

LinkedIn for

# Pathways

How to build your network &  
advance your career on LinkedIn



**LinkedIn**® Coaches

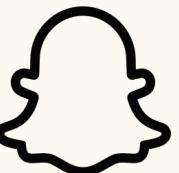




## What we will cover in this workshop

- 1 Introduction: What is LinkedIn?
- 2 Define your Brand
- 3 Build your LinkedIn profile
- 4 Build your professional network
- 5 Use your network on LinkedIn  
to connect to opportunity
- 6 Search and apply for jobs  
on LinkedIn

# 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?

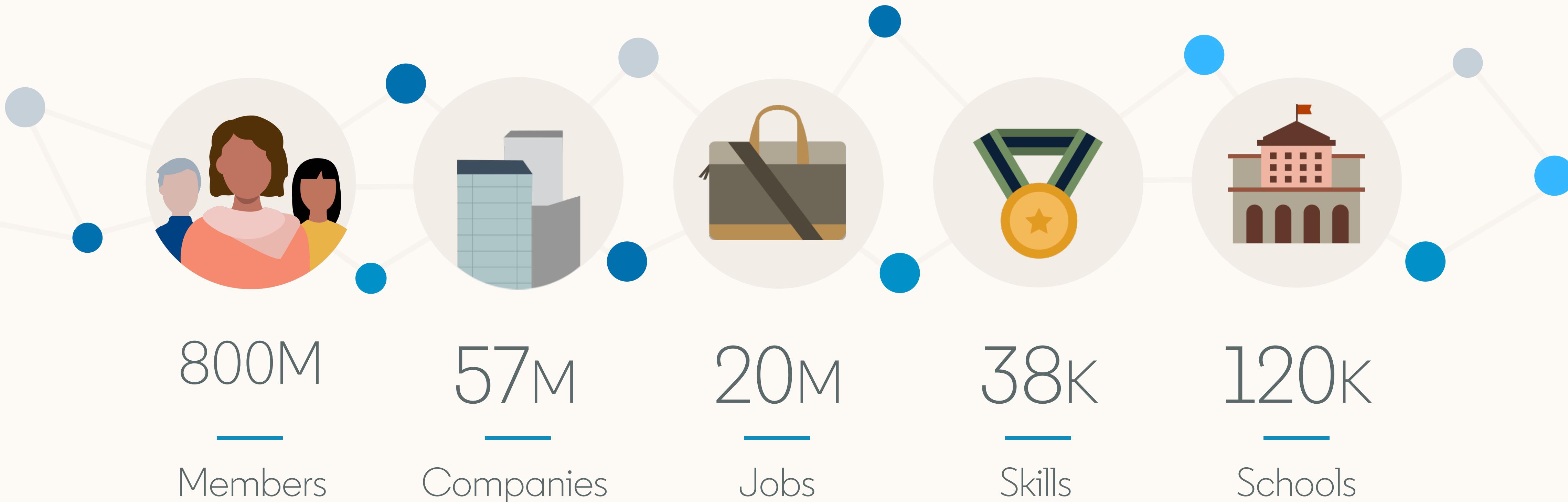


# On LinkedIn: A professional mindset

-  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.



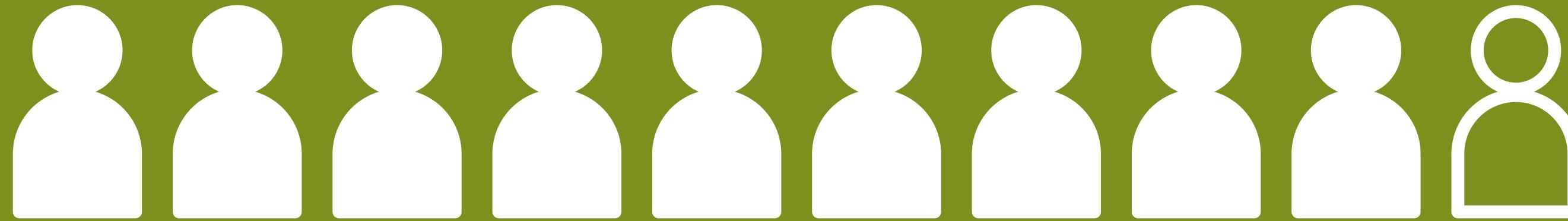
# LinkedIn maps the real time global workforce



# LinkedIn maps the real time Dutch workforce



## Did you know?



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



# Define your professional brand

1. What makes a good brand?
2. Identify your brand
3. Show you're the right choice



# What makes a good brand?

A brand is a company's promise to its customer.

It tells customers what they can expect from the company's products and services.

It shows how its products are unique from its competitors'.



WHO ARE  
YOU?

## So wait, I have my own brand?

Your brand is your promise to those around you.

It tells people what they can expect from working with you and around you.

It shows how you are unique from other people.

**You can shape your brand by the way you present yourself to others.**



# Show you're the right choice

Your brand includes who you are now:

- ✓ **Skills:** Your school, work experience and specific skills you learned in each job or class
- ✓ **Network:** How you are to be around and work with, as told by the people you know
- ✓ **Information:** Your areas of expertise and wisdom

# Build your LinkedIn profile

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



# 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 three paragraphs about her experience, skills, and interests. To the right, a 'People Also Viewed' sidebar lists three other professionals with their names, titles, and brief descriptions.

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

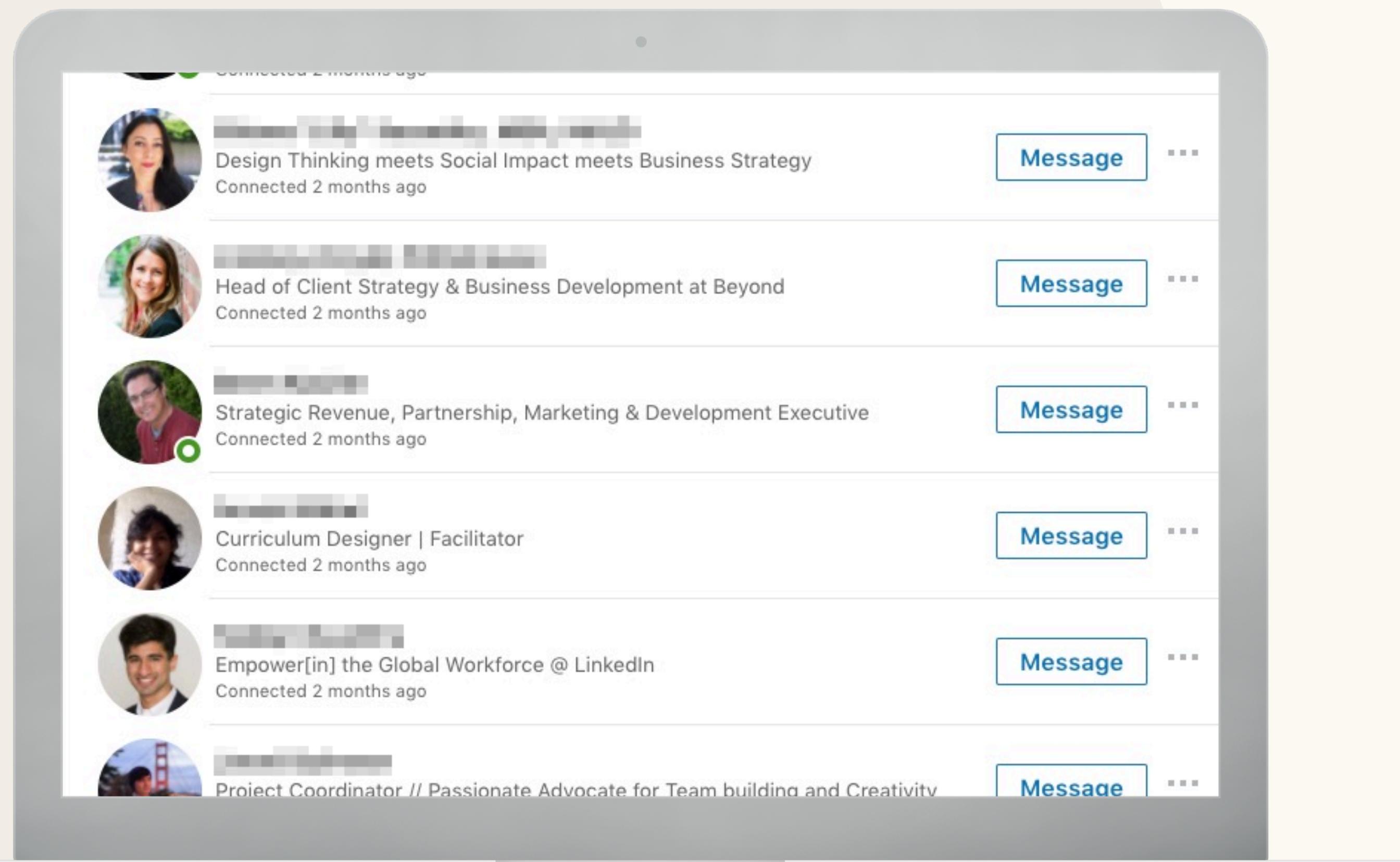
Click the “Me” icon at the top of your LinkedIn homepage.

