DIGGING INTO LinkedIn

Anupama Aery
Career Advisor, Centre for Career Development

UNIVERSITY OF WATERLOO | Centre for Career Development

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

Learning opportunity:

INDG 201 The Indigenous Experience in Canada

AGENDA

Why LinkedIn?

Components of a LinkedIn profile

- Tour of actual student profiles

Growing your network

Your next steps

Q&A

A Safe(r) Space

Going into this presentation, my 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**

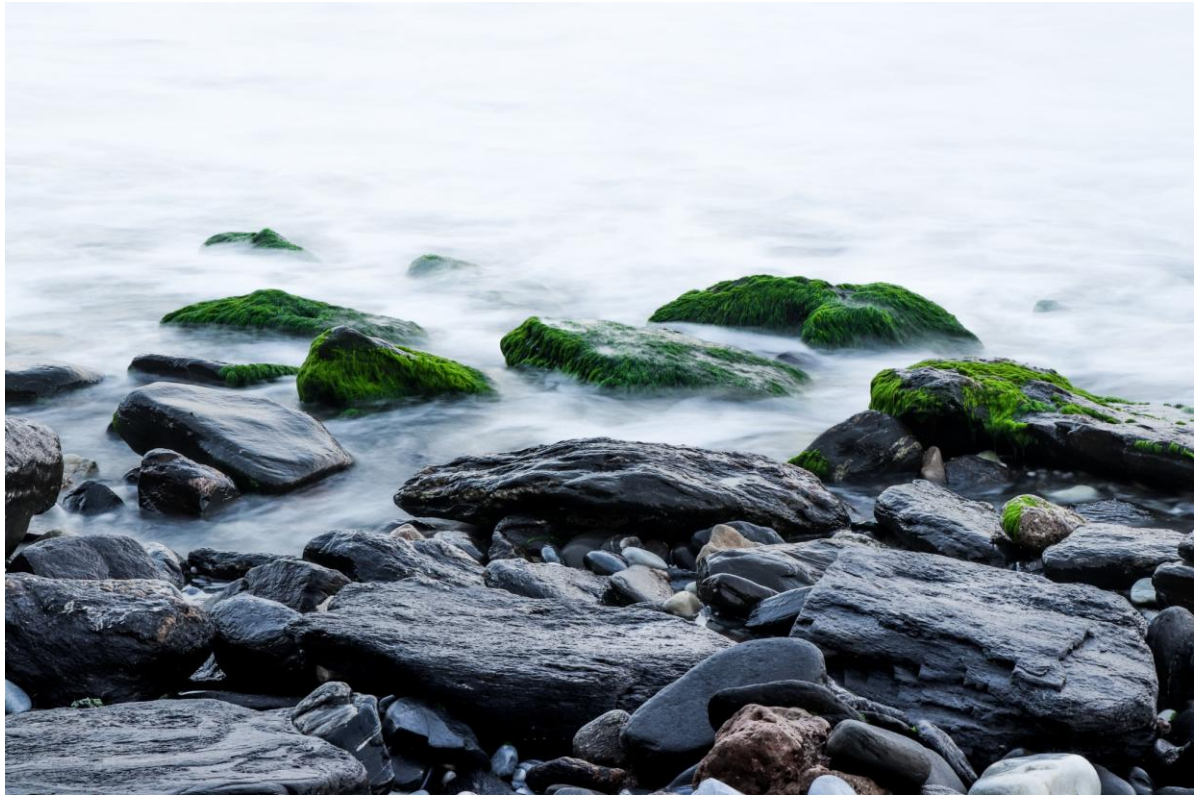
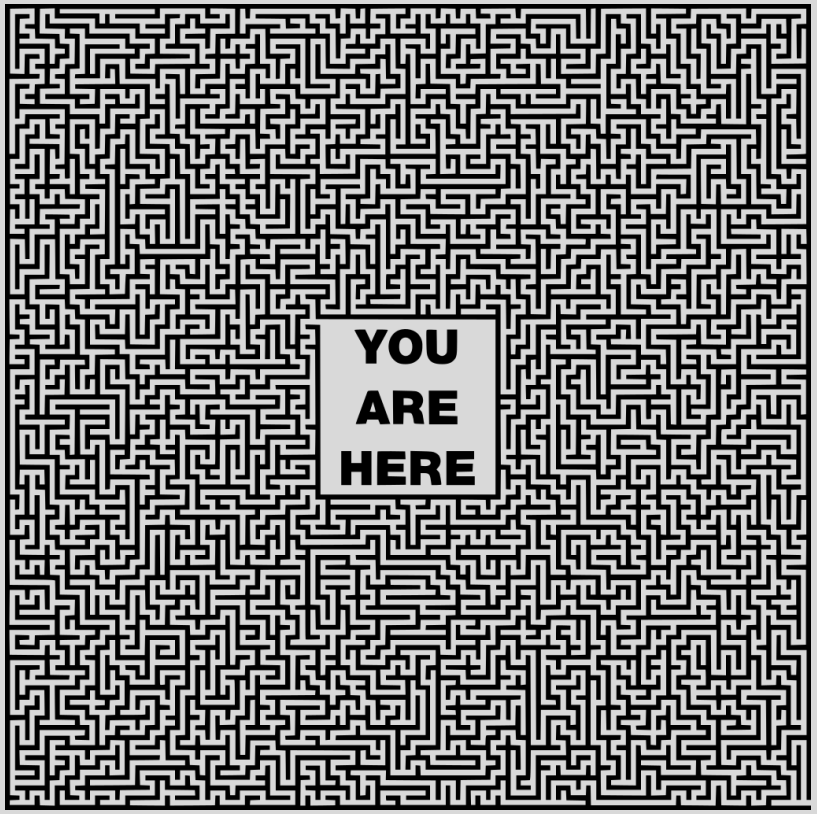


