

GET A JOB USING Linked

uwaterloo.ca/career-action

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Career Leaders



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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/>
National Indigenous History Month at the University of Waterloo:
<https://uwaterloo.ca/indigenous/events-workshops/national-indigenous-history-month>

WE AIM FOR THIS TO BE A SAFE(R) SPACE

We are entering this space with the intention of creating as safe a space as possible for you. Safe space means something different for everyone, but we promise you that we will try our best!

- Participate in the way that feels most comfortable for you! Take what works for you, leave what doesn't.
- Ask questions whenever! Please use the chat during presentation time, but you can use your mic during the Q&A if comfortable.
- Feel free to send me a direct message to participate anonymously
- If having tech issues, feel free to message Lindy. We appreciate patience if any tech problems arise on our end 😊
- Please be respectful of other participants and facilitators

AGENDA



Introduction

- Poll
- What do you want to know?

Why LinkedIn?

Components of a LinkedIn profile

- Interactive tour of a real profile

Your next steps

Q&A

POLL: WHAT FACULTY ARE YOU IN?



INTRODUCTIONS

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



Summary



Experience



Education



Skills



And more!

1. ADD A PROFESSIONAL PHOTO



Brad Purple

Student at the
University of Waterloo



**Jaclyn (Hergott)
Halliwell**

Career Advisor at
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

EXAMPLES OF ACTUAL HEADLINES

- Medical Physics Student at the University of Waterloo
- Seeking Summer Internship in Accounting | Biotech/CPA Student at the University of Waterloo
- Web Developer at TechCompany | Full Stack Engineer | Front End Specialist | HTML5

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**

2. SUMMARY



3 BRIEF PERSUADING

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!
- **Update skills**
 - You can include a list of skills that you have, request recommendations, and endorse others.
- **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
- Get inspiration on or add SlideShare, PDFs, even videos!



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




**ANY QUESTIONS ABOUT THE
EXPERIENCE SECTION?**


CENTRE FOR CAREER ACTION


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

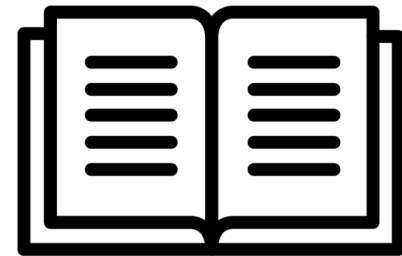
Show all 5 skills →



**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)



The image shows a LinkedIn profile page for Karina Wilk, a Medical Physics Student at the University of Toronto. A modal window titled "Add to profile" is open, listing various sections that can be added to the profile. The modal is divided into three categories: Core, Recommended, and Additional. The "Additional" section is currently expanded, showing options to add volunteer experience, publications, patents, projects, honors & awards, test scores, languages, and organizations. The background profile page shows Karina Wilk's name, title, location, and connection count, along with a "Suggested for you" section.

LinkedIn Profile Page:

- Profile Name: Karina Wilk (She/Her)
- Title: Medical Physics Student at the University of Toronto
- Location: Greater Toronto Area, Canada
- Connections: 83 connections
- Buttons: Open to, Add profile section
- Section: Suggested for you (Private to you, Intermediate)

Modal Window: 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

CONNECTING WITH PEOPLE

Using LinkedIn

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.”

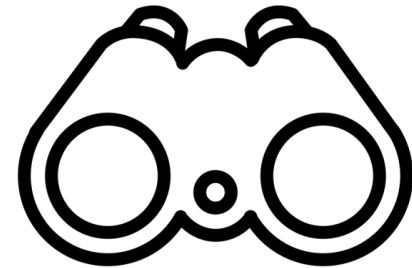
#StayInformed

- What hashtags might you want to follow on LinkedIn? Share with a partner.
- Search and find that hashtag to follow them!
- What groups might you join now that you know what problems you like to solve? Search groups now!



YOUR NEXT STEPS

- Update preferences to be found by recruiters
- Find jobs (include preferences)
- Follow companies (read blog posts)
- Stay in touch
- Request introductions
- Check who's looking and get advice
- Research



**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 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-action

UNIVERSITY OF WATERLOO



THANK YOU!

CENTRE FOR CAREER ACTION