

Imagine & LinkedIn

How to build your network & advance
your career on LinkedIn



LinkedIn® Coaches

 **imagine.**



Your presenters today:



Miriam Lau
Account Director



Johann Gleich
Sr Customer Success
Manager



What we will cover today

- 1 Introduction (5 mins)
- 2 LinkedIn 101 (40 mins)
- 3 Q&A (15 mins)

Rate between 1-10 in the chat



How much do you already know about LinkedIn?

1

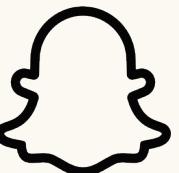
Complete newcomer

10

I'm an expert!

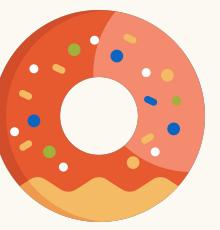
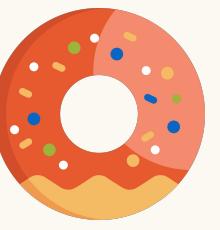
What do you want to learn more about?

What you do on other social media

-  I like donuts
-  Watch me eat a donut
-  Here's a cool photo of my donut
-  Here's a donut recipe
-  I'm listening to "Donuts"
-  Anyone want a donut?



On LinkedIn: A professional mindset

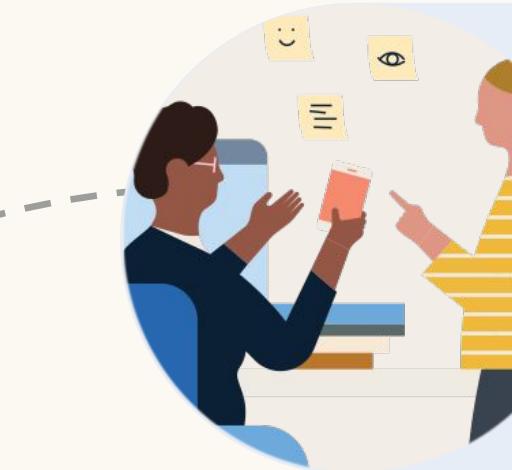
-  I hope to operate a donut franchise one day.
-  I'm looking for a job at a donut company.
-  I have three years experience making donuts.
-  My top skills are donut production and sales.
-  Here are 3 recommendations from former donut colleagues.



Build your professional network and connect to jobs



2.9 million groups on LinkedIn to grow your community

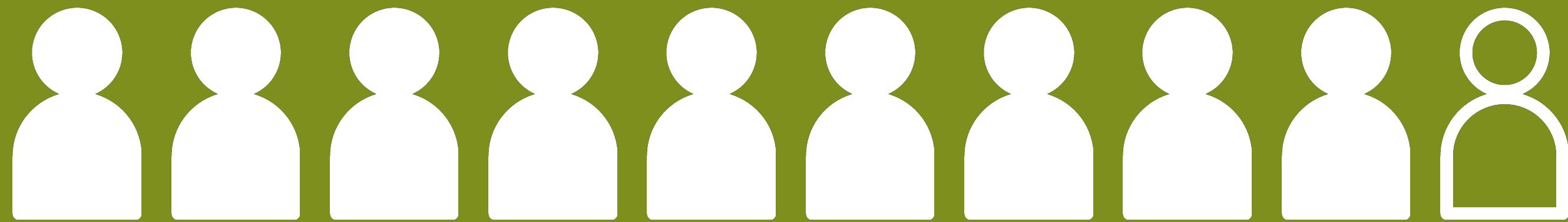


50 million+ employers are on LinkedIn, with millions of open job opportunities



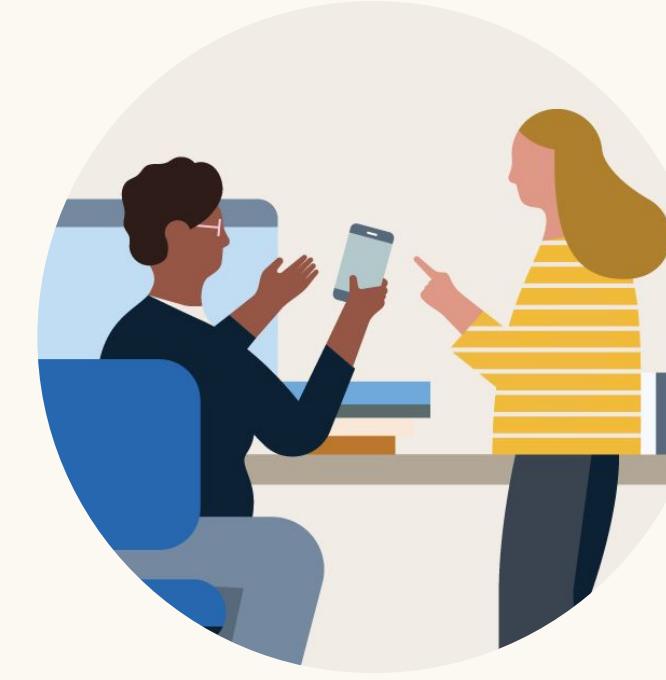
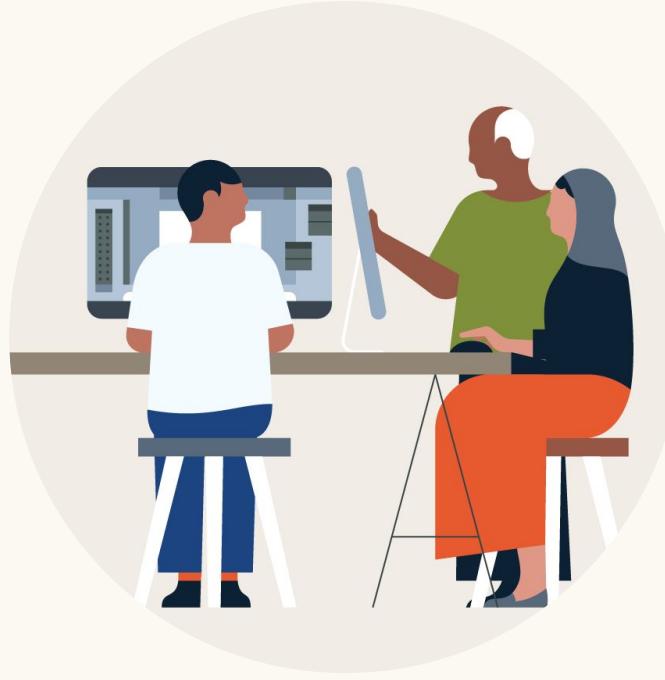
More than 800 million professionals in over 200 countries are on LinkedIn

Did you know?



9 out of 10 employers use LinkedIn
during the hiring process.

Defining key terms we'll use today



1. Workforce

The people who are currently working or available for work in a specific region. The vision of LinkedIn is to create economic opportunity for every member of the global workforce.

2. Connections

Contacts on LinkedIn. You can add connections by sending invitations to other people on the platform, or by accepting invitations from other people.

3. Network

A connected community of people. Networking is an activity to strengthen relationships with others and can lead to professional opportunities including job offers.

4. Referral

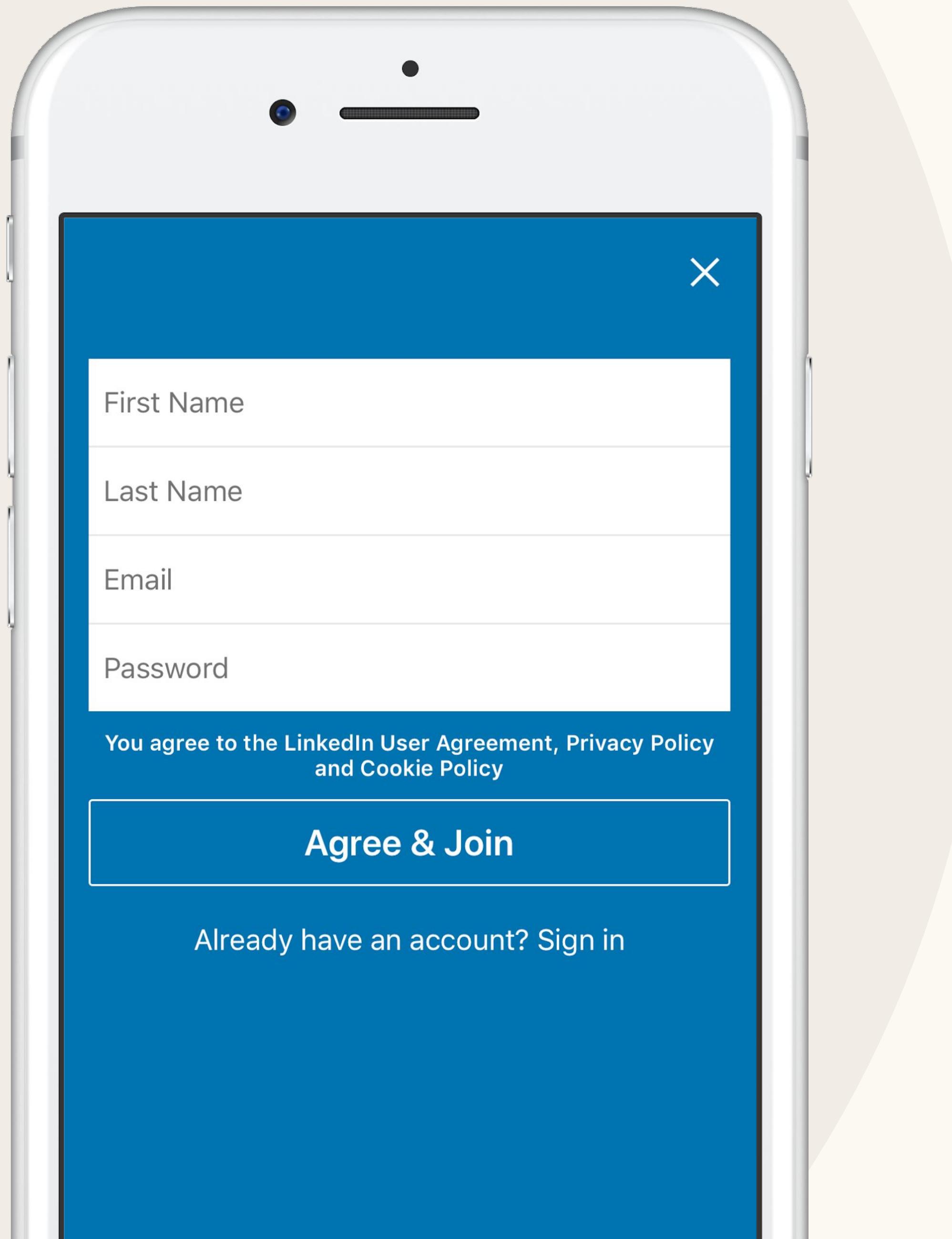
When a job seeker is recommended for a career opportunity by someone in his or her network.

Build your LinkedIn profile

1. Set up your account
2. Profile vs. resume
3. Take a great photo
4. Edit your profile



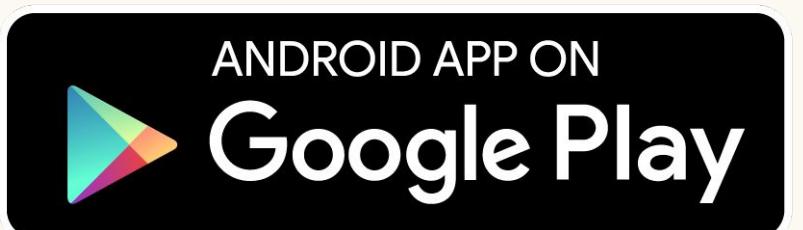
Build your LinkedIn profile



Set up your account

Visit [LinkedIn.com](https://www.linkedin.com) and complete the prompts, including:

- ✓ Location
- ✓ Industry
- ✓ Reason for joining LinkedIn



Profile vs. resume

The screenshot shows a LinkedIn profile for Tracy Westbay. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the bar, a promotional ad for Crossbeam is displayed. The main profile area features a large photo of Tracy, her name, title (Creative Director at Explore California), location (Carpinteria, California), connection count (280), and a 'Contact info' button. Her 'About' section contains a bio about being a creative director and visionaries, mentions helping Explore California triple its interactivity, and working on olive oil label designs. It also highlights her passion for balancing creative minds with results. The 'People Also Viewed' sidebar lists three other professionals: a recruiting manager at Box, a career & professional development coach, and two students at Eugene and the University of Oregon.

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

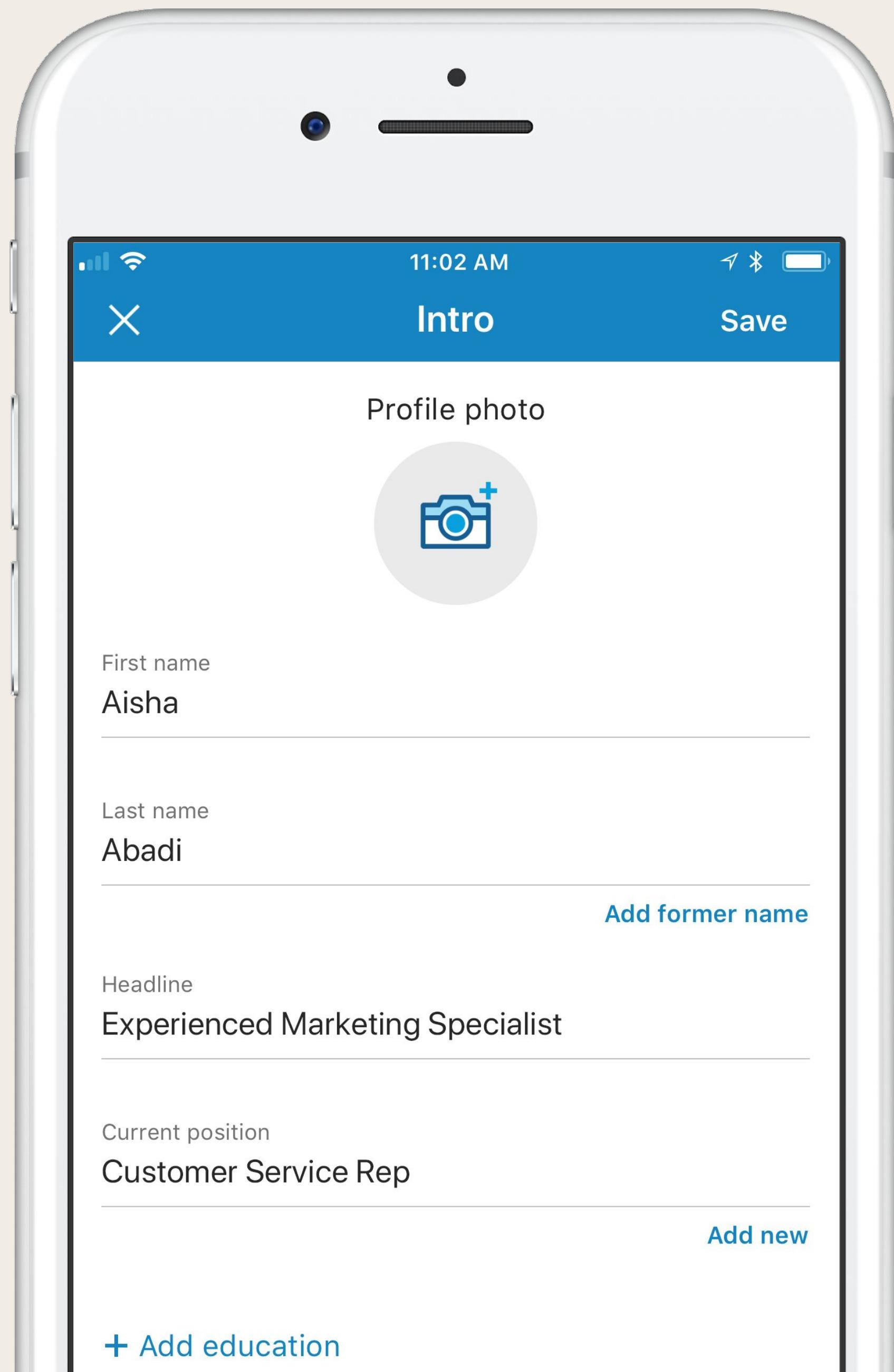
- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Allows other professionals and employers to interact, learn, and contact you
- ✓ Contains recommendations and endorsements



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

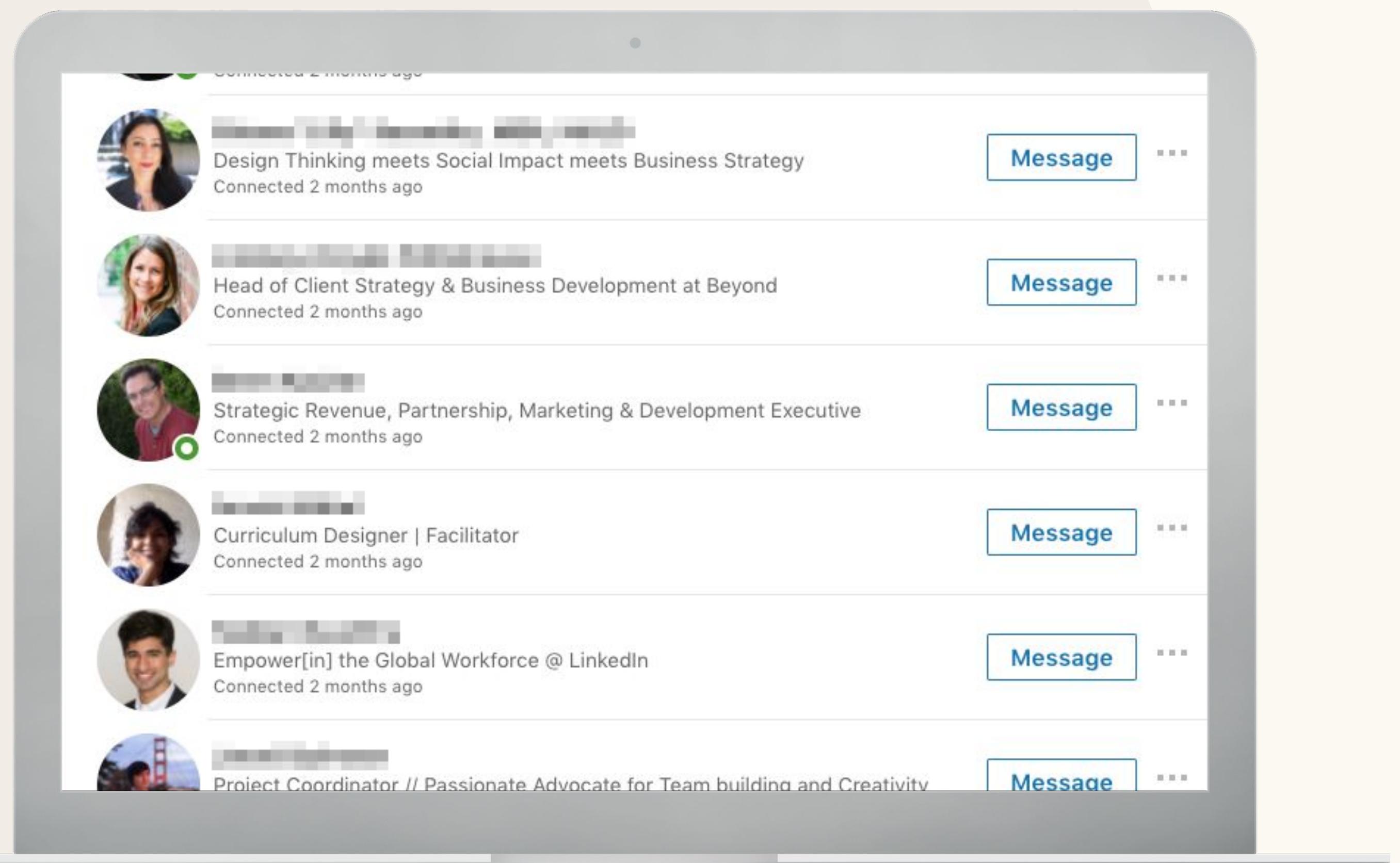
Click the “Me” icon at the top of your LinkedIn homepage.

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

Add your:

- ✓ Location & industry
- ✓ Education* & certifications
- ✓ Work & internship experience
- ✓ Skills
- ✓ Volunteer experience
- ✓ 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...**

University of Michigan
 See contact info
 See connections (500+)

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.

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.

