

# LINKEDIN PROFILES

Julie Carroll, Outcomes Lead  
General Assembly Boston

---

**LINKEDIN**

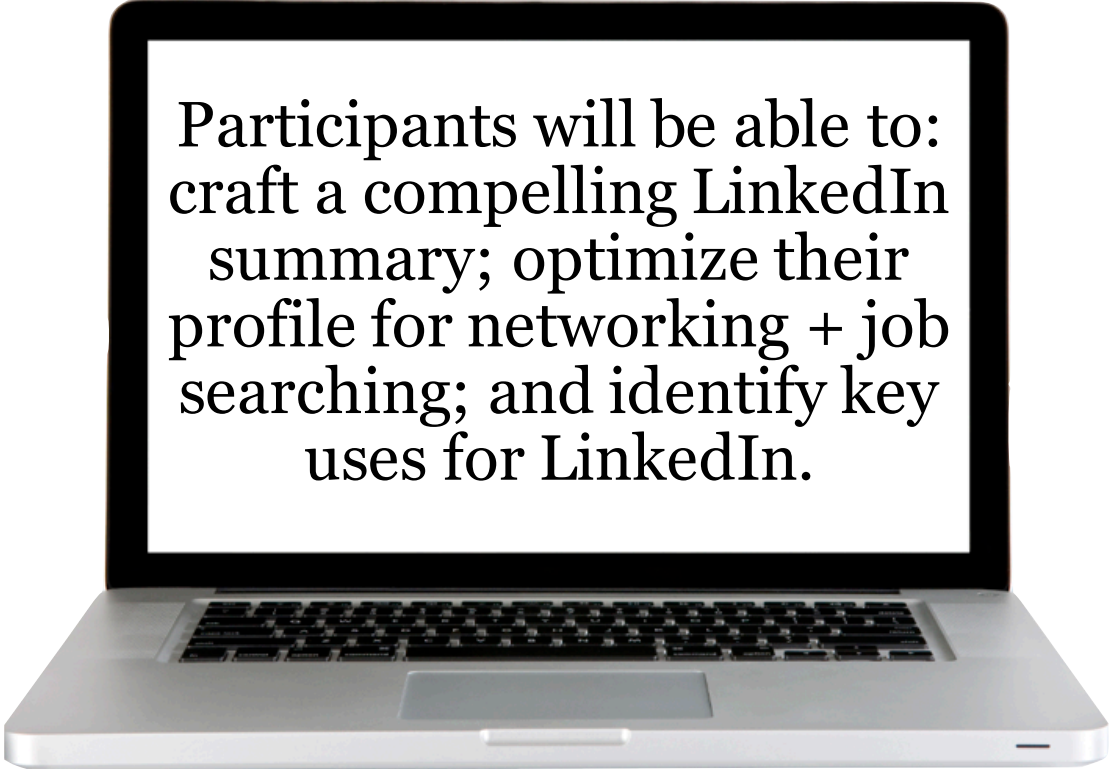
---

# **LEARNING OBJECTIVES**

---

## LEARNING OBJECTIVES

---



Participants will be able to:  
craft a compelling LinkedIn  
summary; optimize their  
profile for networking + job  
searching; and identify key  
uses for LinkedIn.

---

**LINKEDIN**

---

**WHY DOES THIS  
MATTER?**

---

## LET'S SAY YOU'RE A RECRUITER...

---

- 73% of recruiters have hired a candidate through social media.
- 93% of hiring managers will review a candidate's social media presence before making a hiring decision.
- 55% of hiring managers have **reconsidered** a candidate based on what they found on social media (for better or for worse!).
- LinkedIn is the modern-day rolodex.