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

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

**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.

# Build your professional network

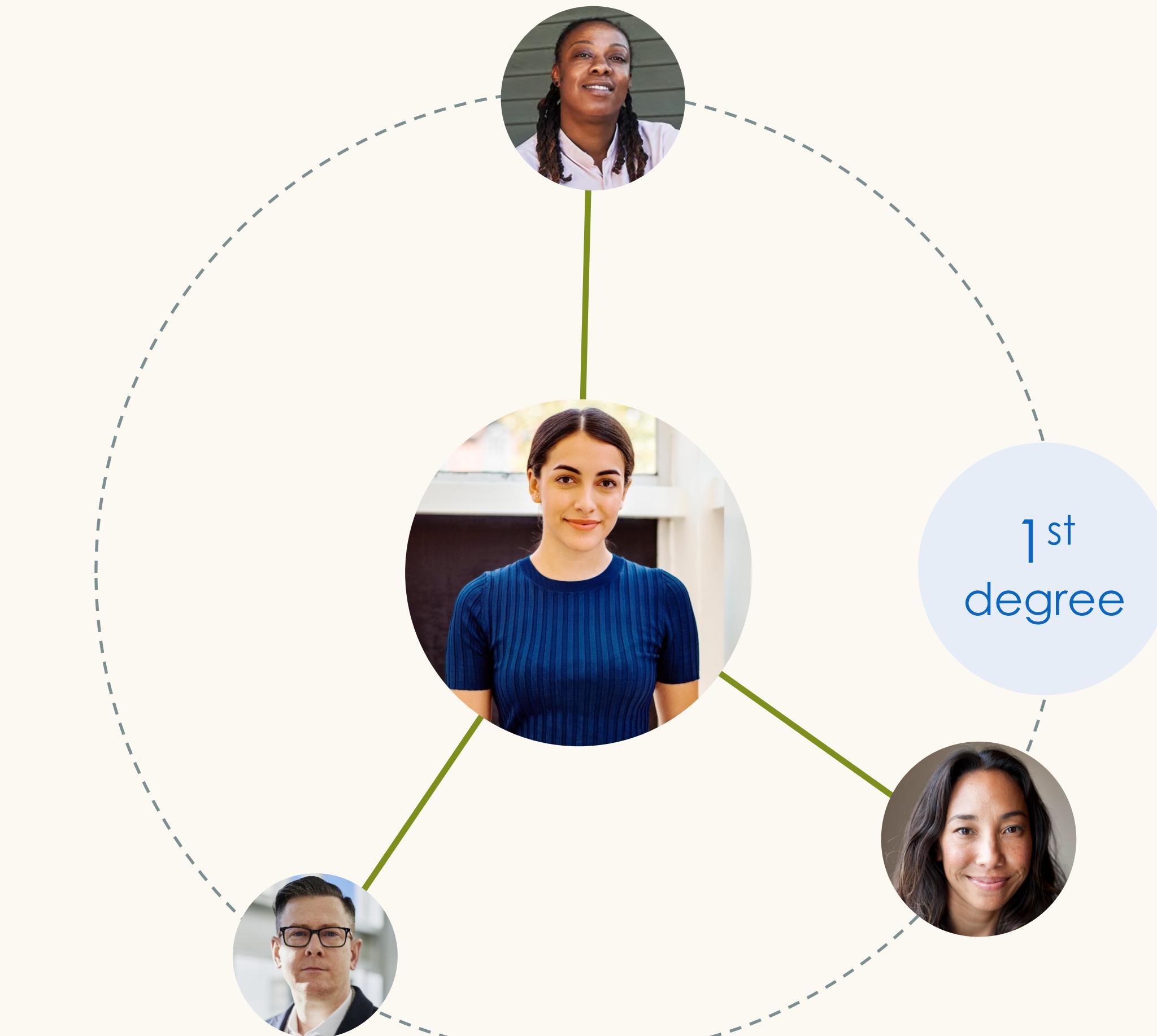
1. Build your professional network
2. Discover existing connections
3. Search for new connections
4. Expand your network strategically



**Did you know?**

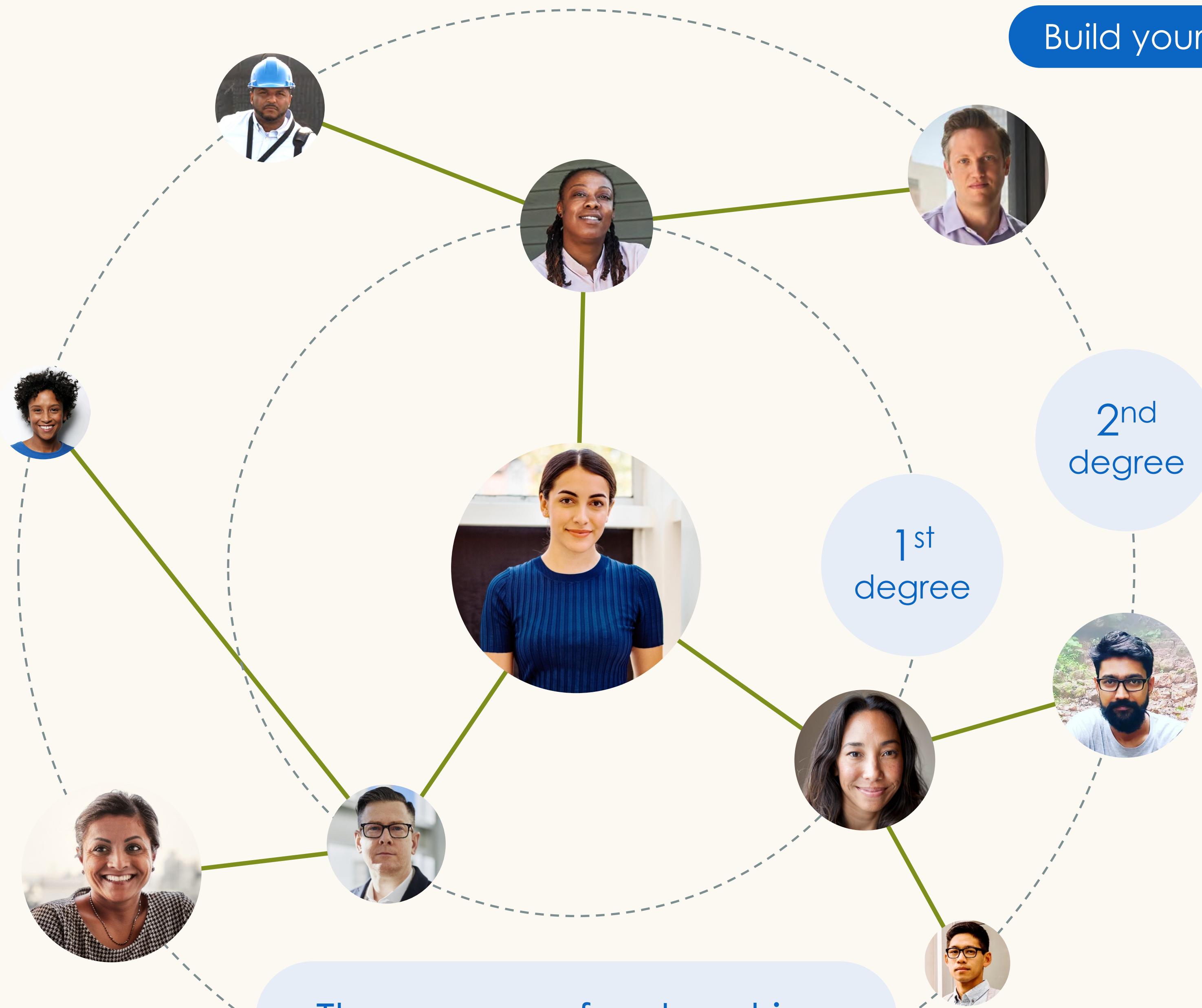
**50%+ of hires  
result from  
a personal  
connection**

