



LinkedIn (Session 1)

Professional Development and Academic Skills



University of Dayton

**The Innovation
Center**

Objectives

- **Explore how an online presence can help you achieve your career goals**
- **Open a LinkedIn account**
- **Create a LinkedIn profile**
- **Practice writing sections in your LinkedIn profile**



Photo from Microsoft Office

How is LinkedIn Different from a Resume?

LinkedIn is a **living network**, allowing you to update information and stay up-to-date with others in real time by having...

- More room to **elaborate**
- Greater opportunity to show **your unique path and personality**
- A dedicated section for **recommendations**

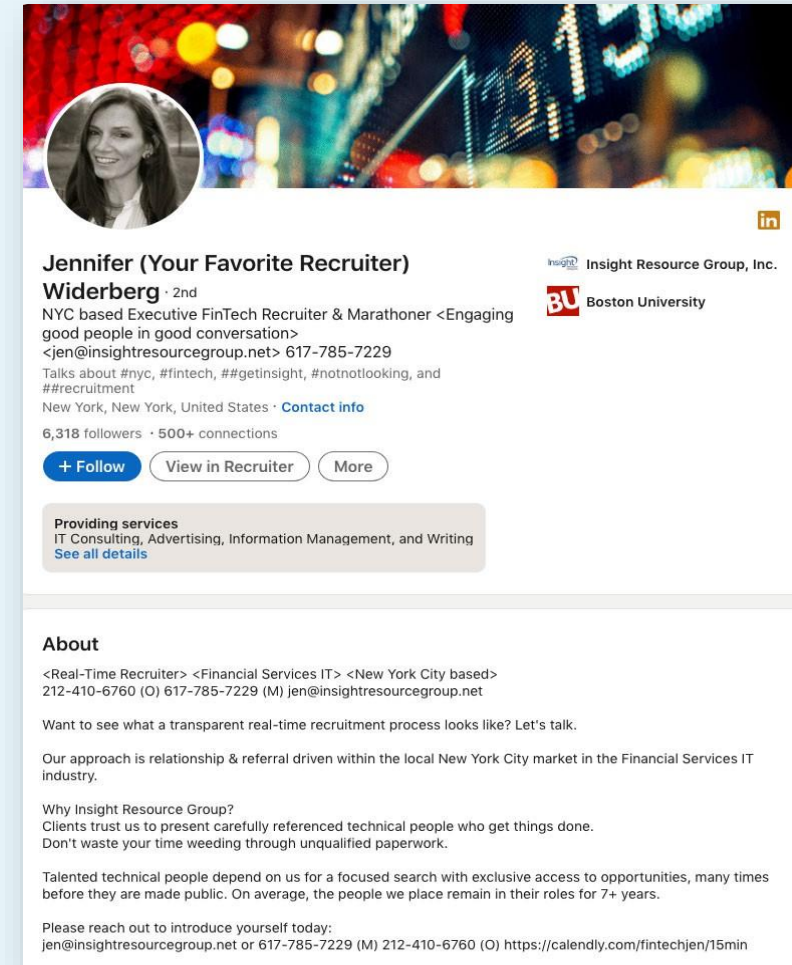


Image fromLinkedIn.com

LinkedIn Login

Sign up / Log on

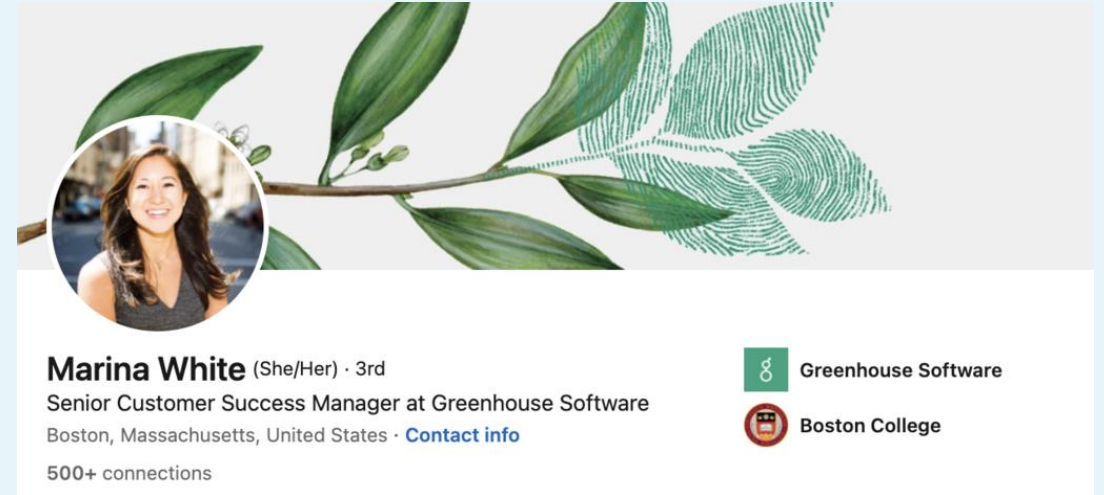
Go to www.linkedin.com and
create your account



The image shows a screenshot of the LinkedIn login interface. At the top is the LinkedIn logo. Below it are two input fields: "Email address" and "Password". Under the "Email address" field is a "Cancel" button. Under the "Password" field is a blue "Sign In" button. At the bottom left is a link for "Forgot password?" and at the bottom right is a link for "Join now".

LinkedIn Headshot and Background Photo

- A photo adds **credibility** and offers a first impression.
- Choose a **clear headshot** that looks like you and **smile**.



- Add a **horizontal background** image that helps promote your **personal brand image**.
- The photo should relate to **your personality** or **your career**.

Image from <https://www.linkedin.com/business/talent/blog/product-tips/tips-for-taking-professional-linkedin-profile-pictures>



LinkedIn “Headline”

Your headline is your “slogan.” It should quickly tell readers what you are looking for in your career.

- Describe what you’re doing now, and **where you see yourself in the future.**
- Make it **specific, short, and personal.**
- Think about what will **make you stand out.**
- Keep within a **120-character limit.**
- Give readers your **elevator pitch.**
- Share **something personal** to make yourself more approachable.
- Connect the dots between your **employer and corporate brands.**
- **Ask rhetorical questions** to encourage the response you want.
- Project **confidence.**



Example Headlines

Creative Examples

- **Foundation Recruiter at Airbnb/ Career Match-Maker /Unicorn Hunter**
- **Empowering People to Change Their Lives**
- **Technical Recruiter at The Walt Disney Company. Imagine the possibilities...**

<https://www.linkedin.com/business/talent/blog/product-tips/recruiters-with-eye-catching-linkedin-profile-headlines>

