

Imagine x LinkedIn

How to become more visible (to recruiters) on LinkedIn





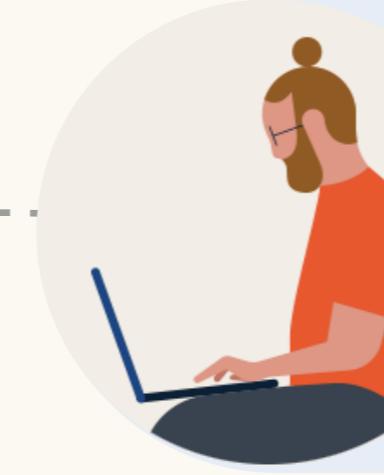
Agenda

- 1 Introduction: What is LinkedIn?
- 2 Be discovered via your LinkedIn profile
- 3 Build your professional network
- 4 Use your network on LinkedIn to connect to opportunity
- 5 Search and apply for jobs on LinkedIn
- 6 Level-up: Top tips & Social Selling Index

More than **740 million** professionals in over 200 countries are on LinkedIn.



2.9 million groups on LinkedIn to grow your community

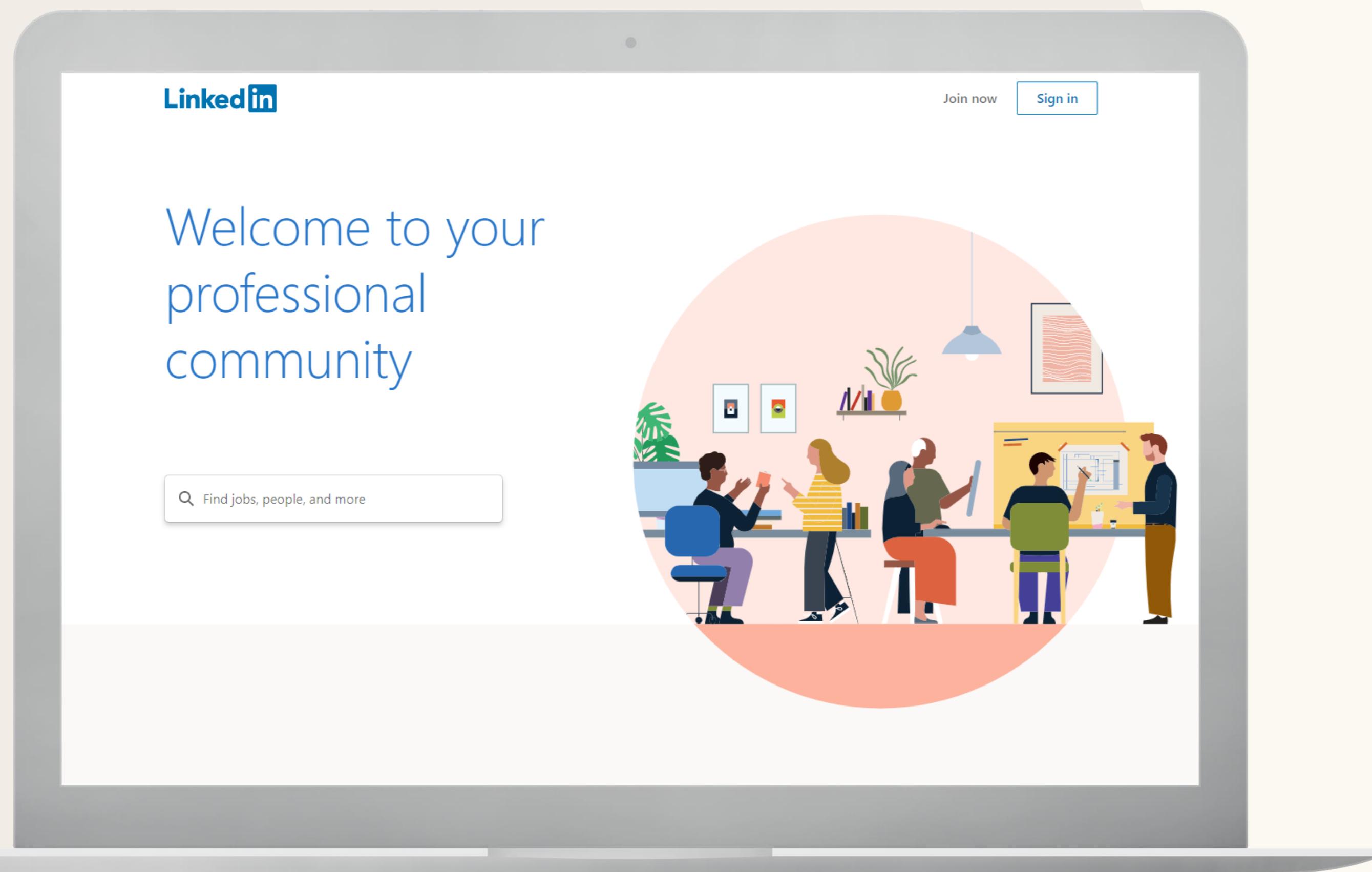


9 out of 10 employers use LinkedIn during the hiring process. **57 million+** employers on the platform



3 people are hired every minute on LinkedIn!

Build your LinkedIn profile



Your LinkedIn Account

Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.



Be discovered via your LinkedIn profile

1. Profile vs. resume
2. 1st Impression - Photo & Headline
3. 2nd Impression – About me
4. Open To Work/ Providing Services....
5. Adding Profile Sections
6. Adding Skills & Certifications

Meet Crossbeam - Supercharge your partnerships by finding customers and prospects



Tracy Westbay [in](#)

Creative Director at Explore California. Passionate about web design!

Carpinteria, California · 280 connections · [Contact info](#)

[Connect](#) [More...](#)

 Explore California

 Roux Academy

About

I pride myself in being a resourceful Creative Director and visionary, experienced in leading and inspiring design teams. I love balancing the creative mind with the need to produce results. Brand development and optimization are my passion!

I'm always looking to be challenged, and to challenge others. Driving skilled designers to think outside the box, and really bring out their artistic abilities is what motivates me. Let's connect and see what we can create together!

Over the past two years I have helped Explore California triple it's interactivity on social media. I also helped my employer, Two Trees Olive Oil, to design the label for their most popular product to date while operating under budget.

Profile vs. resume

The screenshot shows a LinkedIn profile for Tracy Westbay. At the top, there's a navigation bar with links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the navigation is a promotional banner for Crossbeam. The main profile area features a large photo of Tracy, her name, title (Creative Director at Explore California), location (Carpinteria, California), and connection count (280). There are also links to herExplore California and Roux Academy profiles. The 'About' section contains a bio about her experience as a Creative Director and her work at Explore California. A 'People Also Viewed' sidebar lists other professionals with similar profiles.

There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

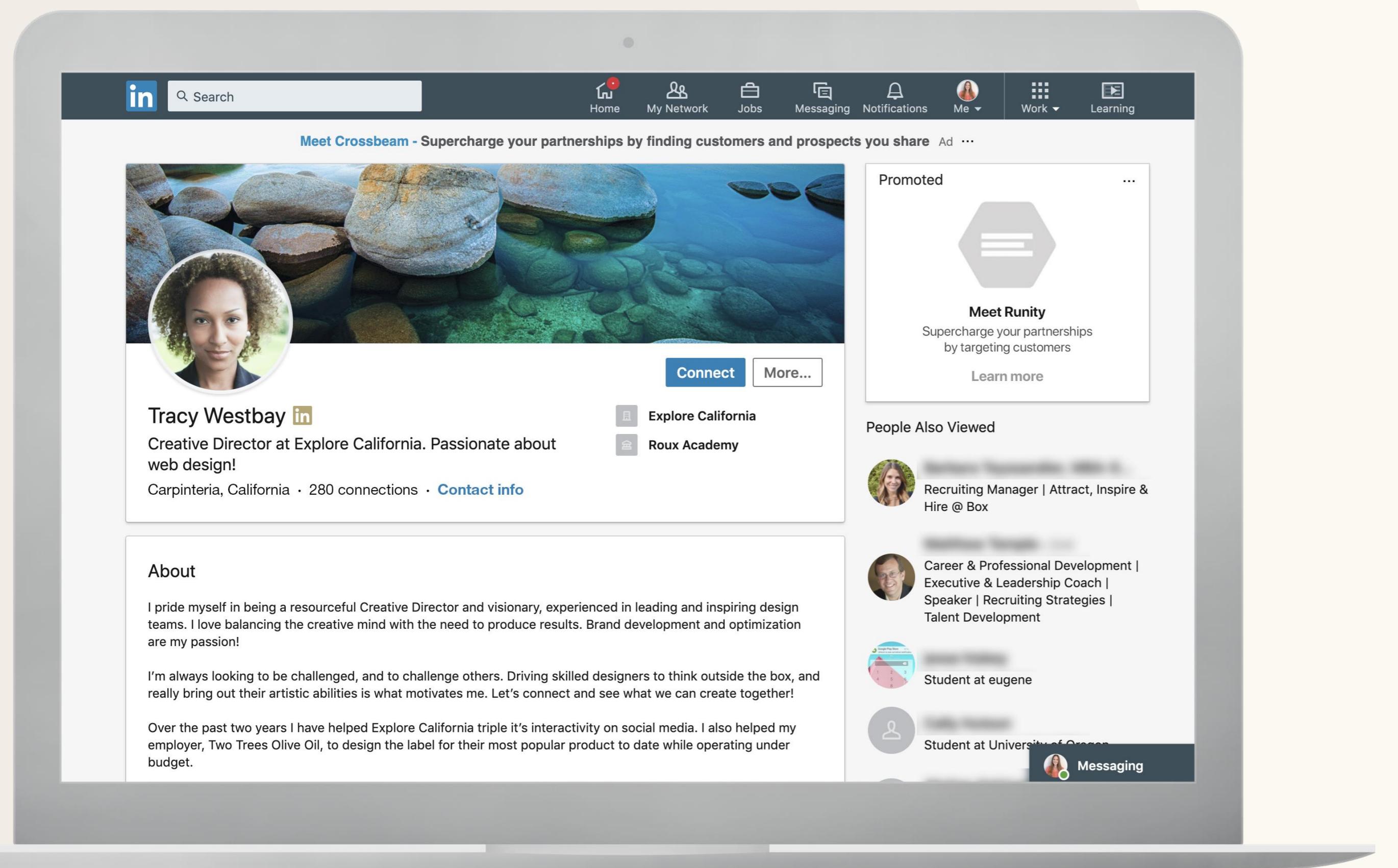
- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Allows other professionals and employers to interact, learn, and contact you
- ✓ Contains recommendations and endorsements



Take a great photo

Members with profile photos receive up to **21x** more views and **9x** more connection requests

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have friendly expression
- ✓ Make sure your face takes up a majority of the frame