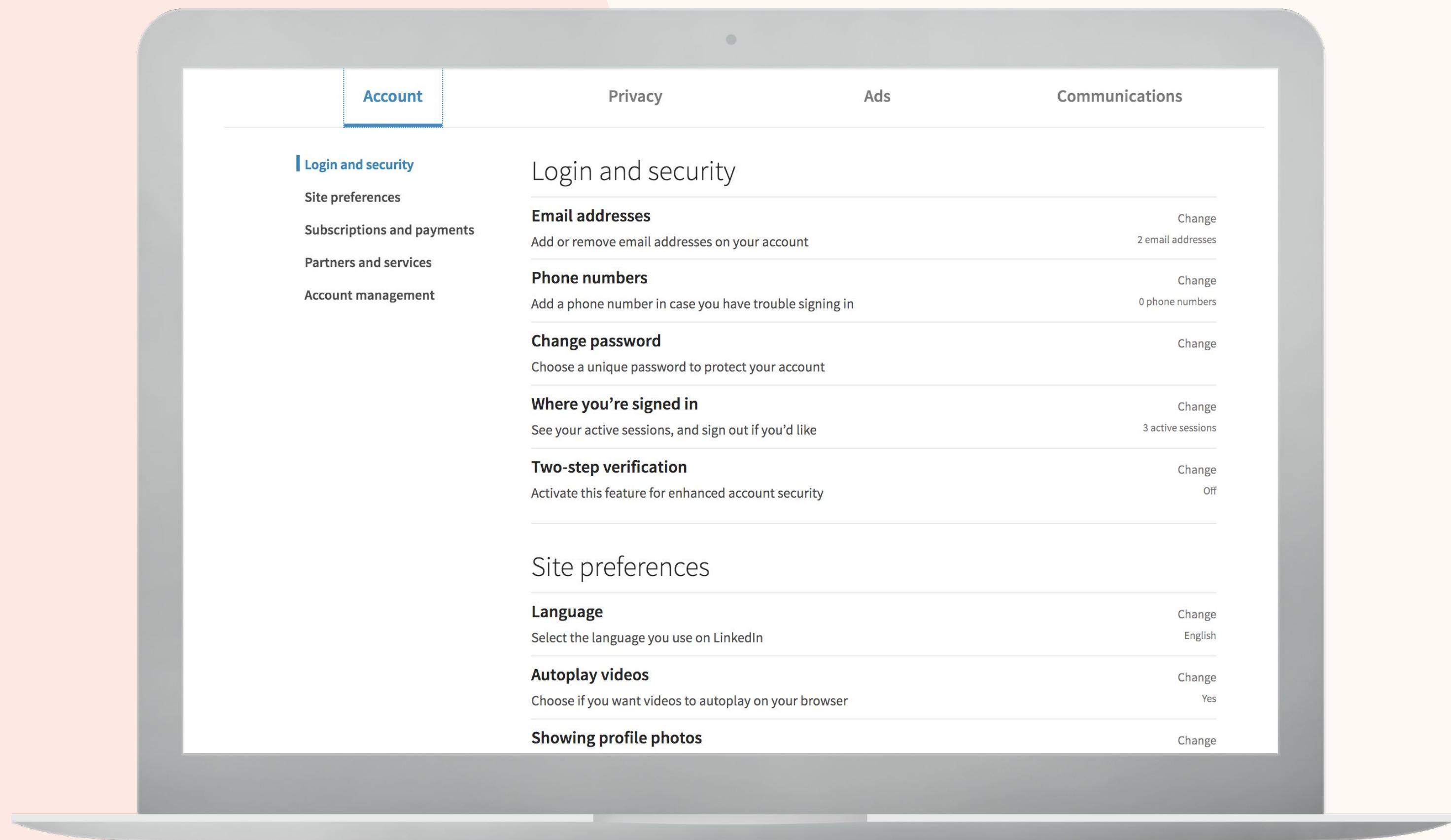
Privacy settings

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



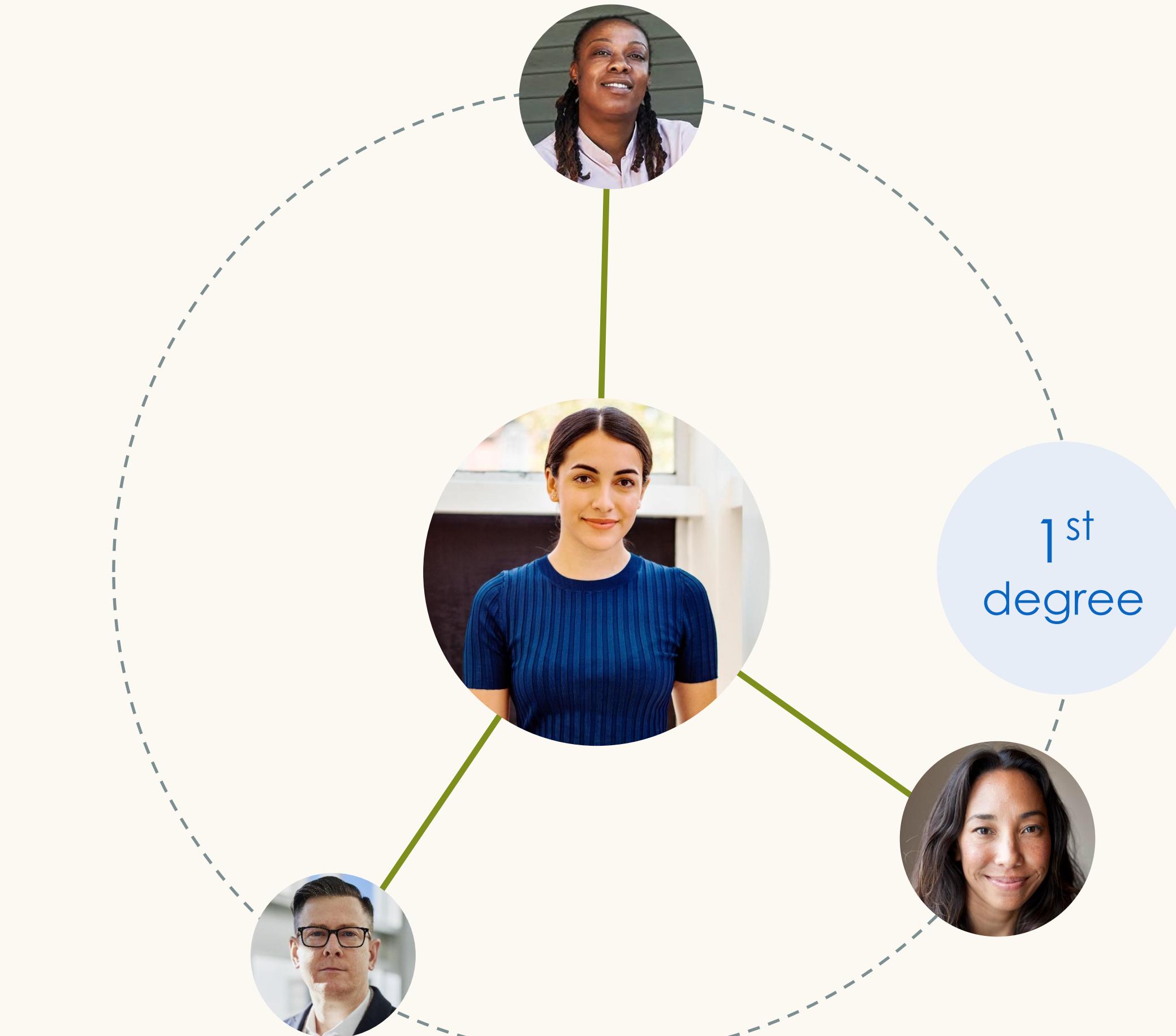
Build your professional network

1. Build your professional network
2. Discover existing connections
3. Search for new connections
4. Expand your network strategically