Source: 2015 [Social Talent](#)

---

**LINKEDIN**

---

# **LINKEDIN PROFILES**



---

**LINKEDIN**

---

# **THE BASICS**

---

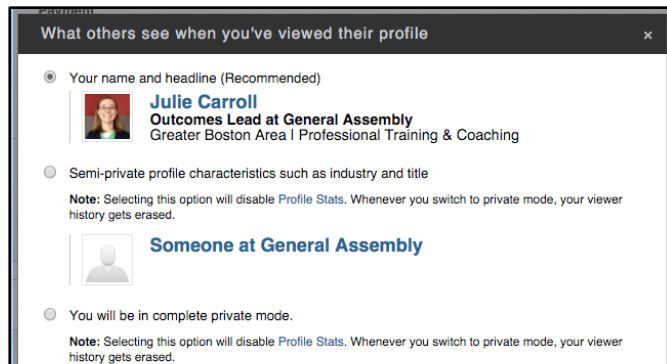
## LINKEDIN BASICS

---

# TURN OFF ACTIVITY BROADCASTS (DO NOW)

- **“Sharing profile edits”** – Broadcasts your profile updates, new connections you’ve made, etc.
  - Turn this off when you are tweaking your profile a lot, or if you are job-searching while you are employed.
  - Turn it **on** before you add a new job!
- **“Profile viewing options”** – Choose whether or not your LinkedIn-stalking is private.
  - This is a GREAT way to make new connections and show interviewers you care. But it’s your call!
  - Premium users can be anonymous but see others.


- **ACCOUNT & SETTINGS**
  - **PRIVACY & SETTINGS**
    - **PRIVACY**





# LINKEDIN BASICS

## HEADSHOT + HEADLINE

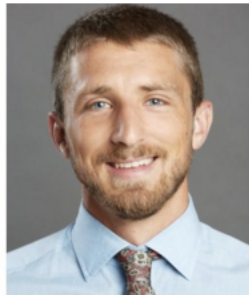


**Chris Kruger** 1st

Data Scientist at SmarterTravel (TripAdvisor)  
Greater Boston Area | Marketing and Advertising

Current SmarterTravel, a TripAdvisor Company, UManuals  
Previous MarketShare, Backstop Solutions Group  
Education Cornell University

[Send a message](#) [Endorse](#) 454 connections




**Dan Huddell** 1st

Full Stack Web Developer  
Greater Boston Area | Computer Software

Current Freelance  
Previous General Assembly, LogMeIn, Medford Public Schools  
Education General Assembly

[Send a message](#) [Endorse](#) 381 connections




**Natasha Lloyd** 1st

UX Designer / Instructor  
Greater Boston Area | Design

Current General Assembly  
Previous SAP, Inxight Software, clinivation, Inc.  
Education Worcester Polytechnic Institute

[Send a message](#) [Endorse](#) 318 connections



**Venita Subramanian** 2nd

UI/UX Designer at Fidelity Investments. Passionate about design, technology and entrepreneurship.  
Greater Boston Area | Design

Current Fidelity Investments  
Previous GrabCAD, a Stratasys company, Vooglo, Independent Contractor  
Education University of Leeds

[Connect](#) [Send Venita InMail](#) 500+ connections

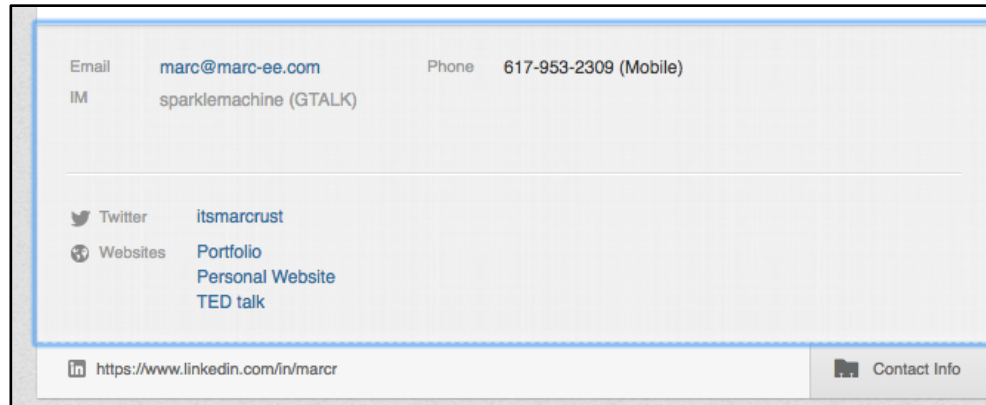
---

## LINKEDIN BASICS

---

# CONTACT INFORMATION

- DO have your email address visible to the public
- DO have relevant websites listed
  - Online portfolio, personal website, design blog, etc.
- DO have your Twitter handle listed ONLY if your tweets are appropriate and recent
- Tweeting relevant work experience, industry related articles and engaging with other users is a great way to get noticed by future employers