Build your professional network

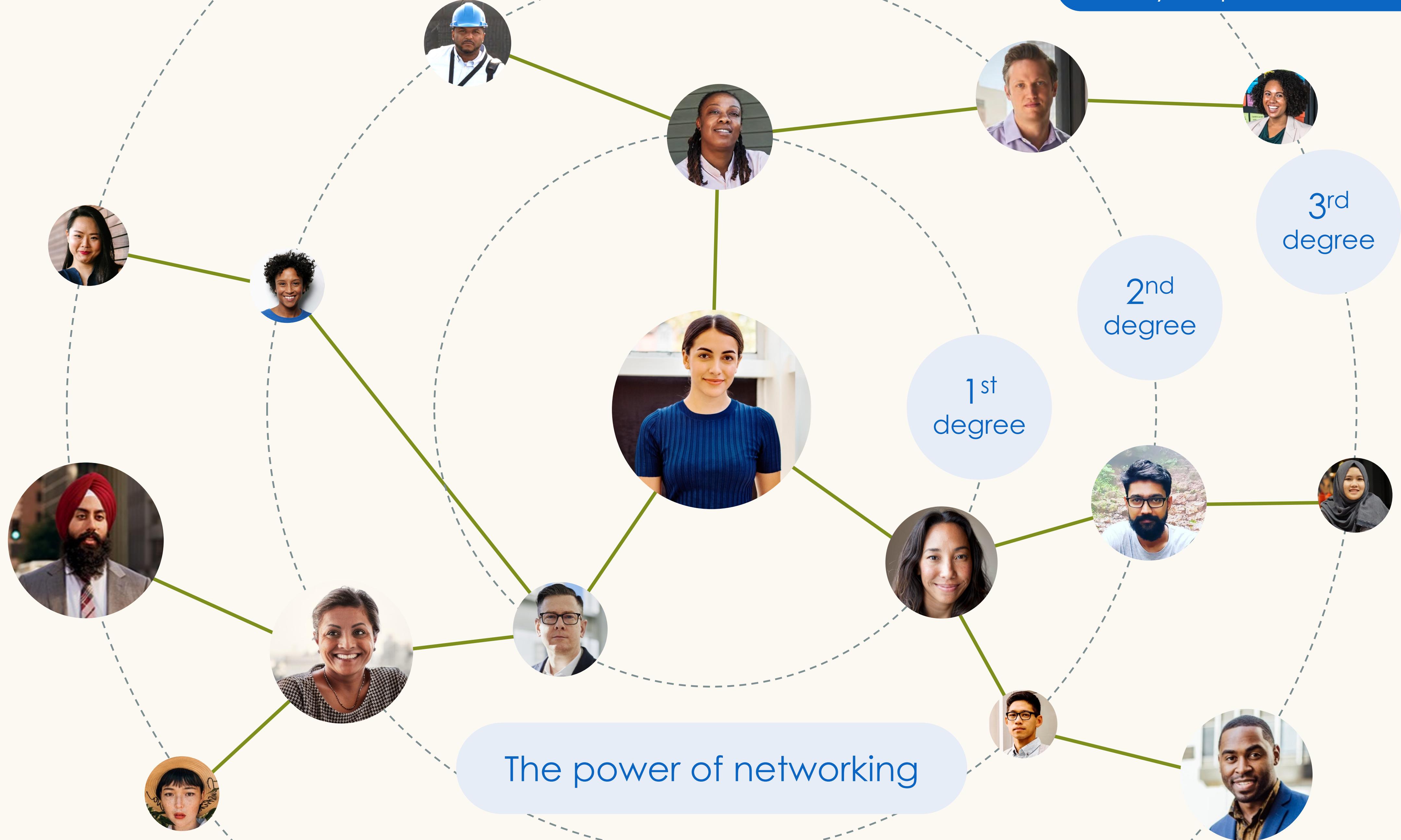


The power of networking

Build your professional network



Build your professional network

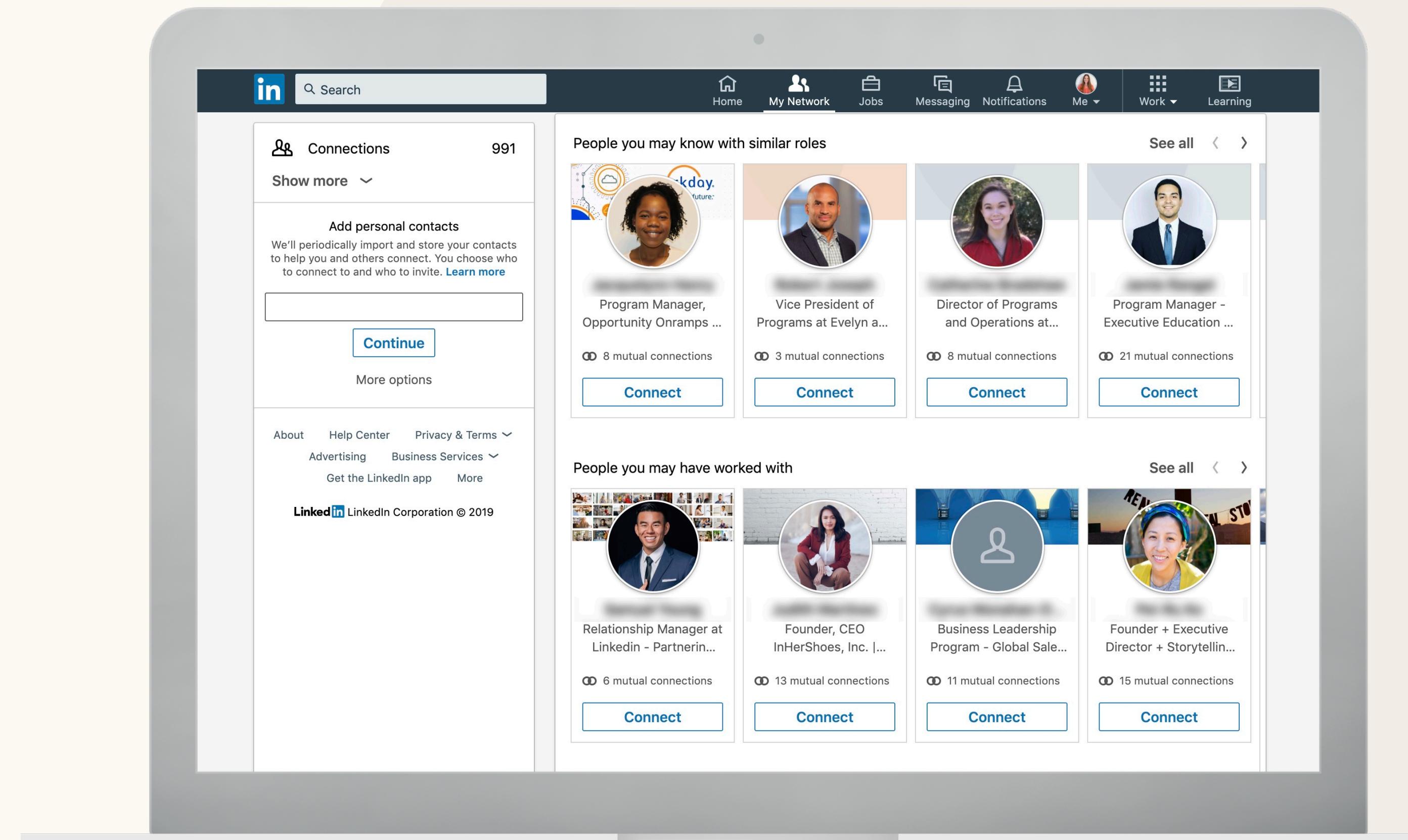


# Discover existing connections

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.



