LinkedIn (Session 2)

Professional Development and Academic Skills

Objectives

- **Practice writing sections in your LinkedIn profile**

- **Start networking on LinkedIn**

- **Start endorsing other profiles**

- **Explore other online profiles**

- **Create a custom URL**

- **Review the LinkedIn Assignment**

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LinkedIn "Skills" Section

- **Your skills are things you're good at.**
- **Making a list of your skills in the LinkedIn "Skills" section can be key to getting more visibility.**
- **There are two types of skills:**
  1. **Soft skills: They show aspects of your personality and ability to work with others.**
  2. **Hard skills: They show what you know how to do.**

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Types of Skills: Examples

Hard Skills

- Microsoft Office
- Google analytics
- Financial planning
- Project management
- Troubleshooting
- Interpreting data
- Technical writing

Soft Skills

- Critical thinking
- Organizational skills
- Communication skills
- Motivation
- Negotiating
- Multitasking
- Dependability

Short Answer 1: Soft Skills and Hard Skills

- **Write 5 Soft Skills and 5 Hard Skills that you will use in your LinkedIn profile in Short Answer 1 on Isidore.**

- **Then, add them to your LinkedIn profile.**

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Networking Tips

Include some activities to personalize your profile:

- **1/3 of hiring managers are interested in seeing hobbies and extracurricular interests.**

- **Add any volunteer experience you have to your LinkedIn profile. 1/5 of hiring managers say they've hired someone because of their volunteer experience.**

- **Ask your connections to tag your skills. LinkedIn members with at least one skill tagged get 13X more profile views.**

- **Check your LinkedIn settings where you can set the visibility of your activity, profile, and network.**

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LinkedIn Networking

LinkedIn can help you network. Through the platform, you can reach out to other professionals who:

- **work for organizations that interest you.**

- **are willing to share information about their positions or organizations.**

- **can provide names of others who work for organizations similar to those that interest you.**

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Why Network?

- **Speaking to others about their career paths and positions can help you determine your own career path.**

- **You can establish professional relationships that may indirectly result in a job lead.**

- **80% of job vacancies are never advertised.**

- **You may only be exposed to 20% of available jobs.**

- **The overall time needed to find a job can be drastically reduced:**
  - **4-6 months if networking**
  - **6-9 months without networking**

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LinkedIn Communications

Who to Contact

- **People you know well (parents, classmates, neighbors, relatives)**
- **People related to your industry (alumni, speakers, professors, coworkers)**
- **People who know people (doctors, teachers, lawyers, counselors)**

How to Contact

- **Be authentic**
- **Customize your communication requests**
- **Be responsive**
- **Research before you reach out**
- **Target one person, not a group**
- **Keep it short and sweet**
- **Proofread**
- **Offer to help others**
- **Always say "Thank you"**

Building Your Network

- Write a **personalized invitation** to the people you want to connect with.

- Please look at the **LinkedIn Networking Message Template** handout for **sample language** you can use to connect with people.

- Research before you reach out and find out the person's **title and last name:**

  - Professor **+** Last Name

  - Dr. **+** Last Name (if your professor holds a Ph.D.)

  - Mr. **+** Last Name (for men)

  - Ms. **+** Last Name (for women)

  - Mx. **+** Last Name (for gender-neutral people)

Photo by Christin Hume on Unsplash

Sample Networking Message

Dear _____,
(Write *Mr. Last Name* for a man, *Ms. Last Name* for a woman, or *Mx. Last Name* for a gender-neutral person; if you are uncertain, write *First Name & Last Name*)

I am _____ and I am interested in _____ (Explain your main interests). I would like to connect with you because _____ (Give two reasons why you would like to connect with this person. Read the person's profile and see how you can relate to that person).

I look forward to talking with you.

Sincerely,

_____ (Write your full name)

Short Answer 2: Building Your Network

- Start by thinking about a professor you'd like to connect with. Then, think about why you enjoy their course and why you want to connect.

- Then, find out your professor's title (Dr. or Professor) and their last name.

- Next, use the template on the left and modify it as needed.

- Now, paste your message to Short Answer 2 on Isidore.

Title or relationship

Identify yourself

Dear Dr./Professor _____

I am a student in your _____ course. I am very much enjoying the course, especially your recent lesson about _____. I would love to keep in touch because _____.

Purpose
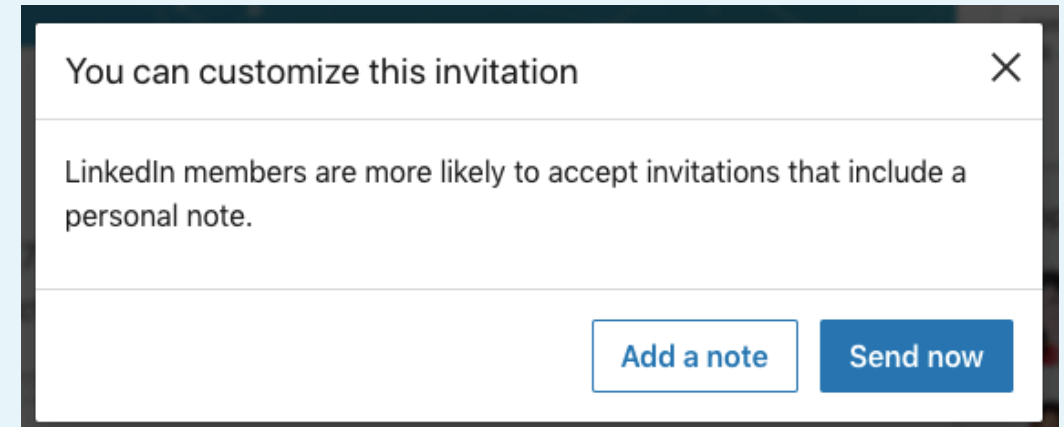
I look forward discussing _____ further.