Edit your profile: Your story in your words

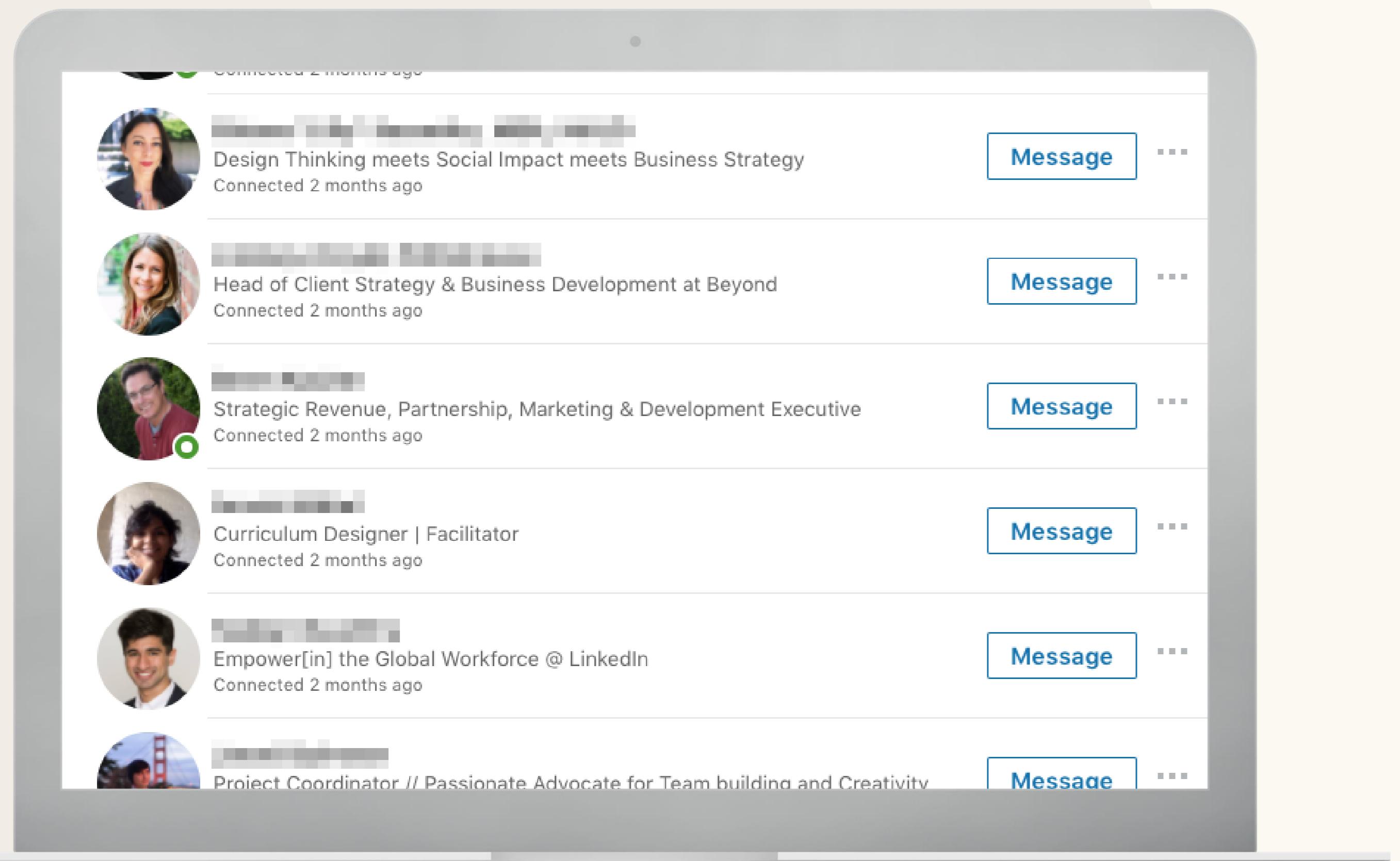
Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

Add your:

- ✓ Location & industry
- ✓ Work & internship experience
- ✓ Volunteer experience
- ✓ Education* & certifications
- ✓ Skills
- ✓ Program or organization

* You can choose whether you want to display your education in your intro.



Edit your profile: Headline

Your headline is an opportunity to show what you are – not just what you do.

When writing your headline, ask yourself:

- ✓ If this is the only thing someone sees, what does it say about me?
- ✓ Does this represent my professional brand and show why I am unique?
- ✓ Does it capture what a recruiter would care about?

Bridge Builder at LinkedIn
San Francisco Bay Area

Message **More...**

I am a dynamic speaker, program manager, social impact practitioner, and diversity & inclusion advocate.

I am a natural bridge-builder: someone who brings together disparate groups, ideas and communities to create programs and systems that serve the greater good. At LinkedIn I manage our US & Canada social impact partnerships. We believe that a strong professional network has the power to lift individuals out of poverty. This has been true in my own career. My mother is a secretary; my father a retired janitor. For me, a great education and a strong support network created a pathway out of poverty. My goal is to democratize access to professional networks and economic opportunity so others are also able to achieve economic mobility.

When I'm not challenging systems of inequality, I enjoy traveling, eating (& to a lesser extent cooking), and being physically active. I'm a forever-learner and explorer and welcome any recommendations on things to do that challenge me to grow physically, mentally and emotionally.

Show less ^

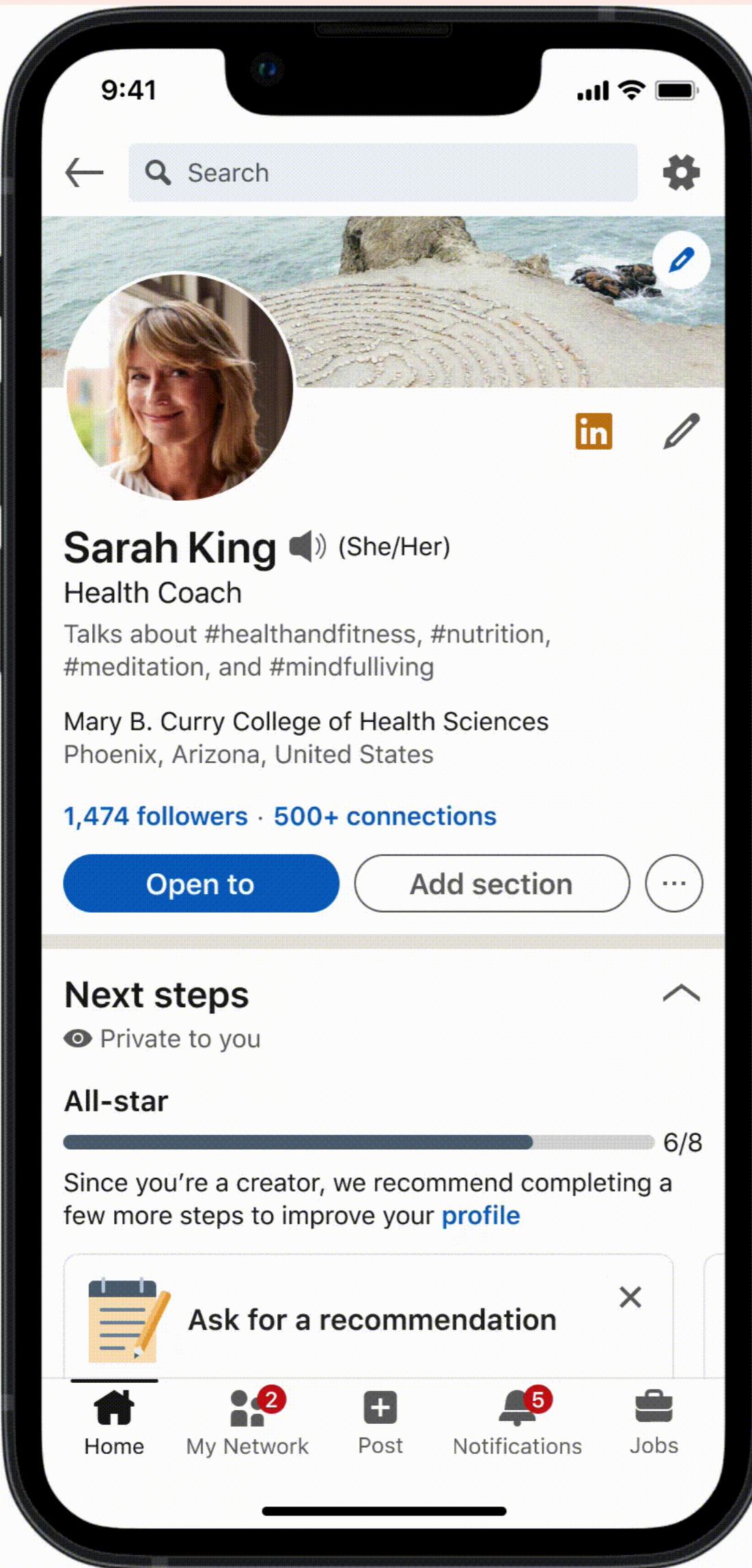
Edit your profile: Summary

Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

- ✓ 1-2 sentences about who you are
- ✓ 3-5 sentences about your experience, top skills and key passions
- ✓ 1-2 sentences about your future goals and how other members can engage with you



Make sure to include a summary of at least 40 words to show up in the search results of other members.



Add your Career Break with context

Communicate time spent outside of traditional employment by selecting “Add Career Break” when updating your experience section.

- ✓ Choose from reasons like health & wellbeing to caregiving to layoffs and more
- ✓ Consider adding context that ties your career break into your professional story



Did you know? 62% of people globally report taking a career break and half of hiring managers say they are becoming more common.

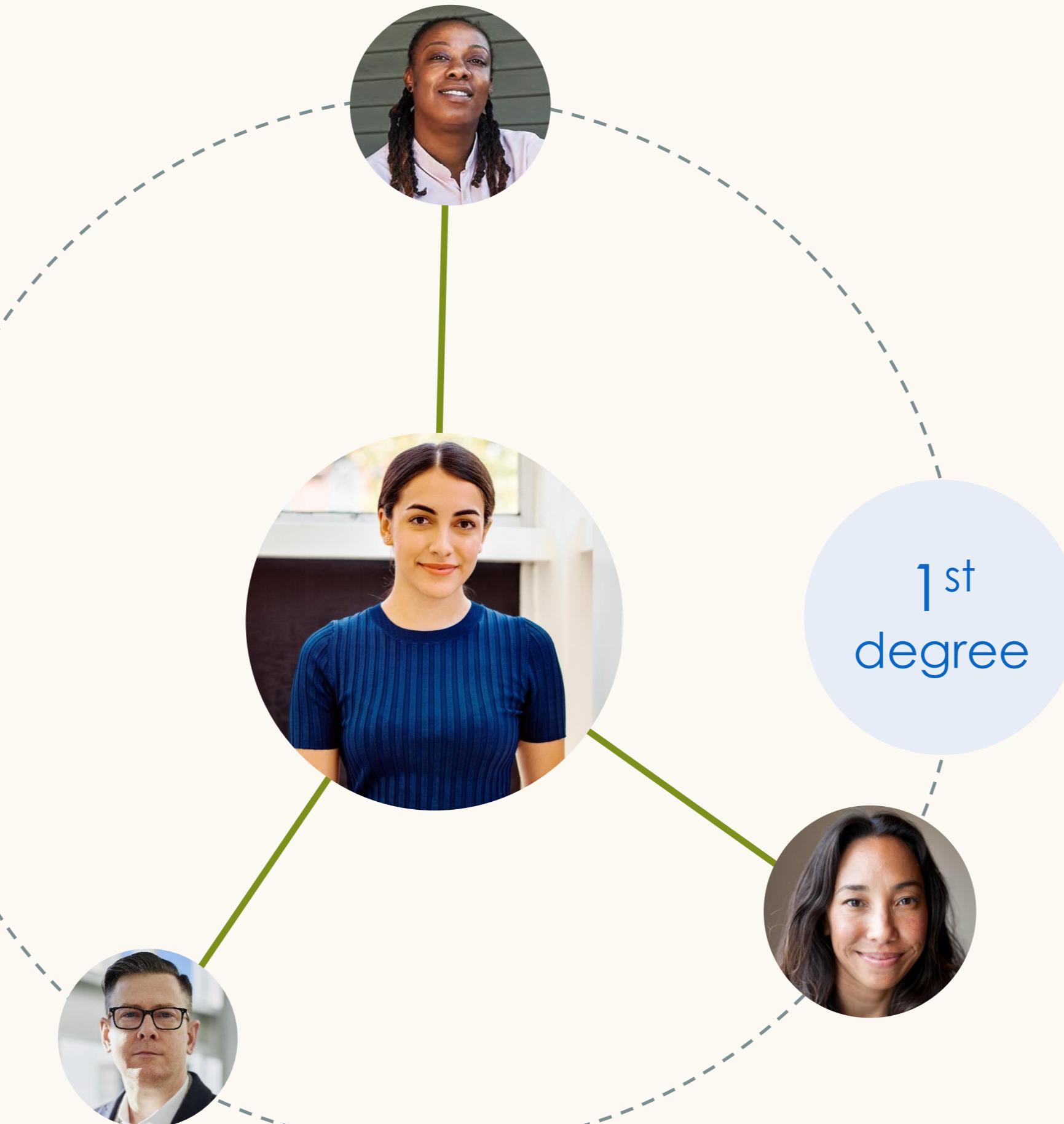
Build your professional network

1. Build your professional network
2. Discover existing connections
3. Search for people you may know
4. Searching for new contacts

The screenshot shows the LinkedIn homepage with a dark header bar. The top navigation includes links for Home, My Network (which is currently selected), Jobs, Messaging, Notifications, Me, Work, and Learning. The main content area features a "Connections" section with a count of 991. It includes a "Show more" dropdown, a "Add personal contacts" section with a note about periodic import and storage, and a "Continue" button. Below this is a "People you may know with similar roles" section, which lists four profiles with their names, titles, mutual connection counts (8, 3, 8, 21), and "Connect" buttons. Further down is a "People you may have worked with" section, which lists three profiles with their names, titles, mutual connection counts (6, 13, 11), and "Connect" buttons. At the bottom left, there's a small thumbnail of a profile picture with a grid overlay. The footer contains links for About, Help Center, Privacy & Terms, Advertising, Business Services, Get the LinkedIn app, and More, followed by the LinkedIn logo and "LinkedIn Corporation © 2019".