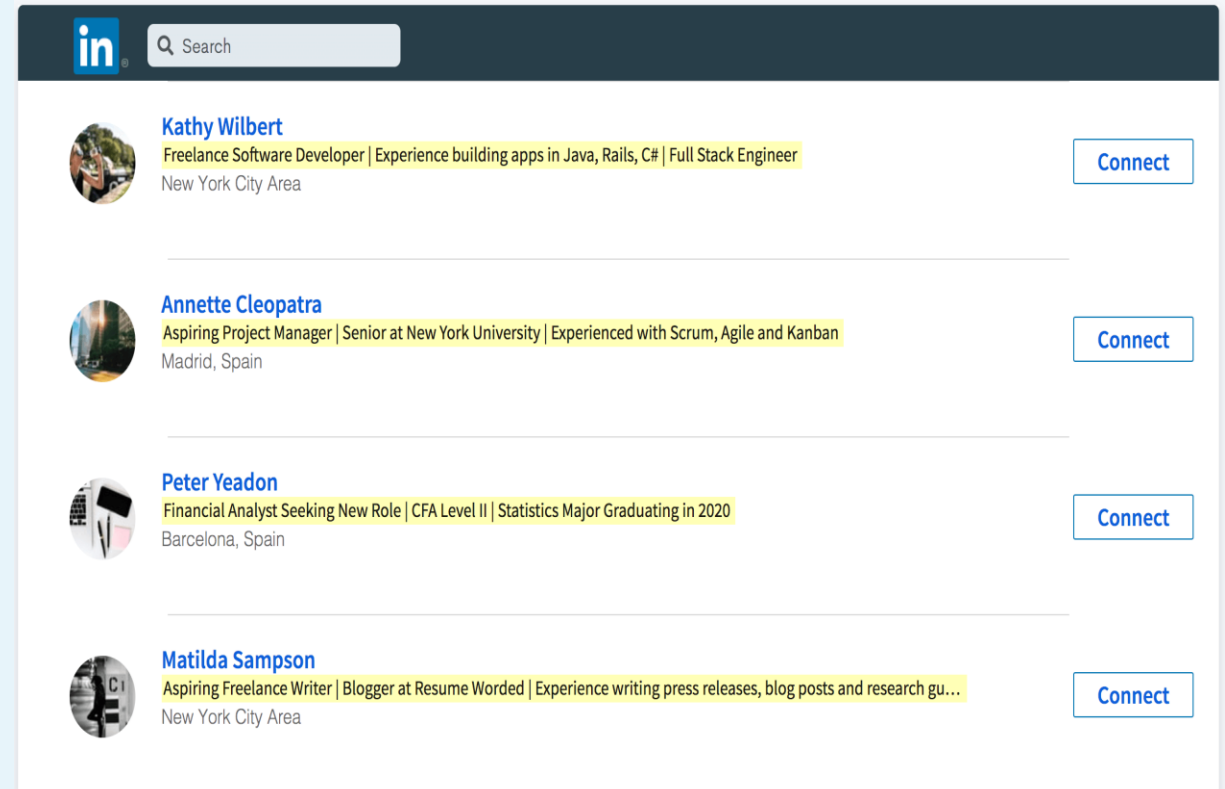
Student Examples

- **Aspiring Project Manager/ Experience with Scrum, Agile and Kanban**
- **Financial Analyst Seeking New Role/CFA Level II/Statistics Major Graduating 2024**
- **Engineering student excited about tech opportunities.**
- **Business major seeking marketing position to increase sales.**

<https://resumeworded.com/linkedin-review/linkedin-headline-examples-for-students#close-modal>

Short Answer 1: LinkedIn “Headline” (5min)

- Draft a headline for your LinkedIn profile and write it in **Short Answer 1 on Isidore**.
- Remember that there’s a **120-character limit**.
- Check your grammar and spelling!
- I’ll give you general feedback once you’ve finished.



<https://resumeworded.com/linkedin-review/linkedin-headline-examples-for-students#close-modal>

LinkedIn “About” Section

The “About” section **tells your story**. It shows your personality, reflects your skills and describes past accomplishments. At the end, it expresses a call to action (what you want to do in the future).

- **Start strong** to catch your reader’s attention.
- Use **first person “I”** throughout this section.
- Add words that are **keyword-rich**.
- Sound **confident and approachable**.
- Showcase **past accomplishments** (during college or an internship).
- Conclude with a **call to action**.



Photo from Microsoft Office

Students' Sample "About" Sections

1. **Future lawyer and lifelong humanitarian.** I'm a second-year student at Yale with dreams of attending Yale Law after I graduate. While others may want to handle flashy cases that make the news, I want to help people who haven't been given their fair chance in society.
2. **My experience in public interest law firms has brought my attention to cases involving employment discrimination and civil rights violations.** Last summer, I finished a legal internship at the Connecticut Fair Housing Center, which taught me the importance of advocating for my client against all odds.
3. **I plan to graduate with a double major in political science and psychology.** These concentrations have provided invaluable insight into the civil rights, constitutional, and humanitarian crises in today's world. I hope that my philosophy and skills will lead to a greater sense of social equality.

Chat Question: Profile Keywords (3min)

- **Keyword-rich content** enables your profile to be viewed by recruiters using search engines.
- In the **Zoom chat box**, write a list of **5 keywords** for your profile that are related to your field of study.
- I'll give you general feedback once you've finished.