---

## LINKEDIN EXTRAS

---

# CUSTOMIZE YOUR URL

- Set your URL so that it reflects your actual name
- Allows you to easily share a clean, short link to your portfolio



1. Click 'Edit Profile' under Profile tab
2. Under your headshot, there is a URL and a gearwheel next to it
3. On the right side, Under 'Your Public Profile URL'; click the pencil to edit your URL

---

**LINKEDIN**

---

# **THE IMPORTANT STUFF**

---

## LINKEDIN – THE IMPORTANT STUFF

---

# YOUR SUMMARY

- Draw from your Personal Branding Statement: Who are you? What makes you awesome? Where are you going?
- VERY important part of your profile – recruiters read this first.
- Drive traffic to your portfolio/web presence
- Write in the first person
- Show your personality
- Think about who is viewing your profile
- [Writing the perfect LinkedIn Summary](#)

---

## LINKEDIN – THE IMPORTANT STUFF

---

# EXPERIENCE

- NOT a resume! Keep it skimmable.
- Full time work, internships, part time jobs, etc.
- Keep it relevant – remove old stuff.
- Use bullet points or short sentences
- Highlight accomplishments, not just responsibilities.
- Ask for and provide recommendations from supervisors.

# **WHERE TO PUT GENERAL ASSEMBLY?**



**EDUCATION**

**&**



**EXPERIENCE**

---

## LINKEDIN – THE IMPORTANT STUFF

---

# GA – EXPERIENCE

- Demonstrate your accomplishments, what you are proud of, and what skills you utilized. Describe your GA projects and how you built them. Demonstrate soft skills that will make you a strong developer or UX designer.
- Be careful that your title does not suggest that you worked at General Assembly.
  - *NO: Web Developer, General Assembly, New York City, Feb 2016-Present*
  - *YES: Web Developer in Training*
  - *YES: Web Development Immersive Program*



# LINKEDIN – THE IMPORTANT STUFF

## GA – EXPERIENCE

### Full Stack Web Developer-In-Training

General Assembly

January 2016 – April 2016 (4 months) | Greater Boston Area

During the Web Development Immersive program, I created and deployed creative, interactive, full-stack web apps. Used Ruby on Rails for back-end API, JavaScript for front end, JQuery for interactivity, and styling with Sass and Bootstrap. Implemented version tracking with Git and GitHub.

~ 5 projects

#### GitHub Repositories

GitHub contains the code for all my projects since January 2016. [View ↓](#)

#### EarthWars - an app for an employer's Earth Week

My capstone project, an app to game-ify an office's Earth Week. Still in development. [View ↓](#)

#### Tic Tac To the Elections

This was my first ever web app. The challenge was to create a Tic Tac Toe game front end, which included login functionality... [View ↓](#)

#### The Fridge File Storage

The Fridge is a file storage app similar to Dropbox, created during General Assembly Boston's Web Development Immersive. It... [View ↓](#)

#### Plot Point O Custom Blog

This full stack web app is my first attempt at using Ruby on Rails, Bootstrap, and Handlebars. What makes this app unique is... [View ↓](#)



### Web Developer in Training

General Assembly

August 2016 – November 2016 (4 months) | Greater Boston Area



- Developed four full stack web applications in 12 weeks using Ember, Ruby on Rails, Node, Express, PostgreSQL, and MongoDB
- Wrote clean, modular code individually and in teams
- Honed knowledge of best practices and industry standards

~ 4 projects

#### Quiltr

Quiltr lets users generate, save, and share random, geometric quilt patterns. Users can also create projects based on these... [View ↓](#)

#### Go Bag

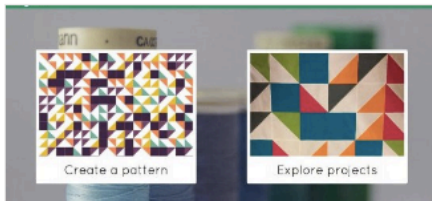
Go Bag is a single page JavaScript app that saves your packing lists—whether they're for once-in-a-lifetime adventures or... [View ↓](#)

#### Happening

Happening is an online event invitation tool. Happening's API is built in Express and relies on MongoDB/Mongoose. The... [View ