

# Enhance Your LinkedIn® Profile



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Please scan the QR  
code to sign in and  
register your  
attendance



University  
*of*Galway.ie

# Agenda



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**Stand out on LinkedIn**



**Strengthen your profile: Recommended and Additional sections**



**Build Your Connections**



**Connect with Alumni**



**New AI Tool - CareerSet for LinkedIn**



**Job Search**



**Q&A**

# Getting Started With LinkedIn?

## Step 1:

Create your profile using an email and a password:

<http://ie.linkedin.com/>

## Step 2:

Log into Sharepoint : Careers - Information for Students

Read the Slides on  
[Missed an Event](#)



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SharePoint Search this site

Ci

Careers - information for students

Home Your Career Careers News & Events Job Search Employability Award Postgraduate Study International

Careers advice Get help from the Careers team →

Welcome to the Career Development Centre's information hub

A student facing library of articles and information written by the Careers team, full of useful resources and links.

Click on the photos to get started or use the quick links below. To contact one of our team, please [send a Query through Ci](#)

Your Career Development Centre

Get careers advice or ask a question

Upcoming Events

Missed an event?

Jobs and Applications Support

Job Search

Working abroad

CVs - samples and feedback

Career Awareness

What can I do

Achmanni Ga

Take a career



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# Stand Out On LinkedIn



# Boost Your Profile to All-Star Status

According to LinkedIn – All-Star profiles are 40x more likely to receive opportunities and are more discoverable on LinkedIn searches.

## 1. Optimise Your Profile

- Professional Profile Photo
- Compelling Headline
- Strong About Section – Summarise skills, interests, and career goals in a short, engaging way.

## 2. Showcase Your Experience & Skills

- Highlight Relevant Experience – Include internships, part-time jobs, volunteering, and university projects.
- Use Keywords – Recruiters search for industry-specific keywords, so add relevant skills and terminology.
- Add Multimedia – Upload projects, presentations, or articles to make your profile more engaging.

## 3. Build & Expand Your Network

- Connect Strategically – Add professors, classmates, alumni, and professionals in your field.
- Personalised Connection Requests – Include a brief, friendly message explaining why you'd like to connect.
- Join Industry Groups – Engage in discussions to stay updated and visible in your industry.



## 4. Engage with Content

- Post Regularly – Share insights, achievements, and industry-related content.
- Comment & Interact – Engage with posts from professionals and companies you admire.
- Write Articles – If you enjoy writing, share your thoughts on industry trends or personal career experiences.

## 5. Signal You're Open to Opportunities

- Turn on "Open to Work" – Let recruiters know you're looking for jobs in specific fields – This can be kept private to recruiters only.
- Follow Companies & Recruiters – Stay informed about job openings and industry news.

## 6. Get Recommendations & Endorsements

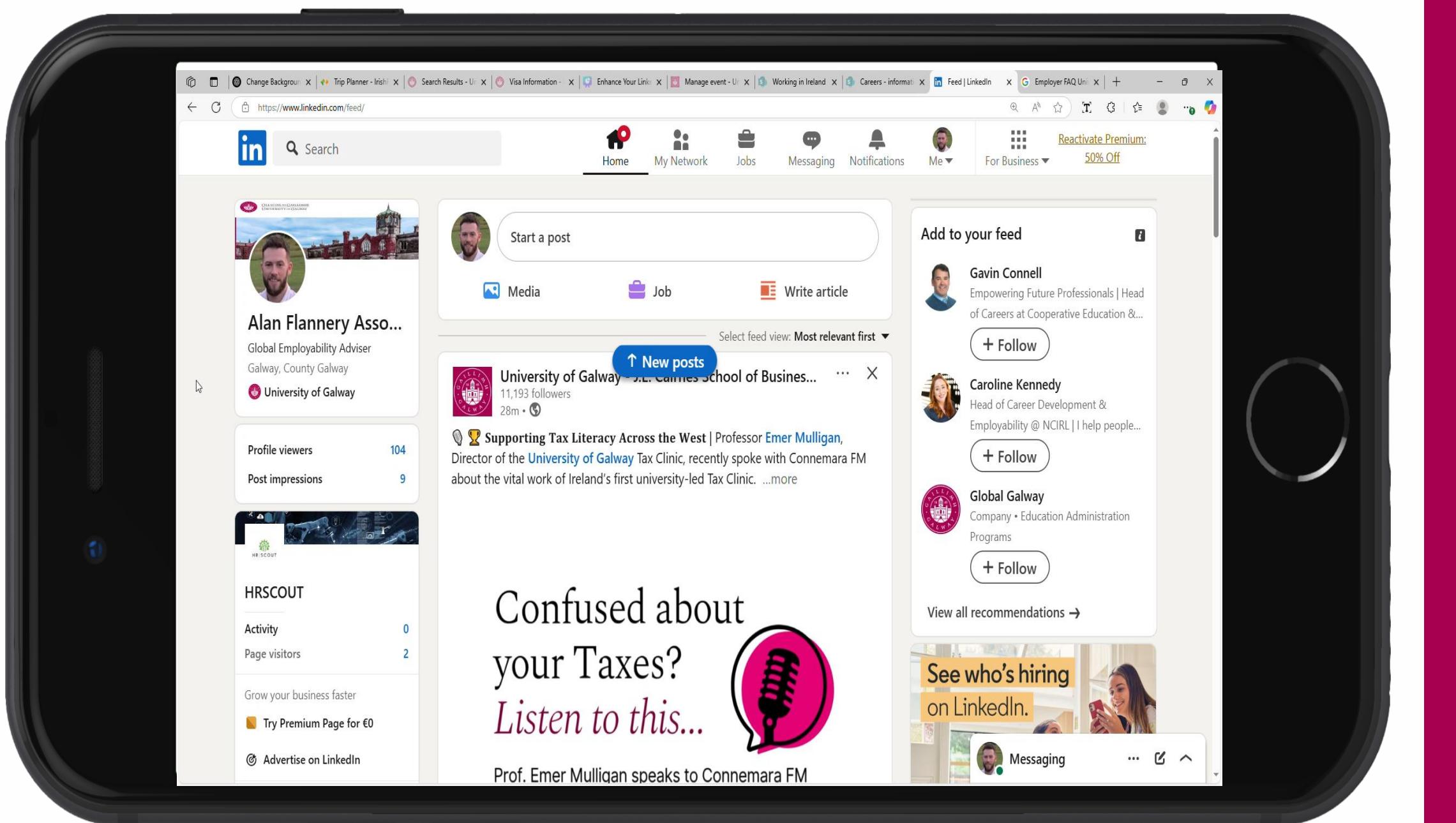
- Ask for Recommendations – Professors, managers, or colleagues can write brief testimonials about your skills.
- Endorse Skills & Get Endorsed – Support your peers, and they'll likely return the favour.



# An Impactful Headline!

Remember you are not just - “Student at University of Galway”

Aspiring Marketing Analyst | Final Year Commerce Student | Love All Things GAA



Confused about  
your Taxes?  
*Listen to this...*

Prof. Emer Mulligan speaks to Connemara FM



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Jenny Wilson  
Student at University of Galway



Cameron Williamson  
Student at University of Galway



Kristin Watson  
Student at University of Galway



Darlene Robertson  
Student at University of Galway



Cameron Flores  
Student at University of Galway



Courtney Henry  
Student at University of Galway

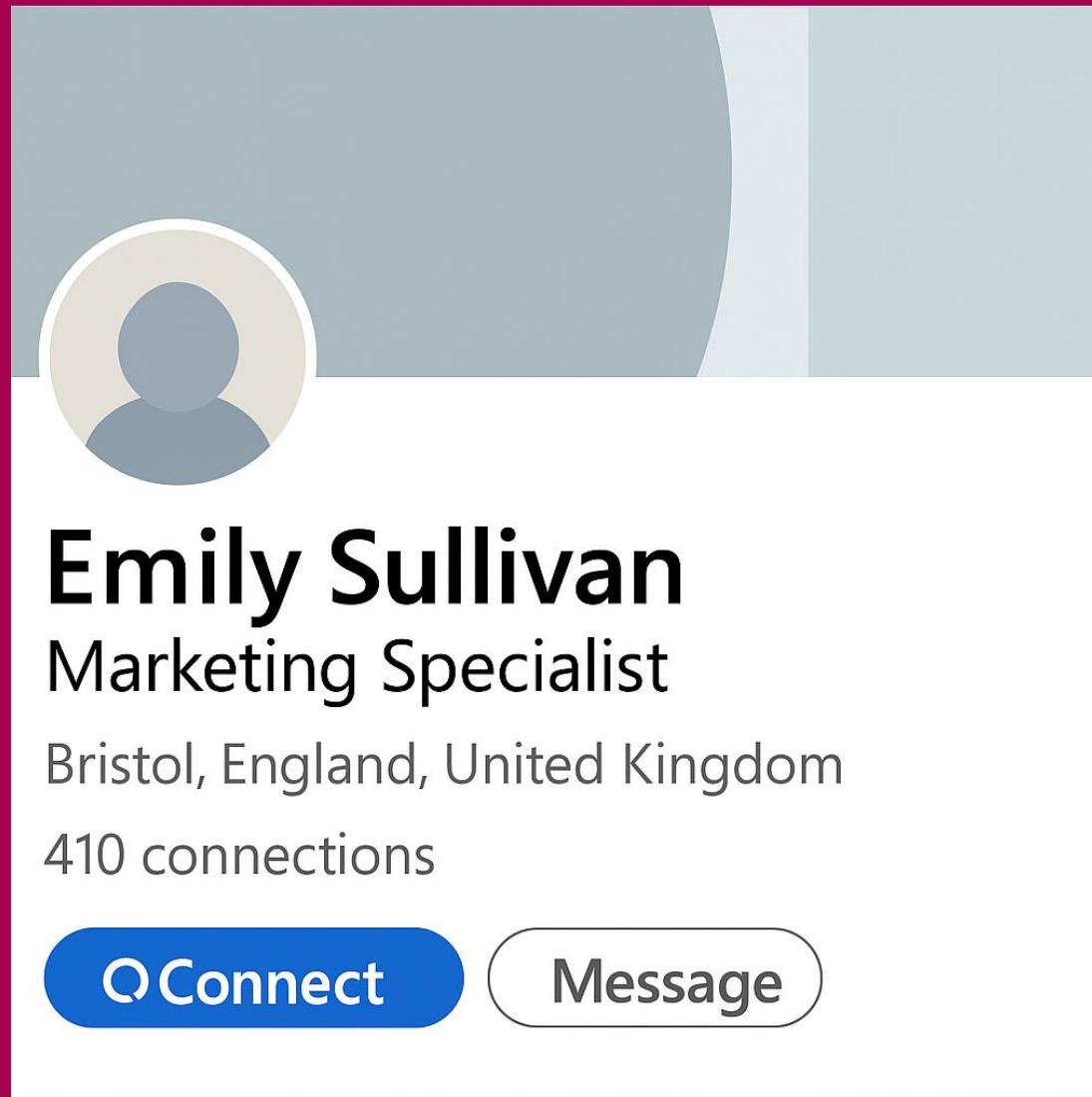


Allan McKinney  
Student at University of Galway



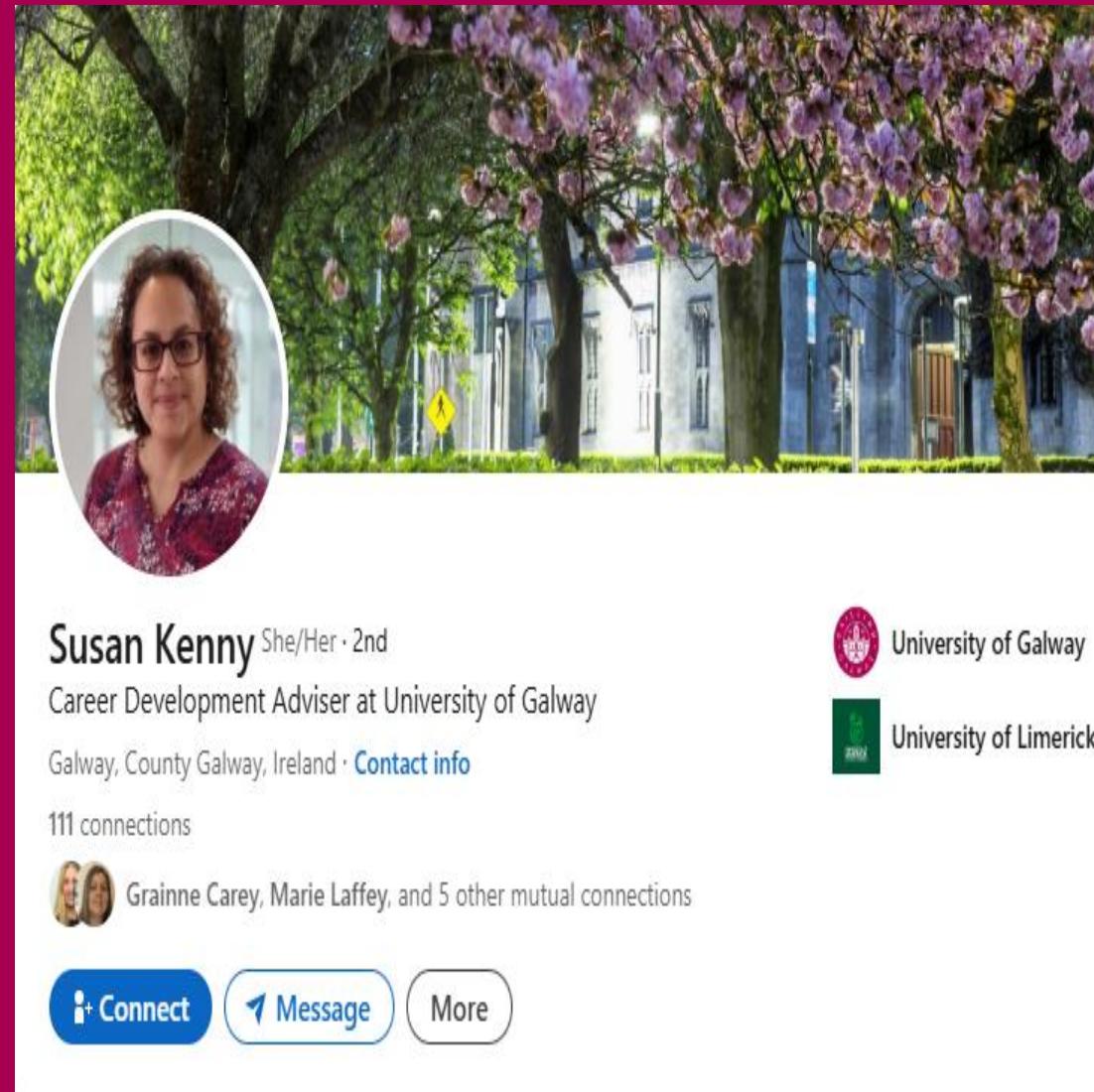
Brooklyn Simmons  
Student at University of Galway

# Who Would You Connect With?



Emily Sullivan  
Marketing Specialist  
Bristol, England, United Kingdom  
410 connections

**Connect** **Message**

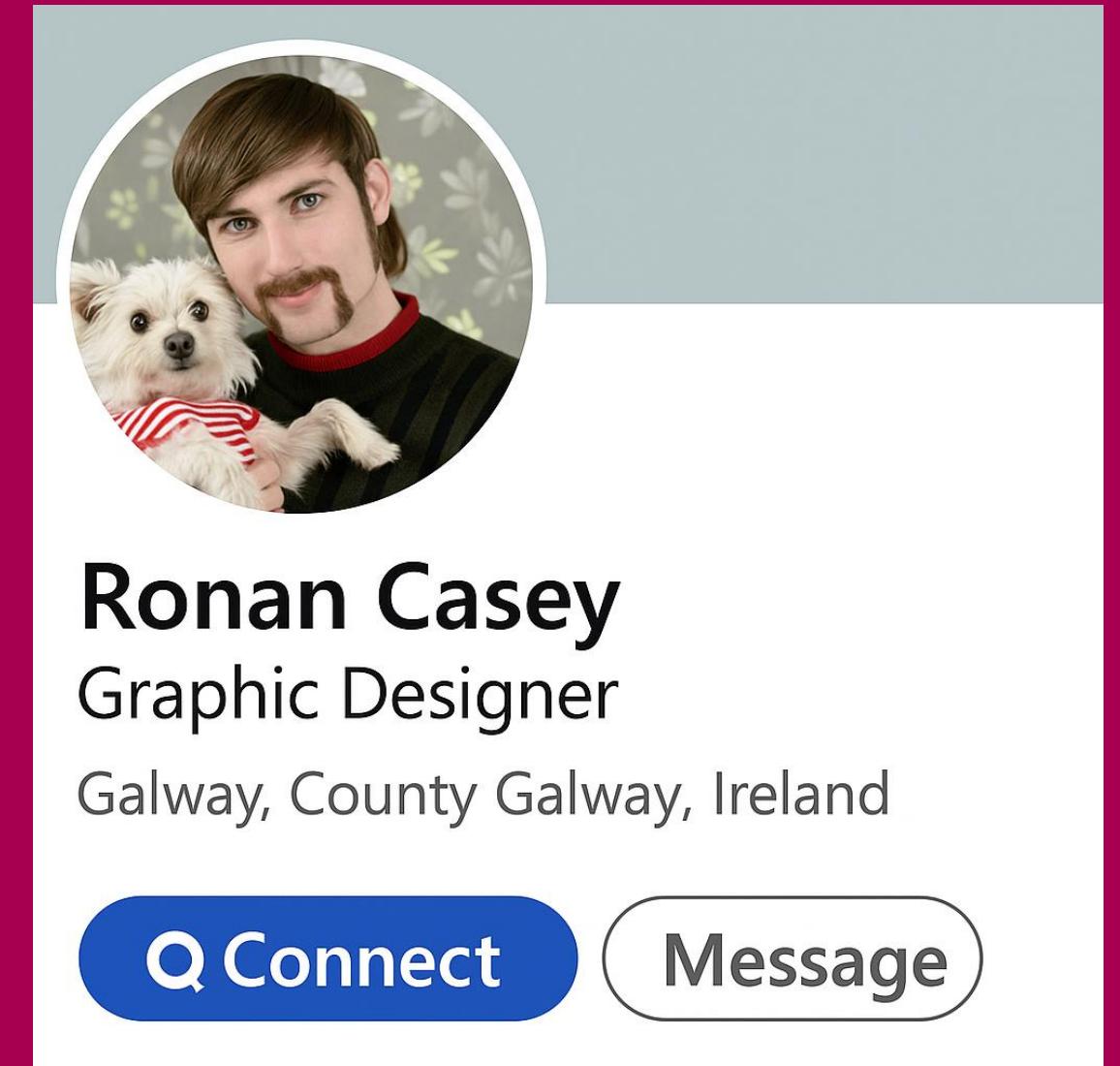


Susan Kenny She/Her · 2nd  
Career Development Adviser at University of Galway  
Galway, County Galway, Ireland · [Contact info](#)

111 connections

 Grainne Carey, Marie Laffey, and 5 other mutual connections

**Connect** **Message** **More**



Ronan Casey  
Graphic Designer  
Galway, County Galway, Ireland

**Connect** **Message**



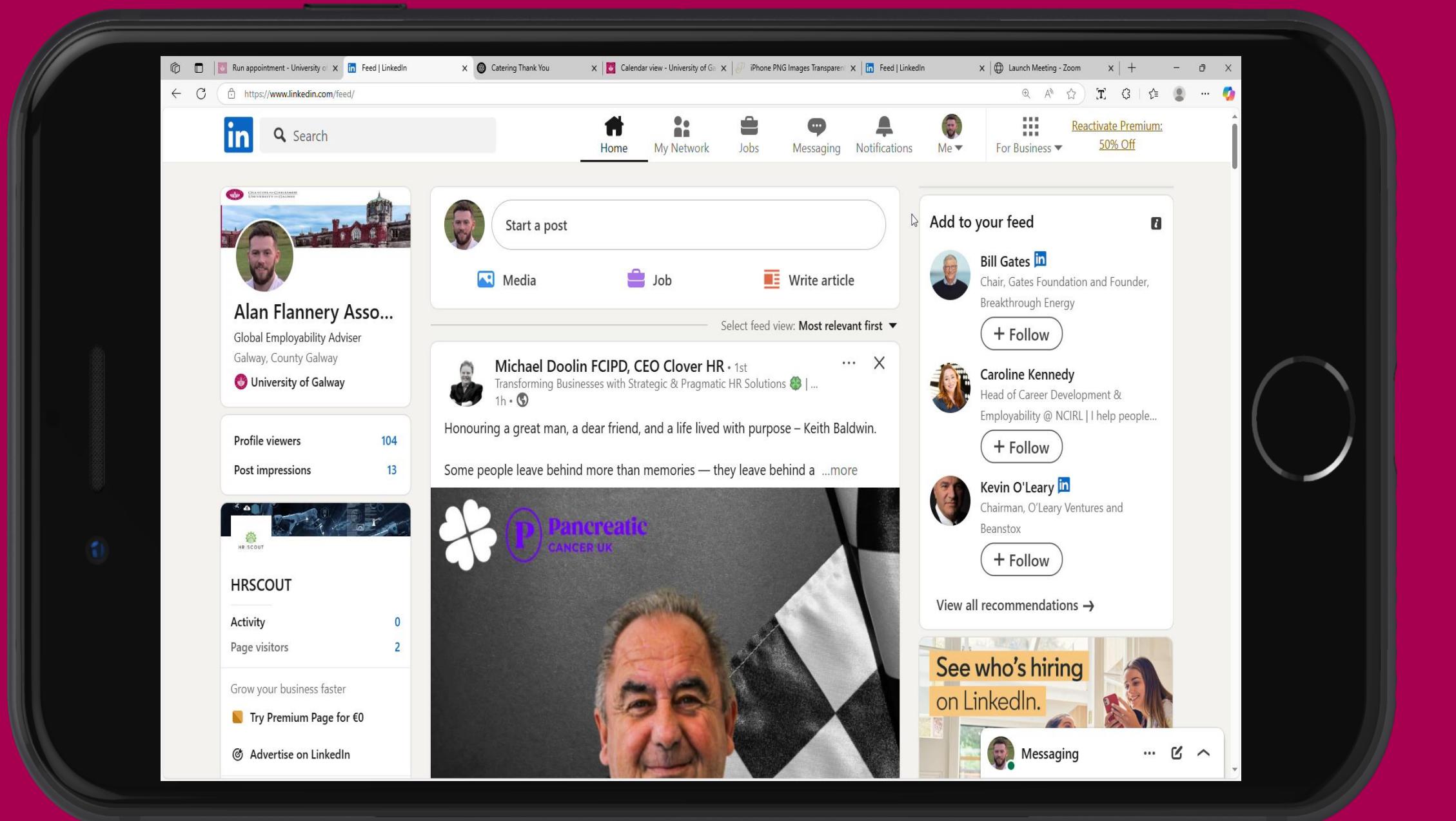
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# Strengthen Your Profile:

Recommended and Additional  
sections to optimise your profile



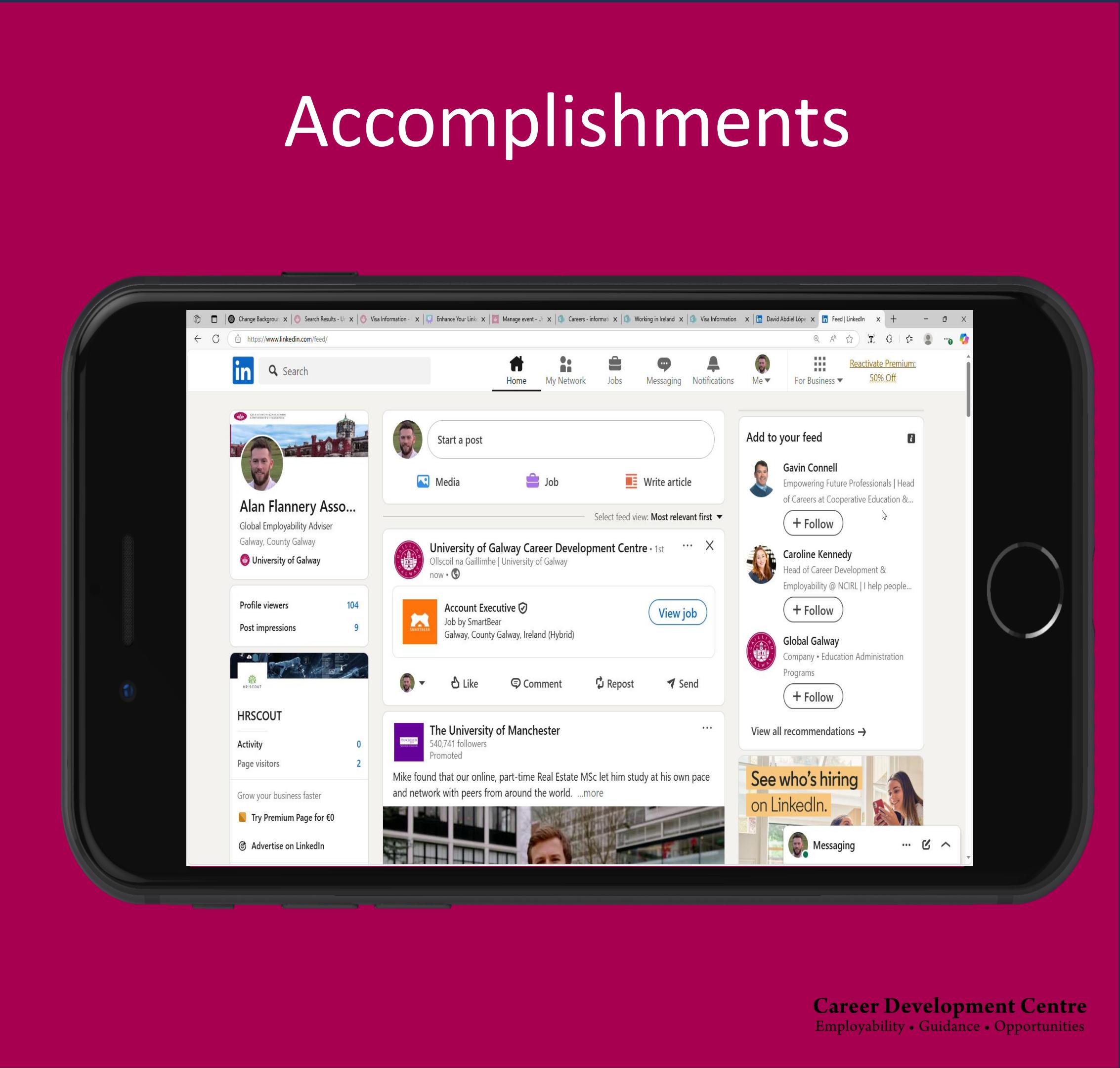
# Skills & Endorsements



- Select at least 5-6 skills – This is the minimum number to reach All Star Status and you can have a maximum of 50 skills. These will change as your career evolves.
- “You may be a good fit for this role” Choose the skills that will get you found by companies or that are listed on the job description.
- Use keywords, phrases and sought-after skills as included in your CV.
- Remember soft skills as just as important as hard / technical skills.
- You can endorse the skills of others and in time your connections might return the favour.

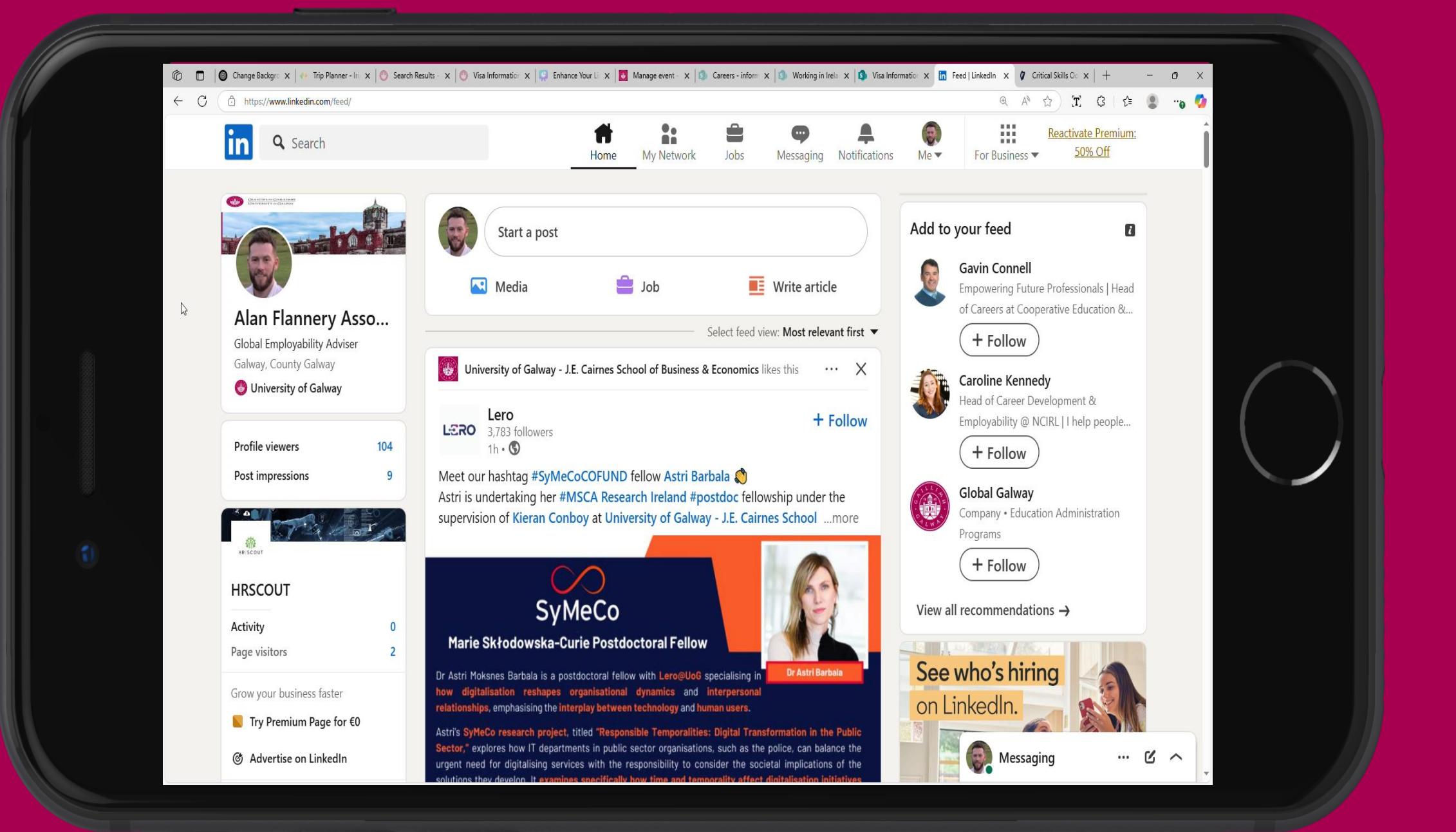


- **Certifications:** Include Google certs or any micro credentials or LinkedIn Learning courses.
- **Honors & Awards:** Put in any awards, you have received in college or out of college, for example the Employability Award or the Alive Award.
- **Courses:** *Include Start100 here or any other relevant courses.*
- **Languages:** Any languages you can speak and write to a high standard but include your level.
- **Patent:** If you have a patent of any sort, don't forget to mention it.
- **Projects:** Include all of your projects especially during your course and on work placement and tag the people you worked on the project with.
- **Publications:** Remember to include links to any publications, journals, conferences.