Build your professional network

The screenshot shows the LinkedIn search interface. At the top, there are four filter dropdowns: 'People', '2nd', 'Locations', and 'Current companies'. Below them are buttons for 'All Filters' and 'Clear' with a count of 1. The main area displays search results for '2nd' connections, showing 469,107 results. Each result card includes a profile picture, name, title, location, and a 'Connect' button. To the right of the results, there is a 'Promoted' section for 'Meet Runity'.

Profile Picture	Name	Title	Location	Action
	Karen Chi	Helping Digital Marketers and Agencies Execute Their Content, Branding and Lead G...	San Francisco Bay Area	<a href="#">Connect</a>
	Cynthia Gutierrez	Creative, Strategic and Analytical Marketing Exec with 12+ yrs experience in Entertai...	United States	<a href="#">Connect</a>
	Mary Anne Viegelmann (MAV)	Senior Customer Success Manager at LinkedIn   Enabling Modern Selling	United States	<a href="#">Connect</a>
	Lisa Campagné	Sales Strategy & Operations @ LinkedIn	San Francisco Bay Area	<a href="#">Connect</a>
	Katie Ferrick	Global Travel & Event Manager	United States	<a href="#">Connect</a>

# 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.

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

**Did you know?**

**LinkedIn members  
are 9X more likely  
to get hired  
when referred**

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.

**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

## Request referrals

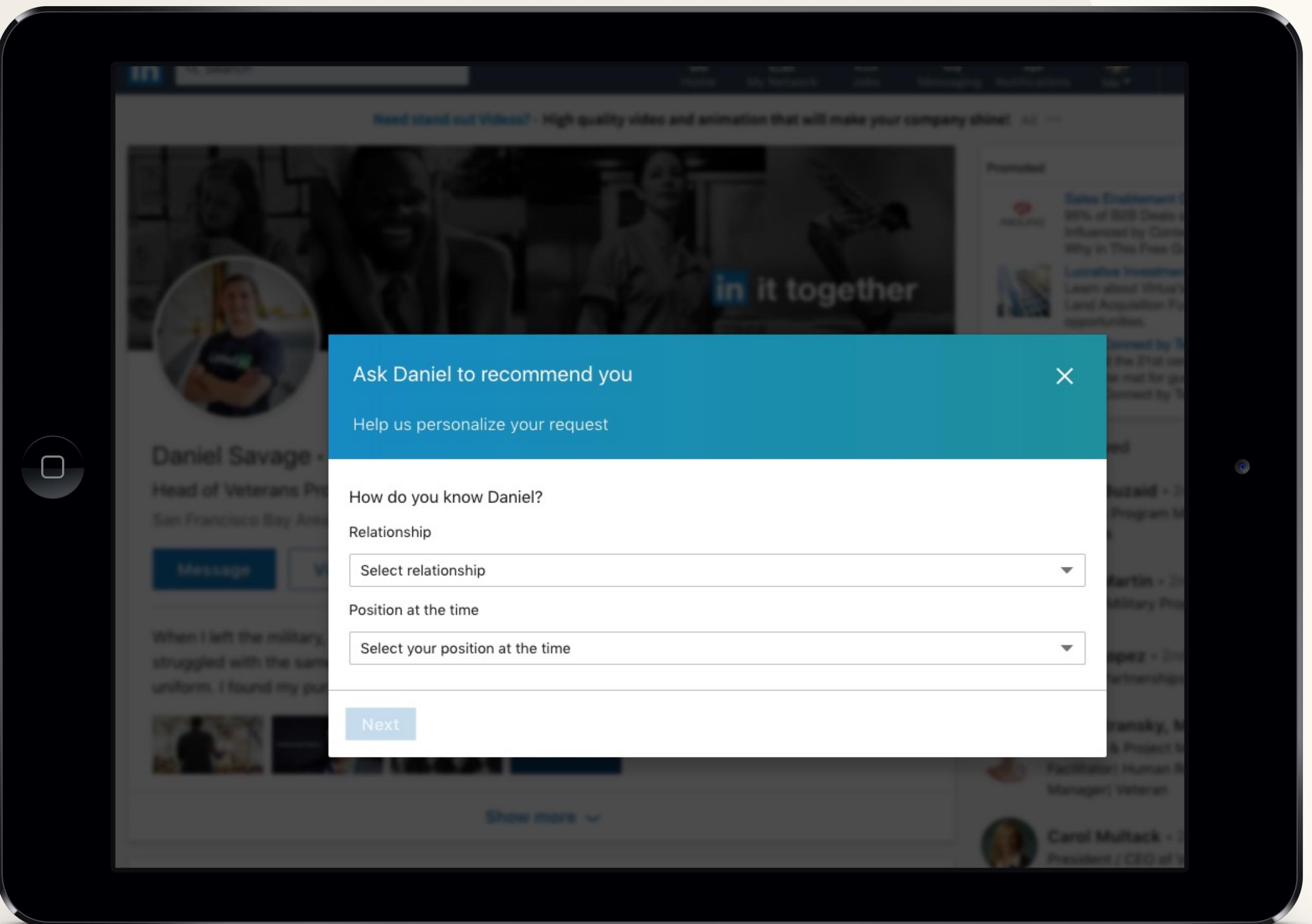
Ask for a job referral by reaching out to your connections at companies you intend to apply to.

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.

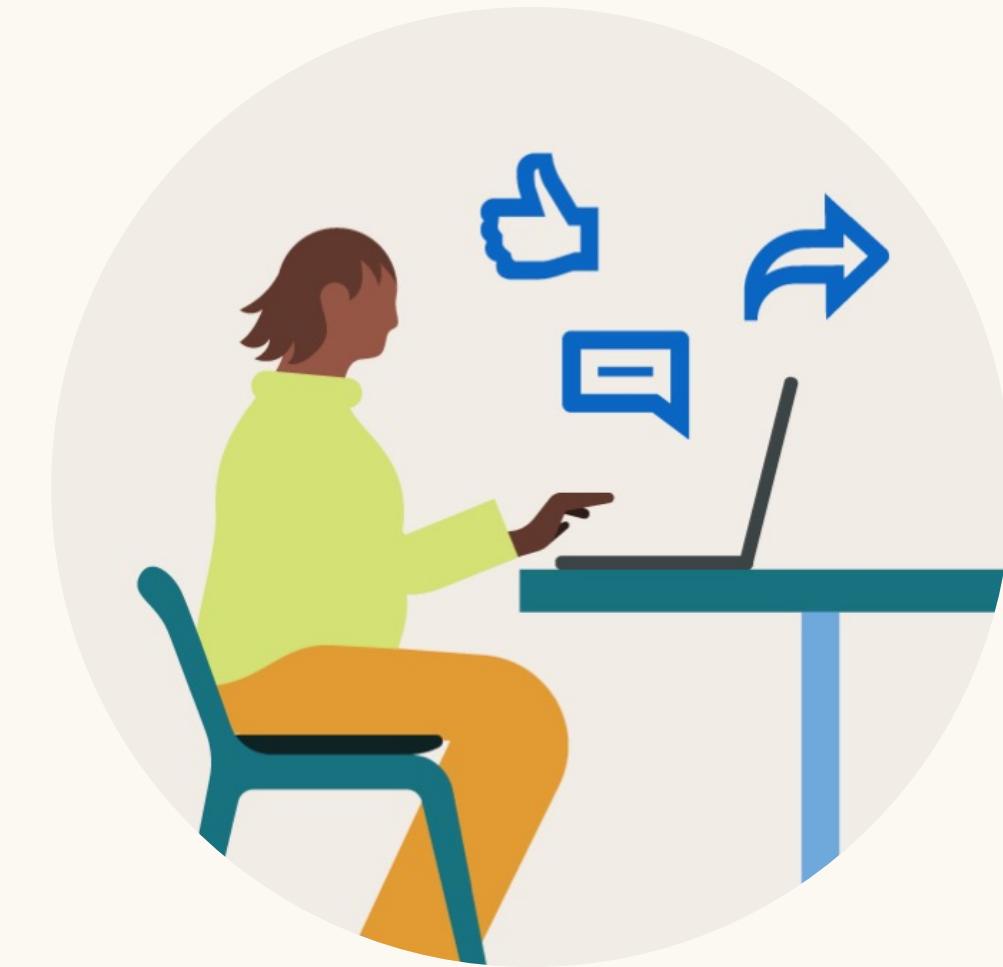
On a connection's profile, click **More...** and then **Request a Recommendation**.