Example keywords for an entrepreneur:

- Venture
- Profit
- Startup
- Take risks
- Launch

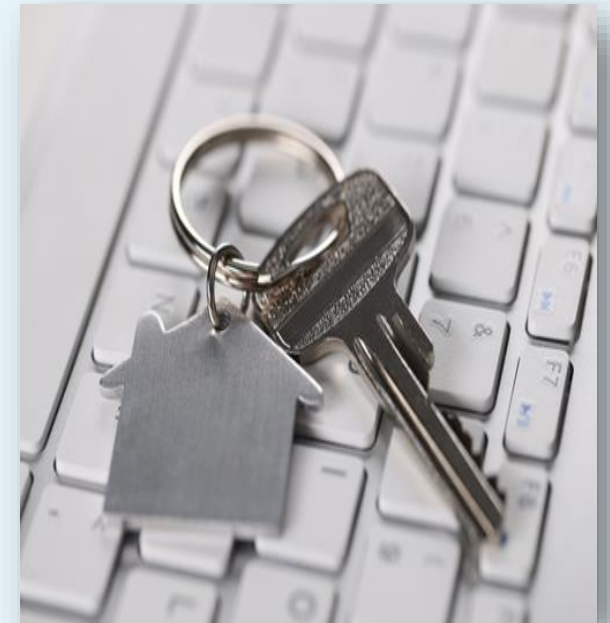


Photo from Microsoft Office

Practice: LinkedIn “About” Section

- Write the **first two or three sentences** of the **About** section of your **LinkedIn profile** on a Word document.
- You don’t need to finish writing this section now.
- Start with an **eye-catching** first sentence. Use the **keywords** you listed in the chat box.
- Check your **grammar and spelling!**
- You have **5 minutes**.



Photo from Microsoft Office

Short Answer 2: LinkedIn “About” Section (2min)

- Now, **copy and paste** the sentences that you wrote for your LinkedIn “About” Section in **Short Answer 2 on Isidore**.
- I’ll give you general feedback as I read your answers.