# Accomplishments

# Volunteer Experience



- This section can demonstrate your interests, that you are community-minded, and experienced in working with people from diverse backgrounds.
- Employers often consider volunteering just as valuable as paid work experience.

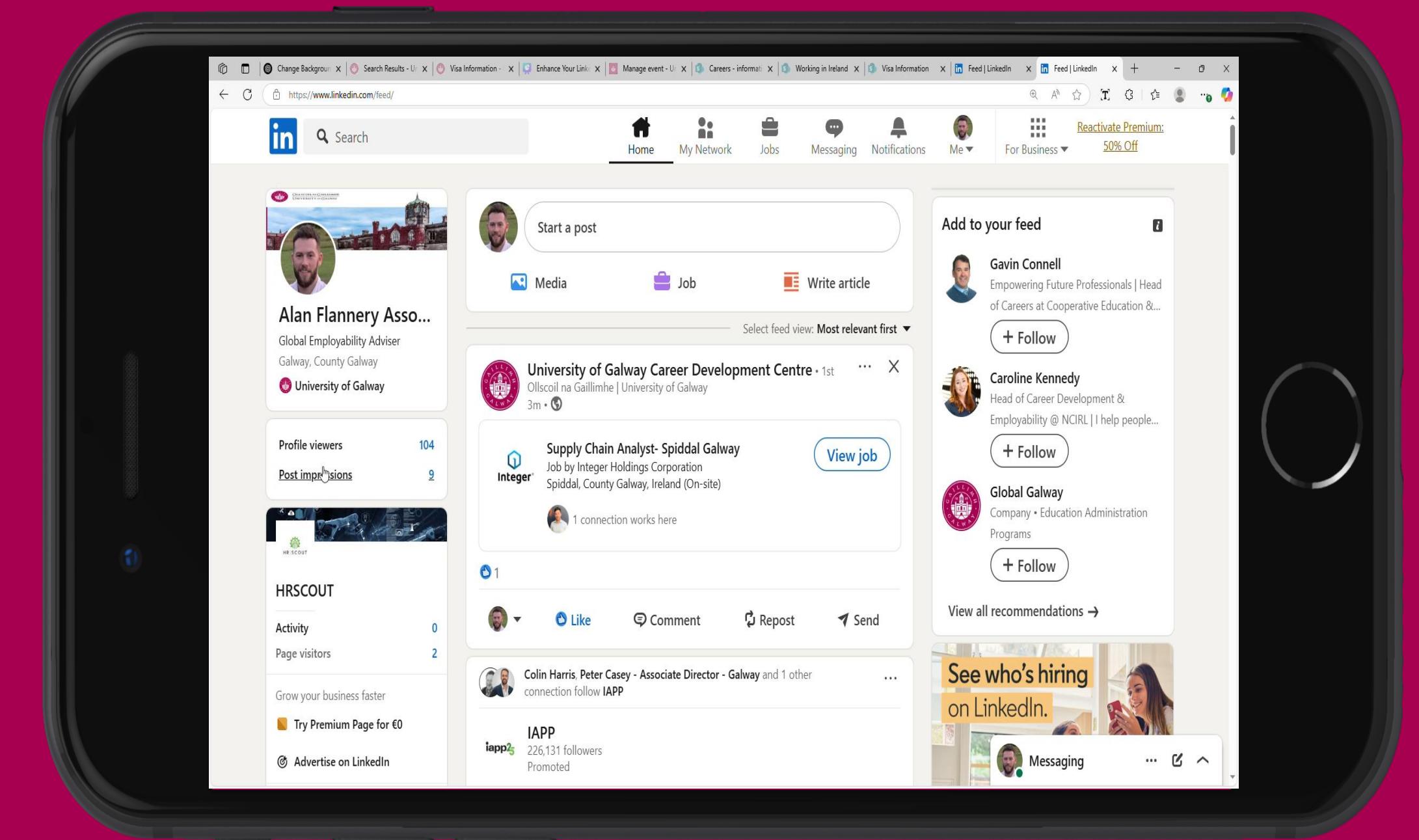
## Details to include:

- Name of organization, start and finish date, duties performed.
- Try and find the icon for the organisation you were volunteering for, particularly if it is well-known.



# Feature Your Work

- This section lets you show off videos, articles, publications, conference recordings – any relevant media you have created.
- Example – Portfolio of work created, course content, writing samples.
- **Note:** If you are adding a post or article to your featured section you must have already authored and published it on the LinkedIn Platform.





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# Build your connections



# Degrees of Connections

LinkedIn Network and Degrees of Connection – 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup>



**Susan Kenny** (She/Her) · 1st

Career Development Adviser at University of Galway

Galway, County Galway, Ireland · [Contact info](#)

71 connections

 Marie Laffey, Adrian Larkin, and 46 other mutual connections

[Message](#)

[More](#)



**Brid Seoige**  (She/Her) · 2nd

Head Of Content at University of Galway

Galway, County Galway, Ireland · [Contact info](#)

500+ connections

 Marie Laffey, Suzanne Golden, and 76 other mutual connections

[Connect](#)

[Message](#)

[More](#)



**Jessica Clarke** (3rd)

Event Coordinator at Example Company

Limerick, County Limerick, Ireland · [Contact info](#)

