

Digging into LinkedIn



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



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/>



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LEARNING OUTCOMES

- Know the value of LinkedIn
- Understand the main sections of a profile
- Know how to utilize AI
- Understand how to use it to Network
- Know where to get further support



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The background is a solid black field. It is decorated with several thick, vibrant lines in yellow, green, blue, and pink. These lines are arranged in a complex, abstract pattern that includes straight segments, right-angle turns, and smooth curves. The lines vary in thickness and are positioned around the central text, creating a modern, graphic feel.

OPEN/SET UP YOUR PROFILE

The background is a solid black field. It is decorated with several thick, stylized lines. A yellow line runs horizontally across the top. On the left, a yellow line descends from the top and turns left, while a green line continues the vertical path. At the bottom, a green line runs horizontally from the left, meeting a blue line that continues to the right. On the right side, a pink line runs vertically, with a green line branching off it diagonally upwards and to the left. The text 'WHY LINKEDIN' is centered in the middle of the page.

WHY LINKEDIN

WHY LINKEDIN?

Talk About Yourself/Your Research:

- Share the value proposition for yourself, your brand, and control your digital footprint

Talk to Each Other:

- Grow your network of fellow classmates, collaborators and contacts- including Alumni!
- 200+ countries; 130+ industries; +250M visitors/month

Talk to New Networks:

- Research and stay in the loop of industry trends, company news and job opportunities!
- Find new ideas and ways to solve problems
- Research new career ideas & find jobs!



MAIN PARTS OF A LINKEDIN PROFILE



Profile Picture & Headline



About Section



Activity & Featured Sections



Experience & Education Sections



Skills Section



And more!

BRANDING

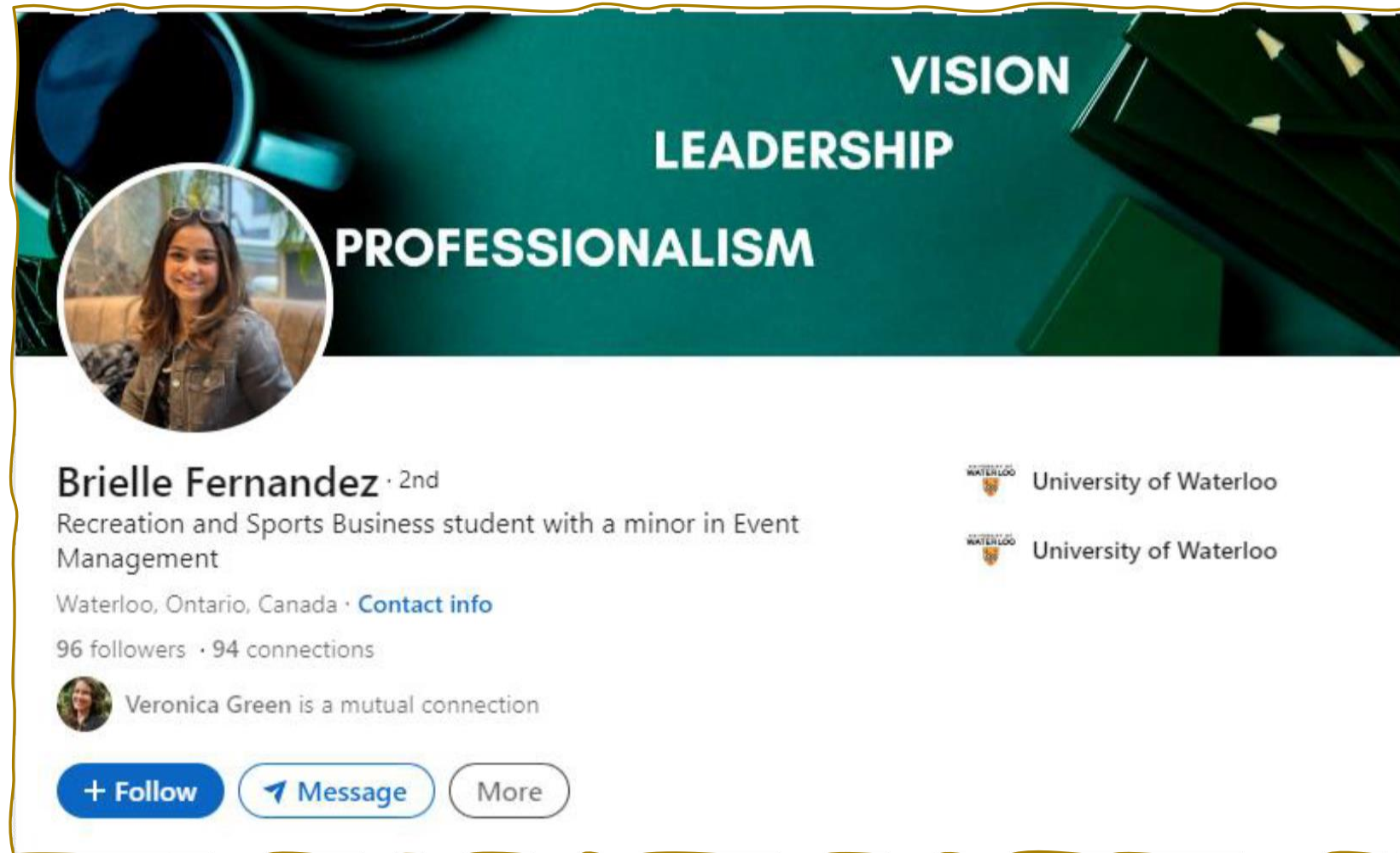
➡ "Who is your audience?"

✍ "What story are you telling?"

- Consider coming up with 3-5 brand characteristics (traits, values, skills) unique to you.
- Poll your friends, colleagues and network: “how would you describe the experience I created for you?” or “what can you count on me for?”

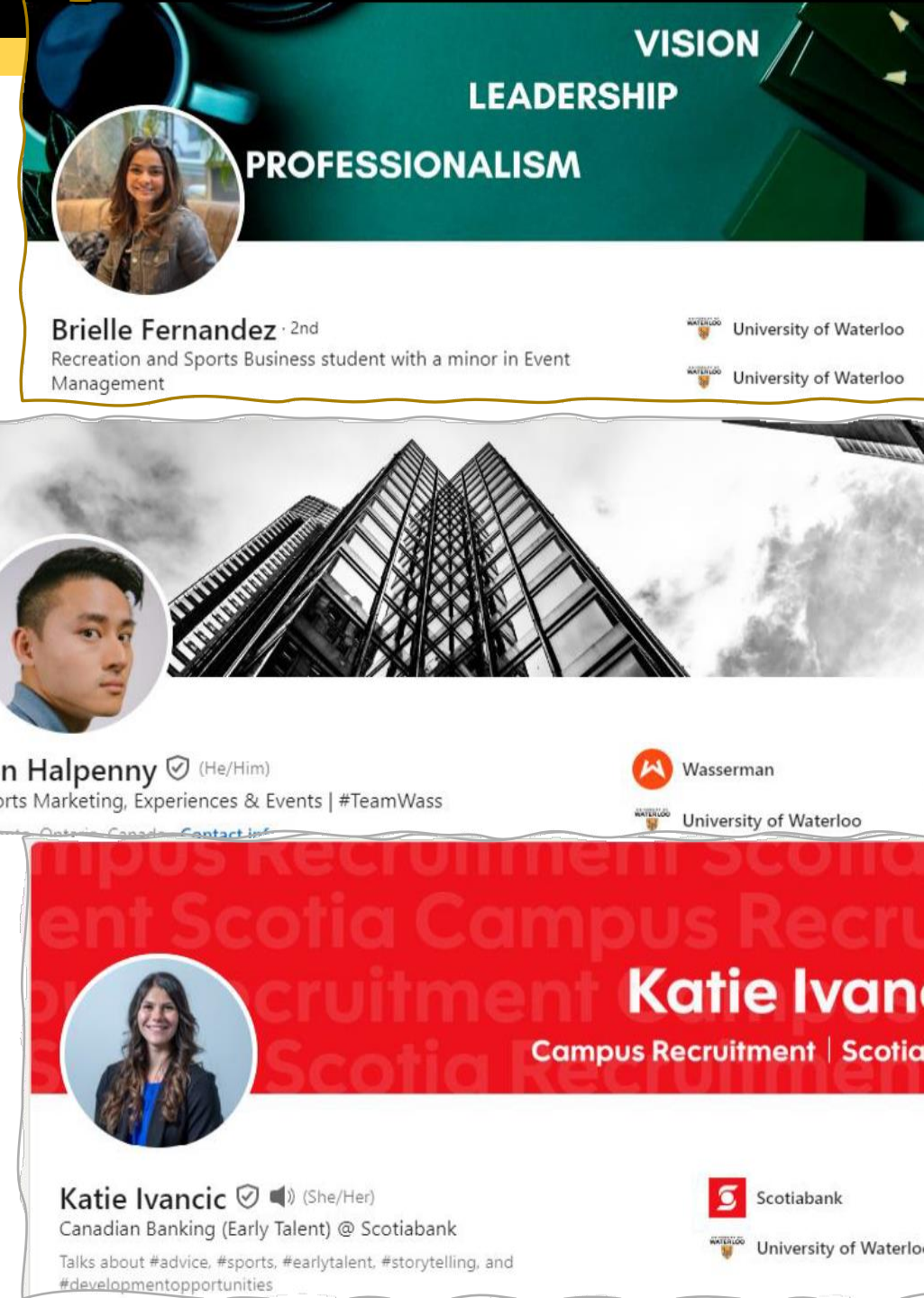
PROFILE PICTURE

- Clear, bright photo will get 9x more connection requests, 21x more profile views & 36X more likely to receive a message!
- Can choose to add pronouns here + "name pronunciation" feature
- Does not have to be taken by a pro!



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?
 - ❑ Your program or field of study
 - ❑ Your career interests or target role
 - ❑ Key technical skills and specializations
 - ❑ What you're looking for
 - ❑ What makes you unique



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

THE ABOUT SECTION

An open-ended space for to share your story and help others understand your professional goals and interests

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



THE ABOUT SECTION

- Formatting can vary:
 - Small, concise paragraphs → tells a story
 - Bullet points → highlights key achievements, values, skills, and experiences
 - Paragraph + bullet hybrid – share context, then make it scannable
- Tips: Use descriptive words and action verbs, write in first person, keep it conversational

ABOUT EXAMPLE

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! 🙌

- ✓ Who I am
- ✓ What I do / my impact
- ✓ Small paragraph story form
- ✓ Invitation to connect
- ✓ First person
- ✓ Descriptors words



ABOUT EXAMPLE

About

Proven systems and software engineering leader and change agent with track record of managing large teams and complex projects that span the globe. Mission-driven with a natural ability to perceive and arrange what individuals, teams and organizations need to thrive and emerge to the next level. Track record of taking care of engineers while driving maturity improvements and delivering quality products within schedule and budget in regulated industries. Energized by up-leveling high-performing teams and organizations tackling projects that make a difference while having fun doing it.



Top skills

Process Improvement Software • Systems Engineering • Regulated Industry • Agile & Waterfall Methodologies • Lead Change



- ✓ Who they are
- ✓ Why it matters
- ✓ What they do/want to do
- ✓ Clear and approachable
- ✓ Format is short paragraphs telling a story and highlighting values



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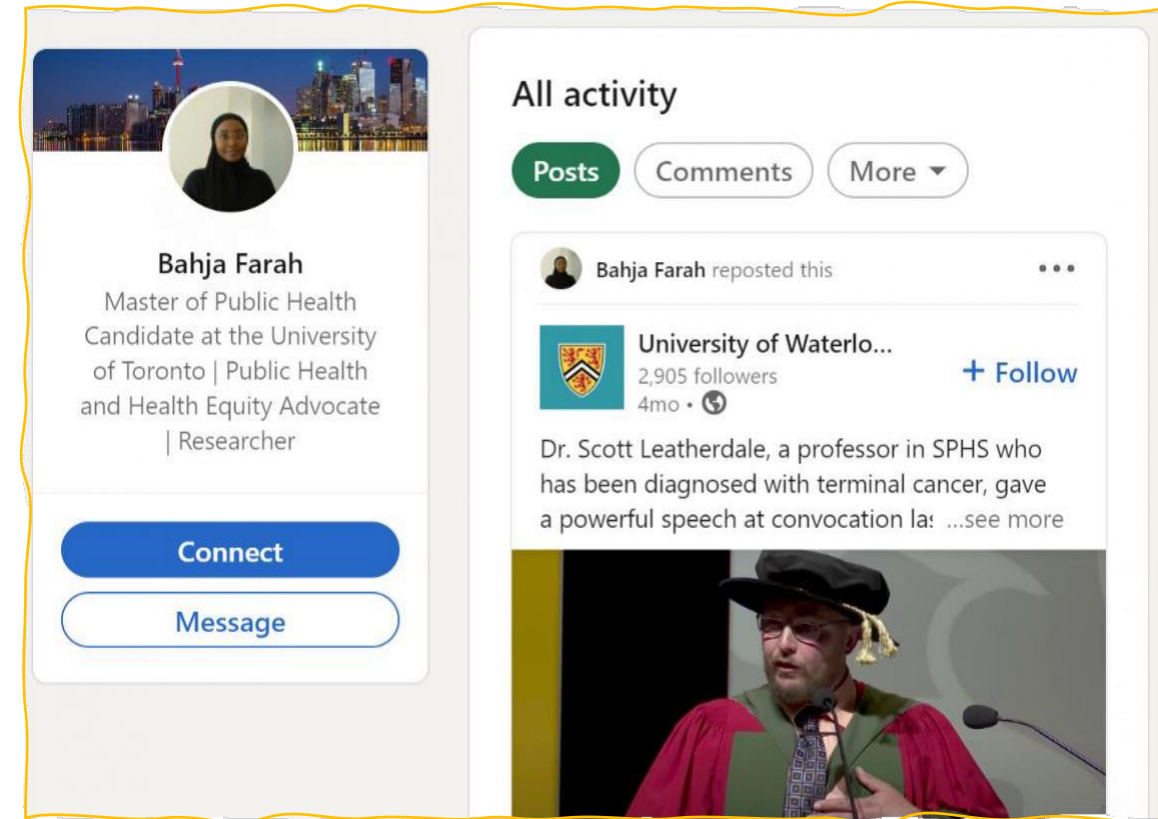
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Development

THE ACTIVITY SECTION

Your Activity section is a live feed showing how you engage with LinkedIn

- Automatically updates with your latest posts, likes, comments, and shares
- Shows everything you've recently engaged with
- Acts like a running timeline of your activity
- Helps others see what you're interested in or thinking about

Be intentional! Your comments, shares, and posts help shape how others see you. It's a chance to show what you care about and build your professional presence

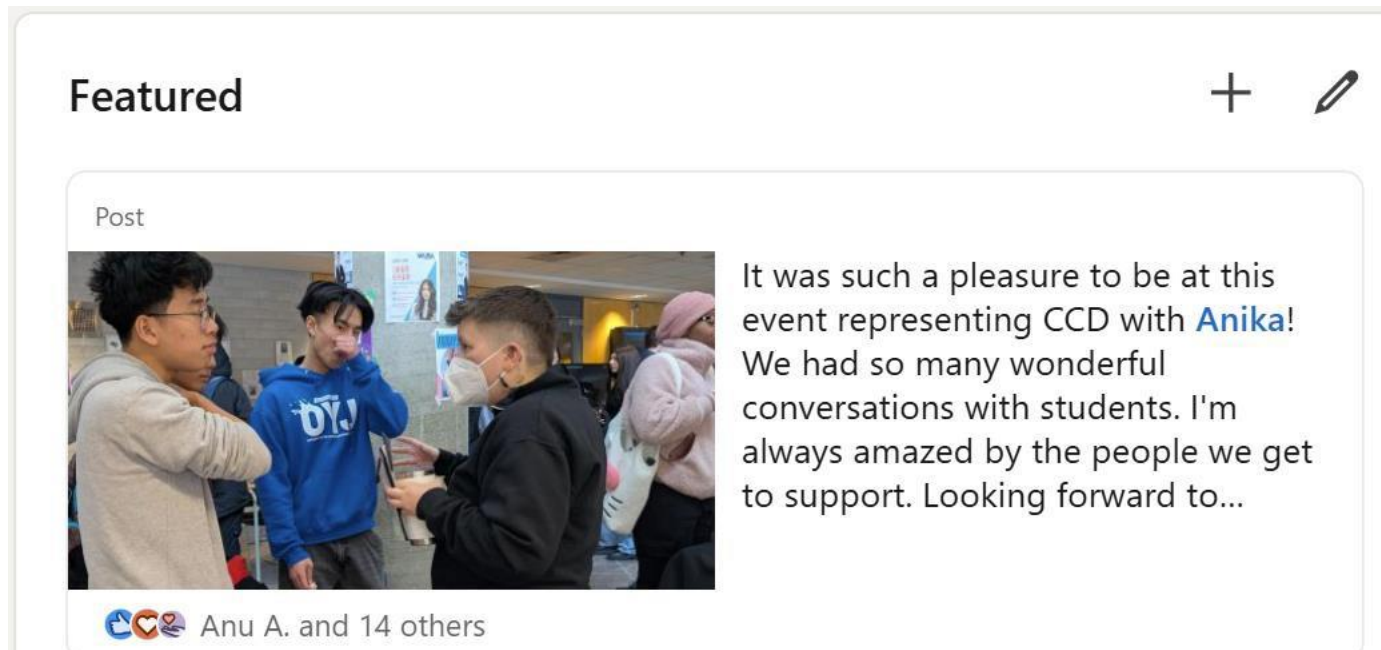


THE FEATURED SECTION

Curate what appears here. Think of it like a digital portfolio

Use it to highlight work you're proud of, such as:

- Posts you've written or shared
- Articles or reflections (LinkedIn or classwork)
- External content: PDFs, videos, slides, or links to a website/project



Tip: To add it to your profile, go to your profile > Add profile section (top right) > Add Featured

THE EXPERIENCE SECTION

- Most often in chronological format
- Showcase key roles you played, skills gained (both technical + transferable), and contributions to research or projects
- Think of it like an extended version of your resume!
 - Action verbs
 - Skills, tools, outcomes
 - All experience welcome (paid, volunteer, projects, etc.)



Tip: For inspiration on how to describe your experience, browse other profiles — especially people in similar roles or fields. See how they tell their story!

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



THE EDUCATION SECTION

What to Include

- School name
- Degree (e.g., BSc in Biology)
- Start and end/expected date
- Awards, thesis, exchanges, courses, clubs, or projects

Tips

- Keep it clear and professional
- Focus on what aligns with your goals
- Add media if it makes sense (e.g., a research poster or capstone project)

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...



ChatGPT TOOL



- It can help you come up with **a target audience**: knowing WHO you are “speaking to” on your LinkedIn is just as important as it is in any other virtual or in-person setting
- It can support the writing of **your “about” section**: provide it information about your skills, interests, areas of strength, industry keywords, research, personal stories.
- It can help write **expanded versions of your “experiences”**: can actually upload sections of your resume + other relevant info and have it write an expanded version.