Did you know?
50%+ of hires
result from
a personal
connection

Build your professional network



The power of networking

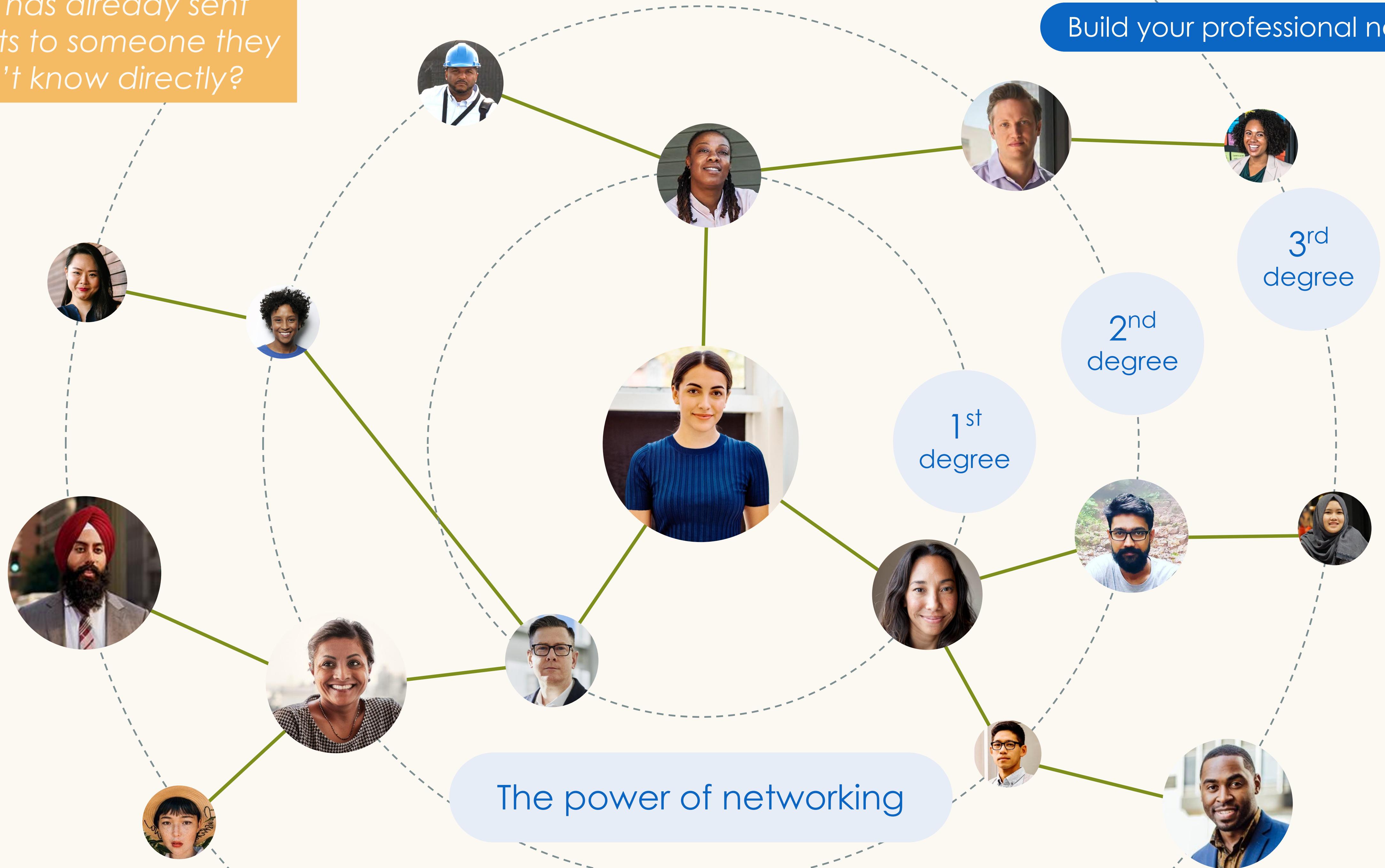
Build your professional network



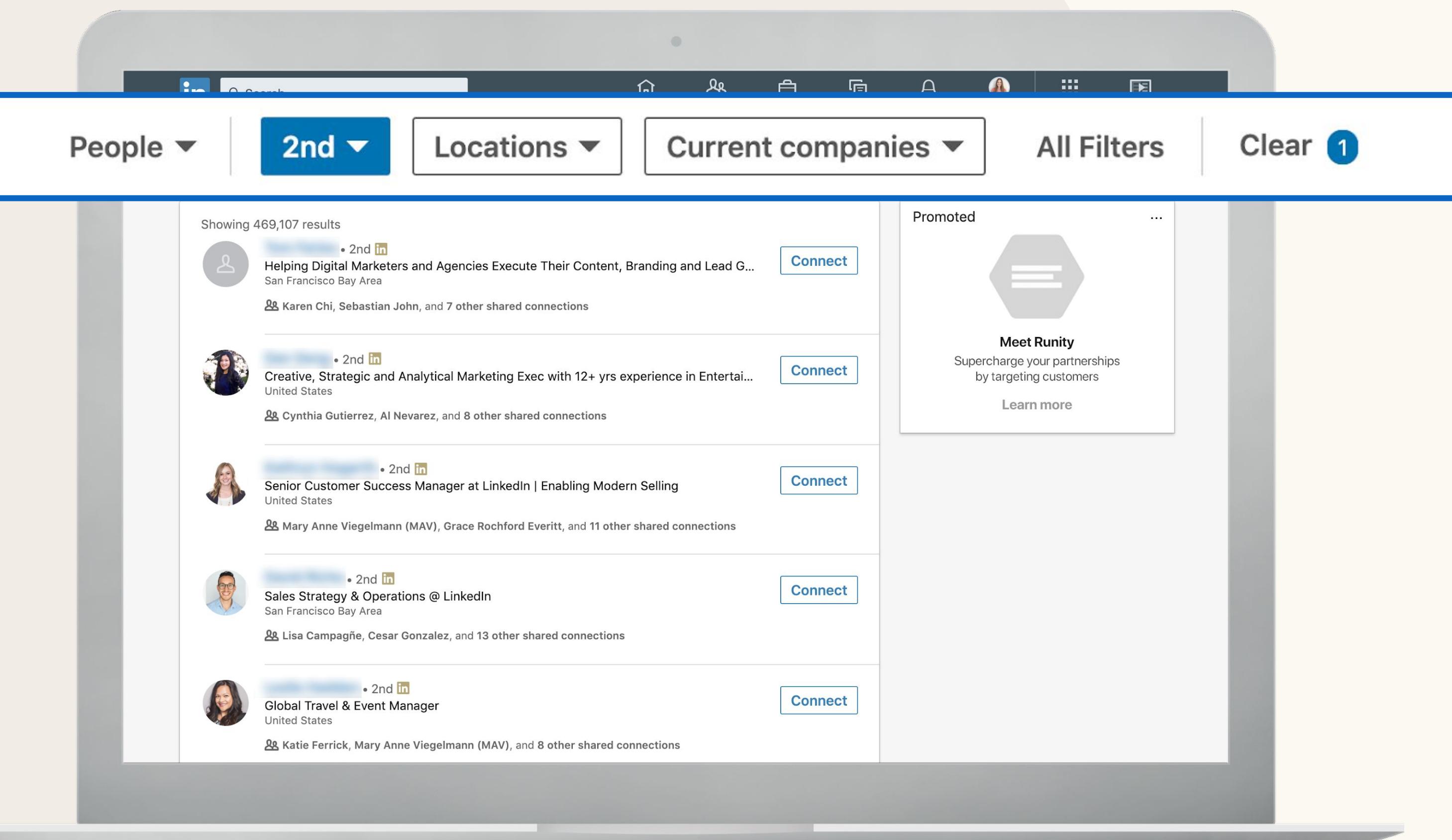
The power of networking

Who has already sent requests to someone they didn't know directly?

Build your professional network



Build your professional network



Search for new connections

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

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

Build your professional network

You can customize this invitation

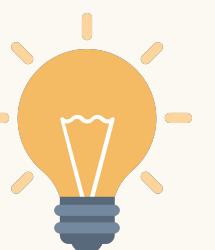
Include a personal message (optional):

Hi Anne,
We met earlier today at the conference. I'd love to keep in touch!
Thanks!

Cancel Send invitation

Search for new connections

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



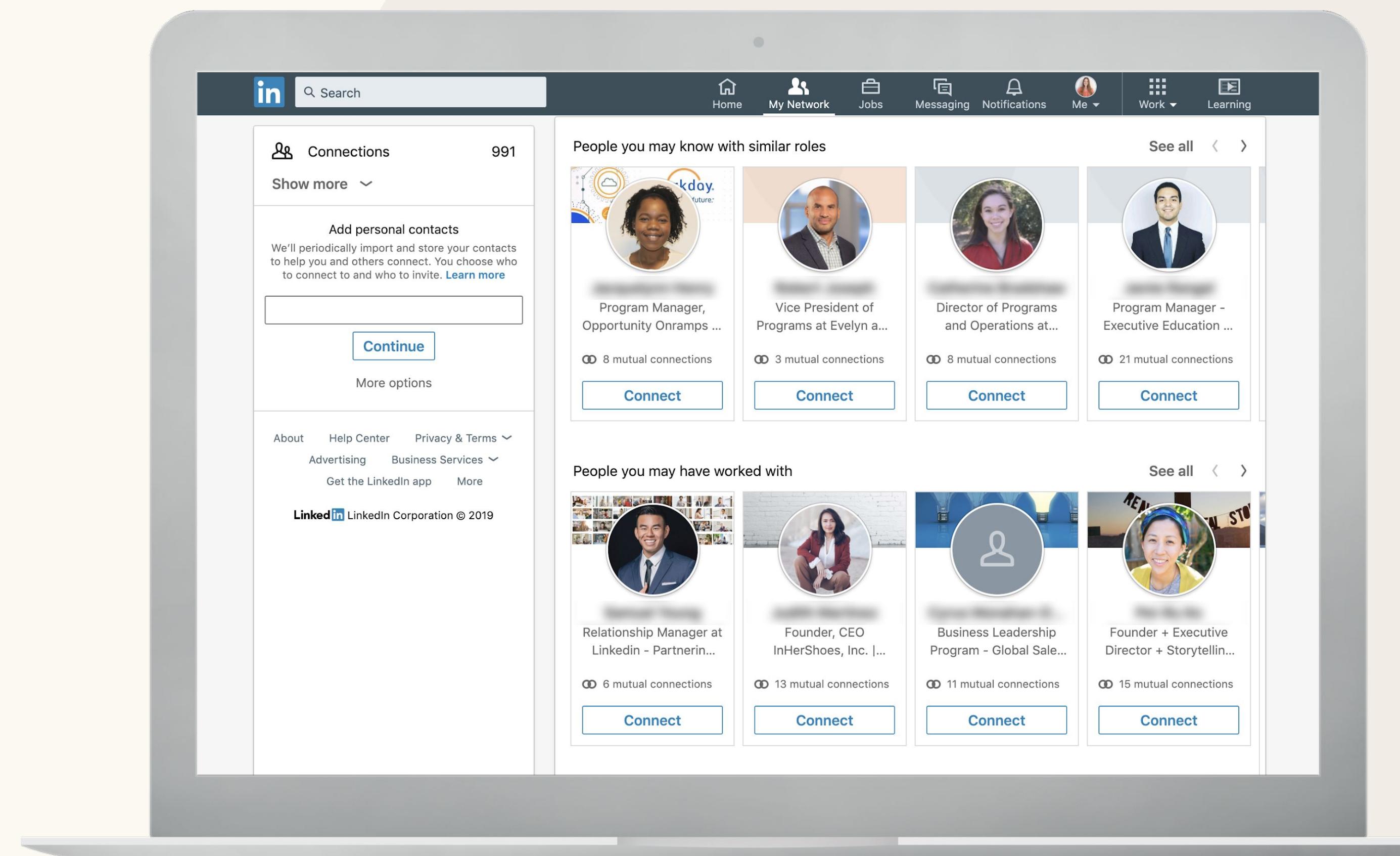
We recommend that you always add a personalized message to make it clear to the other person why you are reaching out.

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
- ✓ Translators or case workers you have worked with

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



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





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
6. Apply actively

Did you know?

34M+

job seekers visit LinkedIn
jobs every week



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:

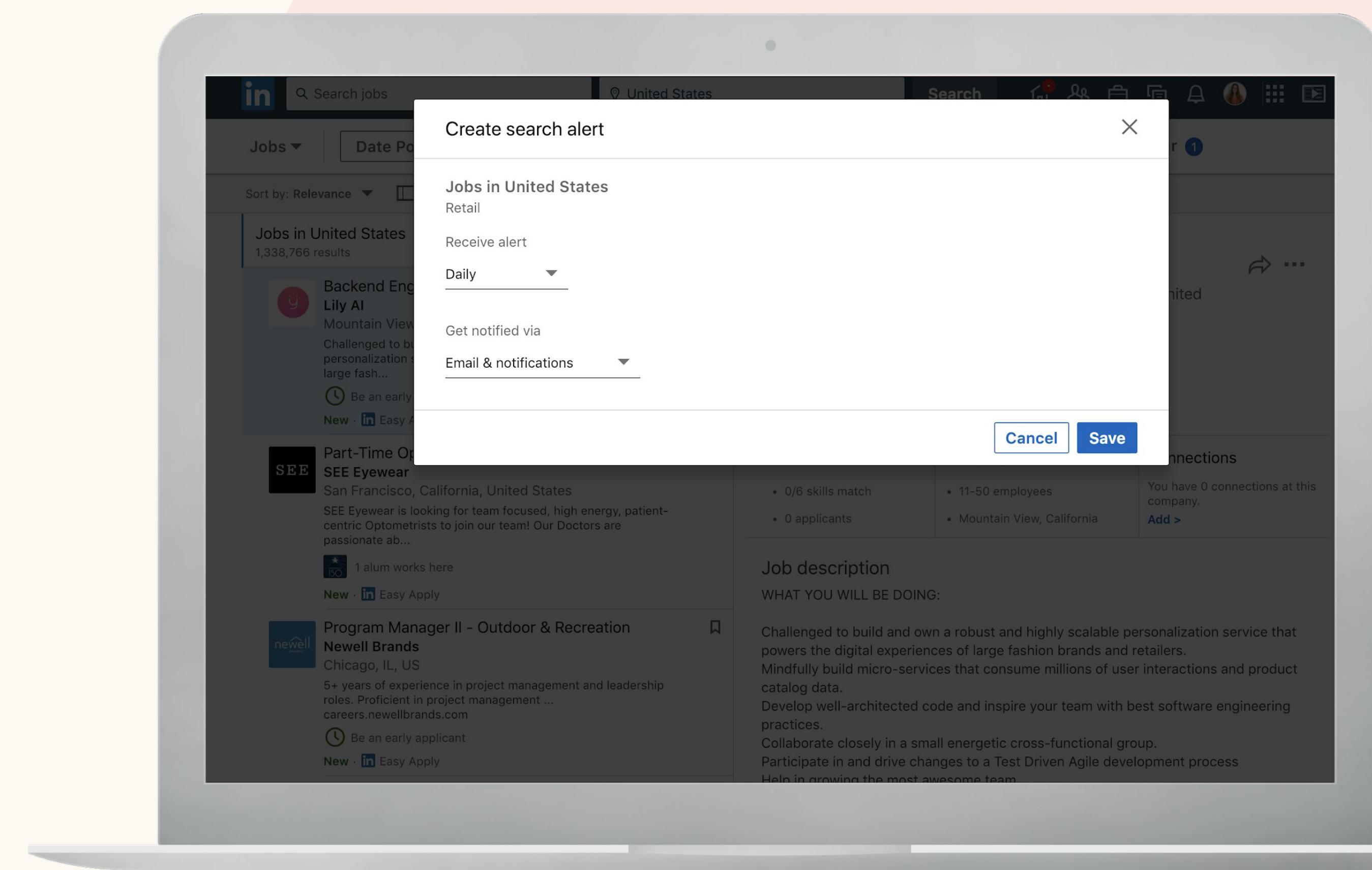
- Keyword Function
- Job title Experience level
- Company Date posted
- Location