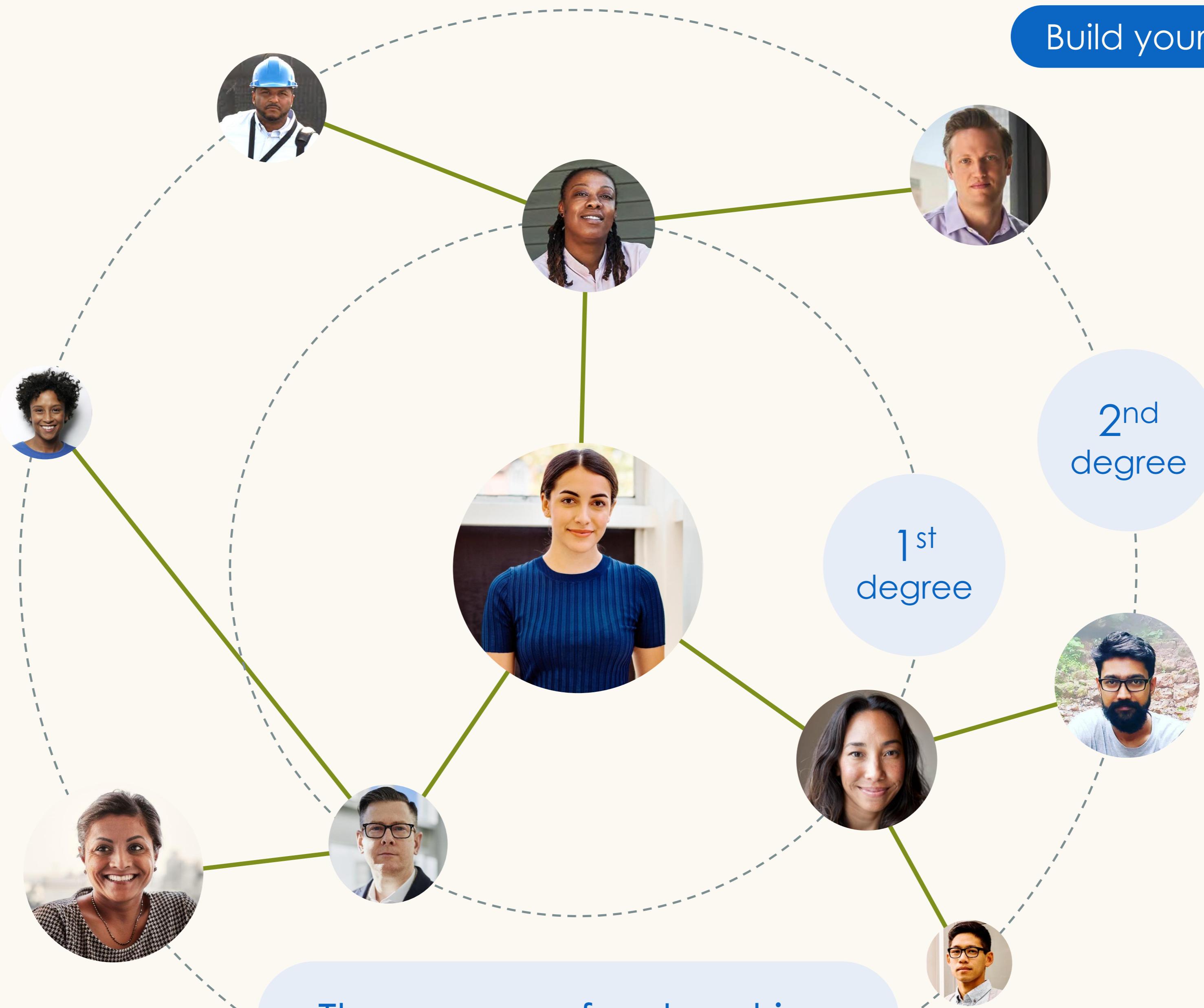
Challenge – Connect someone or several people from the attendee group.

Build your professional network



The power of networking

Build your professional network



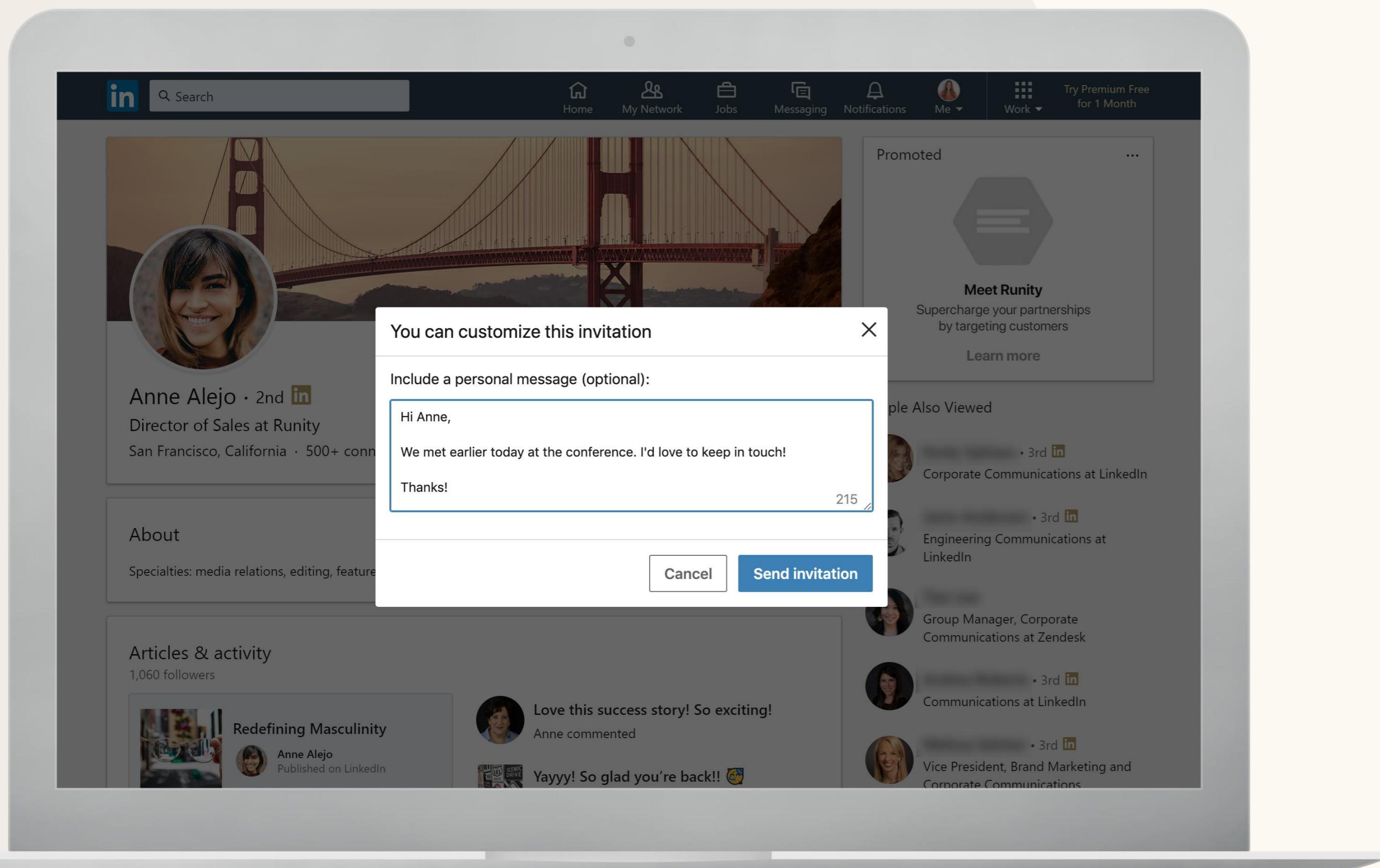
Build your professional network



Did you know?

**50%+ of hires
result from
a personal
connection**

Build your professional network



The screenshot shows a LinkedIn profile page for Anne Alejo. A modal window is open, prompting the user to customize an invitation message. The message field contains a personalized note: "Hi Anne, We met earlier today at the conference. I'd love to keep in touch! Thanks!". There are "Cancel" and "Send invitation" buttons at the bottom of the modal.

Search for new connections

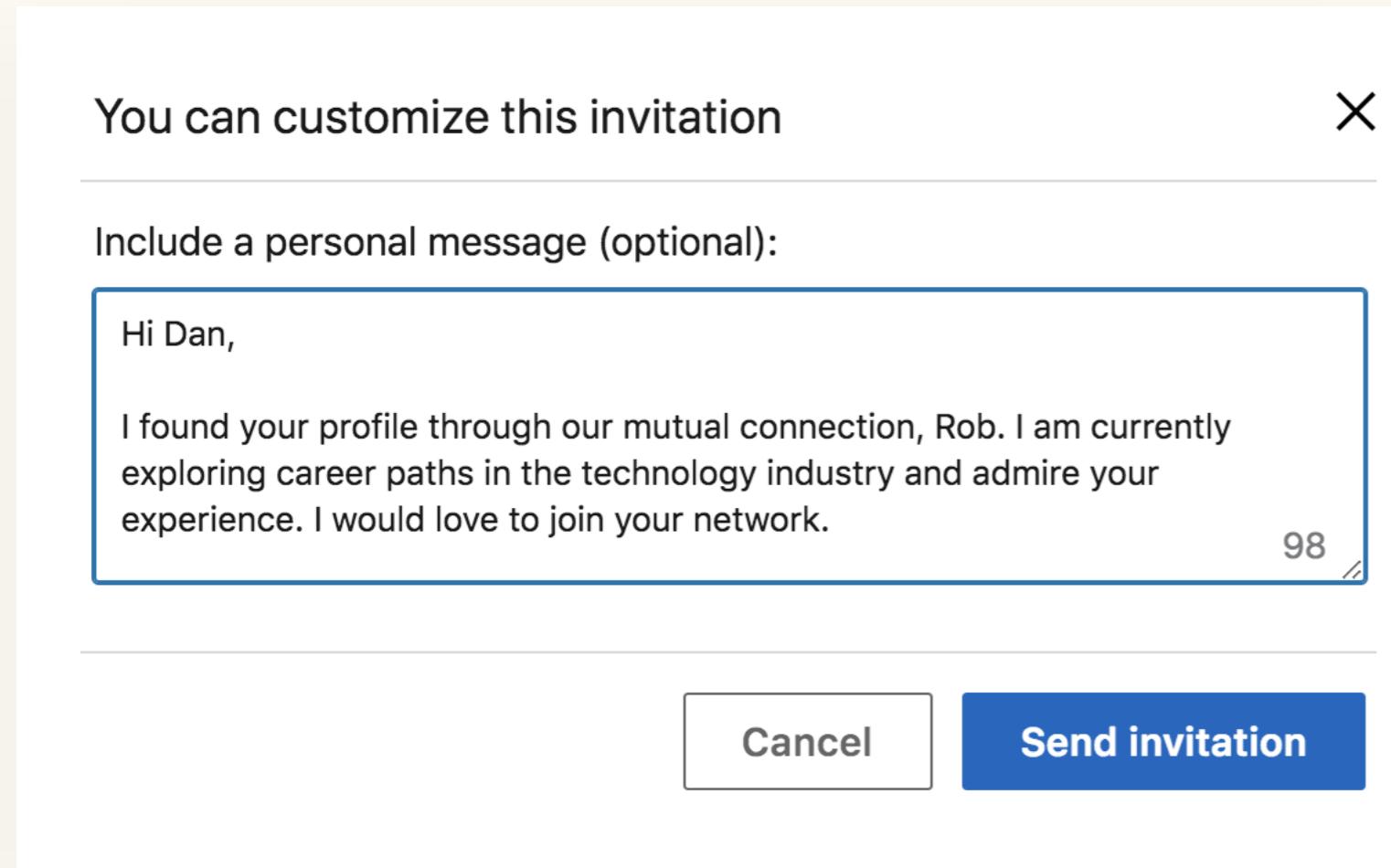
After clicking “Connect,” you can send your invitation immediately or personalize your invitation request by selecting “Add a note.”