ChatGPT TOOL CONSIDERATIONS

- **Always review and personalize:** AI suggestions can be generic. Make sure it sounds like you (re: voice, tone, style, etc.)
- **Check for accuracy:** AI can sometimes include outdated or incorrect info. Verify facts
- **Avoid sharing sensitive info:** Don't input private or confidential details
- **Don't rely solely on AI:** Use it as a tool, but combine it with your own judgment and creativity



Tip: Treat AI as your study buddy! Can help you brainstorm and generate ideas.



THE SKILLS SECTION

- Choose skills that match your career goals
- Highlight your key skills
- Arrange important skills at the top, as recruiters search these!
- Endorsements from connections boost credibility
- Link skills to specific experiences for extra impact

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/>





Search



LinkedIn Project Section

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



id 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

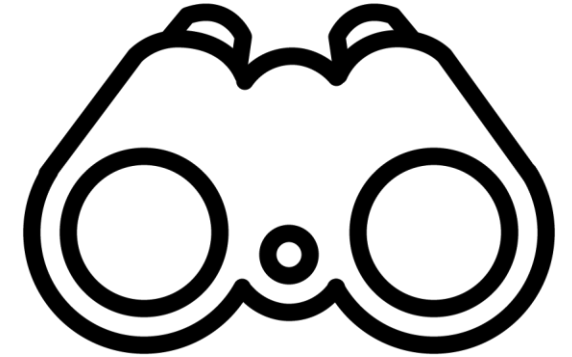


Nam Nguyen · 3rd+
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LINKEDIN AND NETWORKING

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 ON LINKEDIN

- You send a connection request to someone you want to add to your network
- The other person can accept or ignore your request
- Once connected, you can message each other directly and see each other's posts and updates
- LinkedIn suggests connections based on your profile, contacts, and industry
- Building your network helps you discover opportunities and grow professionally



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 meet me?
- Do you just want to connect?



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

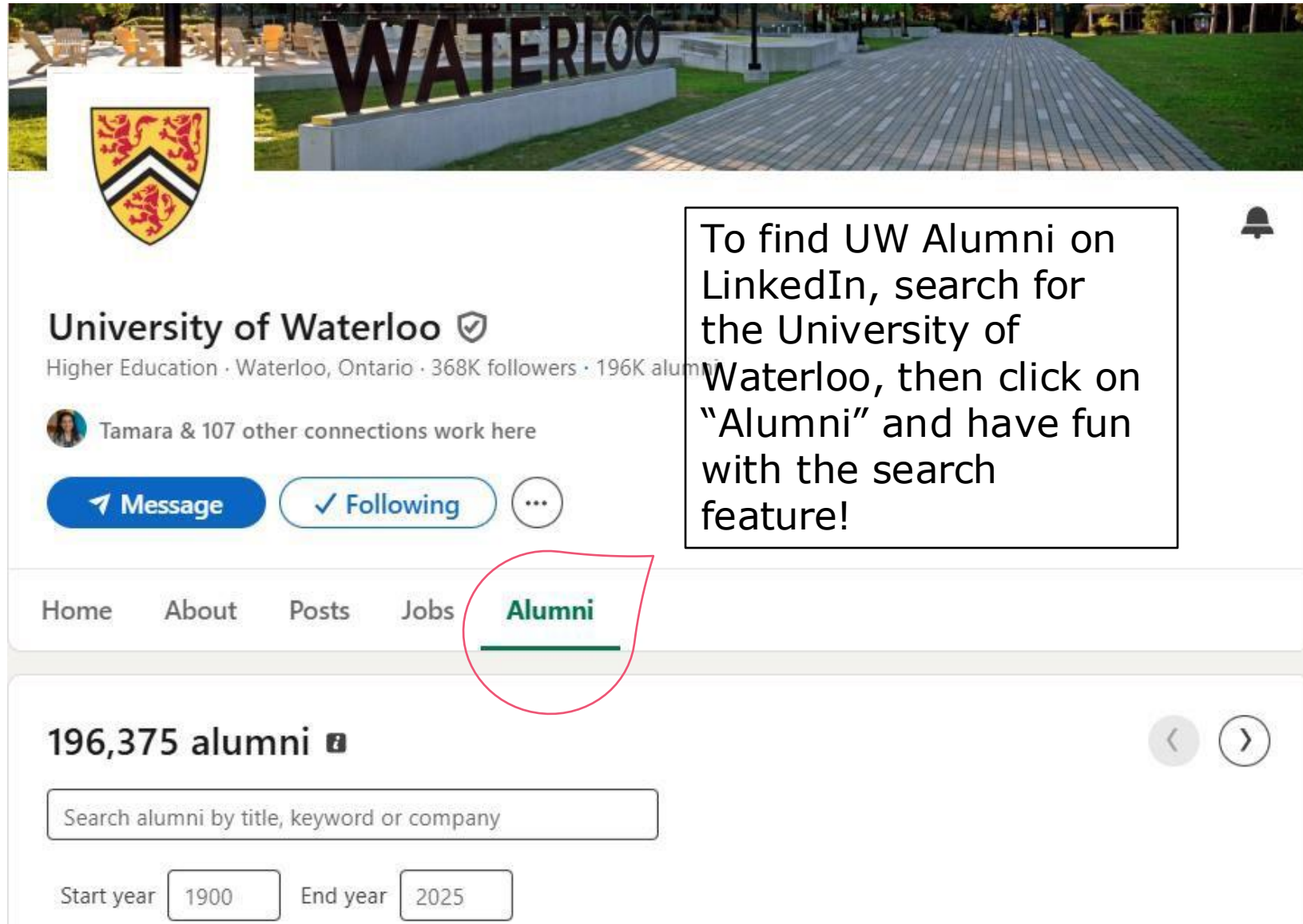


The background is a solid yellow color. It features several thick, colorful lines and shapes: a red L-shaped line in the top left; a light purple L-shaped line below it; a horizontal bar at the bottom composed of a light purple segment on the left and a teal segment on the right; a blue line that starts from the right edge, curves downwards, and then turns left to merge with the teal segment of the bottom bar; and a small red rectangle at the bottom right corner.

THE ALUMNI SEARCH

A powerful tool to jumpstart your networking

LINKEDIN ALUMNI SEARCH



The image shows the LinkedIn profile of the University of Waterloo. The header features a banner image of a campus walkway and the university's crest. Below the crest, the name 'University of Waterloo' is displayed with a verified badge, followed by the location 'Waterloo, Ontario', '368K followers', and '196K alumni'. A section indicates 'Tamara & 107 other connections work here'. Action buttons for 'Message', 'Following', and a menu are present. A navigation bar at the bottom includes 'Home', 'About', 'Posts', 'Jobs', and 'Alumni', with the 'Alumni' tab highlighted by a red circle. Below the navigation bar, the text '196,375 alumni' is shown. A search bar prompts users to 'Search alumni by title, keyword or company'. At the bottom, filters for 'Start year' (1900) and 'End year' (2025) are visible.

University of Waterloo ✓
Higher Education · Waterloo, Ontario · 368K followers · 196K alumni

Tamara & 107 other connections work here

Message Following ...

Home About Posts Jobs **Alumni**

196,375 alumni ⓘ

Search alumni by title, keyword or company

Start year 1900 End year 2025

To find UW Alumni on LinkedIn, search for the University of Waterloo, then click on "Alumni" and have fun with the search feature!

Possible Next Steps

- Reflect on your personal brand and audience
- Be critical of the keyword you are using and utilize AI
- Update your profile – photo, headline, about, activity, skills and more!
- Request introductions and start making connections – LinkedIn Alumni search tool + groups
- Do research
- Check out [CareerHub](#) for more information on networking
- Book a “Managing your online presence” [appointment with a Career Advisor](#) for further support

Questions?

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