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 showing two young women sitting on a green couch, looking at a laptop together. The woman on the left is wearing a light-colored cable-knit sweater and has her hands clasped. The woman on the right is wearing a brown cable-knit sweater and blue jeans, holding a pen over the laptop. They appear to be focused on the screen. The background shows a wall with a green-framed window.

# Search for jobs, internships, and schools on LinkedIn

1. Set career interests
2. Search for career opportunities
3. Create search alerts
4. Review “Jobs You May Be Interested In”
5. Follow companies
6. Explore schools and alumni
7. Join groups
8. Privacy settings

Did you know?

34M+

job seekers visit LinkedIn  
jobs every week

## Set Career interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions.



Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.

# Search for career opportunities

Use LinkedIn's search filters to find jobs and internships 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:

✓ Keyword

✓ Job title

✓ Company

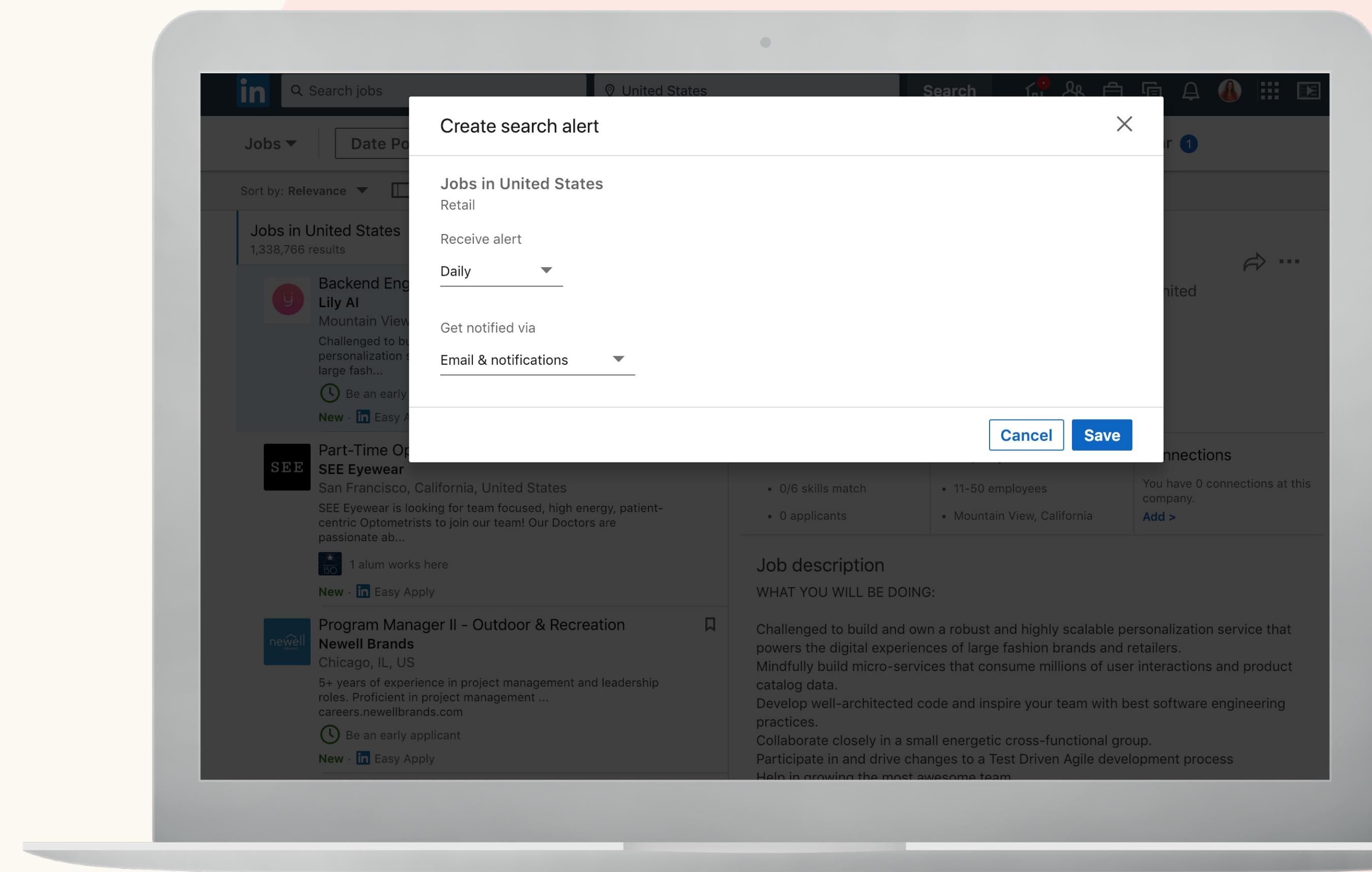
✓ Location

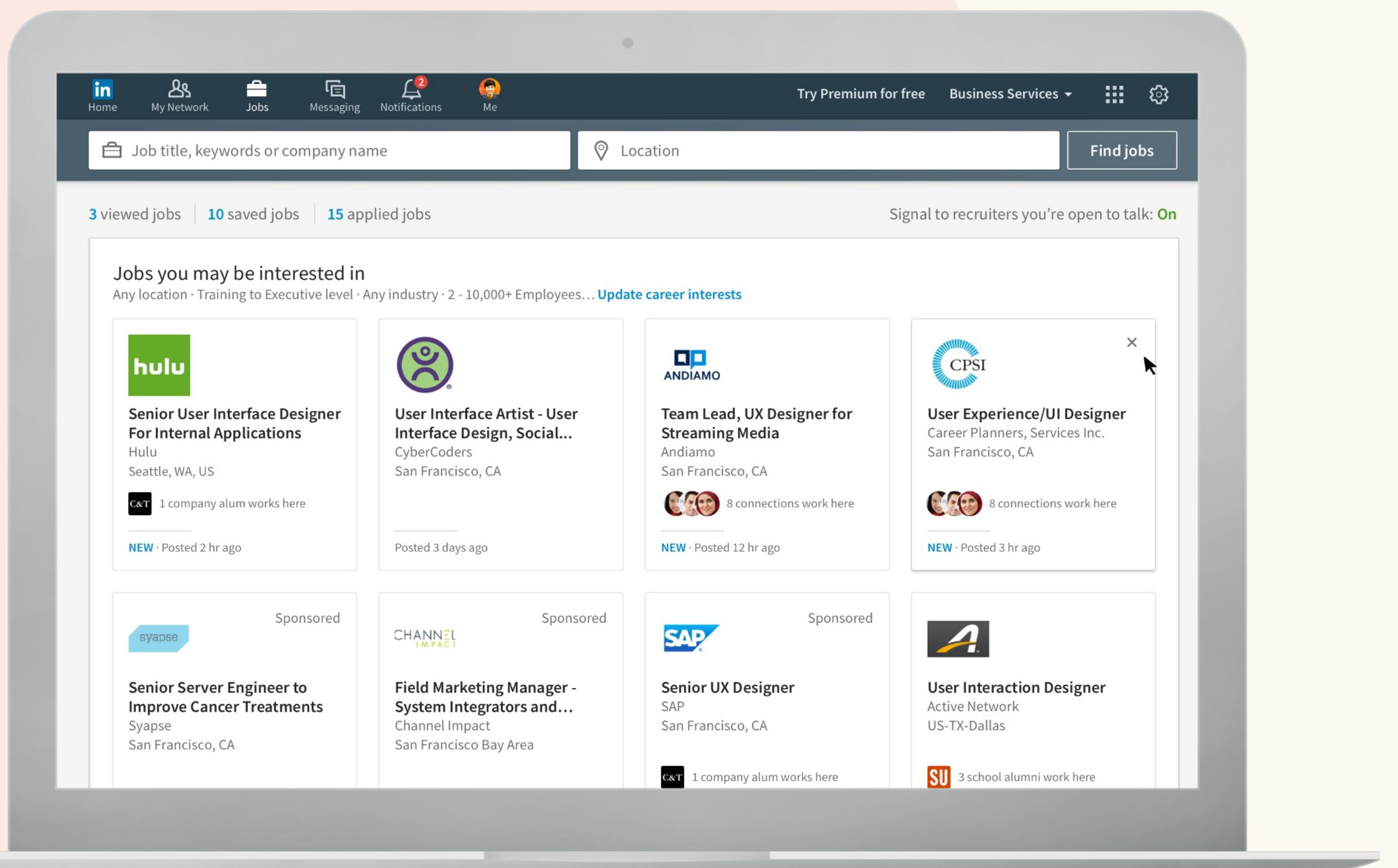
✓ Function

✓ Industry

✓ Experience level

✓ Date posted

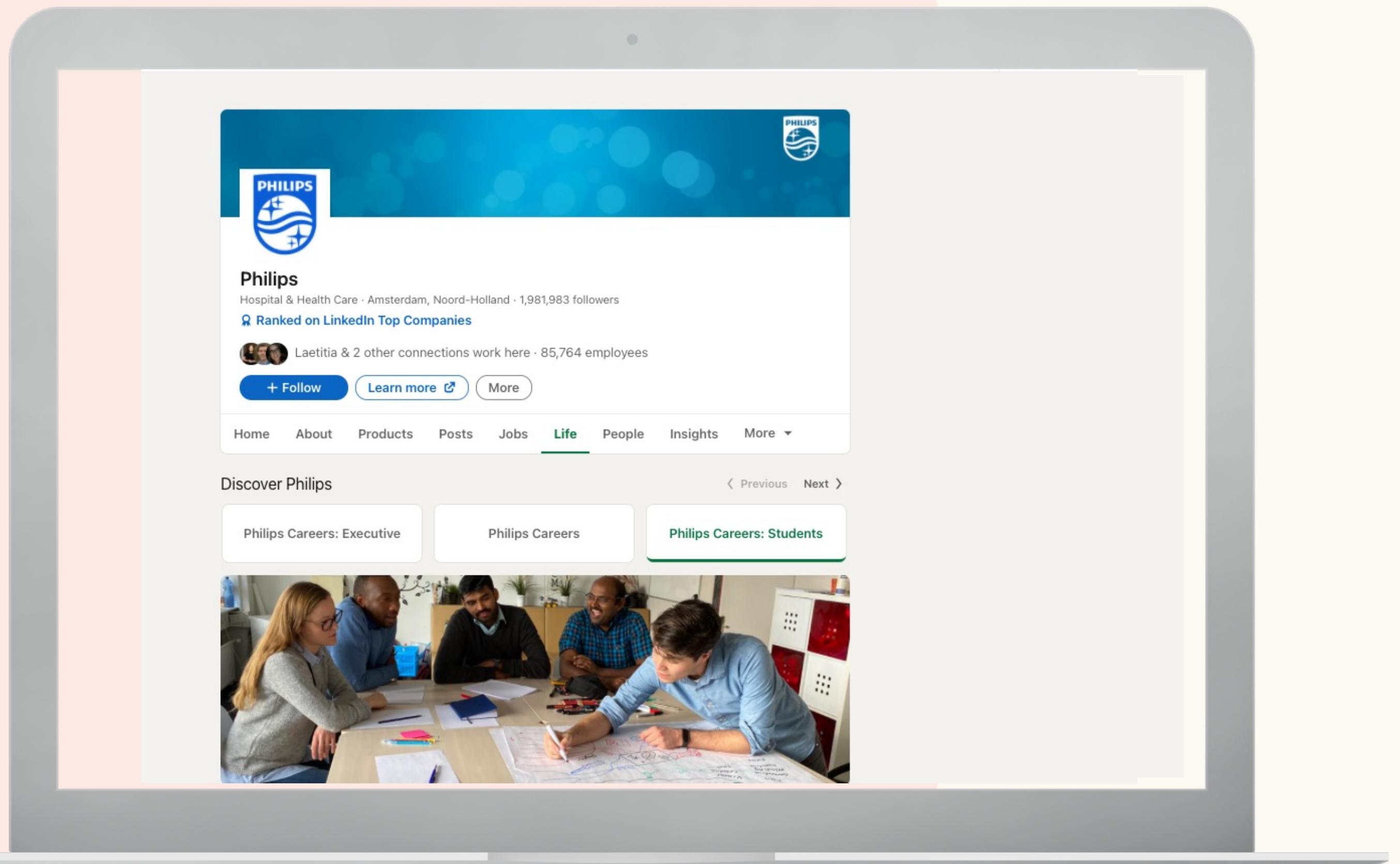




## Review jobs you may be interested in

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

- ✓ Work experience
- ✓ Skills
- ✓ Location information



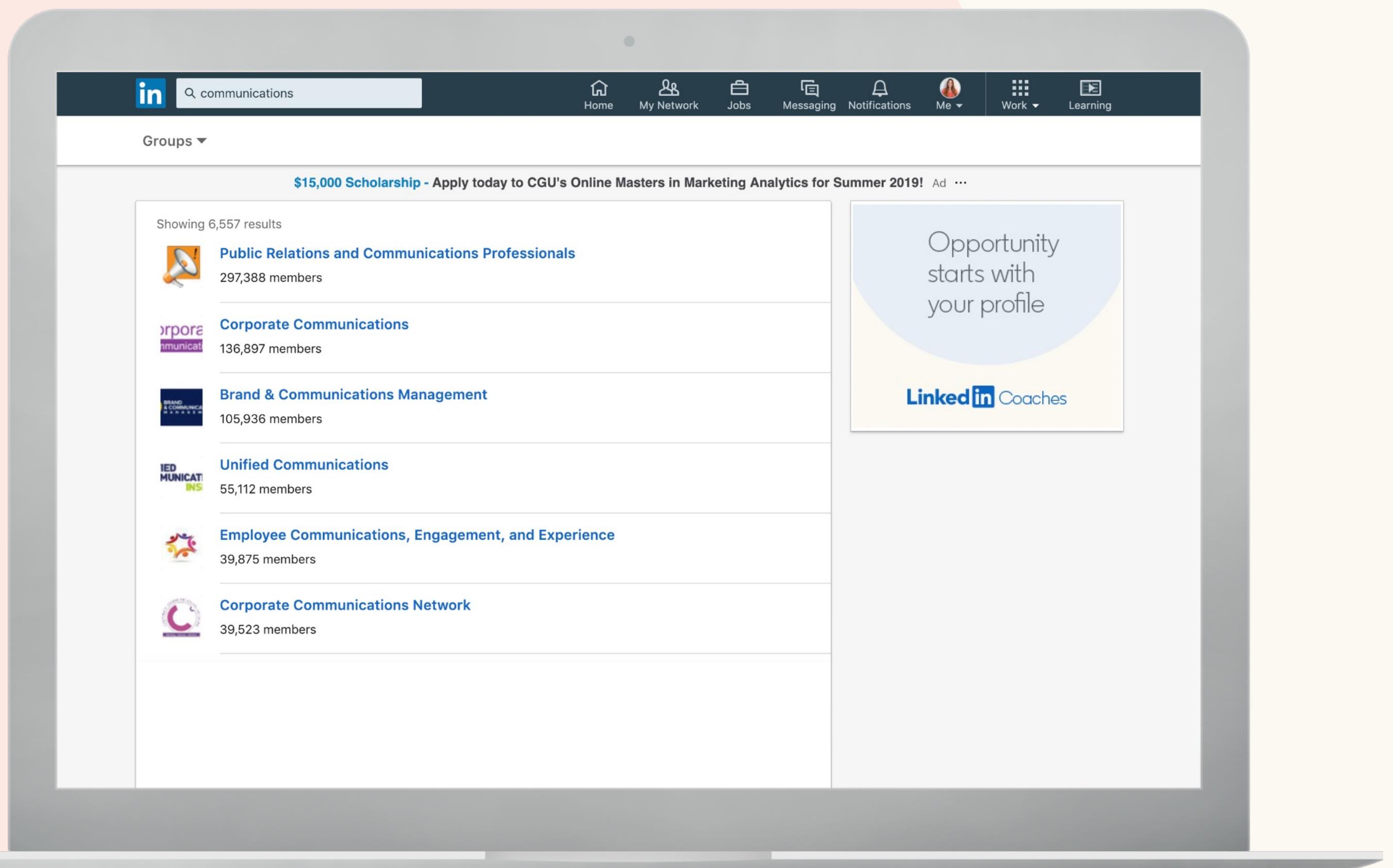
## Follow companies

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.

