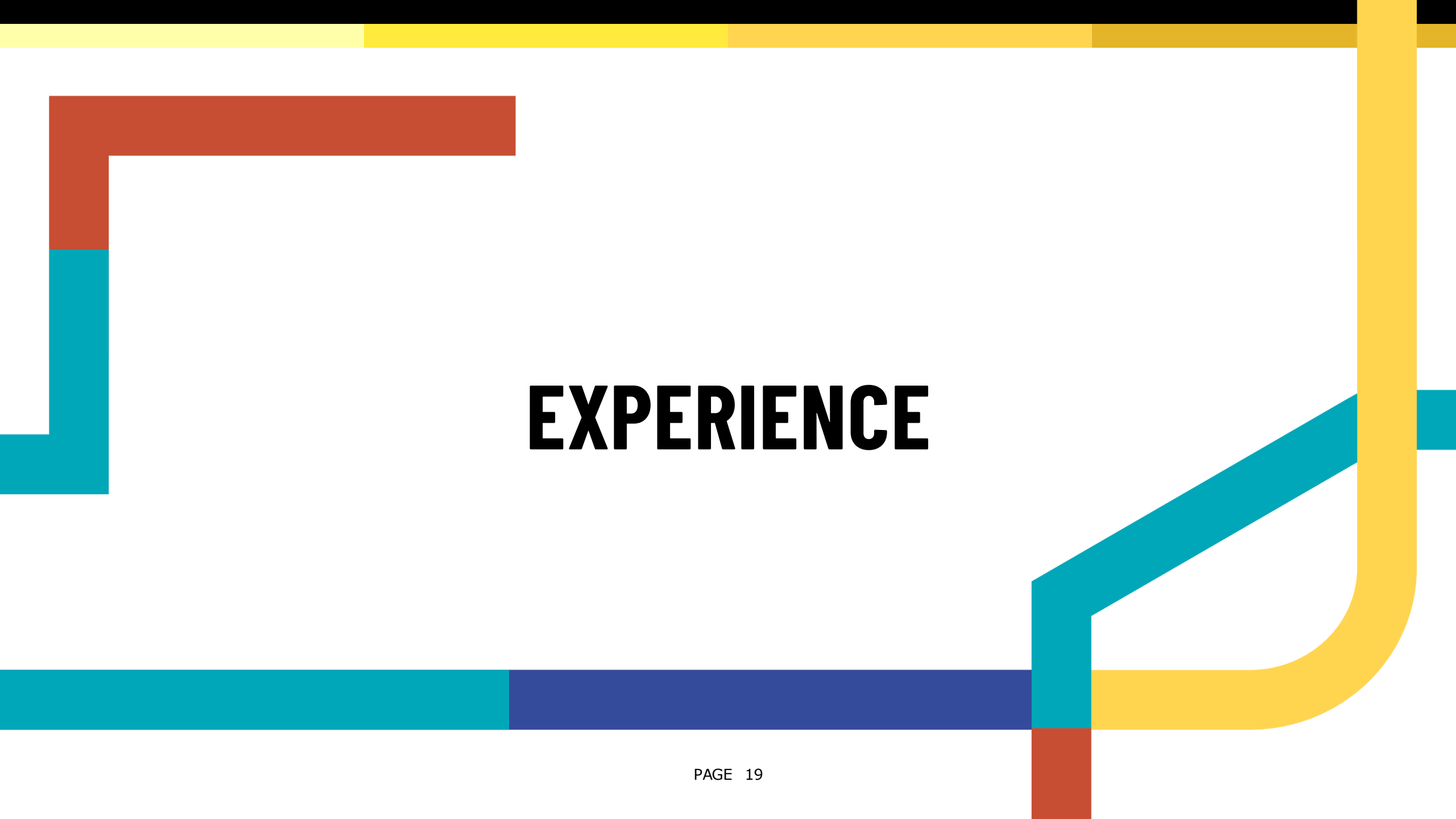
Featured = Your Highlights

- Portfolio / Projects
- Articles
- Videos
- PDFs / Links



Activity = Your Engagement

- Posts
- Comments
- Reactions
- Shares/Reposts



EXPERIENCE

The Experience Section

Tell the story behind your experience.

- ✓ What you did
- ✓ Skills you developed
- ✓ Impact made

Include paid, volunteer, research, and project experience.

Experience



Research Assistant

Ase Community Foundation for Black Canadians with Disabilities · Contract Full-time
Jun 2023 - Present · 5 mos

- Conducted data analysis and coding of transcripts using NVivo... [...see more](#)

Skills: Academic Research · Disability Advocacy · Public Health



Research Assistant

Mount Sinai Hospital (Toronto), Sinai Health · Contract Full-time
May 2022 - May 2023 · 1 yr 1 mo
Toronto, Ontario, Canada

- Utilized qualitative methods to analyze and characterize survey entries.
- Presented research findings to the UHN Geriatric physicians... [...see more](#)

Skills: Academic Research · SAS (Programming Language) · Public Health



Tip: Browse profiles in your field to see how others describe similar experiences.



EDUCATION

The Education Section

Tell your academic story.

Include:

- ✓ Degree & graduation date
- ✓ Relevant courses, projects, or research
- ✓ Awards, clubs, exchanges, or leadership

Education



University of Waterloo

Bachelors, Honours Recreation and Sport Business

Activities and societies: UW Sports Business Association;
UW Varsity Track and Field Team;

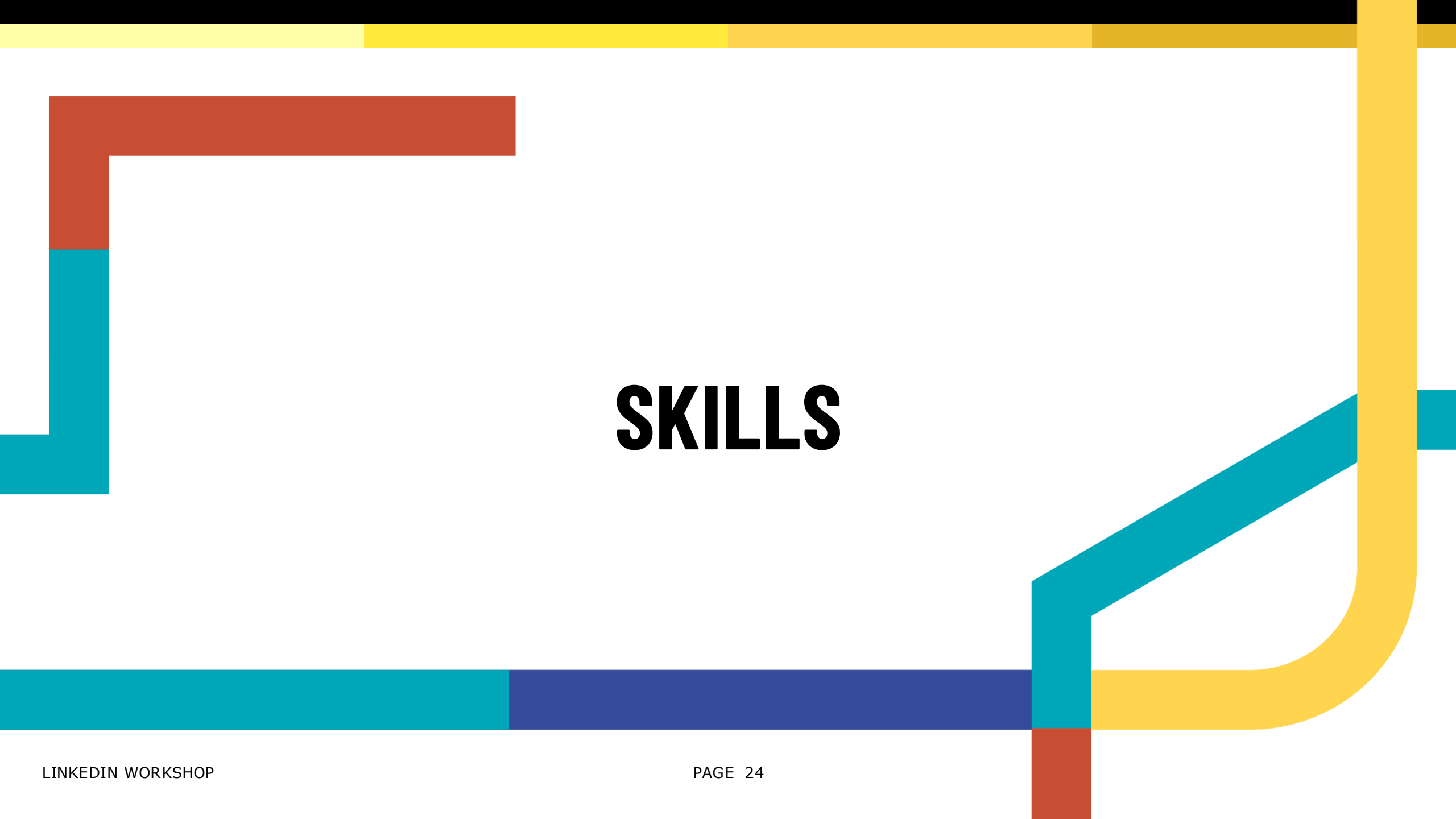


Recreation and Sport Business

Pursue a career in sports marketing. Explore careers and gain paid work experience through co-op while earning a degree in...



Tip: Highlight experiences that support the career you're pursuing.



SKILLS

The Skills Section

Your skills are searchable keywords.

Include:

- ✓ Technical skills & tools
- ✓ Transferable skills
- ✓ Skills you can demonstrate through experiences

Skills (14)

Academic Research

 3 experiences at Ase Community Foundation for Black Canadians with Disabilities and 2 other companies

