
Video Transcripts

LinkedIn: Part II

LinkedIn, Part two. Part two of this series on LinkedIn, we'll cover the different areas and elements of a LinkedIn profile. LinkedIn part two: Elements of a LinkedIn profile. A professional photo is important, as it is typically the first glimpse into your profile. Make sure it represents you as a professional candidate. It establishes legitimacy and creates a personal connection with the site visitor. The photo should also be from the shoulders up, you're looking straight into the camera lens, it does not include other individuals, and has a professional background. In addition to not having group photos, keep your photo free from logos, pets, and graphics.

Selfies are not taken at a professional angle, so find a friend to help you take the photo. Below you'll find some cover photo background websites, where you can find background images to put behind your cover photo as well. Your headline or tagline needs to highlight you in the value you bring. The headline will automatically default to your last job, but you can edit this to better represent your target field. Your headline is essentially your personal brand. It provides context to the reader about your skills, background, and/or goals. Your headline, also referred to as a tagline, may be the reason an employer finds your profile through a keyword search on LinkedIn. This means it could lead to your next career opportunity. Therefore, you want to ensure it includes keywords you want found in searches, has information that makes you stand out, and targets your audience. If you are seeking a position, your audience would be hiring managers or recruiters in your chosen field. A catchy headline may entice readers to continue to read the rest of your profile. If you are early in your career, you can focus on the path of expertise you're pursuing, while completing your program; most useful, if you're early on in your program and not yet job hunting.

At this point, assume you're just starting to build your professional visibility.

Your headline might be similar to what is shown here. When you're showcasing your ability to provide value to a potential employer, you want to focus on what makes you the person they'll want to hire. Industry keywords can help do this. Consider listing problems you can solve, or what unique expertise or skills you have. One way to address this is to state the benefit or value you add, using industry terminology. Or, you can combine your aspiration with technical skills to optimize appearing in recruiter keyword searches.

The second example for the full stack developer, showcases this format. For those that are transitioning in careers, or wish to advance in their current career area, you may have enough wins and or specializations, that you could include some aspect of these in your headline. For example, what unique expertise or skills do you have. This first example stating, bridging the gap between technical teams and management, showcases strengths and value. Some other headline options: There is the simple option to identify your area of expertise through your job title, if you are looking to advance and transferable skills, if your goal is a career transition into another area. Though, this may not be the optimal way to be targets in recruiter searches. A stronger option would be to demonstrate the value you add.

If you are seeking a new job, ensure that the value add aligns with the job you are interested in obtaining. If you are seeking opportunities for a specific position, or a specific industry, or organization, you can mention that in your headline as well. An example, data storyteller, small business, python expert. This shows value in the storytelling ability. Python expert showcases the skill, and small business explains where this person's experience has been, and where this person wants to remain working. If this candidate wanted to work for a large corporate conglomerate, small business would not be highlighted here.

If you are established in your career, you have the pick of how you want to showcase your value through work experience, and where in addition to your top skills. These are some examples of headlines from established individuals in their chosen fields. Now, it is time to tell your story. The about section is where you can create a professional summary using words and tone that are professional, yet not overly formal, as the words on your resume should be, to share who you are and what you

have accomplished. Unlike your resume, your about section can have more personality and creativity.

It's also similar to the structure of your pitch, and that it is a great way to engage the reader and better describe your work accomplishments.

Talk about your strengths and skills in this section. What are things that you are good at doing? What are some of your greatest professional accomplishments? What are the opportunities you've discovered that you can assist with? What business need can you resolve? This may also include a call to actions, such as your future career goal, or the type of employment you are seeking. Whatever language you choose, you want it to sound authentic. You also want to show results wherever possible. Clearly layout your achievements and quantify any results obtained. The summary should show what makes you different or unique.