Photo by Dennis Leinarts from Pexels

Housekeeping: co-creating a safe(r) space

- Participate in the way that feels most comfortable for you!
- Please use the chat or raise your virtual hand to ask questions during presentation time.
    - Feel free to send me a direct message if you have a question or comment you would like to share anonymously
- Ask questions whenever! We'll also dedicate time at the end for Q&A
- If having tech issues, we'll do our best to troubleshoot
- Take what works for you, leave what doesn't.

CHECKING IN!



How it feels to network (sometimes)

Share in the chat, if you're comfortable!

- Your academic program, year
- A GIF (or emoji) that captures how you're feeling right now!

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**

Access a growing global Network

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

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

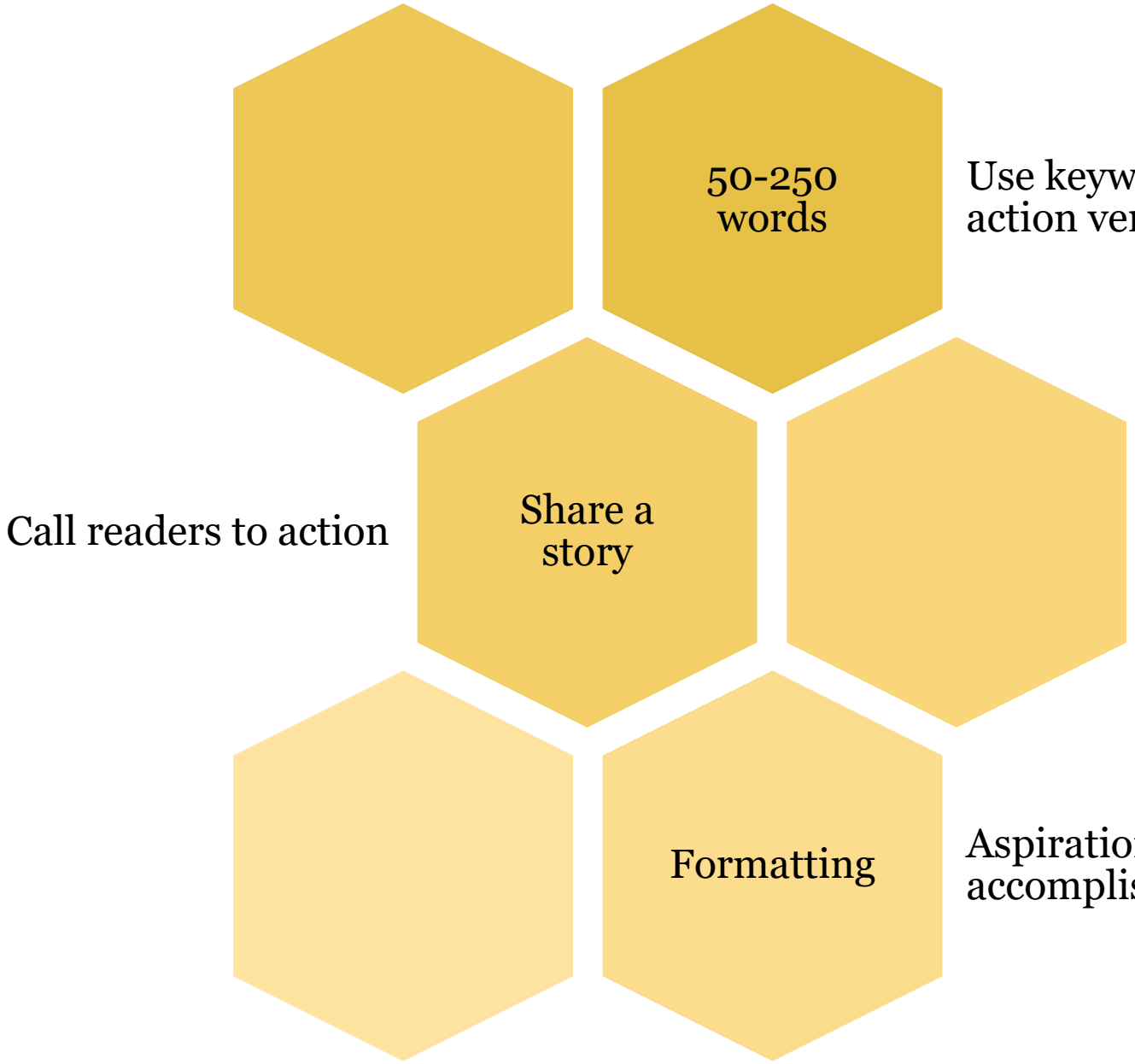
2. HEADLINE

- Most **visible** part of your LinkedIn profile
- 220 character limit – pick what you want people to know!
- Expand on skillset and/or specialization
- Mention if you are looking for work and what type
- 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

Open Space


50-250 words
Use keywords and action verbs
Call readers to action
Share a story
Formatting
Aspirations, values & accomplishments

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

- **Achievement 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?

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 & it 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**