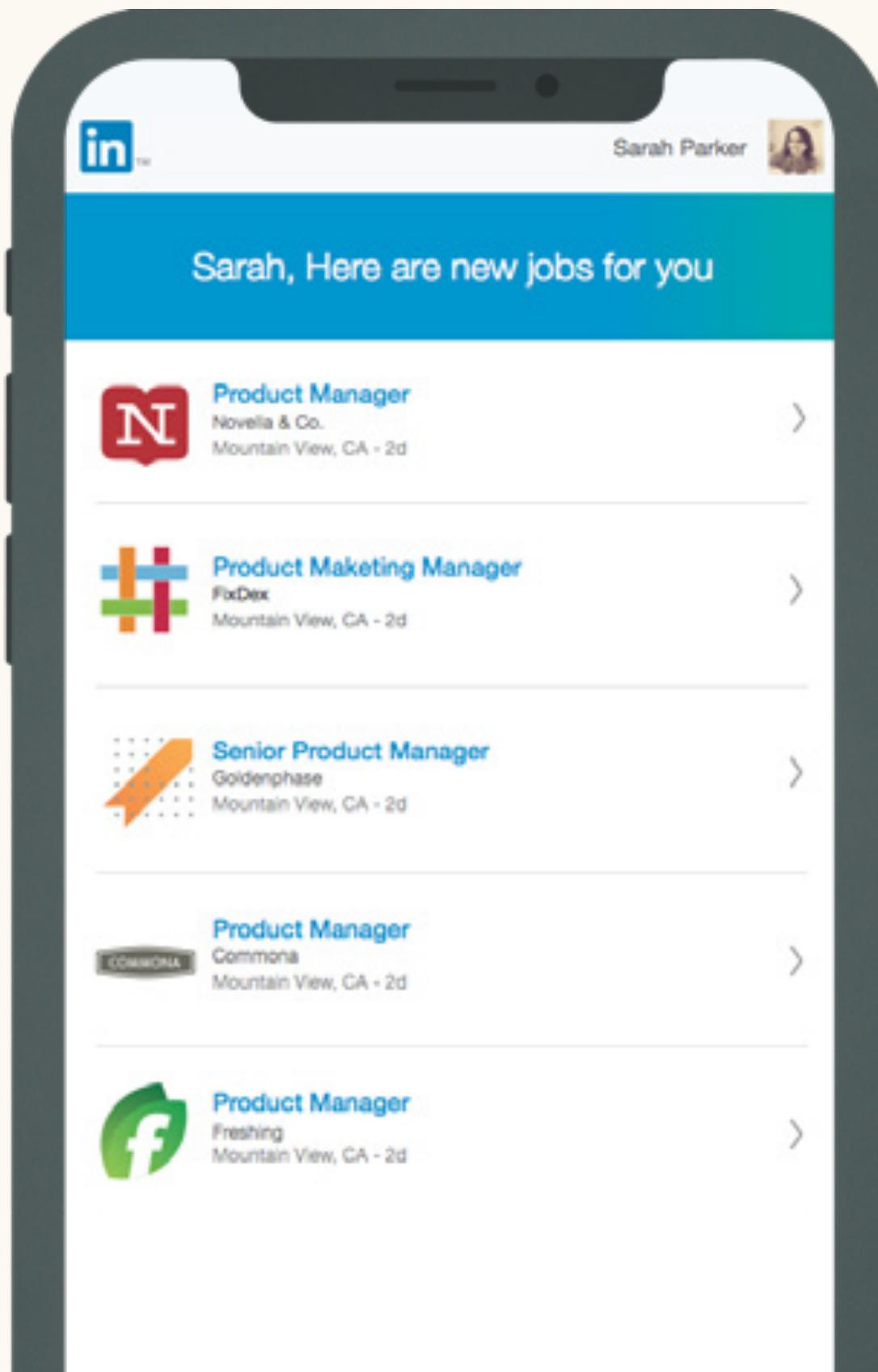
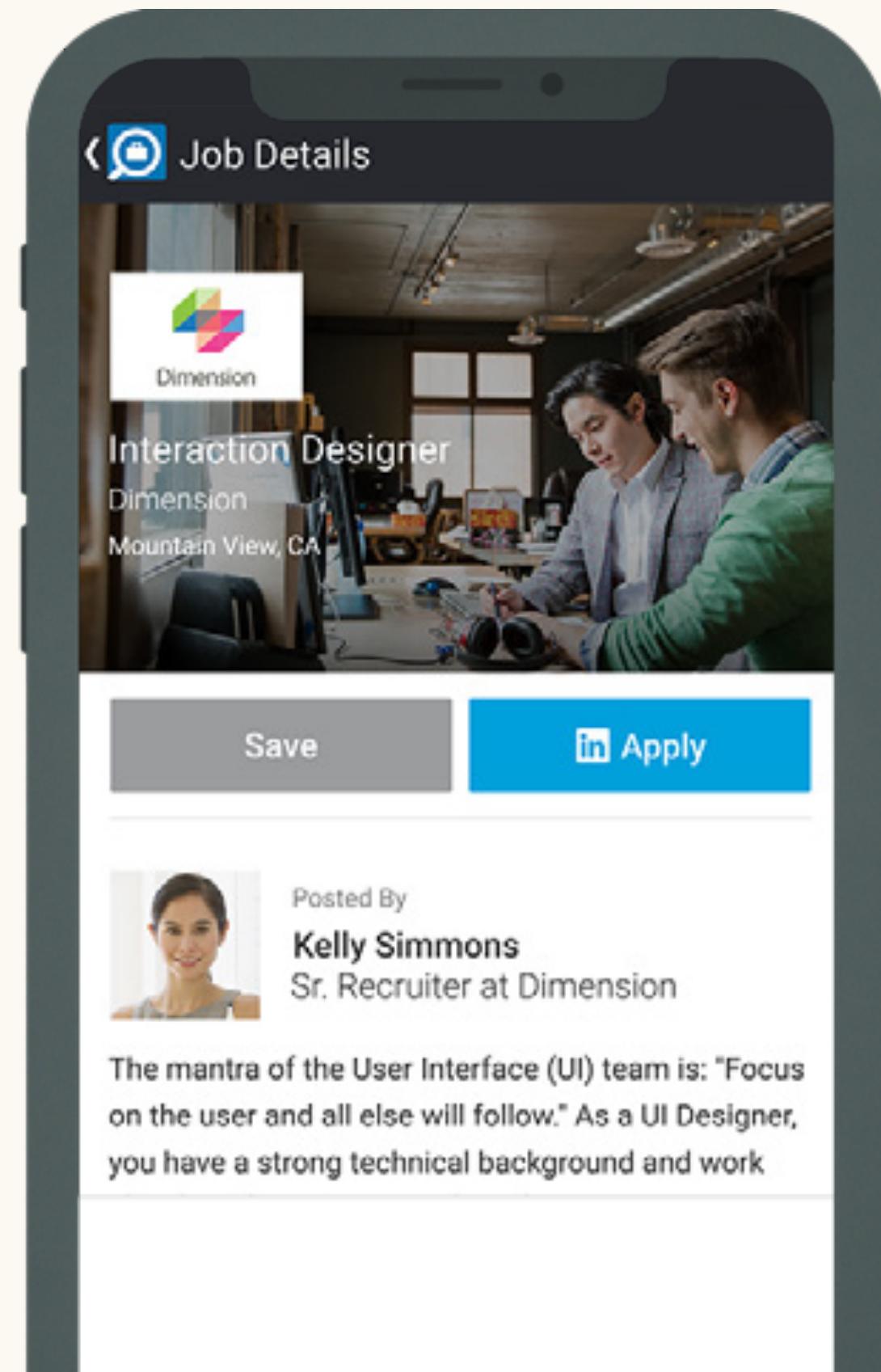