This is your opportunity to show your value to an organization, whether you are you are a job, or just being proactive in developing your LinkedIn profile for networking, a summary in your about section, maybe an impressive glimpse at you as a professional. These are two examples of about section entries on LinkedIn profiles. Add your experience to include prior positions and volunteer work. For your experience, you do not need to include every job you've ever had. Your LinkedIn profile should not be an exact replica of your resume, rather an extension of it. Focus on the most relevant positions to your industry.

Instead of including your tasks or responsibilities for each position, include a brief paragraph or handful of bullet points that cover the value you brought to that organization, and or accomplishments. LinkedIn is also a great place to include your volunteer history. While your volunteer experience may not fit on your resume, LinkedIn is a great way to showcase how you contribute to your community. Share examples of your work that you're most proud of, upload a video, a presentation, or a project that highlights your strengths and abilities. Show employers what you have accomplished, as that helps them envision what you could do working for them at their company.

While your profile should include positions and accomplishments, we also want it to paint a more comprehensive picture of who you are. Think of LinkedIn as a way to describe who you are, instead of what you do. Still stuck or need ideas? Search for

people who hold the titles you are targeting, and review their profiles. What skills and credentials do they possess? How do they highlight their accomplishments? What keywords do they use? What groups are they members of? This may give you ideas on which groups you may want to join in your industry. There is not one right way to do this. It's important that what you write feels authentic to you and represents your brand.

The experience section of your LinkedIn profile is the one area that closely resembles your resume since it lists your current and prior positions and experience. The experience section of your profile should include paid or unpaid professional experiences; enlist experiences as far back as you are comfortable. This will likely be the part of your profile, with the most information, and where people visiting your page will spend the most time reviewing. Your work history position descriptions can vary from resume because it will not be targeted towards one position as your resume would be. These descriptions should reflect your overall professional growth, impact, and identity.

Your description should still be keyword enriched to be found by recruiters. You can go back further than 10 years, but it should still be relevant to the job you want. You can also hyperlink to your current or correct company and organization, so that anyone who views your profile can easily go to your company's LinkedIn page. Reflect your overall professional growth, impact, and identity. LinkedIn even lets you attach a copy of your resume if you want to have it immediately available for anyone to view. If you do post your resume, note that your contact information will be public to anyone who can access your profile.

You can either choose who can see your profile in your privacy settings, or you can remove your contact information from your resume for the version that is posted on your profile if you do not want it to be viewable. Also remember, your resume is a living, breathing document that should be updated regularly. So, keep that in mind too when deciding whether to include it on LinkedIn. Next, let's look at a good, better, and best type of experience section entry. This is a good example of a position listed in the experience section. It gives the basic title, company, time, location, and a project link. This is a better excerpt from the experience section, since it provides more details on what the job duties and tasks

were in the position. And finally, this is the best of the three examples, because it lists quantifiable outcomes. It does a better job demonstrating accomplishments, not just job duties. Also listed here, is a sample of LinkedIn profile. You can also search through your contacts, or those of individuals you would like to connect with, to see additional profile examples. The other areas and suggestions about your LinkedIn profile include, customize your URL. The web app address that will be automatically generated is pretty lengthy,

LinkedIn gives you the opportunity to shorten it. Add your first and last name, or a variation of your initials or name if your first selection is not available. In the skill section, select at least 10 skills. You can add up to 50, but you may not want 50 listed, unless you truly have these skills. Choose skills from the drop down auto-populated list. This will add skills from the LinkedIn recruiter database and make you more searchable. Your connections can also endorse you for certain skills. Endorse those connections that you know, and they may reciprocate by submitting their own endorsements of you.

The accomplishments is the section where you can list your certificates, academic publications, projects, patents, languages, and accolades not already listed in the awards or experience sections. Finally, the recommendations section is another space where your connections can write a narrative form, their own mini letters of recommendation for you. This creates credibility to what you wrote about yourself and your accomplishments, since it is not written by you. Similar to endorsements, 'give to get' in this area. Be selective in who you ask, and who you give recommendations to. When asking for recommendations, customized the recommendation request and be specific in what area you are requesting a recommendation.