We recommend that you always add a personalized message to make it clear to the other person why you are reaching out.

Build your professional network

Get started – Send someone you know a connection request



2nd
degree

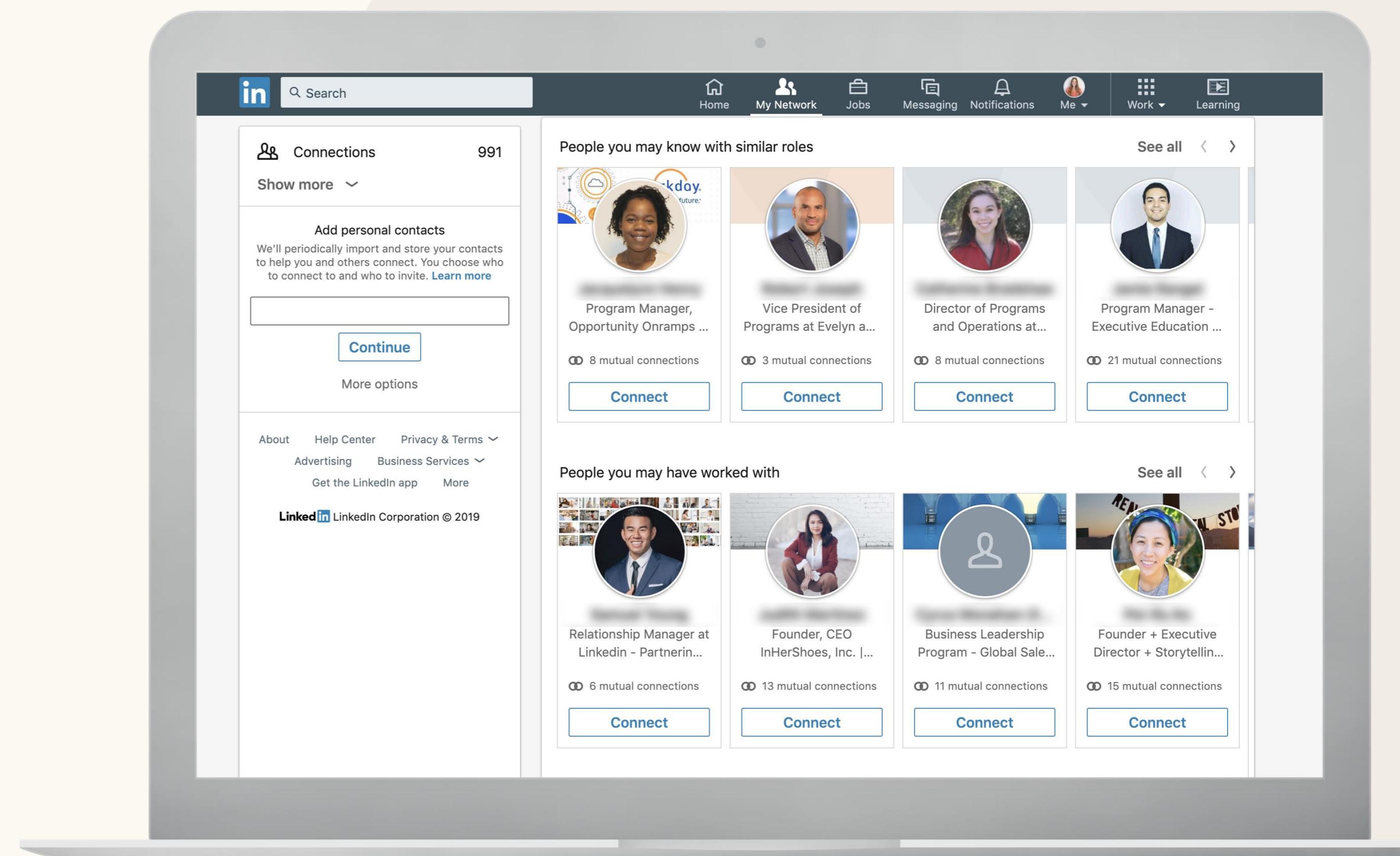
The power of networking

Discover existing connections

Click “My Network” in the top navigation to find people you already know, including:

- ✓ Friends and family
- ✓ Current and former colleagues
- ✓ Current and former managers

Our “People you may know” feature improves over time as you build your network.



Challenge – Add more connections through the discover function. Personalize your request!

Build your professional network

The screenshot shows the LinkedIn search interface with the following filters applied:

- People
- 2nd
- Locations
- Current companies

The results section displays 469,107 results, showing five profiles:

- Helping Digital Marketers and Agencies Execute Their Content, Branding and Lead G...
San Francisco Bay Area
Connect
- Creative, Strategic and Analytical Marketing Exec with 12+ yrs experience in Entertai...
United States
Connect
- Senior Customer Success Manager at LinkedIn | Enabling Modern Selling
United States
Connect
- Sales Strategy & Operations @ LinkedIn
San Francisco Bay Area
Connect
- Global Travel & Event Manager
United States
Connect

A promoted advertisement for "Meet Runity" is visible on the right side.

Challenge – Find a person in your field and/or country you have a contact in common with (2nd degree). Personalize your request!

Search for new connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ Location
- ✓ Keyword

Expand your network strategically

Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What should I say?

- Who you are
- How you came across their profile
- How they can help you





Use your network on LinkedIn to connect to opportunity

1. Send connections private messages
2. Add value and leave comments and share posts of people
3. Ask for referrals / advice (in post or direct message)
4. Request & share recommendations
5. Join groups and engage with members
6. Connect with alumni from your school
7. Connect with recruiters that hire in your field
8. Follow companies and share / comment posts, connect contacts at the company

Did you know?

LinkedIn members
are 4X more likely
to get hired at
companies where they
have connections

Erin King
Mobile • 12m ago



Erin King · 1st
Brand Communications Director, Runity

DEC 18

Kate Kiefer • 10:10 AM
Hi Erin,

I'm currently exploring careers in communications, and admire your experience and accomplishments in the industry. I'd appreciate the opportunity to hear about your career journey.

Would you be available for a 20-minute chat over the phone or in person in the next few weeks?

I look forward to hearing from you.
- Kate

Ask for informational interviews

The purpose of an informational interview is for you to:

- ✓ Gain advice on your career path
- ✓ Learn about an industry you are interested in
- ✓ Learn about a specific company you'd like to work for
- ✓ Establish a professional bond



After an informational interview, professionals may also consider you for future job openings they learn of.

Challenge – Ask someone for an informal interview

Seth Soon

Mobile • 30m ago

**Seth Soon** · 1st

Program Manager, FixDex Communications

JAN 12

**Kate Kiefer** • 2:02 PM

Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,
- Kate

Challenge – Ask someone for a referral

Request referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- ✓ Why you are interested in the specific role
- ✓ Your appreciation for your connection's consideration

DID YOU KNOW? More than **60%** of the workforce has referred someone to work at their company.

Request recommendations

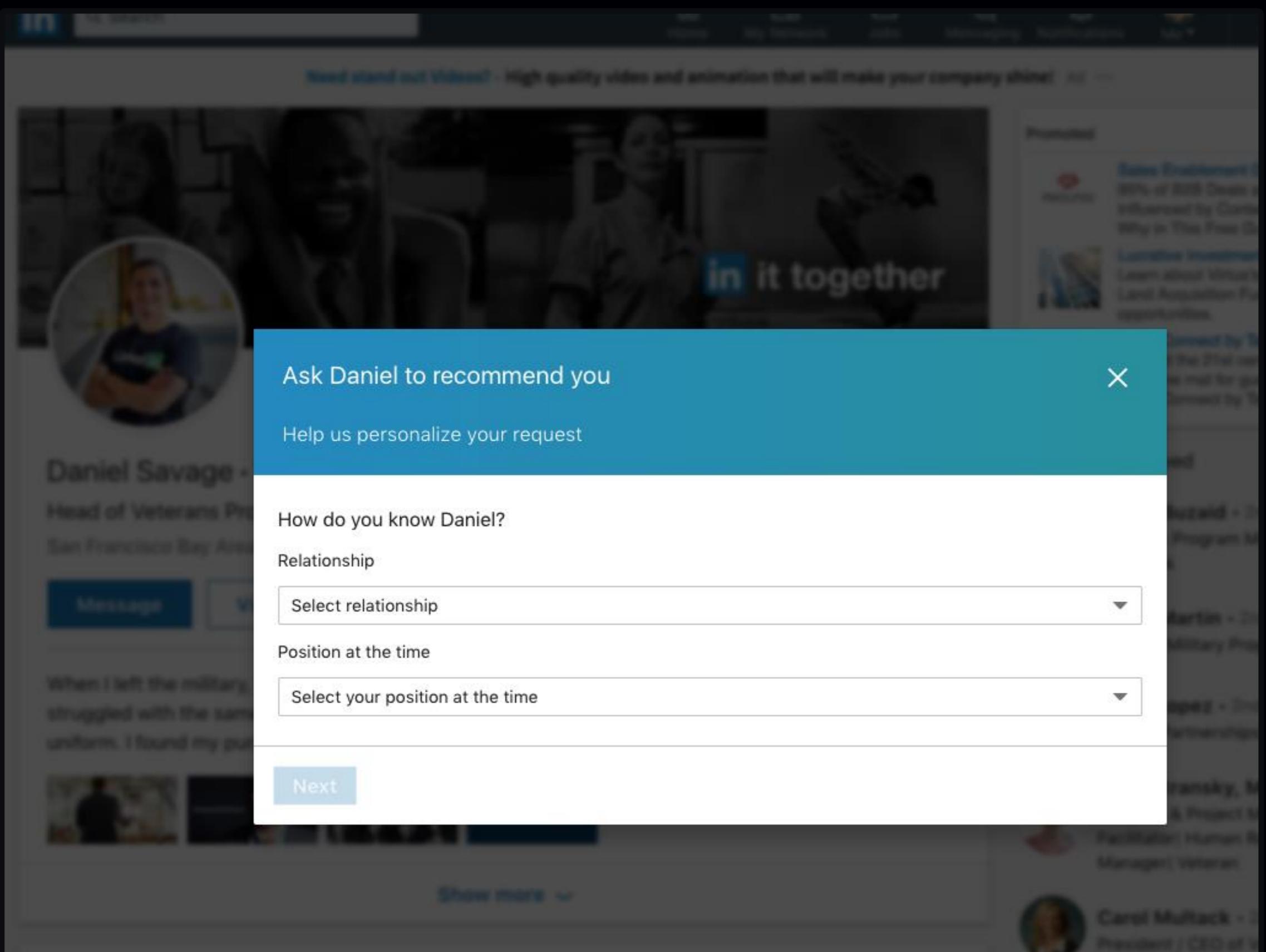
Recommendations on LinkedIn are like references from people in your network.

On a connection's profile, click **More...** and then **Request a Recommendation**.