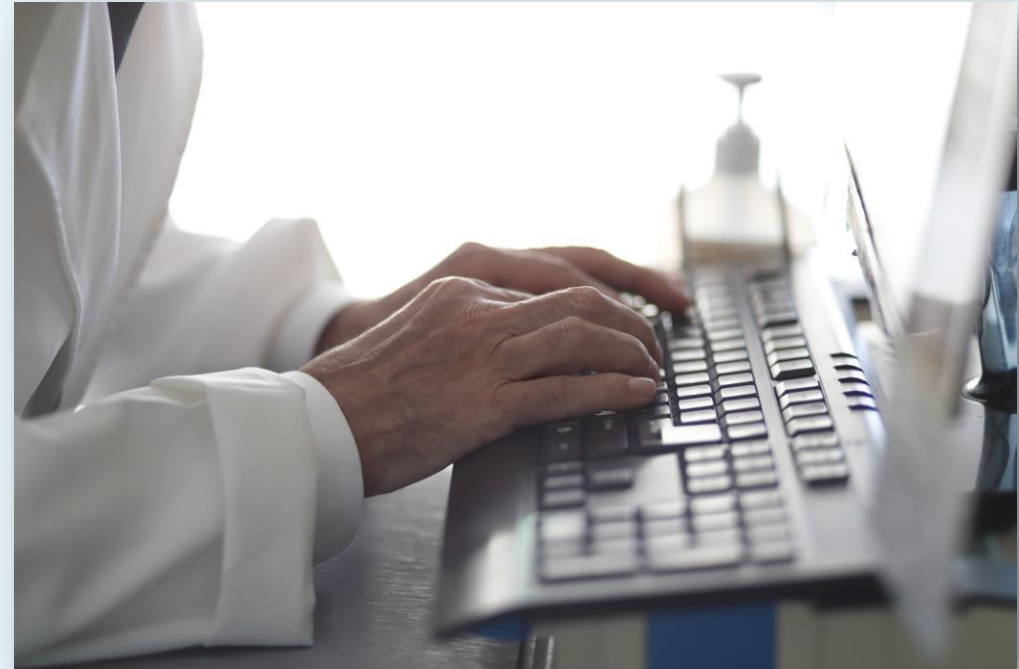


Photo from Microsoft Office



LinkedIn “Work Experience” and “Education” Sections

- You can use **your resume** to build your LinkedIn profile.
- Once you have completed your **Work Experience** and **Education** in your