Closing

Sincerely,

_____ (your full name)

After Class: Send 5 Invites

- **You'll complete this after class.**
- **Find the LinkedIn profiles of people you'd like to connect with (colleagues, classmates, professors, friends, or family).**
- **Find out the person's title (Mr./Ms./Dr./Professor)**
- **Use the provided template.**
  1. **Hit CONNECT**
  2. **Hit ADD A NOTE**
  3. **PROOFREAD before sending**

You can customize this invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note   Send now

Remember that most employers would prefer to hire a person referred by a colleague, peer, or friend.

After Class: Endorse Your Skills

- **You'll complete this after class.**
- **First, ask your classmates to endorse your skills.**
- **Then, endorse your classmates' skills.**

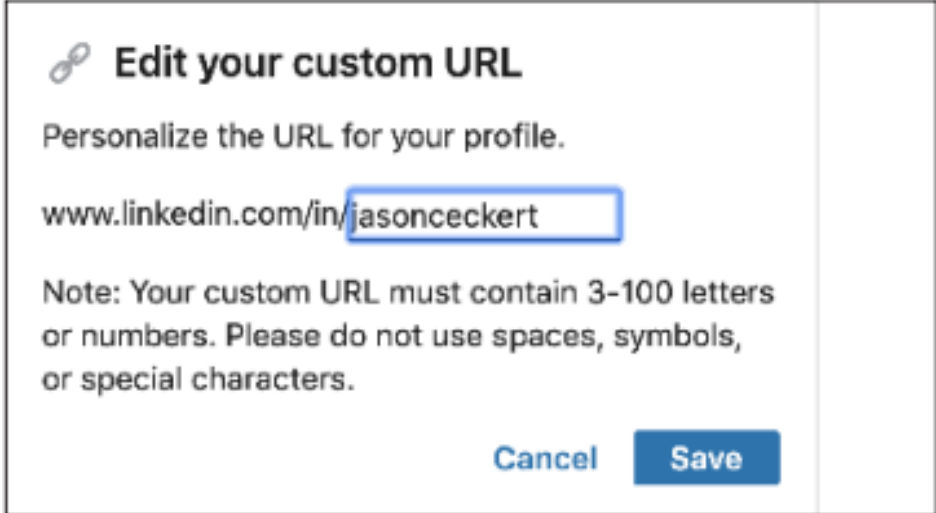Image from Pix4free.org - link to - https://pix4free.org/

Other Types of Online Profiles

Online profiles aren't limited to LinkedIn. You can create an online presence with:

- **An ePortfolio (It's a collection of work (evidence) in an electronic format that showcases learning over time.)**

- **A personal website or blog**

- **A professional Facebook page**

- **A Twitter profile**

- **A Pinterest page**

Short Answer 3: Edit Your Custom URL

- **You can personalize your URL to include your name: www.linkedin.com/in/yourname**

- **Include this address on your resume and on your email signature.**

- **Copy and paste it to Short Answer 3 on Isidore.**

🔗 Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/jasonceckert

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel   Save

LinkedIn Assignment Review

- **Finish** completing your LinkedIn profile.

- Use the **LinkedIn Grading Rubric** as a **checklist** for all the sections in your profile.

- Use your **customized link** for your LinkedIn profile and your resume.

- **Remember that every detail counts!**

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LinkedIn Assignment Checklist

✓ **Headshot & Background photo:** Profile picture is a clear headshot presented with professional light, a neutral background, and appropriate clothing. Background picture is professional and is related to student's line of work.

✓ **Headline** is clear, concise, and applicable to current job search activity. It follows the examples given in class. Capitalization and spacing are properly used.

✓ **"About" summary** is organized, clear, and well-defined. Summary highlights professional background information, skill sets, competencies, key words, and expresses future professional plans. Summary demonstrates strong self-promotion skills. Length is no shorter than 150 words.

✓ **Content:** Education is updated and complete containing university name, title, graduation dates, and expected graduation date. Experience is complete containing job title, date, and company/institution. Experience contains at least a two bullet-point list per experience section. Each bullet-point list starts with an Action Verb to describe accomplishments. Experience bullet-point list focuses on accomplishments (results, progress, benefits, etc.). Activities and Projects follow the same rules as the Experience section.

✓ **Connections & Skills:** Profile shows that student has validated 5 or more skills. Profile shows that classmates have endorsed student's skills and student has endorsed classmates' skills. Student has invited classmates, professors, and professionals to join their network.

✓ **Language and Professionalism:** Profile is free from spelling and grammar mistakes. Profile follows rules of capitalization for proper nouns, titles, names, etc. Profile includes a variety of action verbs as well as positive, strength-based language. Profile includes accurate punctuation.

✓ Check an example of a top LinkedIn profile: **https://www.linkedin.com/in/xandgriffin/**

Assignments and Lesson Preview

Post-work for LinkedIn Workshop (Session 2)

- **Complete Assignment 2: LinkedIn Profile**

Lesson Preview

- **We'll meet in three weeks since the next two sessions won't be on Zoom.**

- **The next session, Progression Workshop, will be on campus. Attendance will be taken at the door.**

- **The following week the Alcohol Awareness (CADRE) session will be Asynchronous Online. You will find the video lesson on Warpwire.**