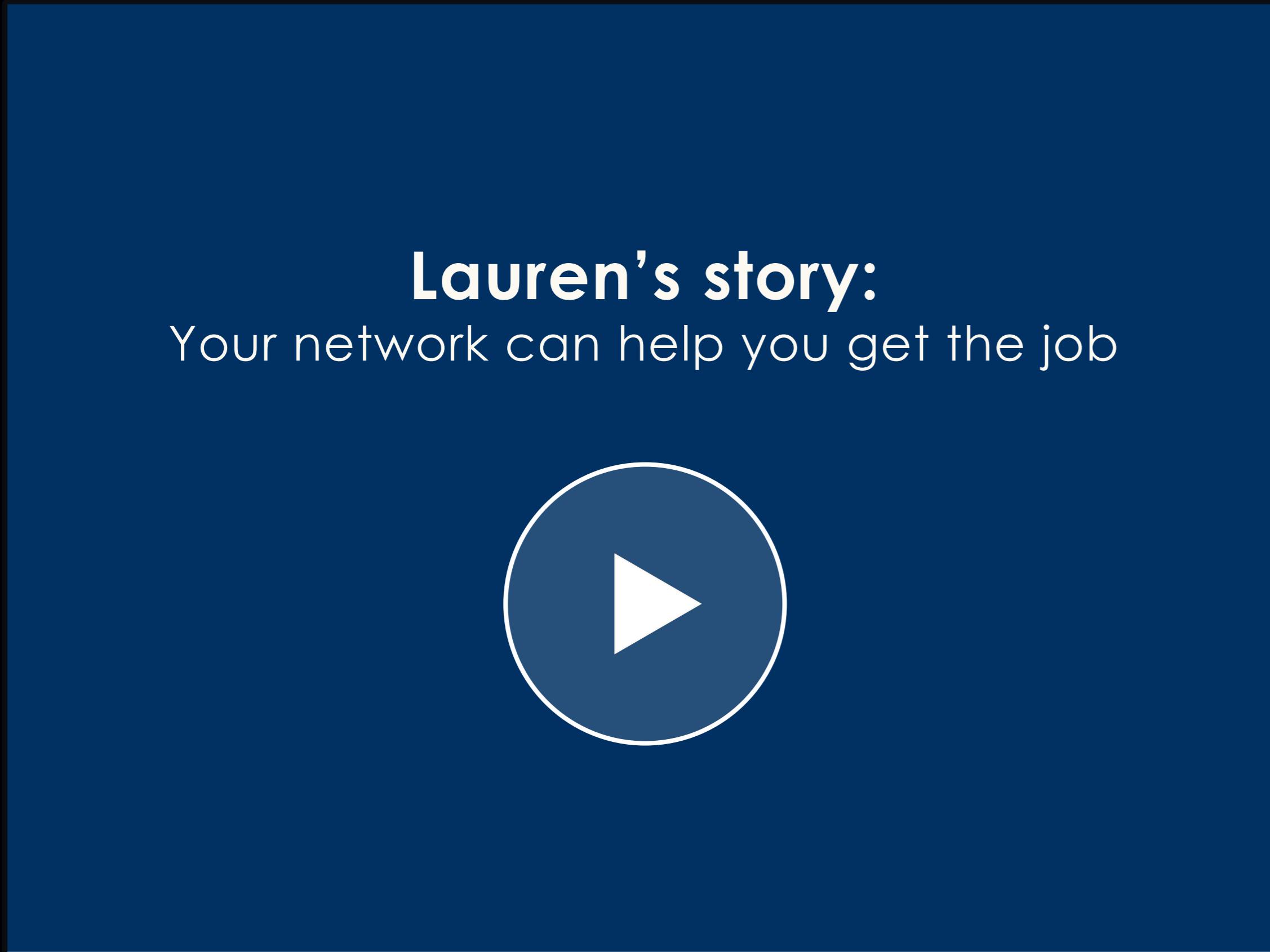
You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

- ✓ Current or former managers
- ✓ Current or former colleagues, even those that were not directly on your team but who you worked closely with
- ✓ People who have mentored or advised you professionally, including through nonprofit training programs



Challenge – Ask someone for a recommendation



Lauren's story:
Your network can help you get the job



Message connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page



If you don't know the person you're messaging in real life, clearly explain why you are reaching out.

Do you have a LinkedIn networking story!? Share it on LinkedIn!



Search and apply for jobs on LinkedIn

1. Show recruiters you're #OpentoWork
2. Search for jobs
3. Create search alerts
4. Review "Jobs You May Be Interested In"
5. Follow companies / Recruiters
6. Apply actively

Did you know?

34M+

job seekers visit LinkedIn
jobs every week

Get the help
you need on
your job search.



LinkedIn

Challenge – Set up #Opentowork

Show recruiters you're #OpenToWork

Click "Get Started" using the option on the topcard of your profile.

- ✓ Add Job titles, types and locations you are interested in
- ✓ Indicate whether you are available immediately or casually browsing
- ✓ Choose whether you want to share you're open with all LinkedIn members or only recruiters

Search for jobs

Use LinkedIn's search filters to find jobs by:

- Keyword
- Function
- Job title
- Experience level
- Company
- Date posted
- Location

Challenge – Set up a job alert

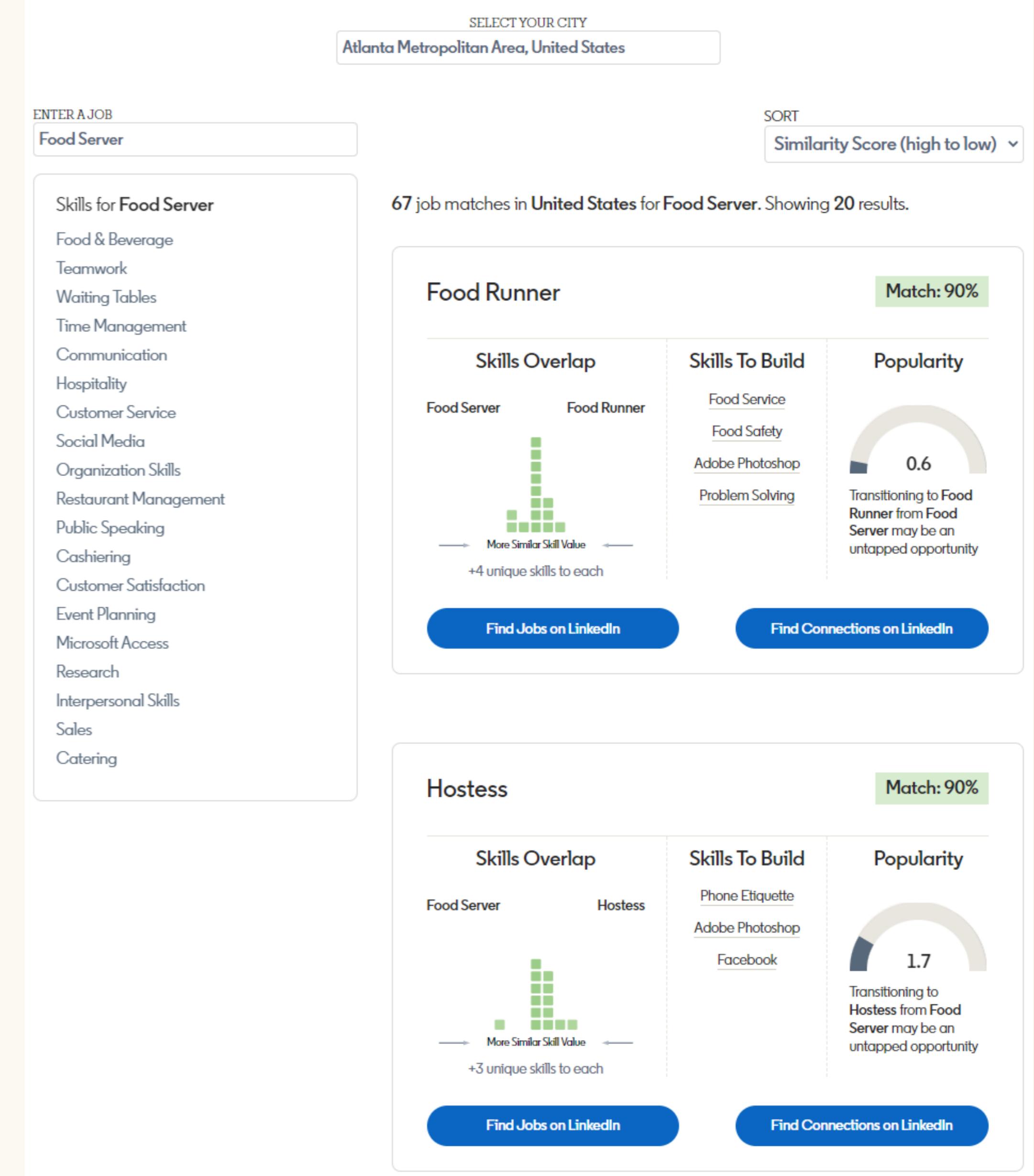
Equity Features

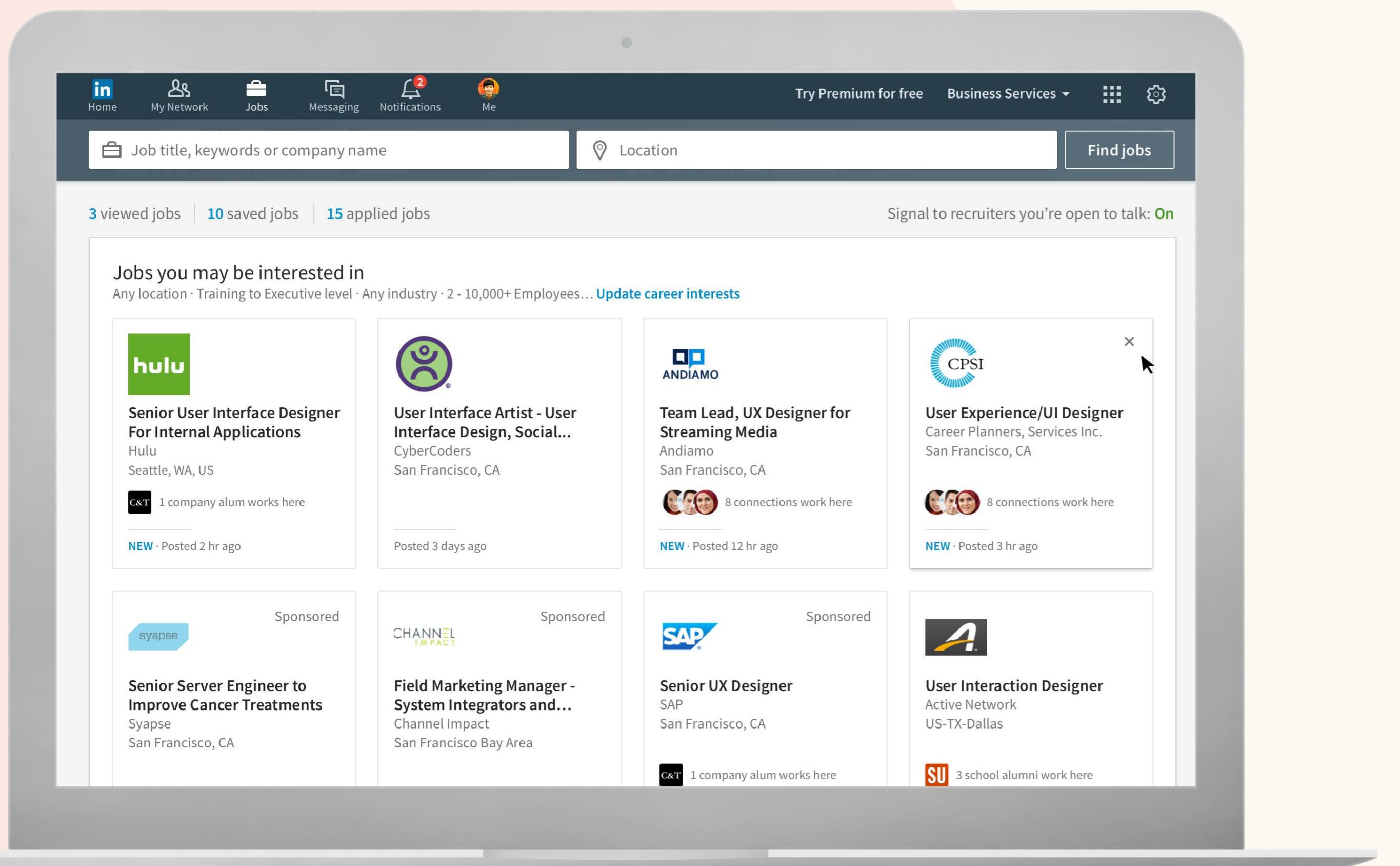
- A job seeker is now able to utilize our **Fair Chance Employer filter**, which highlights job postings from employers who have committed to hiring formerly incarcerated candidates
- A member can search for jobs that are in their network (further underscoring the practice of building and adding connections)
- For those who desire more flexibility, an **On-site/Remote feature** has been added to match today's new work paradigms