Create search alerts

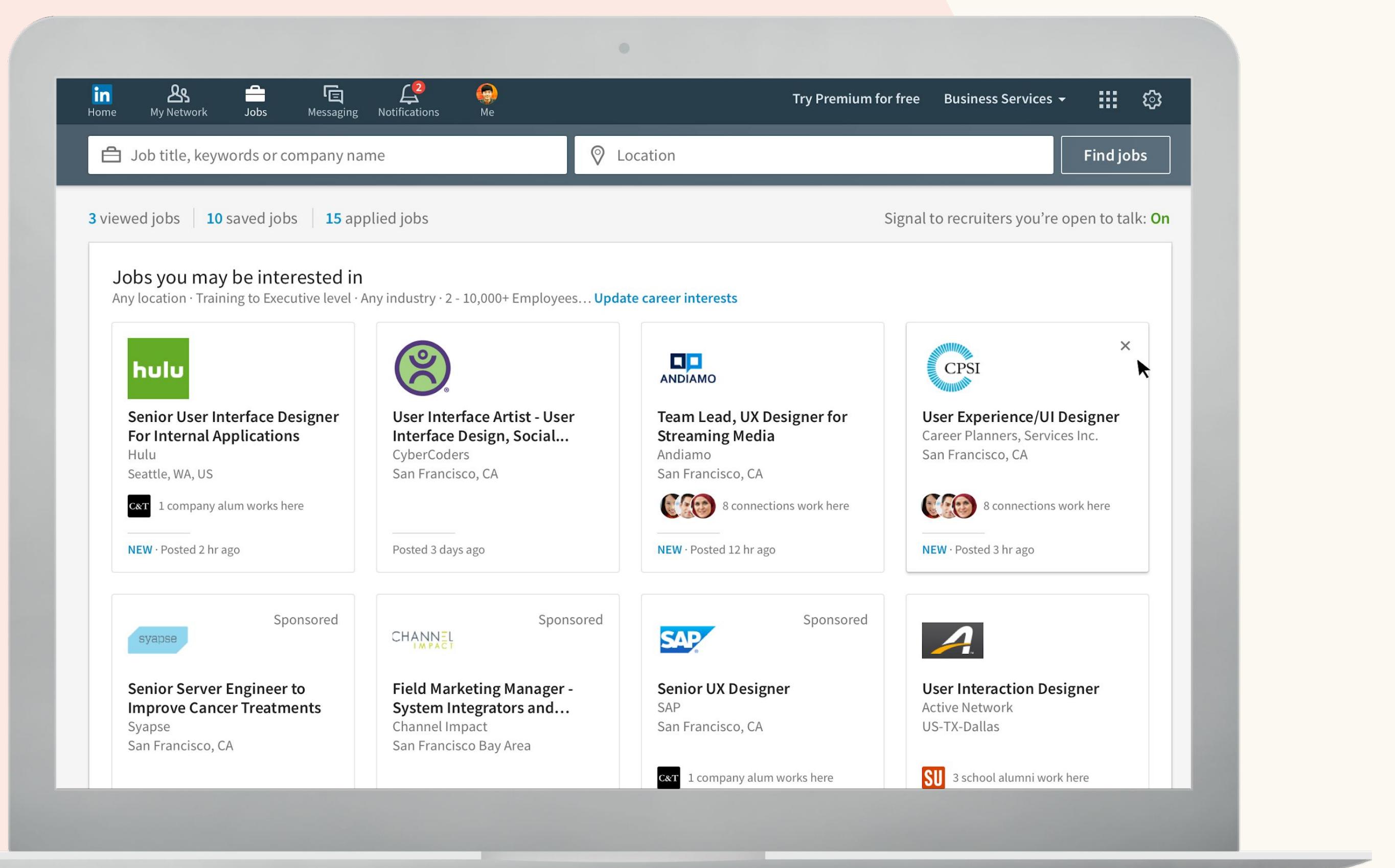
Create search alerts to be notified when jobs you are interested in are posted by turning on “Job Alerts.”

Use filters in the search bar to create alerts by:

- | | |
|-----------------------------------------------|------------------------------------------------------|
| <input checked="" type="checkbox"/> Keyword | <input checked="" type="checkbox"/> Function |
| <input checked="" type="checkbox"/> Job title | <input checked="" type="checkbox"/> Industry |
| <input checked="" type="checkbox"/> Company | <input checked="" type="checkbox"/> Experience level |
| <input checked="" type="checkbox"/> Location | <input checked="" type="checkbox"/> Date posted |