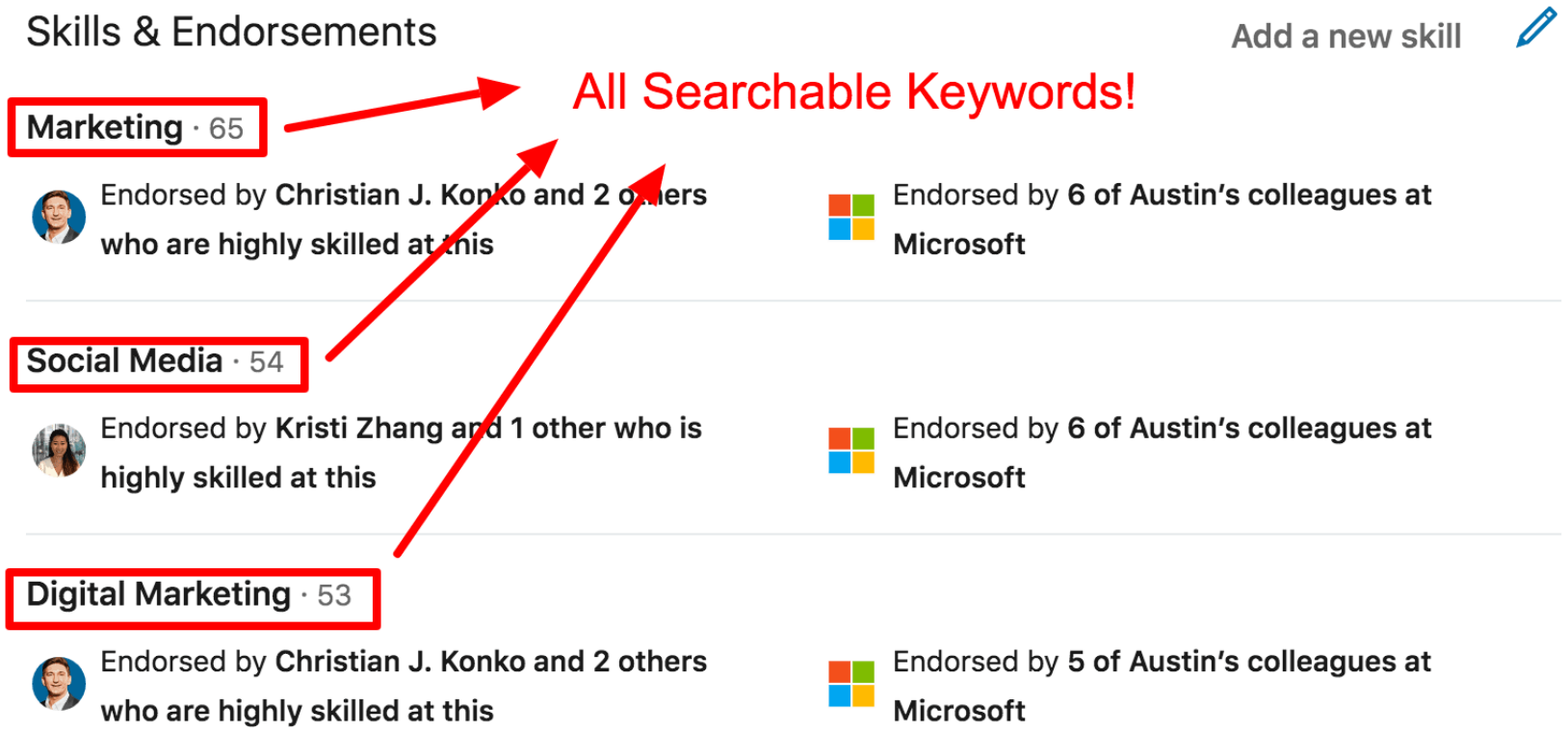
ADD EXAMPLES OF YOUR WORK

- 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



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

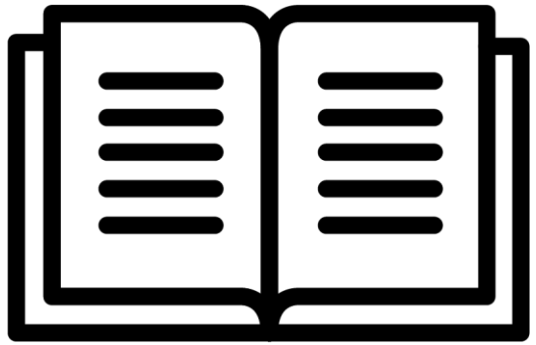
Show all 5 skills →

ANY QUESTIONS

about the 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)



LinkedIn Project Section

Search

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

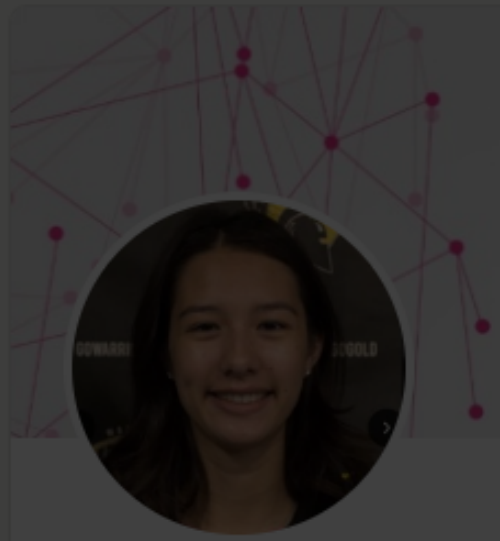
Add projects

Add honors & awards

Add test scores

Add languages

Add organizations



Karina Wilk (She/Her)