# Join groups

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



## 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.

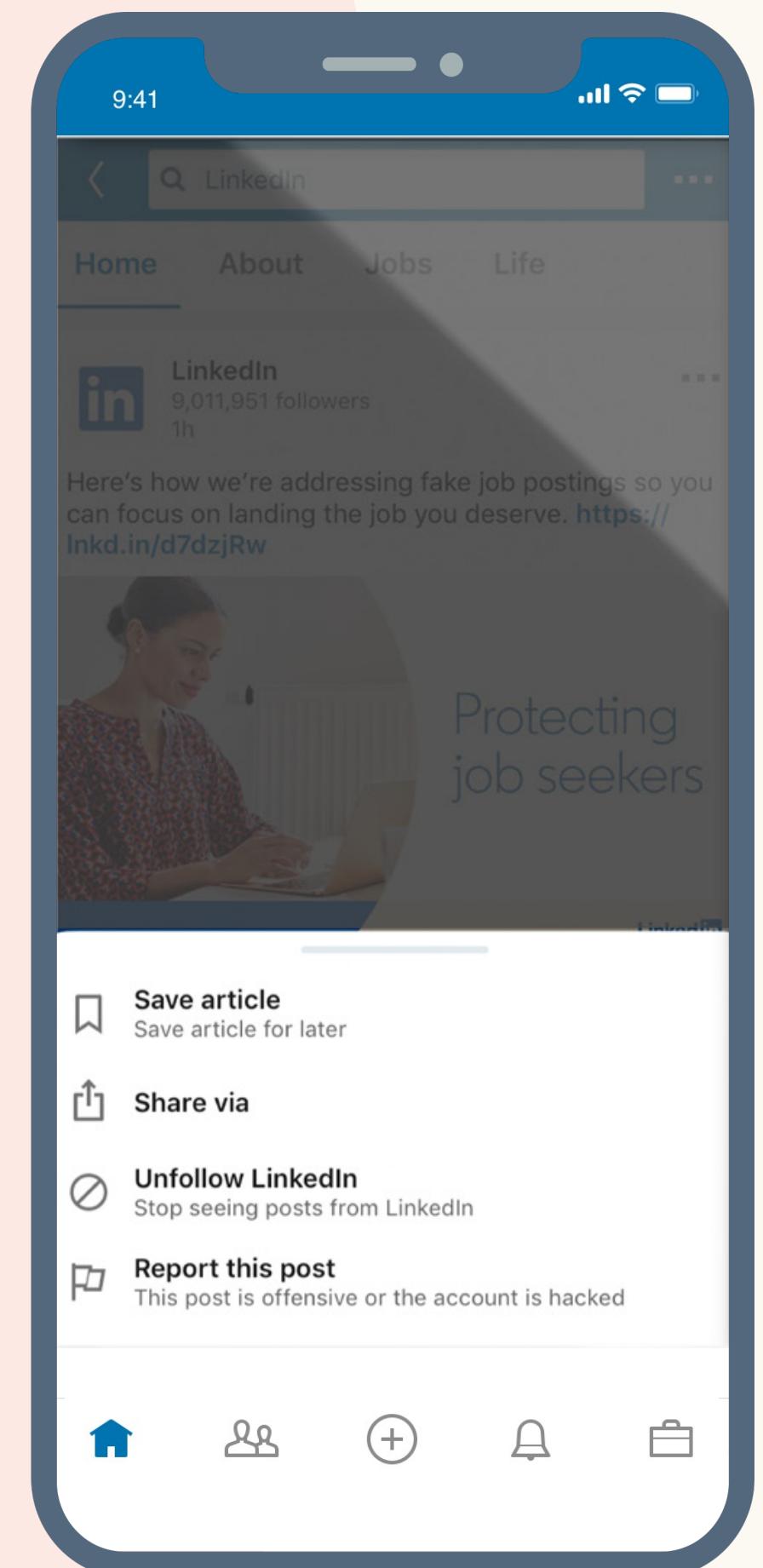


Applicants who apply to jobs within the first three days of posting are **13% more likely** to get the job.

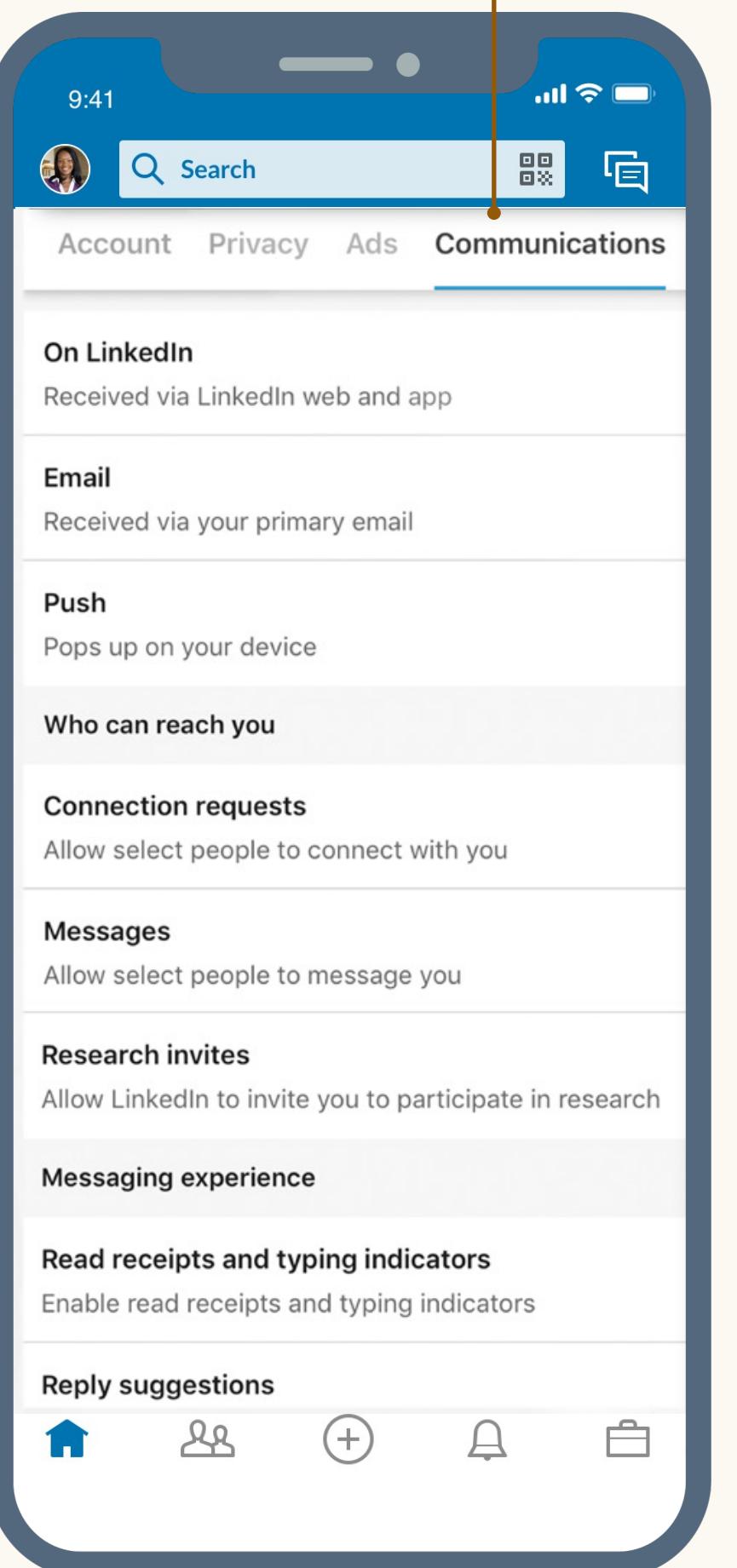
Search for jobs, internships, and schools

# Privacy settings

Report  
unprofessional  
behavior



Turn your  
notifications on/off



# Thank you

See you @ LinkedIn!



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