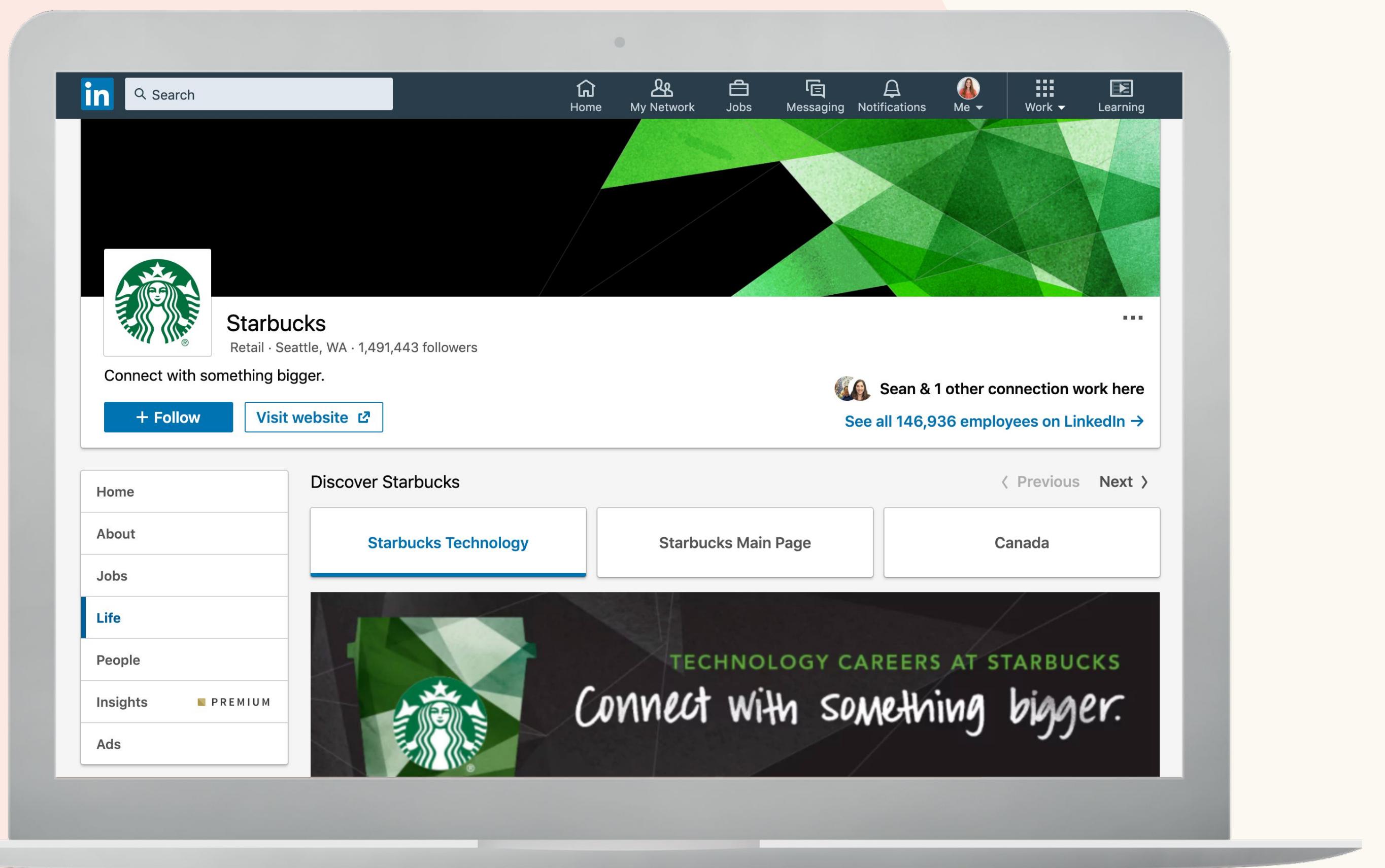
Search and apply for jobs



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



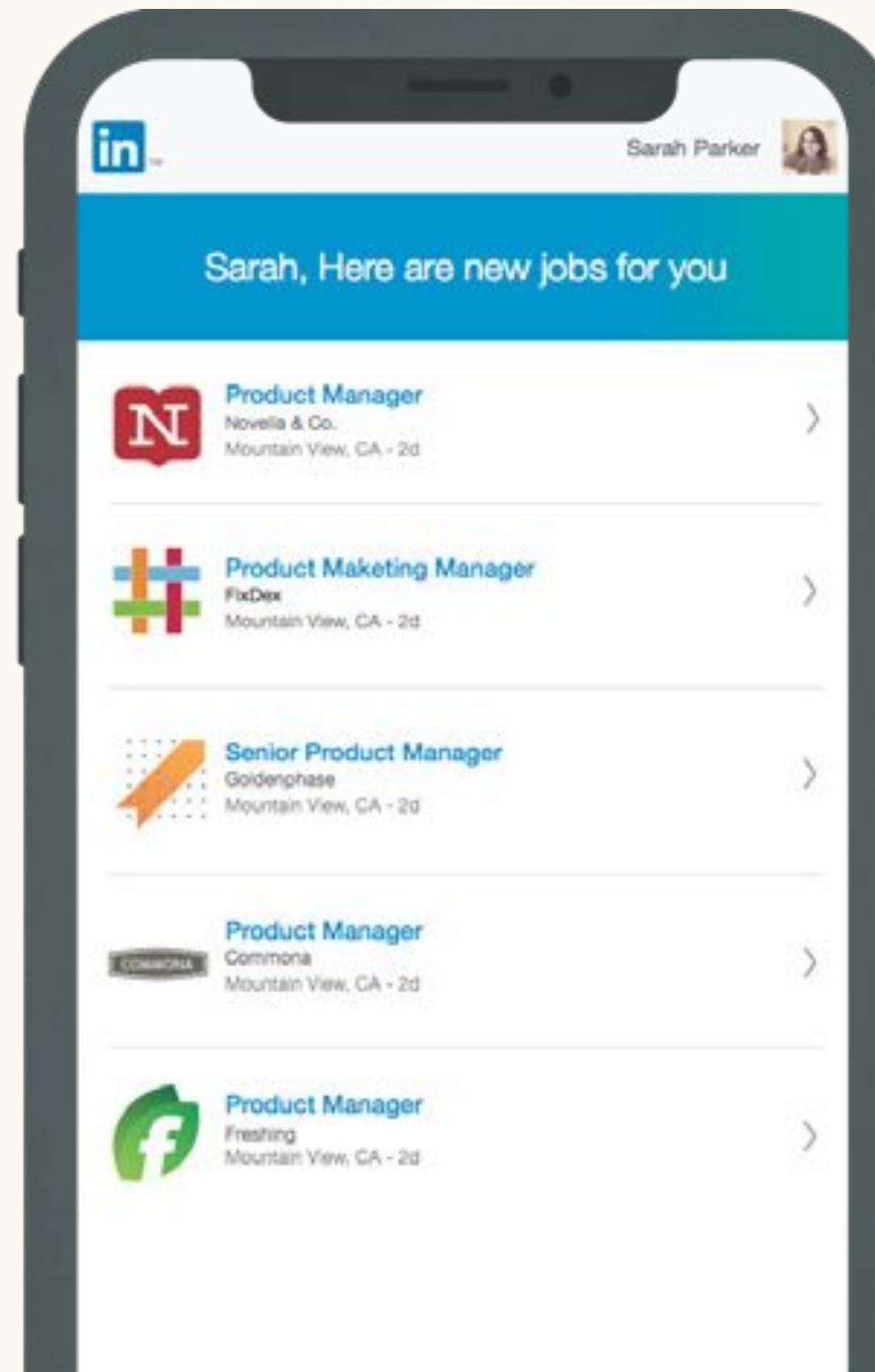
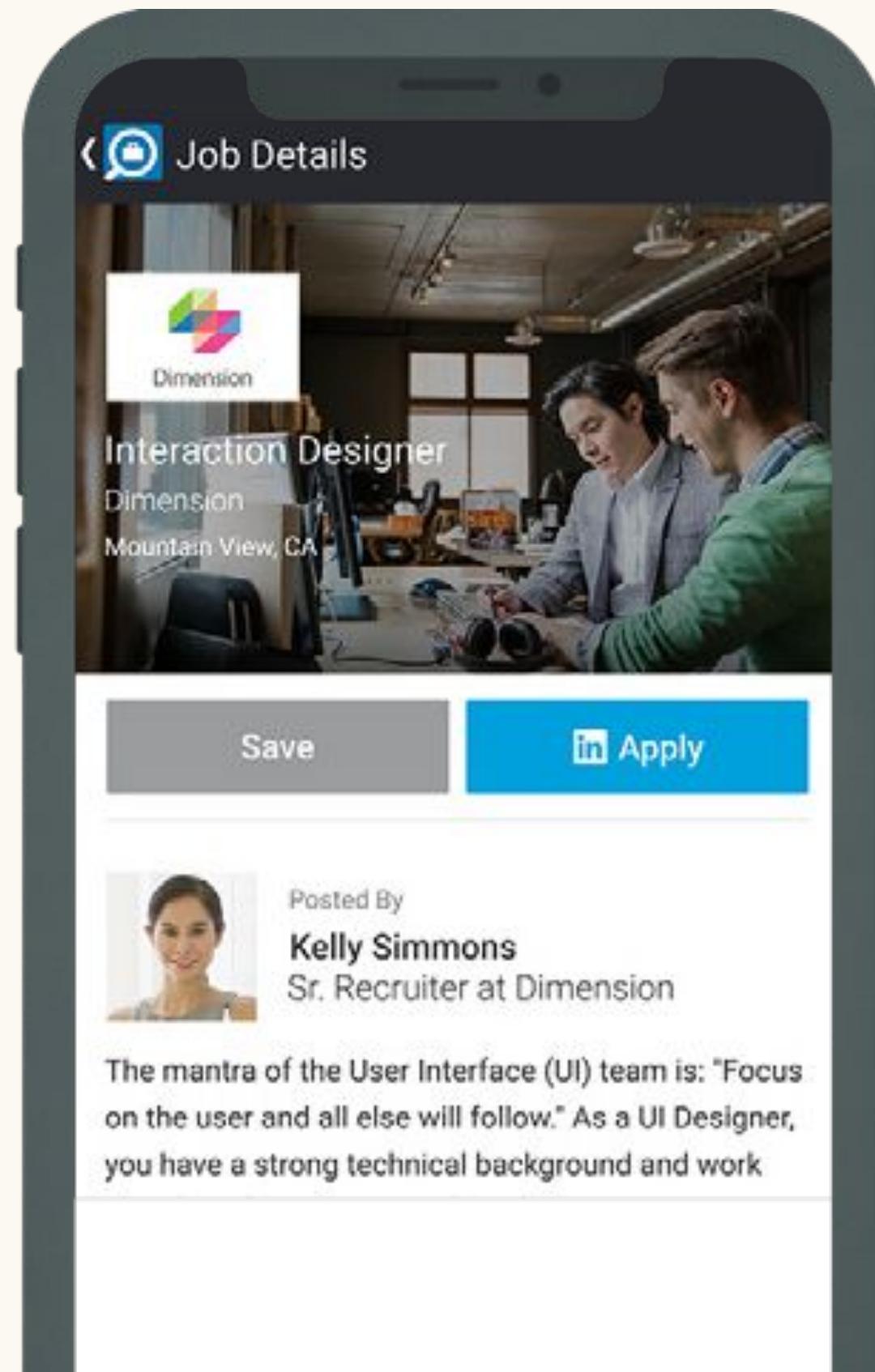
Follow companies

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.



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



Use your network on LinkedIn to connect to opportunity

1. Message connections
2. Ask for informational interviews
3. Request referrals
4. Request recommendations
5. Add value and engage

Did you know?

LinkedIn members
are 4X more likely
to get hired
when referred



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.

Erin King
Mobile • 12m ago



Erin King · 1st
Brand Communications Director, Runity

DEC 18

Aisha Abadi • 10:10 AM
Hi Erin,

I found your profile through the Qatar University alumni list. I recently came to the U.S. and would greatly appreciate the opportunity to talk to you about your career path in New York.

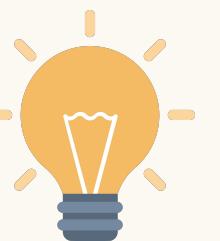
Would you be available for a 20-minute chat over the phone or in person in the next few weeks?

I look forward to hearing from you.
- Aisha

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.

Seth Soon

Mobile • 30m ago

**Seth Soon** · 1st

Program Manager, FixDex Communications

JAN 12

**Aisha Abadi** • 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,
- Aisha

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

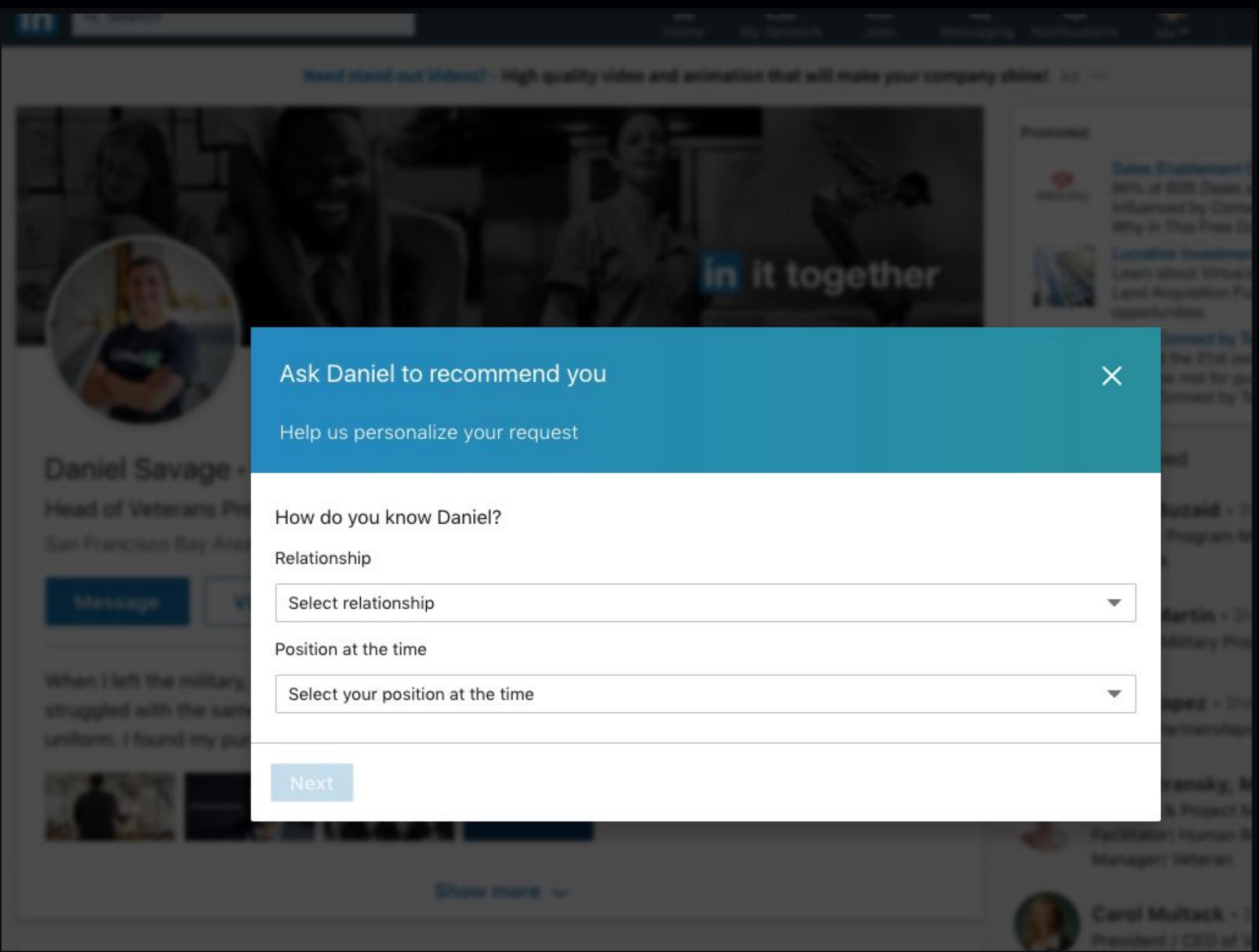
Recommendations on LinkedIn are like references from people in your network.

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

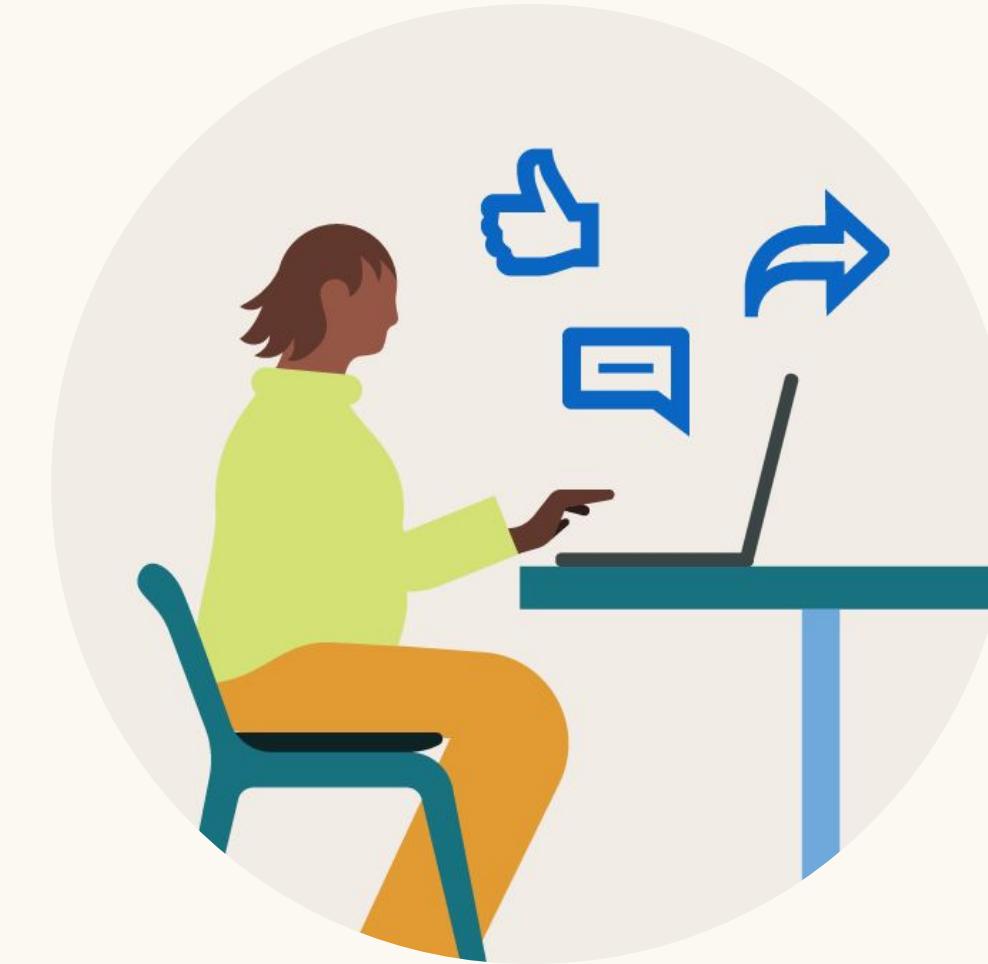
You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

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



Add value and engage with your network



Invest time in your Connections and request informational interviews

Like and share things that people in your network will care about and post

Join groups and exchange insights with school or program alumni

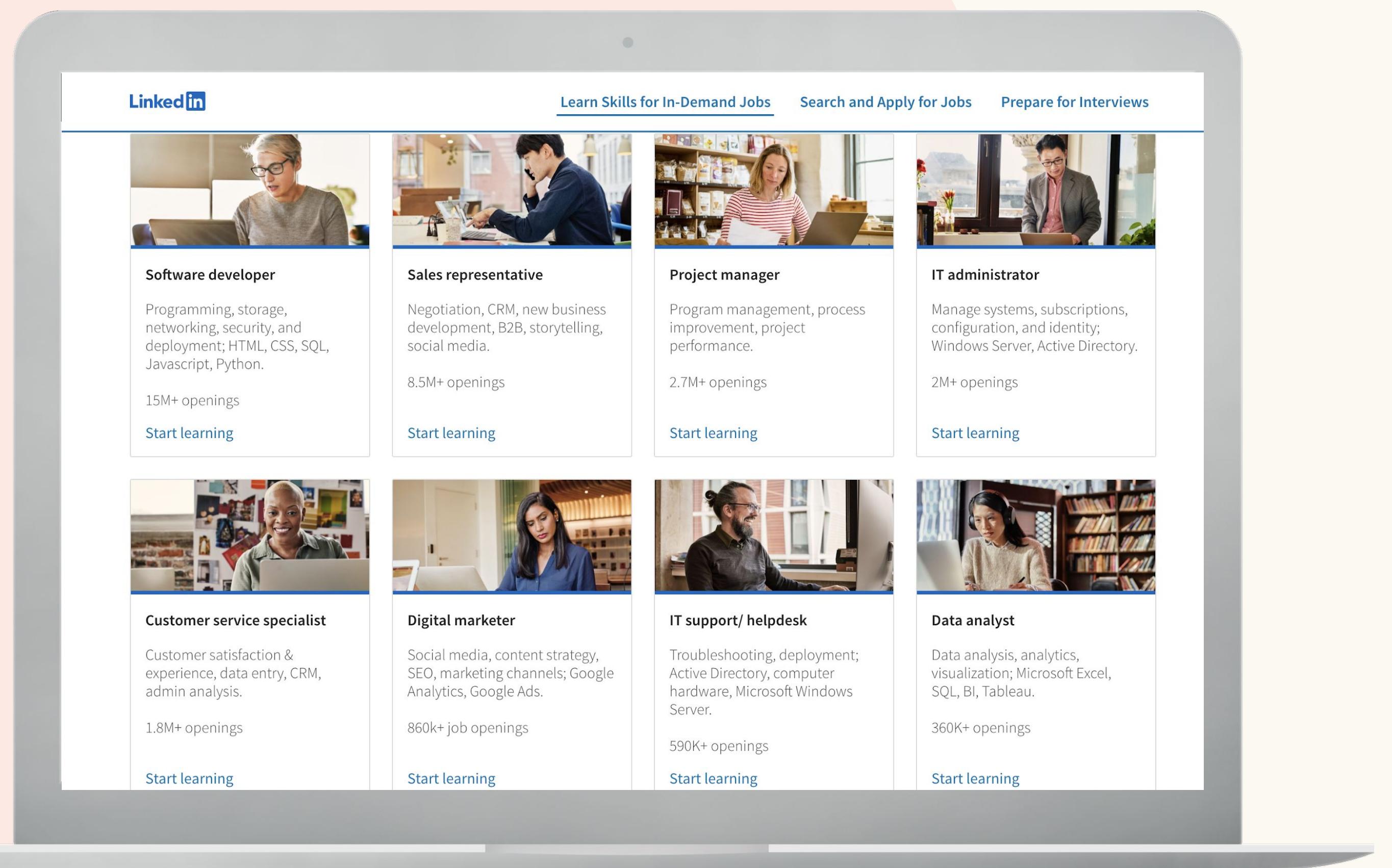
Give testimonials and recommendations to others

A circular inset photograph of a woman with short dark hair, wearing white headphones and a leopard-print top. She is looking down at a laptop screen, which is partially visible in the foreground. A muffin is on the table next to her.

Extra credit

Additional features and guidance
to help you advance your career

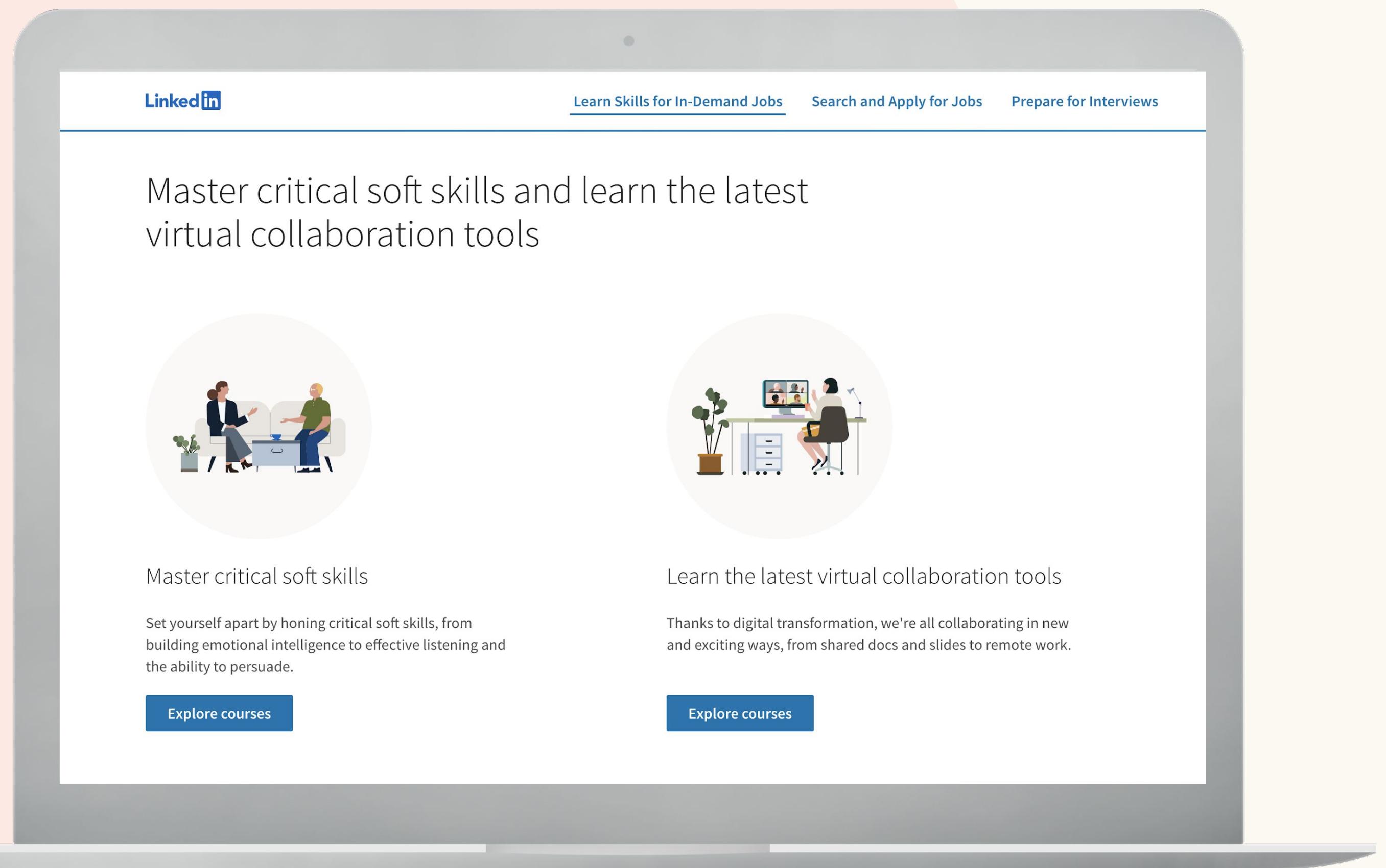
1. Gain in-demand skills with LinkedIn Learning
2. Explore schools
3. Explore alumni
4. Join groups
5. Privacy settings



Gain in-demand skills with LinkedIn Learning

Visit **opportunity.linkedin.com** to start developing your skills for free.

- We've identified 10 jobs that have the greatest number of job openings, steady growth over the last 4 years, pay a livable wage, and require skills that can be learned online.
- Learning paths teach skills for in-demand jobs including project manager, digital marketer, sales representative and more!

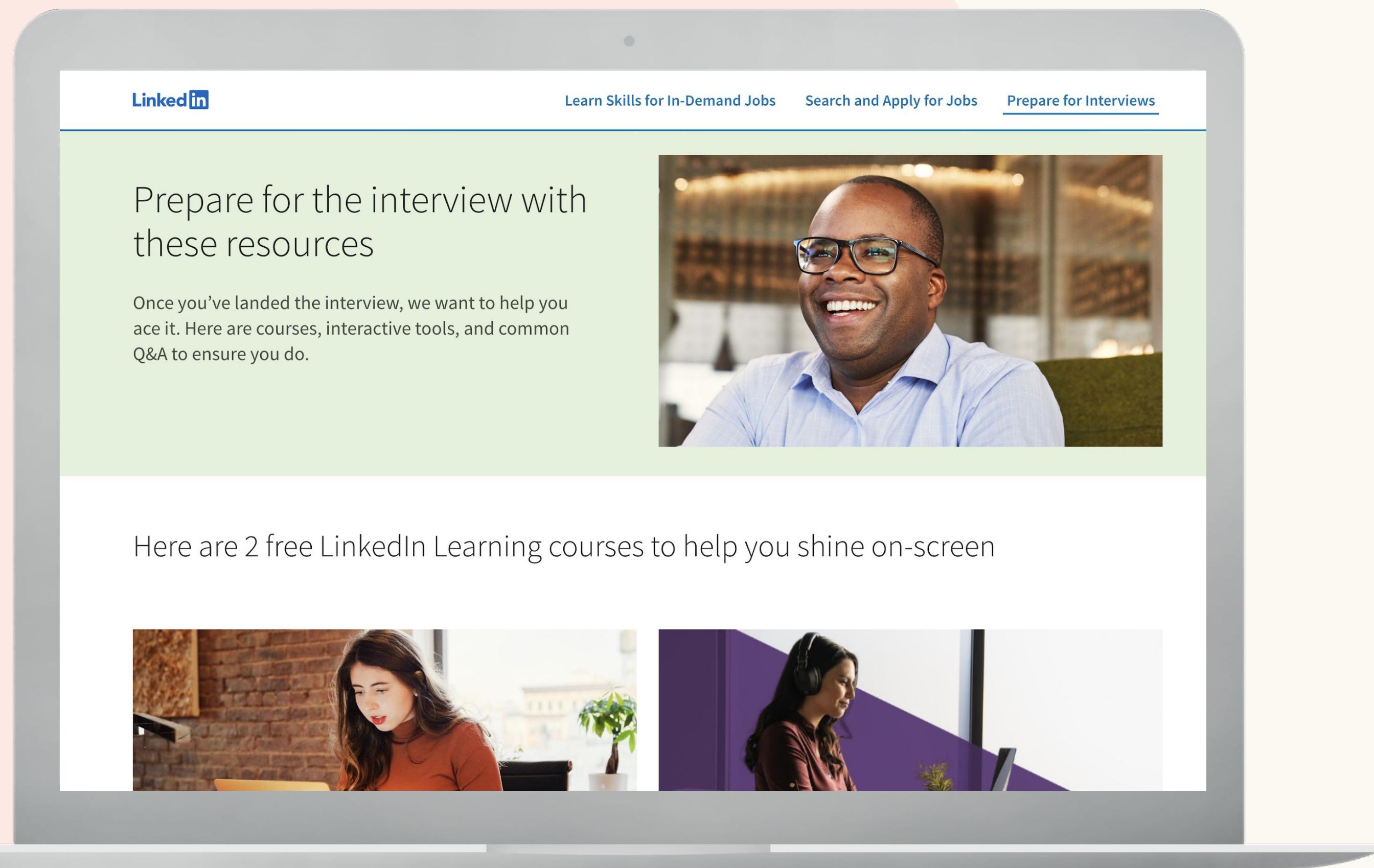


Gain in-demand skills with LinkedIn Learning

Visit **opportunity.linkedin.com** to start developing your skills for free.

We've also unlocked learning paths relevant to every professional, including:

- Master critical soft skills
- Learn the latest virtual collaboration tools



The image shows a laptop screen with the LinkedIn website open. The top navigation bar includes 'LinkedIn' and three tabs: 'Learn Skills for In-Demand Jobs', 'Search and Apply for Jobs', and 'Prepare for Interviews'. The 'Prepare for Interviews' tab is underlined, indicating it is the active section. Below the tabs, a large heading reads 'Prepare for the interview with these resources'. A sub-section titled 'Once you've landed the interview, we want to help you ace it. Here are courses, interactive tools, and common Q&A to ensure you do.' is displayed. To the right of this text is a portrait of a smiling man wearing glasses and a light blue shirt. Below this section, another heading says 'Here are 2 free LinkedIn Learning courses to help you shine on-screen' and features two thumbnail images: one of a woman in an orange sweater looking at a laptop, and another of a woman in a maroon shirt wearing headphones and working at a desk.

Gain in-demand skills with LinkedIn Learning

Visit **opportunity.linkedin.com** to start developing your skills for free.

We've also unlocked learning paths relevant to every professional, including:

- Interview prep: video interview tips & digital body language
- Interview practice for the top 26 behavioral interview questions

Search

Home My Network Jobs Messaging Notifications Me Work Learning

Qatar University
Doha · 10,206+ alumni · 60,926 followers

+ Follow Visit website

Updates

Qatar University
67,227 followers 8mo

نظمت #جامعة_قطر لـ الشمل للخريجين والذي تضمن عدداً من الفعاليات منها فقرة تكريم خريج متميز والفرع المتميز إضافة إلى كلمة رئيس رابطة الخريجين والهدايا المقدمة لخريجي 1990 إلى 1999. وقد تميز حفل لم الشمل بأنه جرى تحت رعاية سمو الشيخة موزا

See translation

Affiliated pages

- Community Service & Continuing Education Center
- Center for Energy and Sustainability Law
- QU Health

Explore schools

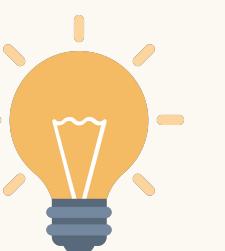
Find and view the latest news from schools you have attended or are interested in attending by filtering for “Schools” using the search bar.

The screenshot shows the LinkedIn company page for Qatar University. At the top, there's a banner image of the university's modern campus buildings under a clear sky. Below the banner, the university's logo is displayed. The page indicates there are 10,206 alumni and 60,926 followers. A message states "4 people from your school were hired here" and links to "See all 3,157 employees on LinkedIn". On the left, a sidebar menu includes options like Home, About, Insights (marked as PREMIUM), Jobs, and Alumni (which is currently selected). The main content area displays three bar charts: "Where they live" (top 5 locations: Qatar, United States, Canada, United Arab Emirates, UK), "Where they work" (top 5 employers: Qatar University, Qatar Petroleum, Qatar Foundation, Hamad Medical Corporation, and others), and "What they do" (top 5 roles: Operations, Business, Engineering, Marketing, and others). The LinkedIn navigation bar at the top includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning.

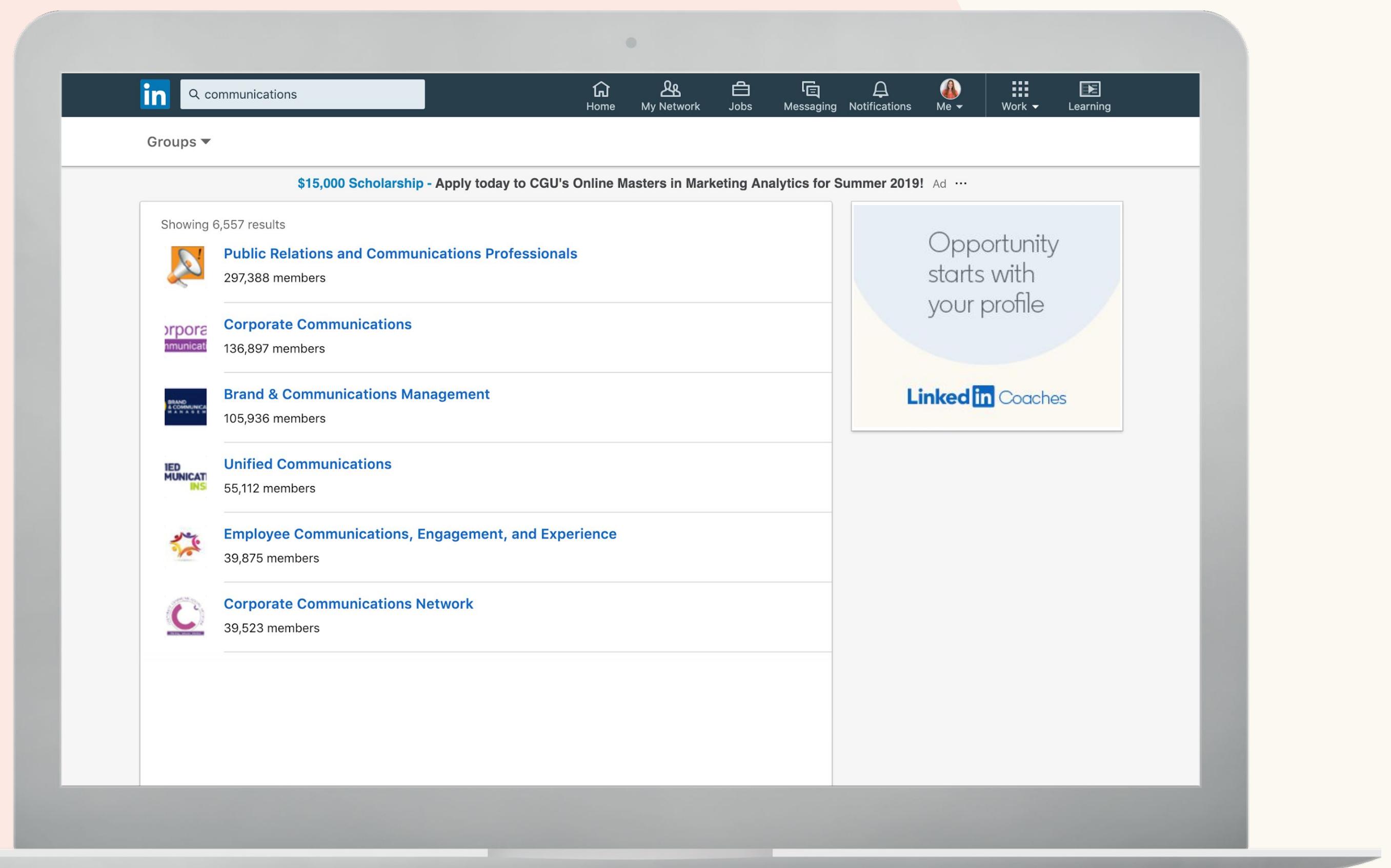
Explore alumni

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



What questions do you have?

LinkedIn® Coaches