 University of Waterloo

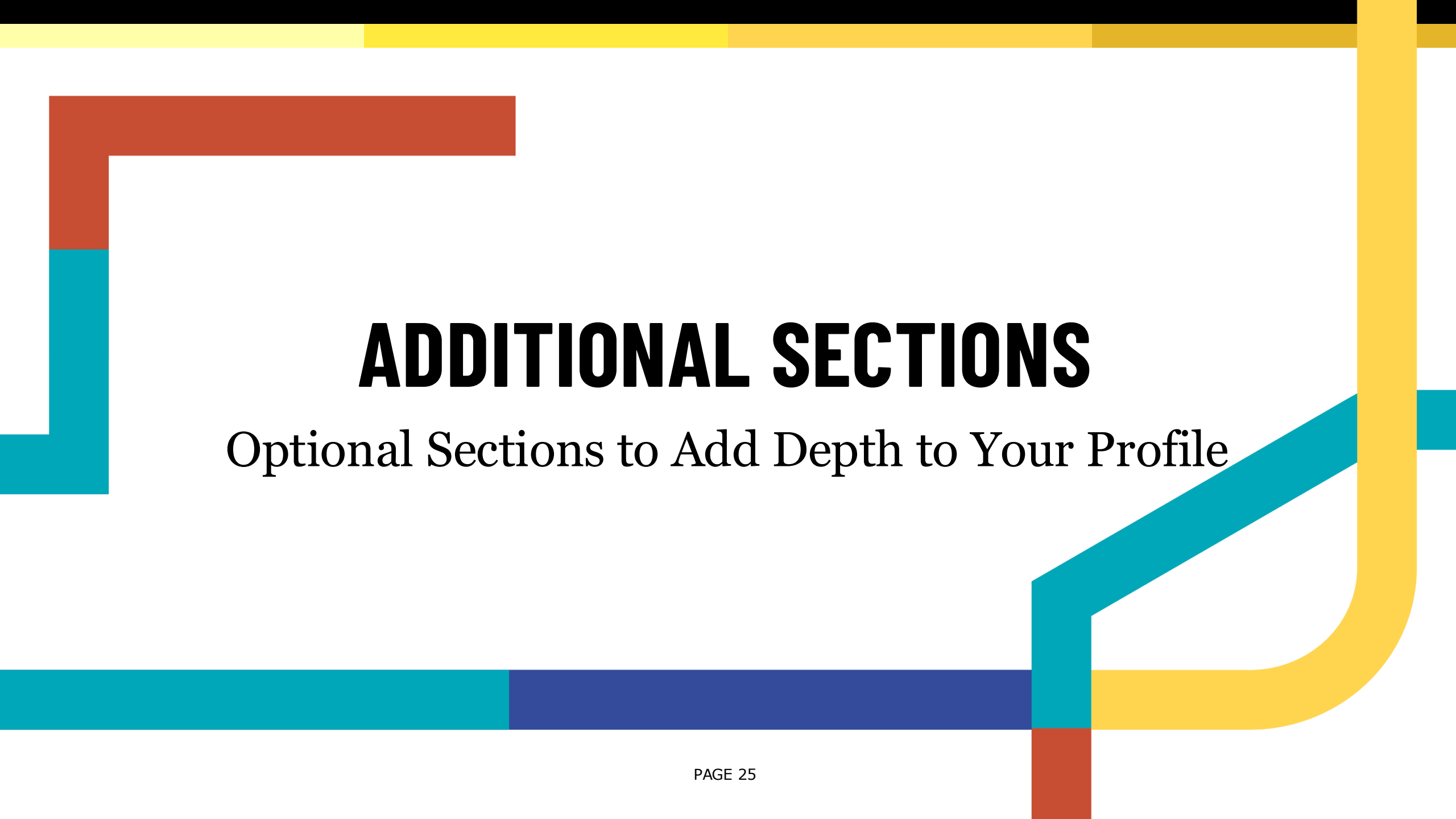
 1 endorsement

Data Analysis

 2 endorsements

Show all →

 **Tip:** Put your strongest and most relevant skills near the top.



ADDITIONAL SECTIONS

Optional Sections to Add Depth to Your Profile



Search



Get Hired Faster,
Try Premium Free

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

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

it public profile & URL

d profile in another language

This series of assets will assist B2B marketers



Recharge your marketing in 2022

Learn more

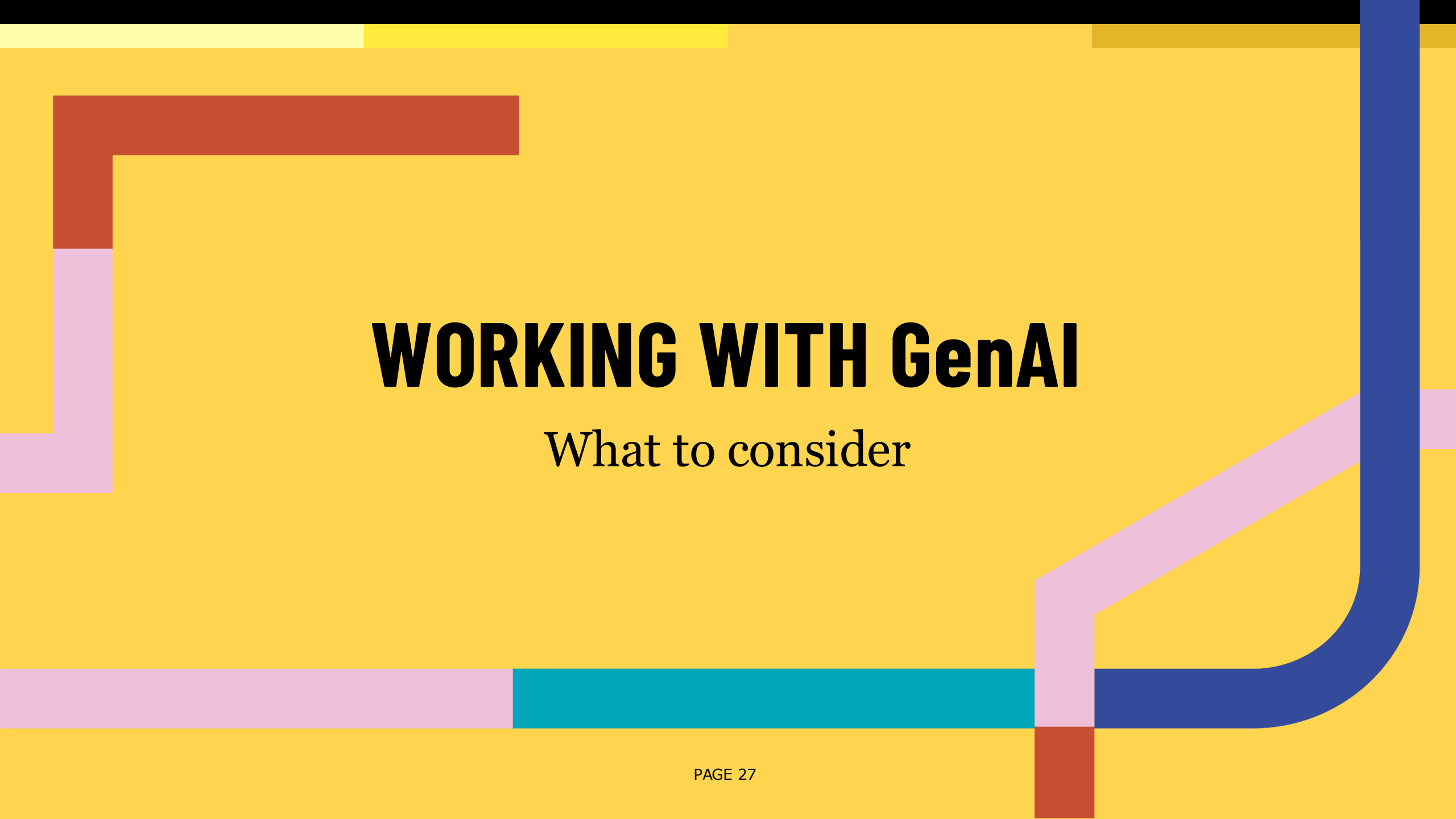
People also viewed

Homa Saadatmand · 3rd+

Master's student at University of Tehran

Connect

Nam Nguyen · 3rd+



WORKING WITH GenAI

What to consider

GenAI for Your LinkedIn Profile

Use GenAI as a thought partner to:

Reflect

- Identify strengths, experiences, themes

Refine

- Improve clarity, structure and tone

Align

- Connect your profile to career goals



Source: Getty Images



Remember: Personalize. Verify. Protect your information.
For more guidance, refer to the GenAI – Students guidelines.