resume, you can copy and paste it to the corresponding sections in LinkedIn.
- Resumes should be short enough to fit on a page, but LinkedIn profiles give more space for detail.

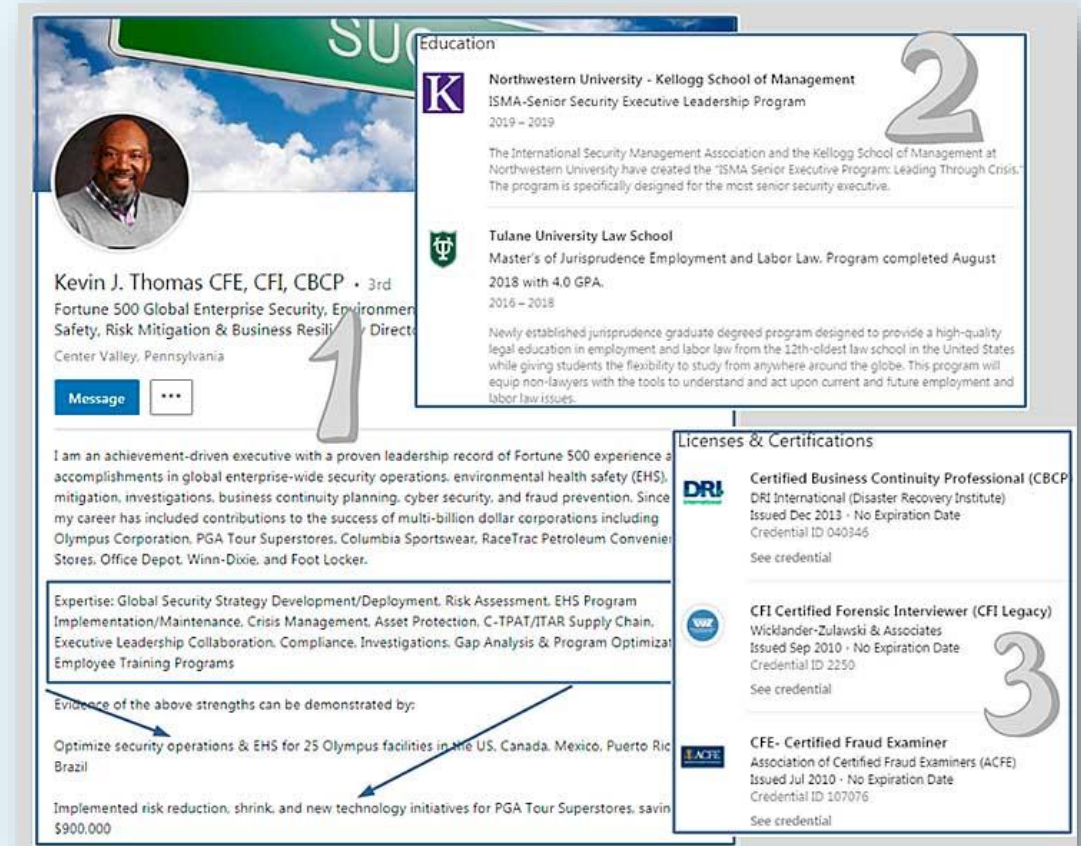
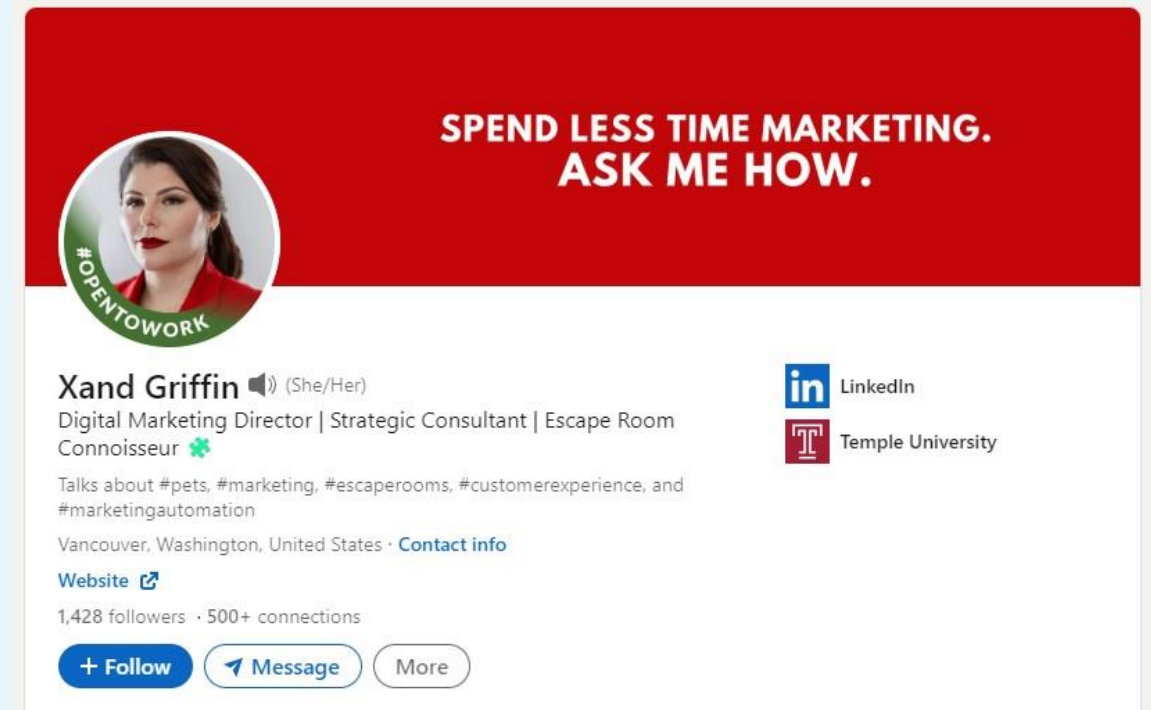


Image from LinkedIn.com



Sample LinkedIn Profile

- Look at the **sample LinkedIn profile** you had to read for pre-work and answer the questions in the next two slides.
- Please raise your hand on Zoom.
- <https://www.linkedin.com/in/xandgriffin/>



Discussion: Sample LinkedIn Profile

1. Why are the headshot and background pictures a good choice?

The headshot is clear, close up, and has a neutral background. The background picture is used as a marketing tool since she's looking for a new job.

2. What does the headline convey?

It shows what Xandan's expertise is and what she does.

3. Why is the "About" section engaging? What devices does Xand use to connect with the audience?

It speaks directly to the reader. It starts with a catchy first sentence: "Want to know how I've made it out of 65+ escape rooms? Start with great people, understand what they are good at, and most importantly: have fun."

It asks rhetorical questions. It focuses on accomplishments and how Xandan can help people.



Discussion: Sample LinkedIn Profile, Cont.

4. What types of words do the sentences start with in the “Experience” section?

Action verbs

5. What do the “Education” and “Volunteering” sections include apart from the location and date?

A description of her role

6. Are Xand’s skills endorsed?

Yes

7. What are the other features that make this a great profile?

Licenses, recommendations, publications, courses, projects, honors & awards, organizations, causes & interests

Assignments and Lesson Preview

Post-work for LinkedIn Workshop (Session 1)

- Complete the [Elevator Pitch Quiz](#) based on the [Elevator Pitch Self-paced Slides](#)
- Complete [Assignment 1: Resume \(Submission 2\)](#)

Lesson Preview

- We'll continue to work on LinkedIn in the next session.