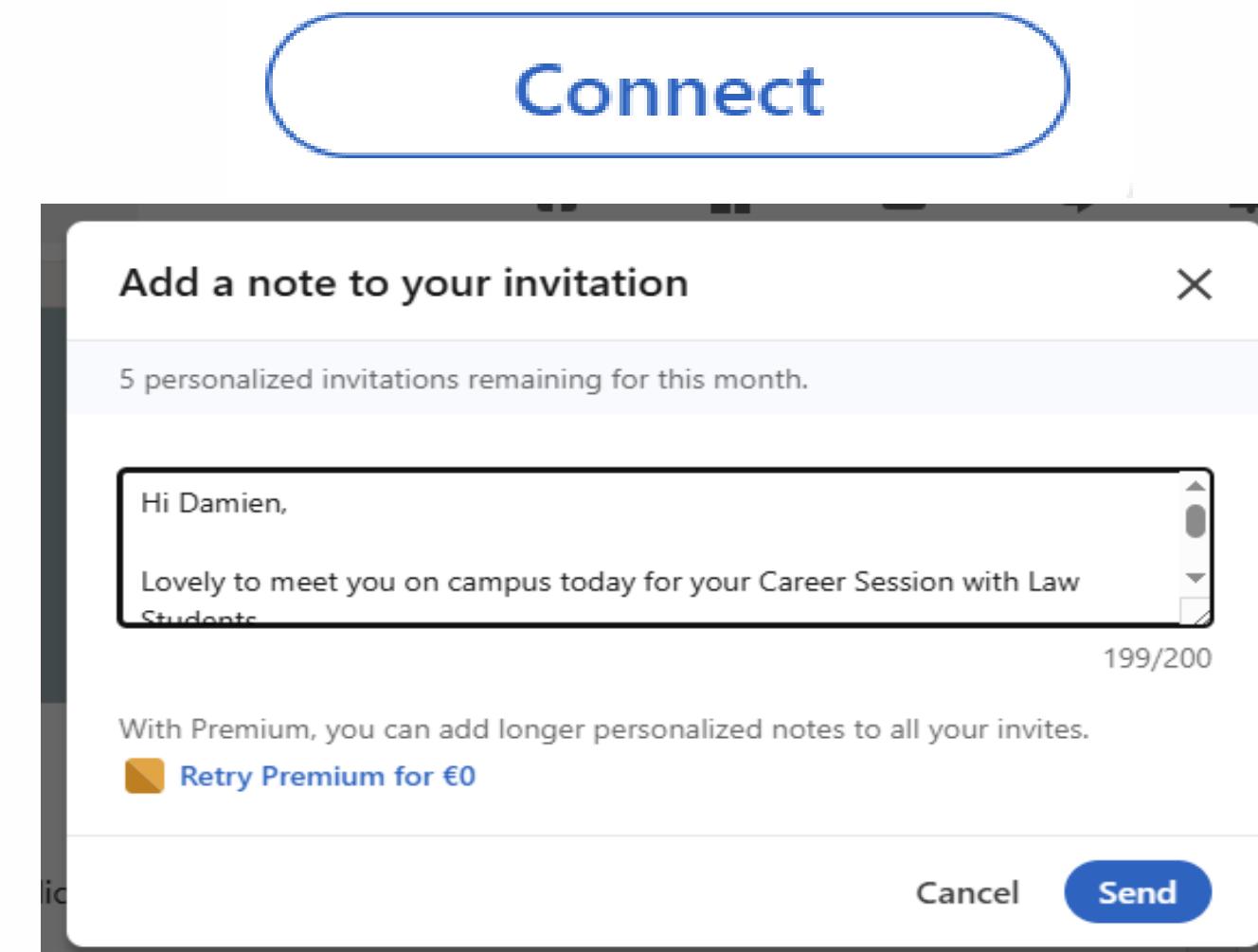
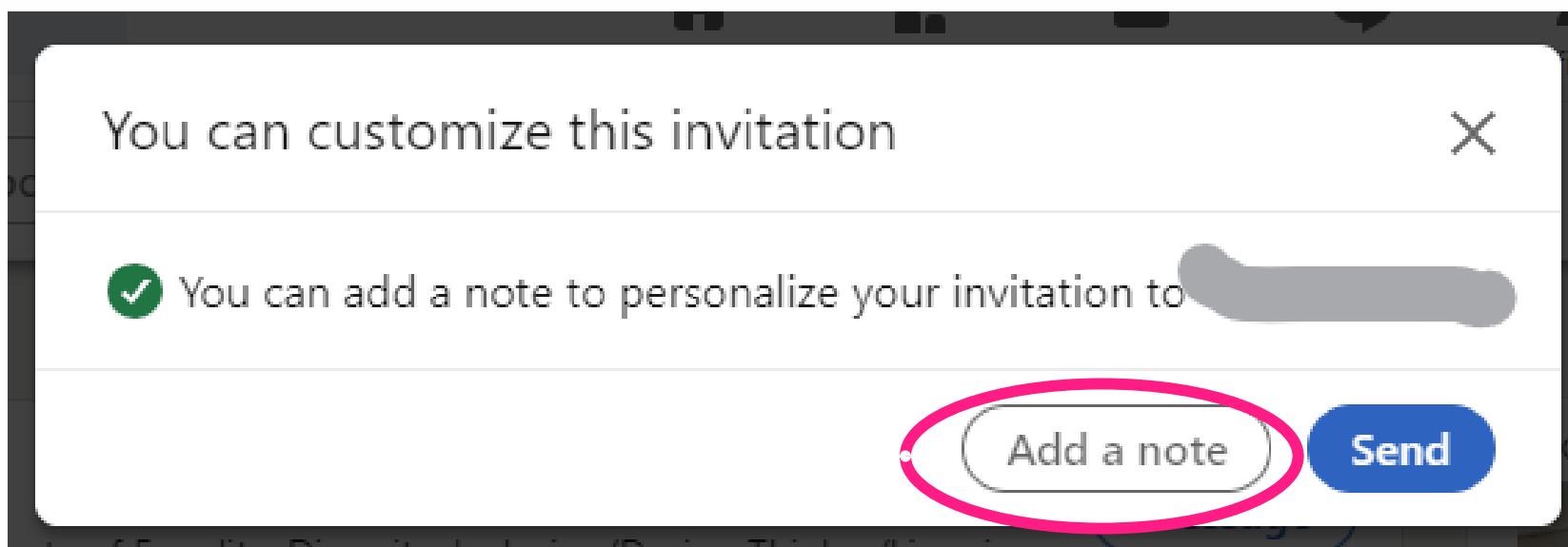
344 connections

[Connect](#)

[Message](#)

# Connect with others

- When connecting with others personalise your message, don't use the default invite.
- Max 100 connection requests a week but if too many of your invites go unanswered or are marked as "I don't know this person," LinkedIn may temporarily restrict your ability to send more.
- 5 personalised InMail credits per month to contact people you are not connected with!





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# Connect with Alumni



# Using LinkedIn Alumni Search to explore Career paths

## Step 1: Access LinkedIn Alumni Search

Search for University of Galway and select the official page.

On the university page, click on the "Alumni" tab.

## Step 2: Filter for “Software Engineers”

Use the **search bar** at the top to type “**Software Engineer**”  
(or related roles like “Computer Science” etc)

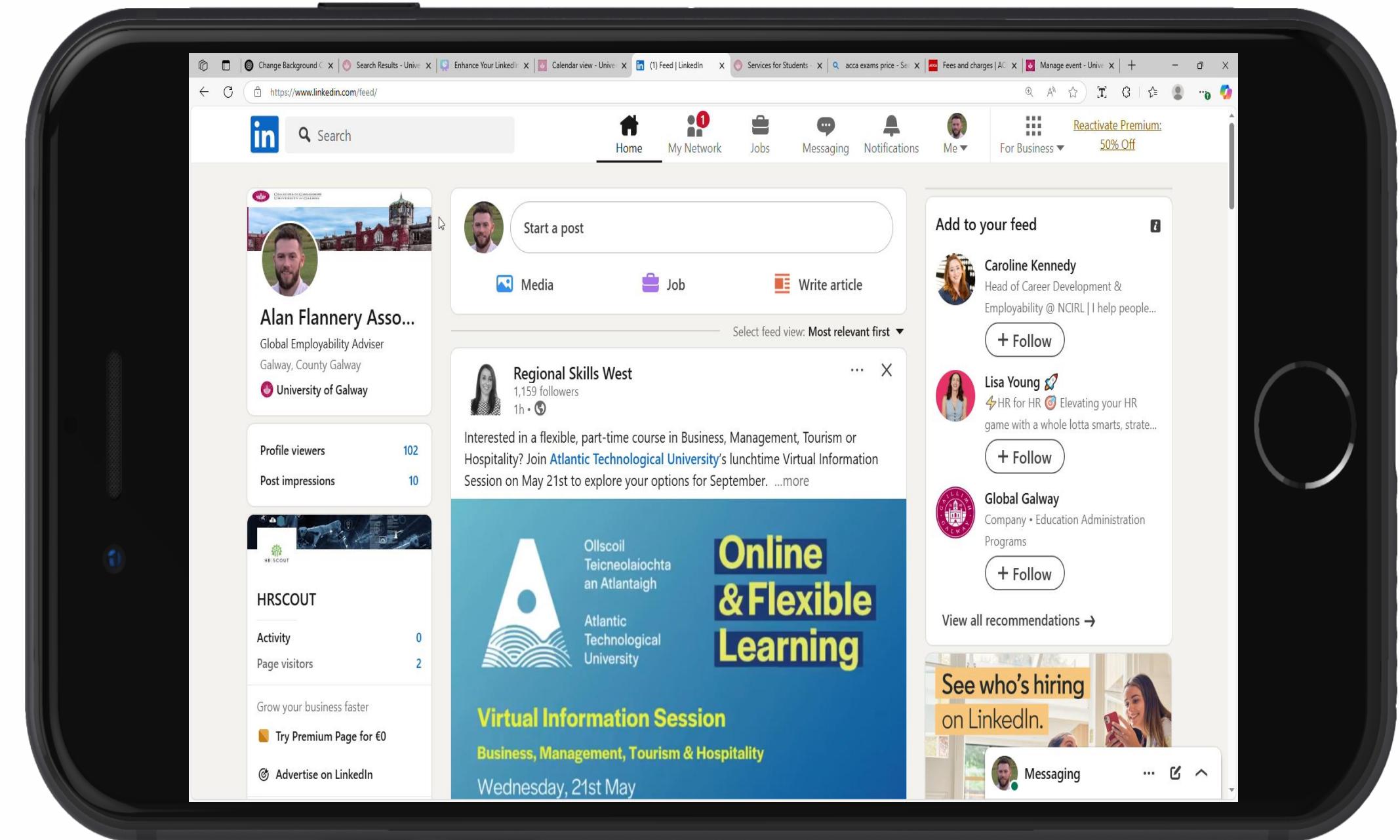
Apply the **filters** to refine your search:

**Where they work:** Select relevant companies or industries.

**What they do:** Select job titles

## Step 3: Analyse Career Paths

Click on profiles to view their **career trajectory**, education, and past job roles and look for patterns in job titles, industries, and skills acquired.



