LinkedIn Profile Best Practices

Real life vs. LinkedIn @MoneyLynch

Agenda

1. Why is Linked important?

2. Best practices for LinkedIn profiles

3. Breakout rooms: Peer Feedback on LinkedIn profiles

4. Questions & Answers about LinkedIn profiles

Learning Outcomes

By the end of this session, you should be able to:

- Explain how LinkedIn is useful.

- Create a professional LinkedIn profile.

Why is LinkedIn important?

Why is LinkedIn important?

1. Modern day rolodex (aka, collection of contacts)

2. Modern day resume

3. Personal brand (aka, googling your name)

4. Where the recruiters and hiring managers are

5. Help you get a Practicum placement

"We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."

— Tom Peters, Writer

What is the AIM of LinkedIn?

The AIM of LinkedIn

Audience - For **Professionals**

Intention - Jobs, sales, partnerships (in that order)

Medium - Written, electronic, and asynchronous

What is the AIM of your LinkedIn profile?

The AIM of your LinkedIn profile

Audience - Practicum Hiring Managers

Intention - Get an awesome practicum

Medium - Written, electronic, and asynchronous

A **bad** LinkedIn profile can cost you a job.

A **great** LinkedIn profile (alone) will never get you a job!

Your LinkedIn does not need to be perfect, just okay.

Hierarchy of LinkedIn Profiles

1. None

2. Unprofessional (errors & non-relevant info)

3. Adequate

4. Award winning

We are aiming for Adequate (or slightly better)

LinkedIn Elements

1. Header

2. About / Summary

3. Experience

4. Education

5. Other Components

Header

1. Picture

2. Name

3. Headline

4. Location

Brian Spiering
Data Science Professor at USF | NLP & AI Engineer
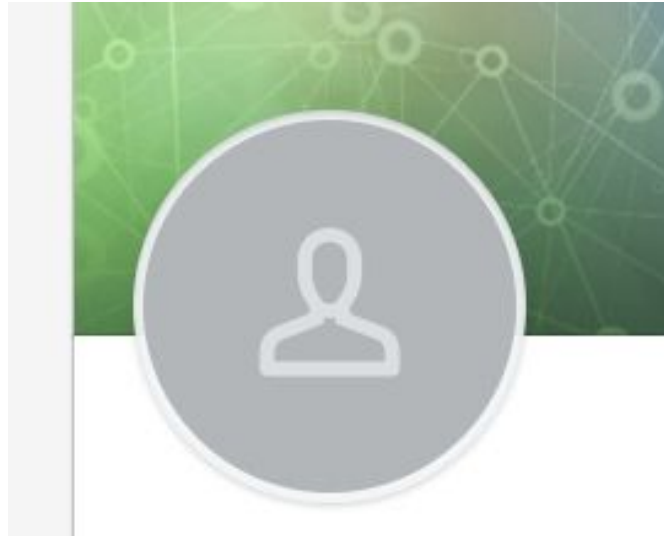San Francisco, California | Computer Software

500+
connections

Current	University of San Francisco, IndieBio
Previous	Galvanize Inc, LiveCareer (now BOLD), BrightBytes
Recommendations	3 people have recommended Brian Spiering

LinkedIn Picture Professional or Not?

Professional or Not?
Why?
What can be done to improve it?

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Why?
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Professional or Not?
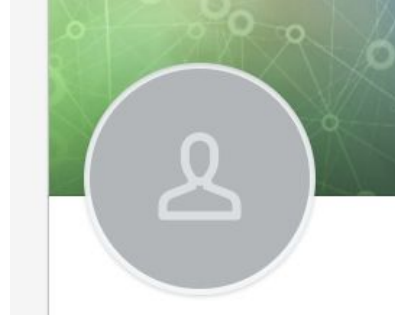# Why?
What can be done to improve it?

Professional or Not?
Why?
What can be done to improve it?

Not Appropriately Professional

Less Appropriately Professional

Appropriately Professional

Tie or No Tie?