Medical Physics Student at the Univer

Greater Toronto Area, Canada · Contact inf

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

Ad

This series of assets will assist B2B marketers

Recharge your marketing in 2022

Learn more

ople also viewed

Homa Saadatmand · 3rd+

Master's student at University of Tehran

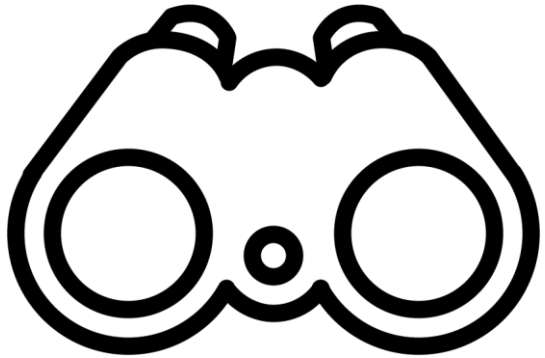
Connect

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’d like 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

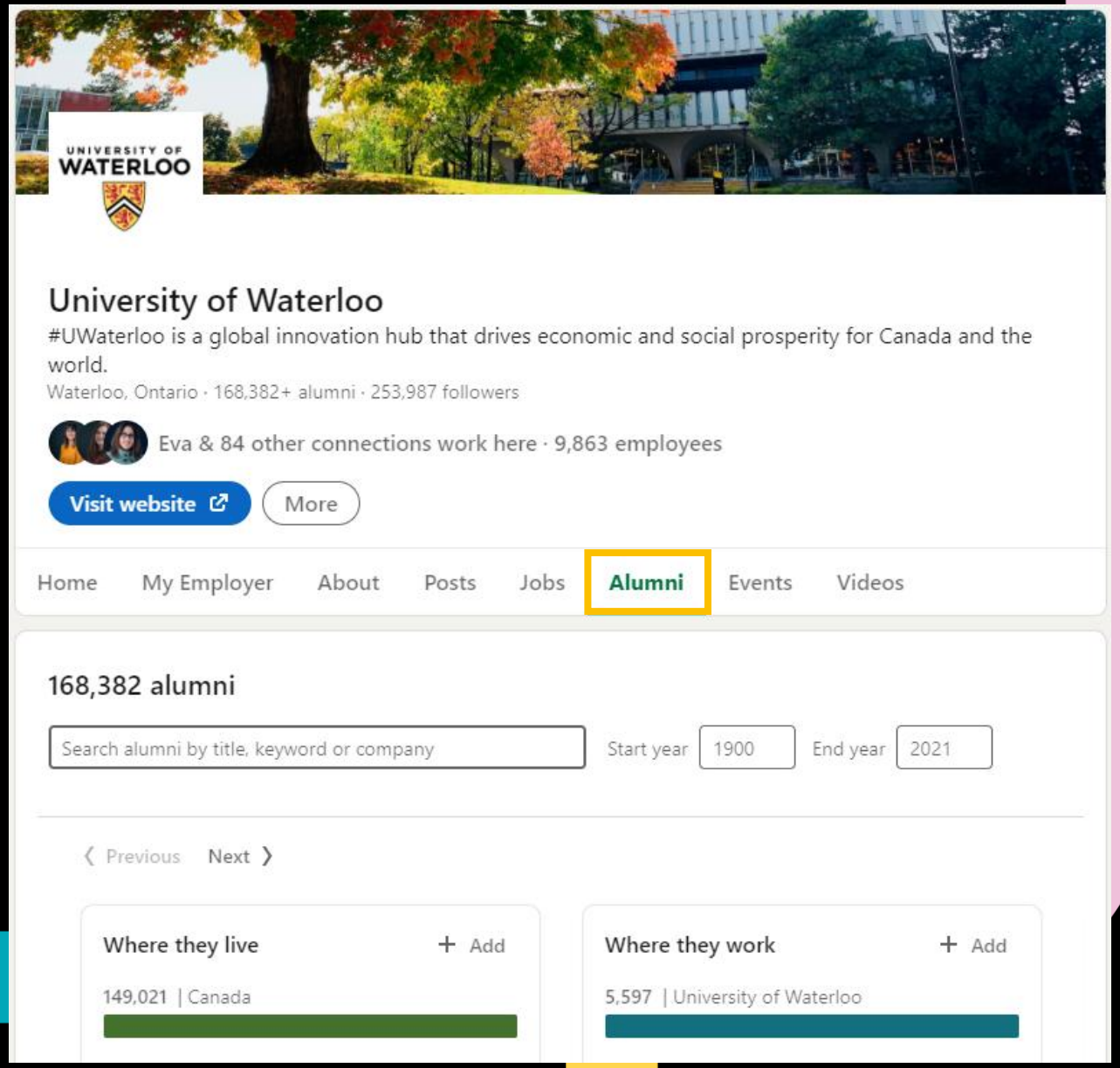
- Do you want to meet me?
- Do you just want to connect?