## Step 4: Connect & Engage

If you find someone inspiring, send a **personalised connection request** or message asking about their career journey.

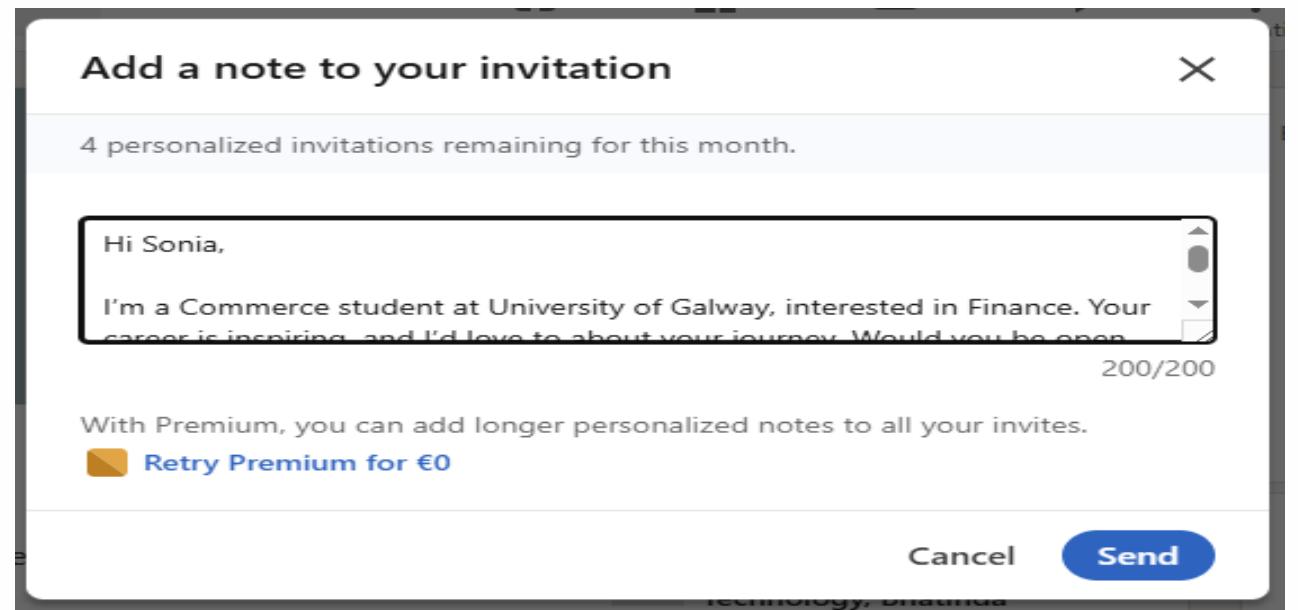
# Connection Request to Alumni

Hi Sonia,

I'm currently studying Commerce at the University of Galway and have a strong interest in Finance. I came across your profile through the Alumni network, and I was really inspired by your career path.

I'd love to learn more about your journey and any advice you might have for someone hoping to follow a similar path. Would you be open to a quick Zoom or coffee chat sometime that suits you?

Kind regards,  
Alan



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# New AI Tool CareerSet for LinkedIn

# CareerSet - Upload Your LinkedIn Profile

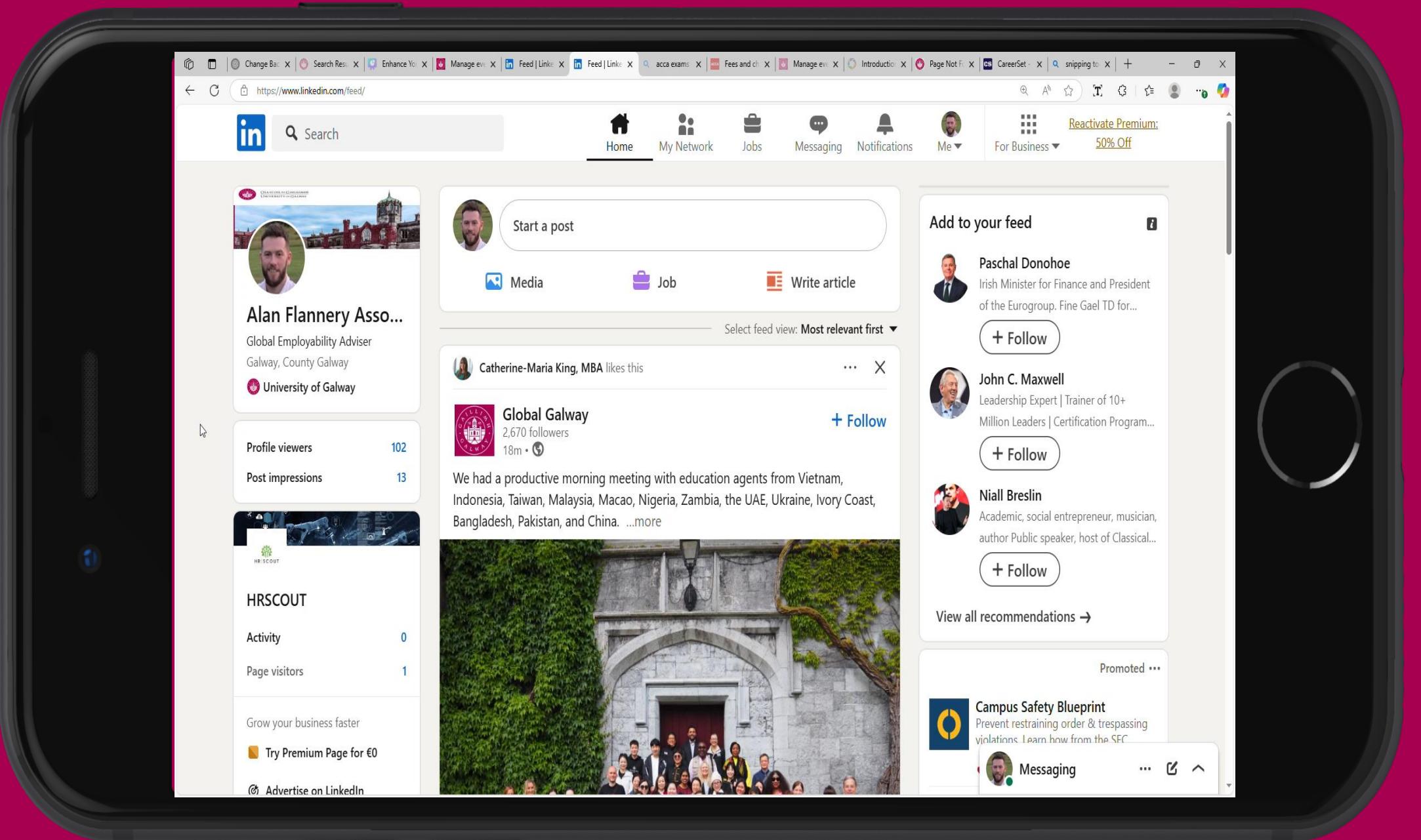
- CareerSet is a platform that all University students have access to and can be used when preparing for your job search to improve and tailor your CV and cover letter.