The screenshot shows a LinkedIn search interface for the position of 'partnerships manager' in the United States. The search bar at the top contains the query 'partnerships manager' and the location 'United States'. Below the search bar, there are several filter buttons: 'Jobs', 'Date Posted', 'Experience Level', 'Company', 'Job Type', 'On-site/Remote', 'Easy Apply', and 'All filters'. The 'All filters' section on the right includes checkboxes for various roles like Account Manager, Customer Success Manager, etc., and dropdown menus for sorting by salary and experience level. Two specific filters are highlighted with yellow boxes: 'In Your Network' and 'Fair Chance Employer'. The 'Fair Chance Employer' filter is explicitly labeled as being turned on. The main content area displays five job results, each with a company logo, title, location, and some descriptive text. The first result is for an 'Artist Partnerships Manager' at 'WithOthers - United States (Remote)'. The second result is for a 'Partnerships Manager' at 'Superstar Racing Experience (SRX) Charlotte Metro (On-site)'. The third result is for a 'Partnerships Manager' at 'Life Science Cares San Diego San Diego, CA (Hybrid)'. The fourth result is for an 'Outreach & Partnerships Manager: Misinformation, Integrity, and Authenticity - Trust & Safety' at 'TikTok Mountain View, CA (Hybrid)'. The fifth result is for a 'Strategic Partnerships Manager' at 'DIGDEEP Water Los Angeles County, CA (Remote)'. Each job listing includes details like pay range (\$90/yr - \$120/yr), employee count (1-10 employees), and application status (Top applicant, Promoted, Actively recruiting). Buttons for 'Apply' and 'Save' are present next to each listing.

Use Career Explorer to help identify possible job transitions

- **Career Explorer** is a tool built to help job seekers identify job transitions based on their current skillsets that can be used in other roles or industries
- Provides a clear learning pathway on what skills gaps need to be addressed to transition into other roles
- Helps clients discover new job titles to consider searching for

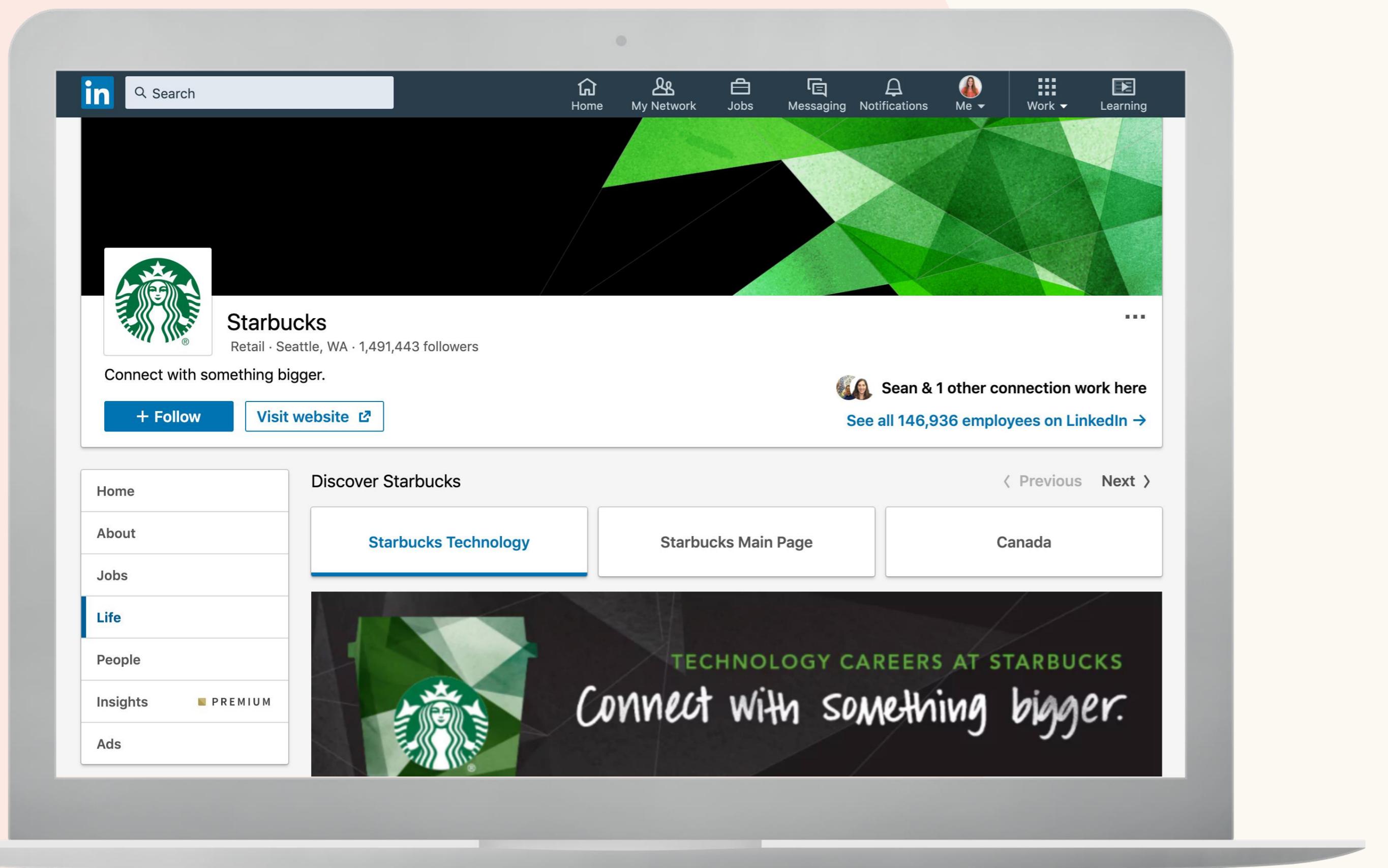




Review jobs you may be interested in

For the best job recommendations, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information



Challenge – Follow a few companies you like to work for

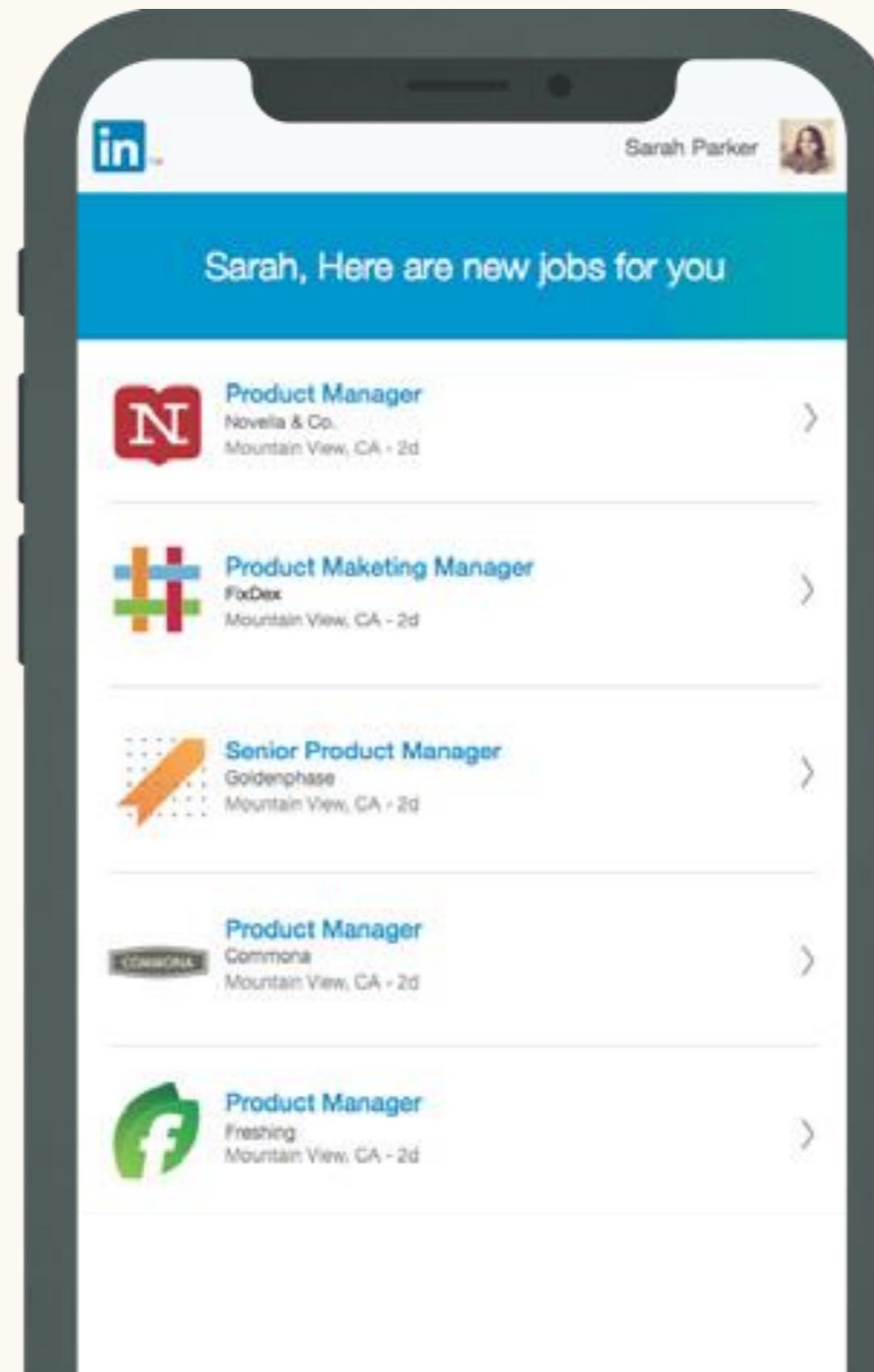
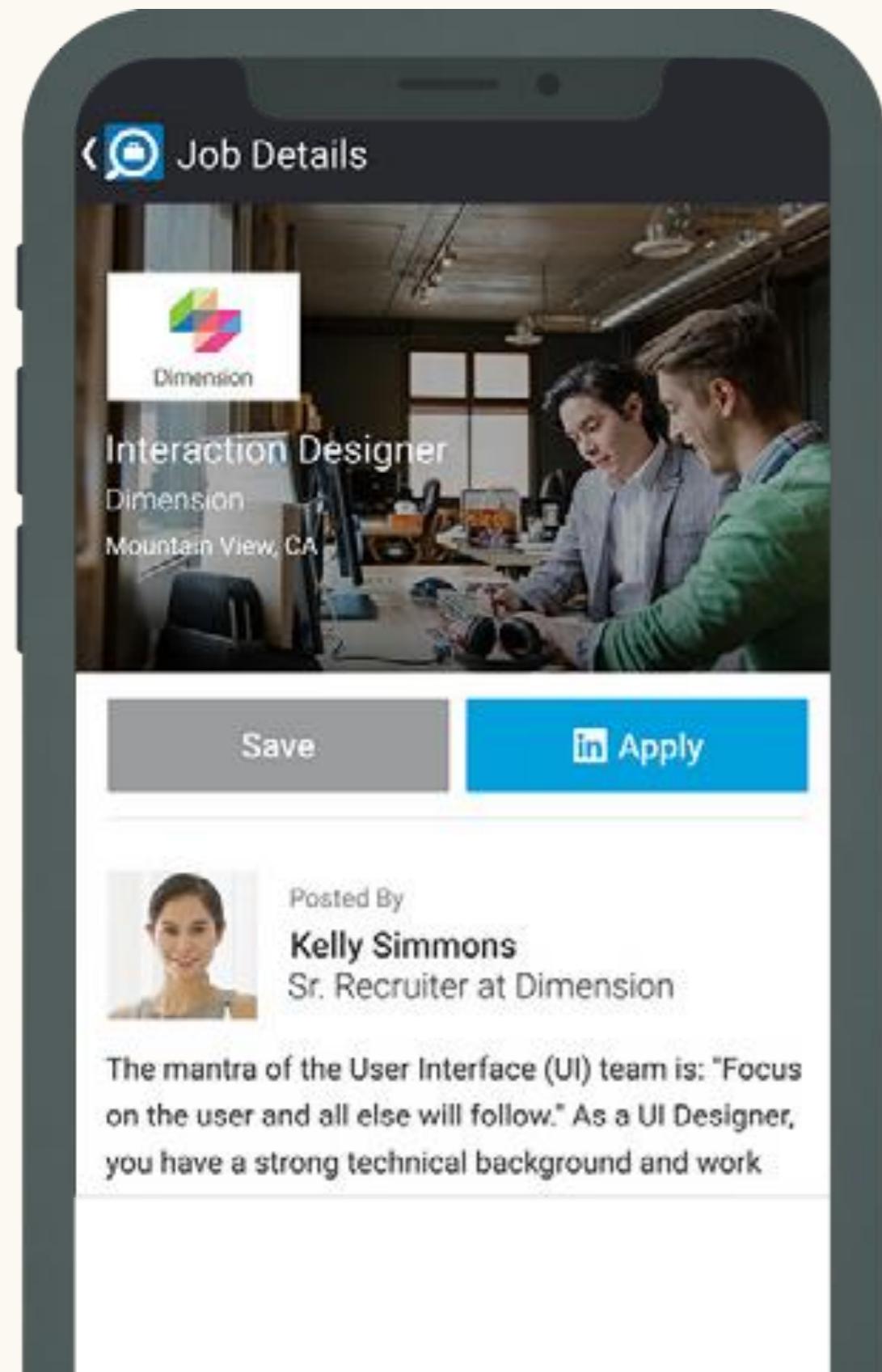
Follow companies