THE ALUMNI SEARCH & GROUPS

a powerful tool to jumpstart your networking

LINKEDIN DEMO

Alumni Search



DEALING WITH HARASSMENT ON LINKED IN

WHAT IS CONSIDERED HARASSMENT?

When to block?

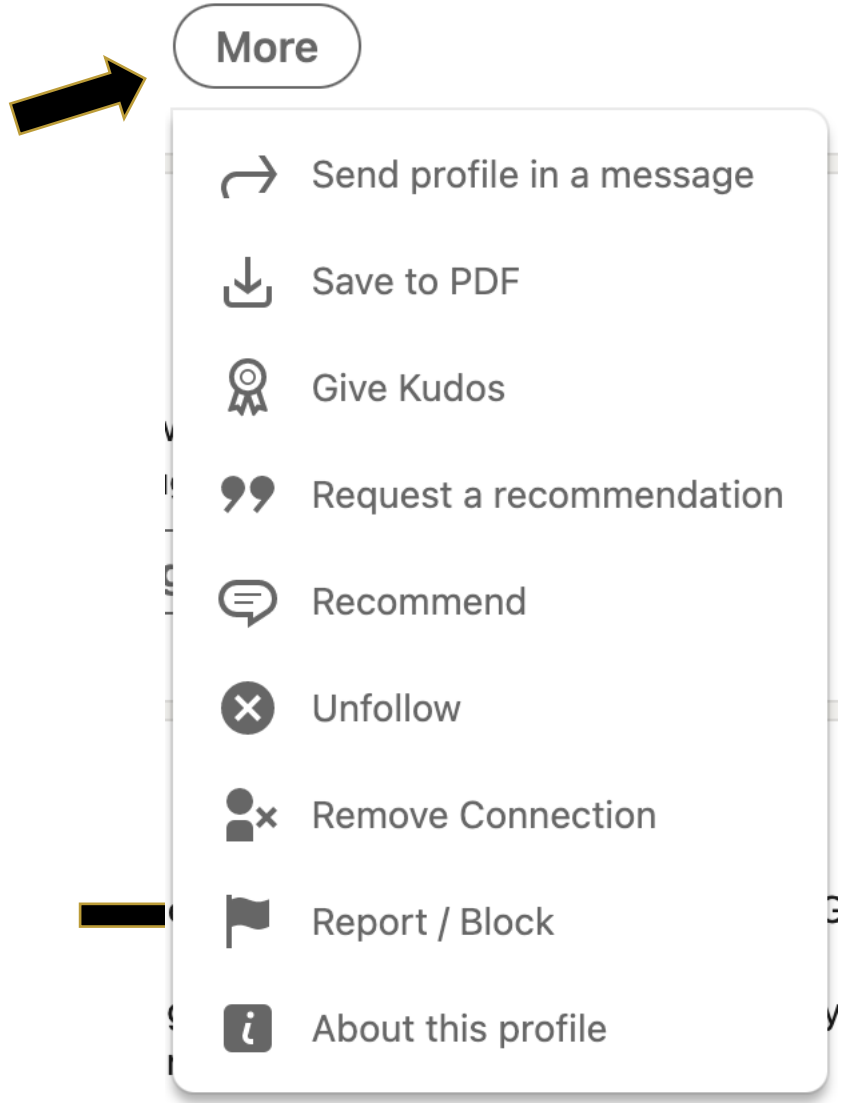
HARASSMENT REFERS TO...

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**"



WE'D LOVE TO HEAR FROM YOU!

These workshops are for you! We are always looking for ways to improve. Please complete the feedback survey delivered to your inbox after this session.

QUESTIONS?

Let’s discuss!

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

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?

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