## [CareerSet - Login to your Account](#)

- New AI Tool Feature that can be used to optimise your LinkedIn Profile and get feedback on any improvements or changes to be made.

The screenshot shows the CareerSet login page with a dark blue header and footer. The main content area is white. At the top left is the text "Login to your account". Below it are three green bullet points: "✓ Improve your CV", "✓ Tailor your CV", and "✓ Enhance your cover letter", each followed by a brief description. To the right of the main content is the University of Galway logo and the text "OLSCOIL NA GAILLIMHE UNIVERSITY OF GALWAY". Below the logo are two buttons: a green "Student Login »" button and a grey "Alumni Sign Up »" button. The footer contains the same logo and text as the header.

# LinkedIn – Profile Download



- Download your LinkedIn Profile as a PDF file through the resources tab on your profile page.



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# CareerSet - Upload Your LinkedIn Profile

## Step 1:

**OPTIMISE MY LINKEDIN PROFILE**

Get feedback on your LinkedIn profile.

**CONNECT YOUR LINKEDIN**



Optimise your profile instantly.



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## Step 2:

**CareerSet**

Home Logout

**UPLOAD YOUR LINKEDIN PROFILE**

Upload your LinkedIn profile below for feedback. Just export it as a PDF from LinkedIn and submit it here!

Follow these steps to upload your LinkedIn profile:

1. Navigate to your LinkedIn profile page.  
 [Go to LinkedIn](#)
2. Click the 'Resources' or 'More' button and select 'Save to PDF' to download your profile. See [detailed steps](#):  

3. When you have downloaded the PDF, upload it on the right.

  
Click the button above or drop your LinkedIn profile in here!  
Max 2MB file size.



# CareerSet – Feedback on the Uploaded LinkedIn Profile

The screenshot shows the CareerSet LinkedIn profile analysis interface. On the left, there's a sidebar with icons for edit, dashboard, resume, experience, education, and other checks. The main area has a header with the URL [careerset.com/linkedin-profile-results.php#hard\\_skills\\_tab](https://careerset.com/linkedin-profile-results.php#hard_skills_tab) and a 'Re-score LinkedIn' button.

**OVERALL SCORE:** 51

**BREAKDOWN:**

- Headline: 100
- About: 10
- Experience: 47
- Education: 100
- Other Checks: 90

**Profile Summary:**

**Aisling Conroy**  
Career Development Manager at University of Galway

**About:** Not Found

**Experience:**

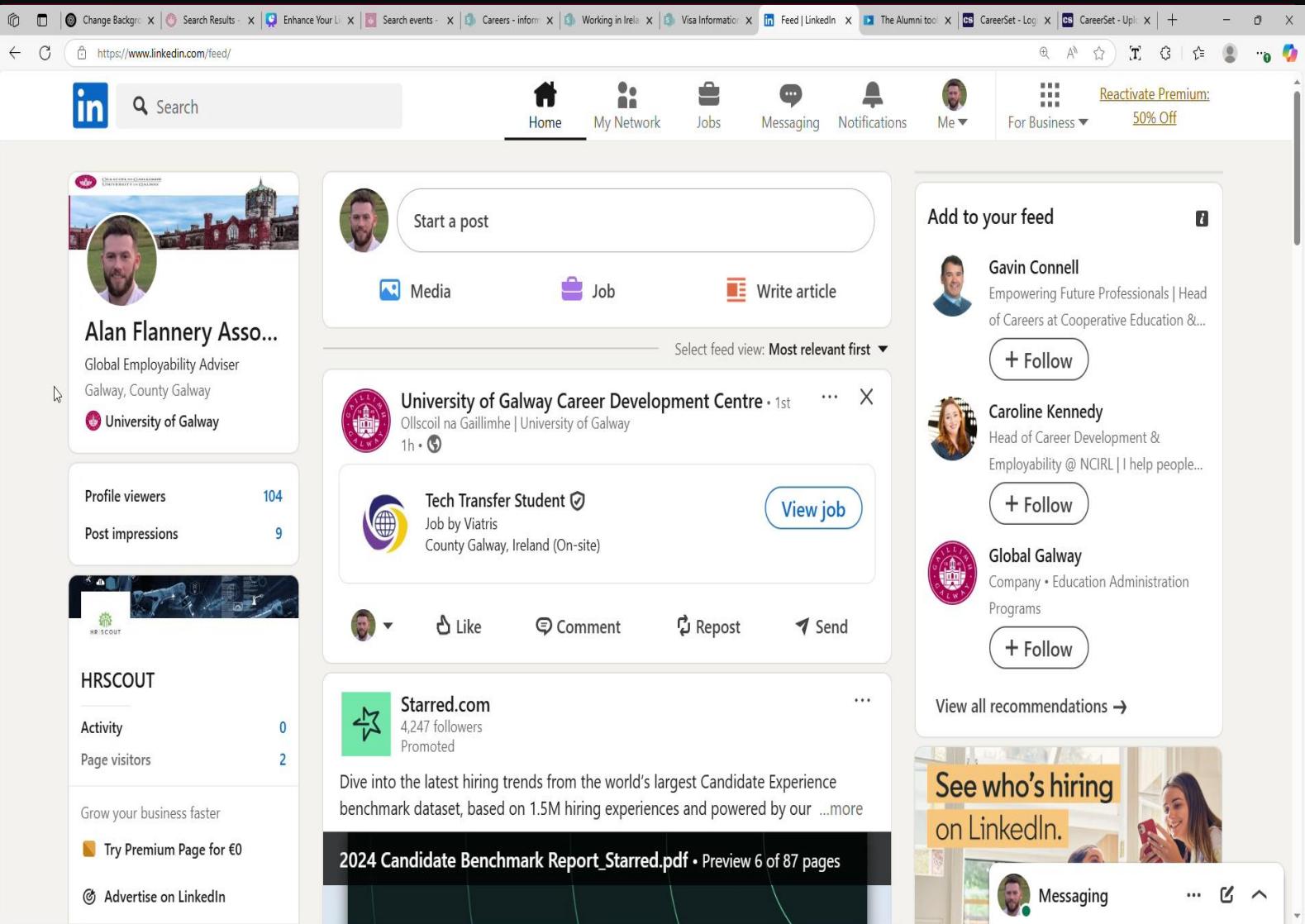
- Career Development Manager  
University of Galway  
June 2021 – Present (3 years 10 months)
- Placement and Study Abroad Officer, Career Development Centre / School of Law  
University of Galway  
November 2018 – June 2021 (2 years 8 months)  
County Galway, Ireland
- Senior Technical Recruitment Specialist  
CREGG Recruitment  
February 2013 – November 2018 (5 years 10 months)  
Galway, Ireland



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# Job Search

# Job Searching on LinkedIn



- Follow companies you're interested in applying to for updates on roles, culture, and news.
- Set job alerts so LinkedIn notifies you of relevant new roles daily or weekly.
- Use keywords wisely – search by job titles, skills, and industry-specific terms.
- Check who posted the job – if visible, consider messaging them or engaging with their content.
- Remember to tailor your CV for each application – Don't just use the default CV you have uploaded for the Easy Apply function.



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# Any questions?

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@UniversityofGalwayCareers



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@GalwayCareers



CAREERS CONNECT LOGIN



CAREERS BLOG



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# Thank You

Please scan and  
provide feedback



# CAREER SERVICE PATHWAYS: Step-by-Step Guides



Career Service Pathway: Your Starting Point



CV Pathway



Interview Preparation Pathway



Job Search Pathway



Discover Pathway: Self-Awareness & Career Exploration

# Other Useful Links

- [Interview Booklet](#) – Get Interview ready
- [Big Interview](#) - AI Tool – CV Review
- CDC Online Resources – [Interview Preparation](#)
- [Interview Preparation Pathway](#) - Careers Connect
- [Careers Connect](#) - Book 1:1 appointment
- [Grad Ireland](#) - Interview Questions & Example Answers
- [Indeed](#) – 100 Common Interview Questions with Examples

Scan the QR code to review  
CV Workshops on SharePoint  
and access links