Explore employers you are interested in working for by following their company page.

Check out the “Life” section to learn more about the company’s culture, values, and professional development opportunities.



Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step.



Apply actively

Use the “Easy Apply” or “Apply on company website” button to quickly apply for a job you want.

Stay on top of your job search by using the LinkedIn mobile app to find and apply for new jobs, anywhere, any time.

Challenge – Set up job alerts and apply within the first 3 days of them being posted



Applicants who apply to jobs within the first three days of posting are **13% more likely** to get the job.



LEVEL
UP

“Hacking” LinkedIn networking



Post regularly i.e., daily or weekly or at least monthly
Speak about things people care about and that suit the professional network environment. Use 2-3 Hashtags

Engage with your commenters on your post and comment on other posts. Conversation is key, many connections form from comments.

Join groups and exchange insights with school or program alumni
Jobs can be a good source of finding contacts that are hiring in your field

Get advanced check out your social selling index <https://www.linkedin.com/sales/ssi> and other ways you can engage on LI through the Extra Credit section overleaf

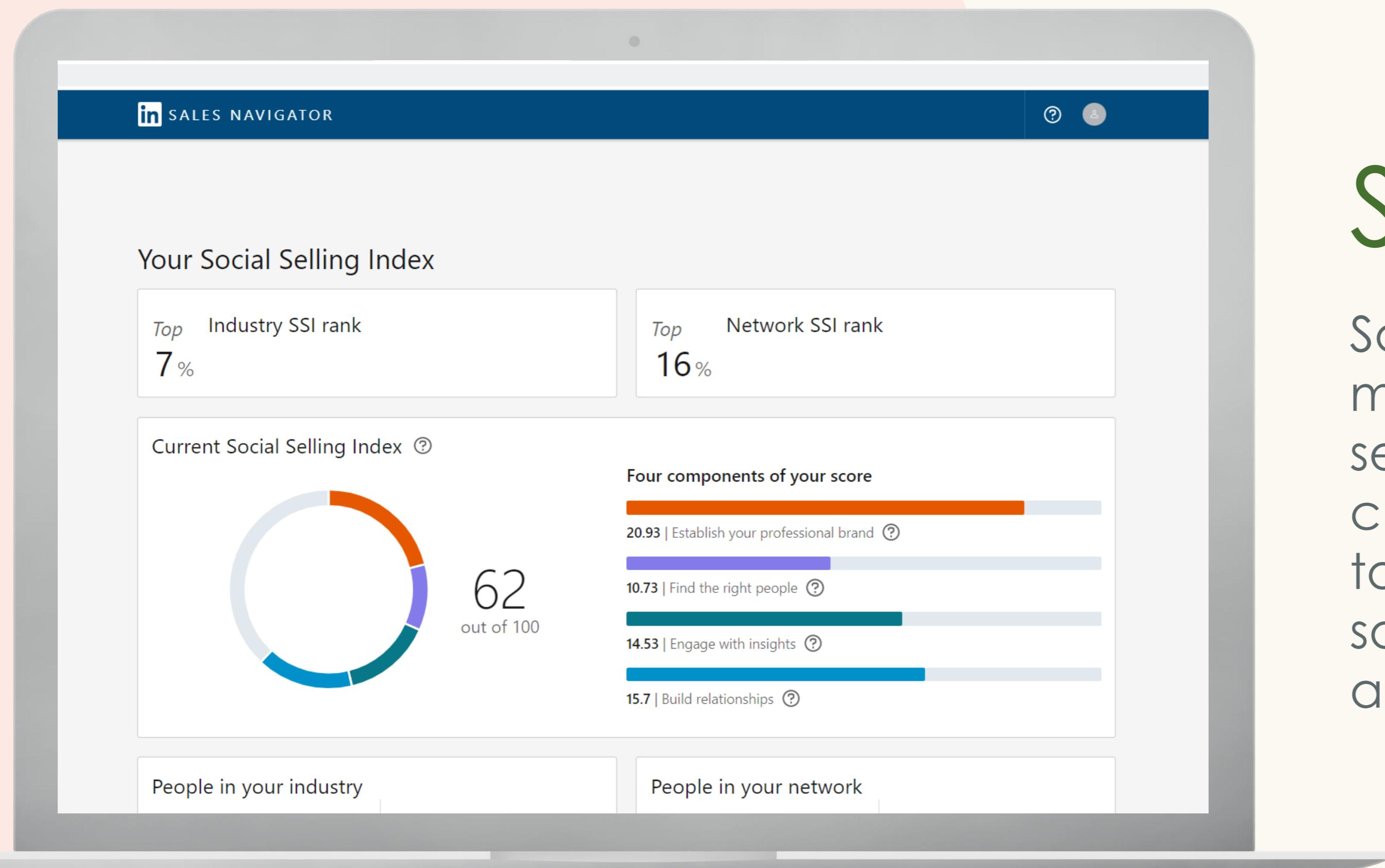
A circular inset photograph showing two young women sitting at a table, looking down at a smartphone together. The woman on the left has long brown hair and is resting her chin on her hand. The woman on the right has curly dark hair and is holding a glass of water. They appear to be engaged in a shared activity on the phone.

Extra credit

Additional features and guidance
to help you advance your career

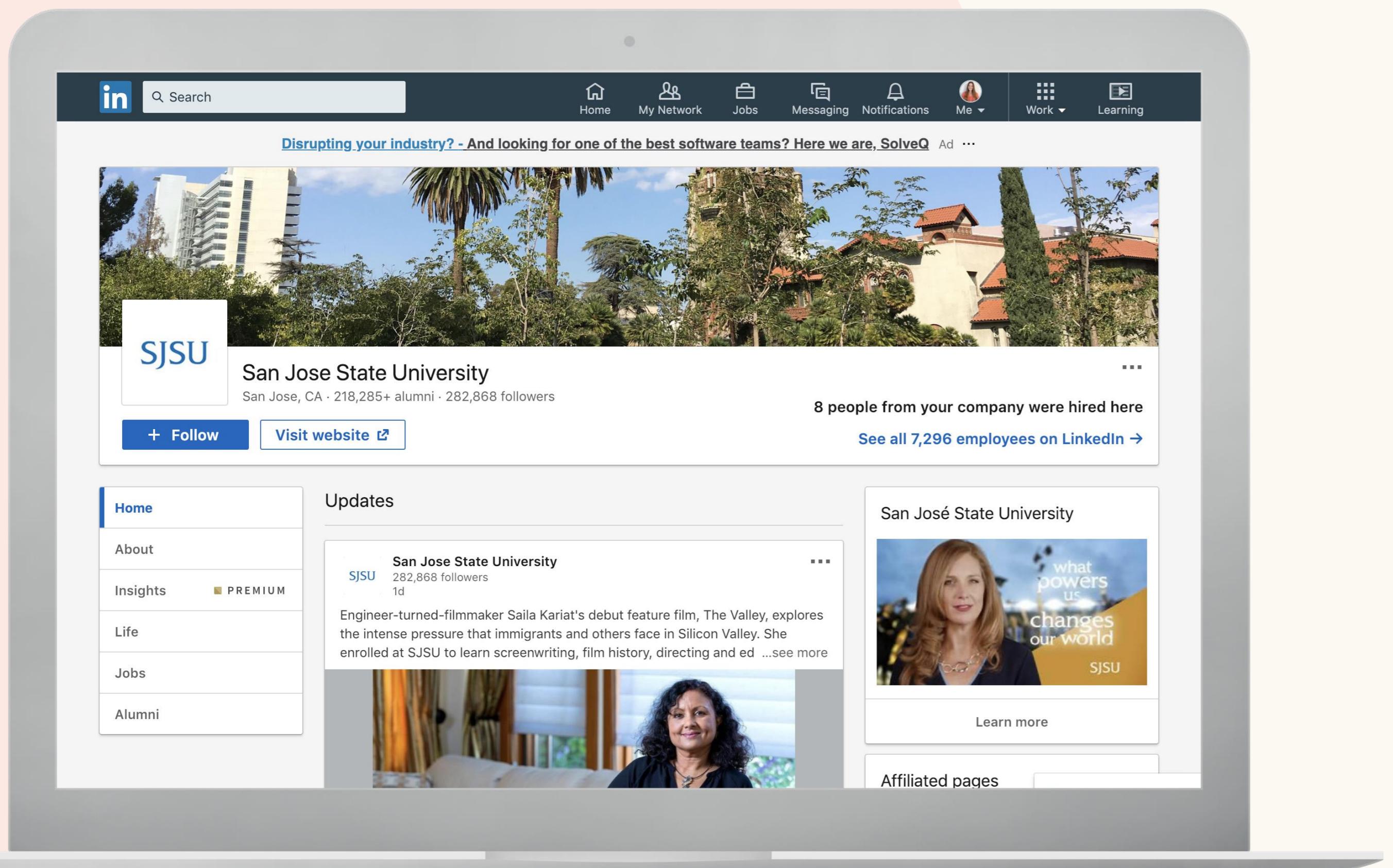
1. Social Selling Index
2. Explore schools
3. Explore alumni
4. Join groups
5. Privacy settings

