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Week 8 ≡

Jaryd on LinkedIn Profiles

Here is the much-awaited 5.5-minute video of Jaryd sharing his insights about LinkedIn profiles. In this video, he discusses networking etiquette that students must know to become a competitive candidate on LinkedIn, and what recruiters are looking for in LinkedIn profiles.

As you watch this video, consider the following questions:

1. What is one of the "worst" things Jaryd mentioned that you should not do to "network" on LinkedIn?
2. What is an important section on your LinkedIn profile that may attract recruiters to read through your LinkedIn profile?

Jaryd on LinkedIn Profiles



References:

1. <https://youtu.be/xjofNExlkgb?feature=shared>

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Profiles

so I think if we start with just some of the myths and some of the mistakes I see youngsters make especially is for example if I go on LinkedIn as a recruiter and I post a role a lot of the time uh we'll see people comment on my status or on my update and they will come in please have a look at a at my profile I'm interested um I think that is one of the worst ways to approach um an opportunity and the reason is I would get so many responses of people who are relevant and people who would fit the profile that I'm not going to go and necessarily look at your profile right what it also doesn't show is it doesn't show you being proactive so you can like the the the status you can comment on it but then you should be sending me to recruit a DM and saying to me hey jar here is my resume um I'm interested in this position these are the reasons why I I think I put the profile and why I believe I'm a good candidate and now we have a conversation going right um and I'm not saying that every single time you're going to get a response but you're more likely to get a response and you're more likely to have that recruiter actually review your profile if you send the F to them as opposed to asking them to come and look at you okay so that's something that I see people do quite often and they do they do it all the time um another important thing on the LinkedIn profile that I or one thing that I think is really important is having a good opening introduction to just who you are where you at in your career and where you're trying to go um that first kind of paragraph about you is really what leads me on as the recruiter to go further into your profile okay if the first part is not good then I'm quite unlikely to actually go further down and actually view your skills your history and you know look at your profile completely so I think it's very important that the summary part is always at the top and then it's got a good introduction to who you are where you at to look and where you want to go the other thing that's super important is the profile photo uh and it's really like something that people Overlook you know you can't have a picture where you've got your hand over your mate and you've got half of his face out and your in the other half of the photo right uh you've got to have a really professional picture and it's not hard to do we know that anyone can do it with their phones today put on a suit put on a shirt uh if you're a guy make yourself look professional make sure that someone can take a picture with a plain background for you or nice background as long as it's something that is as I say professional and not looking like you're on the holiday or looking like you're at the beach make sure that you look presentable because at the end of the day we are people and sometimes we do make job judgments based on how certain things look so the first thing people I'm going to see is your profile right your profile picture the other thing is then having your LinkedIn Banner on top um you know you've got a LinkedIn Banner for a reason it allows you to either just post something plain and simple or make it look nice or just have a title and a little bit of something about your sub is in the mark looking for whatever the case may be but take the time to just make it look good right so that's going all the way from the top down and then the order of which now LinkedIn allows you to kind of shift um you know the order of the information on your profile so I would always start with the summary first I would then have the work experience in history and then have the skills okay um personally one of the the myths is the endorsements that you get on Ling um I've seen just hundreds of endorsements on my name and I've seen people give other people endorsements which are actually really nothing to me um because anyone can give you an endorsement and people have given me endorsements when they've never ever work with me and they don't know me so therefore I think that that section really means nothing but what does mean something is people can write recommendations for you so if there are any people that you've worked with particularly people who were your managers or people who you reported into um those people and what they can write about you would be extremely valuable for people to see up front right because that recommendation holds way that means someone has taken the time out to actually WR about you and say this person was great to work with this is what they did they showed enthusiasm and especially for younger people we want to see um comments like they showed enthusiasm in their work they showed uh capability to learn and to use their learning in their daily jobs and they were hungry for knowledge and those are type of kind of thms and things that you want to see on the profast so that that can make them stand out um so yeah I think those are just some of my tips with LOL and some of the things that I think will

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work right um they will naturally then consider you and they in naturally know that you are in the market and we are looking for an opportunity