No Tie - Too Formal for Tech

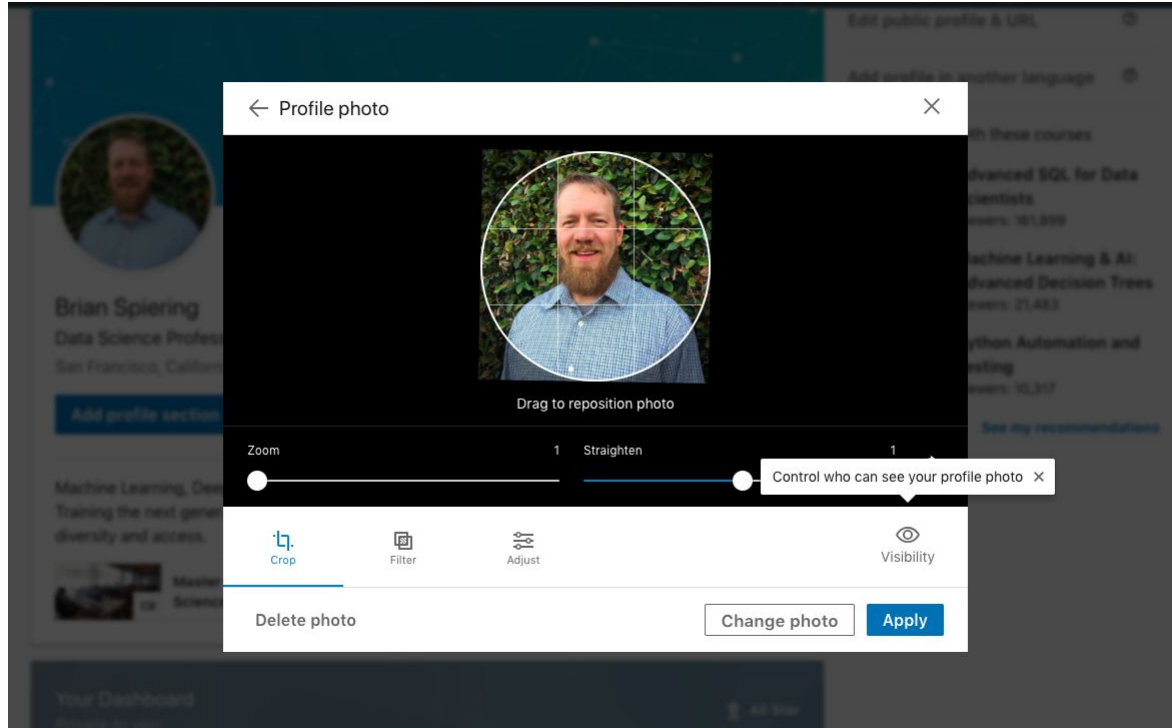[Workplace profile photo guidelines](#)

Banner

Simple. Don't distract from your photo.

Pick default, solid color, gradient, texture, or geometric pattern.

Set Visibility To Maximum

Use Incognito Mode to double check

Name

Name

Not required to use your legal name.

Examples:
- Foo (Baz) Bar
- Baz Bar

Headline

- Catches attention and entices specific readers to read further.

- Very short. 120 characters or less.

- Simple is better.

- Reflects personal brand:
  (Masters Data Science student at University of San Francisco)

Don't Be This Person

Randy███████
CTO ████ Partners.
$12B deal flow history
($2B personal) family…

195

Connect

Don't Be These People
(Hard Pass)

Recruitment is the Name, Headhunting is the Game !!
Kenan Solak and 306 others
Ignore   **Accept**

I find (Talent NOT keywords) OR (Talent AND keywords)
Connor Swanson and 37 others
Ignore   **Accept**

Headline Examples
(feel free to directly use)

MS Student in Data Science at University of San Francisco

Master's Student at University of San Francisco

in Data Science

Headline Anti-patterns

Do not use "Candidate" "Graduate"

Those terms are confused with PhD

Location Examples

San Francisco Bay Area, CA

San Francisco, CA

Oakland, CA

Redwood City, CA

...

Industry

Everyone should select:
Computer Software

About / The Summary

- Short & Simple. 1-5 sentences.

- First example of your professional writing thus, Bad Grammar = No Job

My Summary

Machine Learning, Deep Learning, and Data Science practitioner. Now giving back through teaching. Training the next generation of Data Scientists and Software Engineers with a focus on increasing diversity and access.

Your Summary

- Write in the First Person. Show your personality.

- Specific & Meaningful (does not contain platitudes or clichés)

- Be as specific as possible. However, do **not** mention industry of interest.

- Focus on present and near future. Only include recent past if directly relevant to Data Science.

Your Summary

- "Actively seeking entry-level position..." 🤮 Eliminate this phrase entirely... it translates to "Desperately Seeking"

- "Above the fold" - No need to click through to read it all.

Summary Examples
(DO NOT COPY WORD-FOR-WORD)

- A Data Science Master's student studying Machine Learning and applied Statistics. Passionate about Data Science's application to real-world data, specifically model interpretability.

- Master's student in Data Science with a background in computer science. Fascinated by the potential power of data to solve business challenges.

- Master's student in Data Science at the University of San Francisco with work experience in finance. Currently learning SQL and Python.

Your Summary

- Required for LinkedIn assignment

- Can be removed after during Practicum interviewing

In Breakout Rooms evaluate:

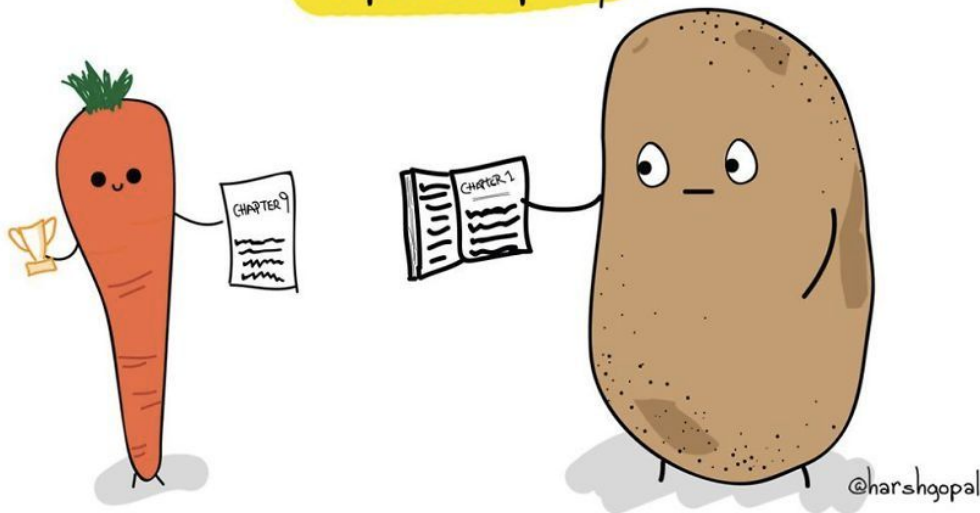Privacy Settings, Photo, Header, Summary

If you can fix something in 2 minutes
then fix it right now.

If you can not, take notes for later

Experience Section

Experience Section

- Non-educational experiences

- Verify Dates and Titles

Experience Section

1. Do not include menial/trivial past jobs and experiences that do not contribute to your personal brand.

2. Relevant: Marketing, Accounting, Sales, Internships, Research, Teaching, Tutoring

3. Not-relevant: Lifeguarding, baby sitting, lawn mowing, entry level food service

My Experience

Assistant Professor

University of San Francisco

Jan 2018 – Present · 9 mos

San Francisco Bay Area

• Teach Data Science and Computer Science courses in Natural Language Processing, Machine Learning, Artificial Intelligence, and Computer Programming
• Mentor students
• Director of Peer-to-Peer Computer Science Tutoring Center (Spring 2018). Herding kittens to help other kittens.

Mentor

IndieBio

Jul 2018 – Present · 3 mos

San Francisco Bay Area

• Help early-stage startups with data strategy.
• Advise Machine Learning / Artificial Intelligence applications and data infrastructure.

Data Science Faculty at GalvanizeU

Galvanize Inc

Jun 2015 – Jan 2018 · 2 yrs 8 mos

San Francisco, CA

• Developed and delivered graduate-level Data Science curriculum. Specializing in Natural Language Processing (NLP), Machine Learning, Big Data, Deep Learning, and Artificial Intelligence (AI).
• Supervised students' project work with industry partners.... See more

Experience Section

- 1-3 bullet points for each positions that is less than 5 years.