Challenge – Check out your SSI
<https://www.linkedin.com/sales/ssi>



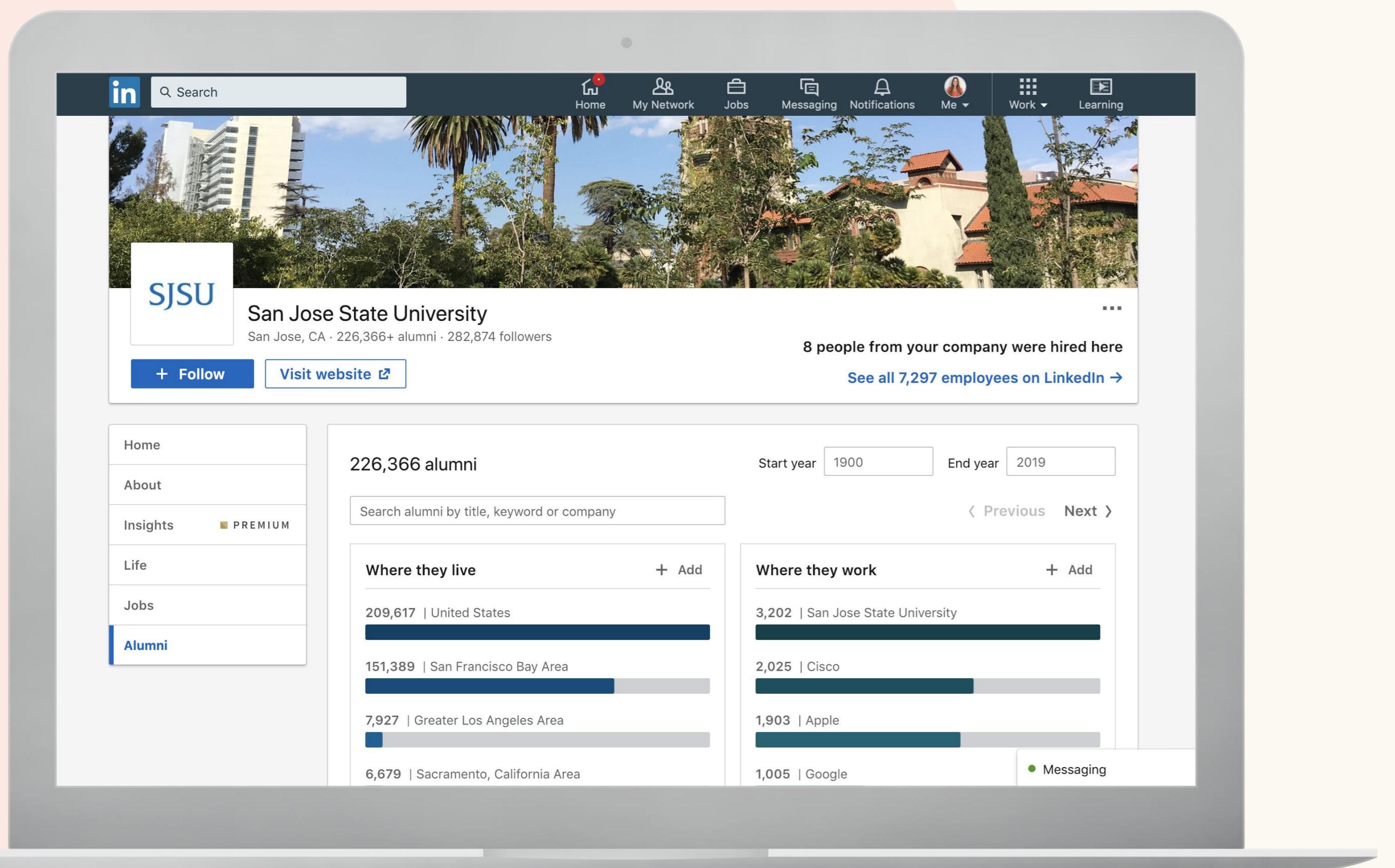
Social Selling Index

Social Selling Index (SSI) is a tool that measures our capability with regards to selling a brand or product via social channels. Having a sense of our SSI allows us to become better marketers and salespeople and observe how successful we are with engagement.



Explore schools

Find and view the latest news from schools you have attended or are interested in attending by filtering for “Schools” using the search bar.



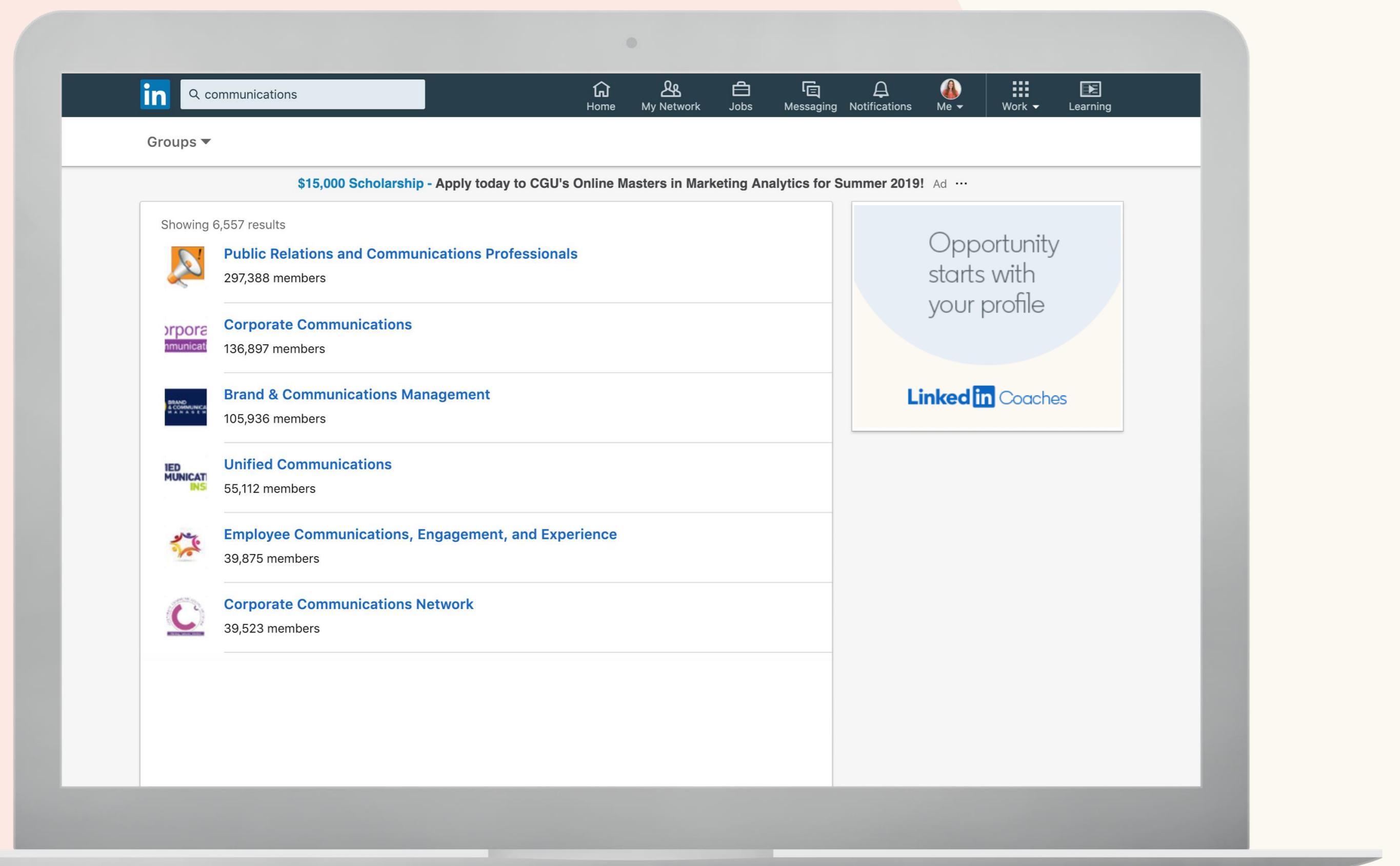
Explore alumni

Explore the career paths taken by school or program alumni.
By clicking “Alumni,” you can view:

- ✓ Where alumni live
- ✓ Where alumni work
- ✓ What alumni do
- ✓ What alumni studied



Consider reaching out to anyone whose career interests you for an informational interview.



Join groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- ✓ Professionals in your industry
- ✓ Alumni of your school or training program

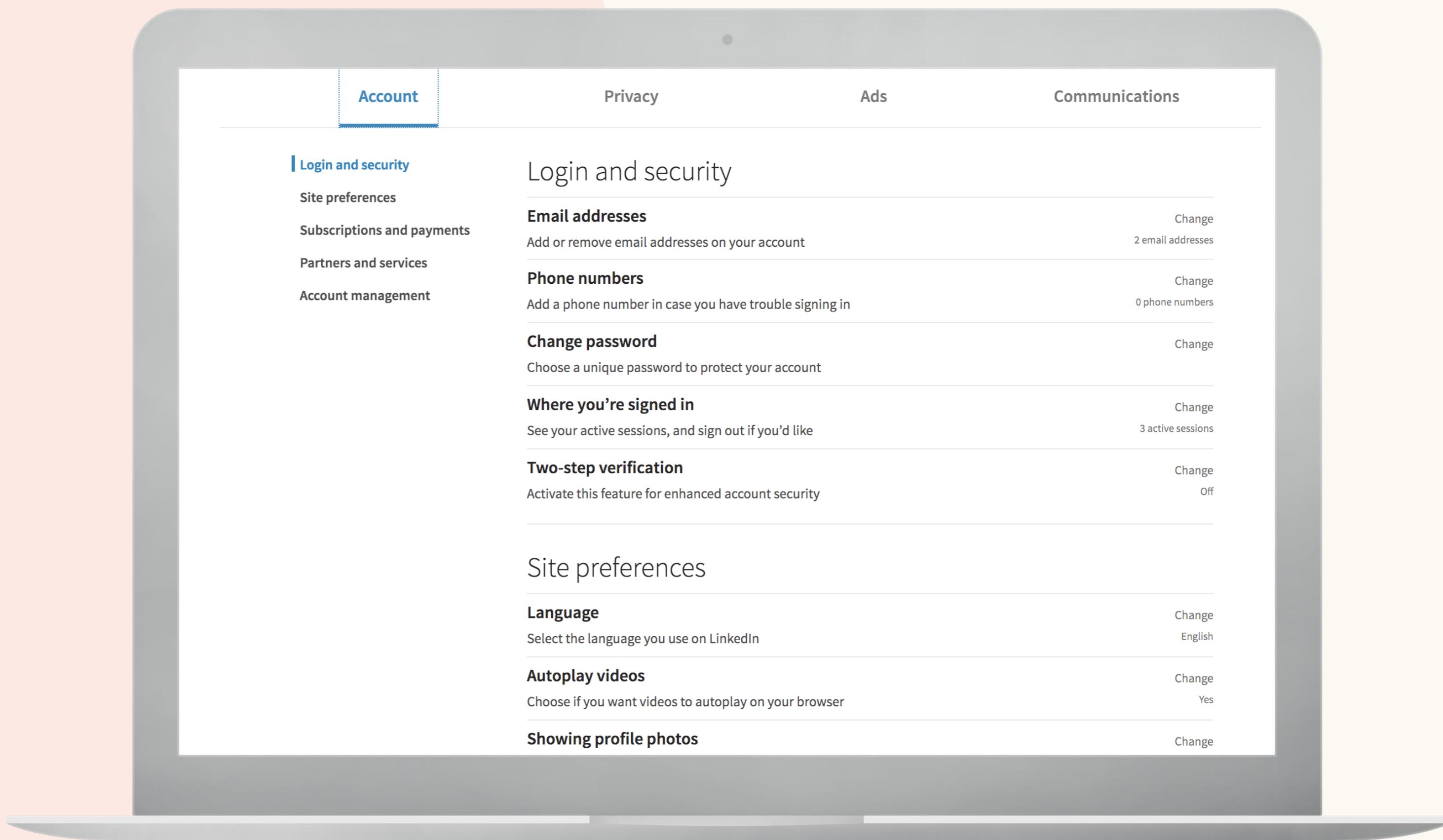
Privacy settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your preferences.

For example, you can:

- ✓ Change the language you use on LinkedIn
- ✓ Change your password
- ✓ Control your notification preferences



LinkedIn® Coaches