The background is a solid yellow color. It features several thick, colorful lines and shapes: a red L-shaped line in the top-left corner; a light purple L-shaped line below it; a horizontal bar at the bottom composed of a light purple segment on the left and a teal segment on the right; a light purple line that starts from the bottom right, goes up and left, then down and left; and a thick blue line that starts from the bottom right, goes up and left, then curves down and left. The text is centered in the upper half of the slide.

BUILDING YOUR NETWORK

How to find & connect with others

Who Should I Connect With?

Start with people who can help you learn, explore, and grow.

People you already know

- Classmates | Coworkers | Mentors | Professors

People you want to learn with/from

- Alumni | Professionals | People in roles you're exploring

Organizations & Communities

- Employers | Industry Groups | Professional Communities



Learn more about
Networking on CCD's
Career Hub website



 **Tip:** Start building your network before you need it.

How to Connect with People on LinkedIn



Discover People

- Search bar
- Alumni tool
- Suggested connections



Connect

- Send a connection request
- Add a personalized note when appropriate



Engage

- Follow updates
- Comment thoughtfully
- Continue the conversation



Tip: Quality connections > Connection count !

Writing a Connection Message

HOW do
you know
them

- Where did you meet?
- What did you talk about?
- What do you have in common?

WHY you
want to
connect

- Learn about their experiences
- Explore their career path
- Build your network

WHAT is
your ask

- Connect?
- Chat briefly?
- Learn more?



Tip: Examples of LinkedIn messages [here](#)



FAQ & SUPPORTS

Centre for Career Development Student Services



Career advising

One-on-one appointments for:

- Résumé & cover letter writing
- Interview practice
- Career exploration
- Work search strategies
- Further education support

Book via [WaterlooWorks](#)



Workshops and events

Topics include but not limited to:

- Résumé & cover letter writing
- Interview strategies
- Job search strategies
- P4E Job Fair
- Further Education Fair

Register via [WaterlooWorks](#) or [Portal](#)



Drop-in advising

Same day, peer-led 20-minute conversations for:

- Résumé review
- Cover letter review
- Quick interview prep

Registration on [WaterlooWorks](#) daily at 8 a.m.



Online resources

- [CareerHub](#)
- [Recorded workshops](#) for flexible learning



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