- Start with a specific [active verbs](#) (Built, Lead, …).

- Emphasize results / impact.

- Ideally evidence-based. Include case studies, increase in metrics, and other numbers that prove success

- Be concise and specific.

Experience Section Bullet Template

- <specific active verb> <business problem> <solution> <results> <high-level technical implementation>

- Fit a regularized logistic regression in Python to predict ad click-through-rates (CTR). Increased top-line revenue by $100M YoY.

Experience Section Bullet Anti-patterns

- Too general: "Conducted Machine Learning to improve business metrics."

- Too specific and no business use-case: "Fit a L1 logistic regression in Python's scikit-learn on iPhone users."

How to Write a Bullet Point

Education Guidelines

- K.I.S.S.

- Add University of San Francisco. Add details about your experience since it is most relevant

- Nothing from high school

Education Guidelines

- No numbers (e.g., GPA or test scores). Be a person with a story, not a statistic.

- Adding additional information is fine.

  - But make sure that it is relevant and inoffensive: "Won Kaggle competition" vs. "Won Delta-Iota-Kappa Beer Pong Fundraiser"

- If you have done an online/MOOC certificate, this is the place to put it.

- You can also put down interesting projects you have worked on, but make sure you have permission.

Education Sample

University of San Francisco

Master's degree in Data Science

2020-Current

Relevant Coursework: Statistics, Machine Learning, Computer Science, Python

Projects:

- Analyzed Twitter data to find ...

- Fit supervised machine learning models to ...

Most important parts of LinkedIn

1. Header

2. Summary

3. Experience

4. Education

Less important parts of LinkedIn

1. Volunteer

2. Skills & Endorsements

3. Accomplishments

4. Interests

In Breakout Rooms evaluate:

Experience, Education, Everything Else

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Miscellaneous Advice

1. Read it out loud. Your ear is more sensitive than your eyes.

2. Pick custom URL (ideally linkedin.com/yourname) Rather than the clunky automatically created collection of numbers that LinkedIn automatically assigns when you sign up.

3. Make sure people can contact you. Don't forget to add your email address.

4. Be more active later (Spring & Summer). Right now you should be studying. You'll start looking for job in June / July so don't have anything on your profile about job searching.

Any Questions about LinkedIn?

Takeaways

- LinkedIn is useful but can be a time suck and cause anxiety.

- People in tech 😘 LinkedIn (esp. recruiters).

- Error on the side of less. Everything on LinkedIn should be very professional.

- Focus on: Photo, Headline, Summary, and Experience.

Bonus Material

Good LinkedIn Profile Examples

- https://www.linkedin.com/in/vanessagrass/

- https://www.linkedin.com/in/marvinbertin/

LinkedIn Connections

What do you recommend we do if we get LinkedIn requests from people we don't know? What if they are data scientists?

I say accept them. You never know what might happen. Mostly likely nothing. But there is a small chance that it might help.

Occasionally, they are scammy or annoying. I report them and block them.

If you want to be more selective that is fine, also.

Early in your career you should yes as much as possible. Later you can be more selective.

LinkedIn Messages

Sorry to bother you but.. I need Data Science help!

Hi Brian,

Hope you're well!

Quick question - do you know any data scientists with NLP experience? Not university experience but applied, practical work experience? I'm desperate to find someone crazy enough to relocate to LA (hello sunshine!) and work for a global organization with extremely progressive technologies.

Please let me know either way - I'll be checking my LinkedIn app every 10 minutes until you do..

Thank you in advance for your help! As a bonus, I will send you a Visa gift card for anyone you recommend that I successfully place and meets the guarantee period.

Looking forward,
Emily

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Emily Ritchie
Senior Recruiter - International - CPS Inc. Big Data Division
708 531 8375 | eritchie@cps4jobs.com

LinkedIn Messages

1. Mostly noise. Occasionally signal.

2. Be brief. Clear call-to-action (CTA).

3. "What would be a successful result of this conversation?"

4. Move important and long conversations to email.

LinkedIn Sales Navigator

[LinkedIn Sales Navigator](#) is a Gmail extension which will lookup who you are emailing with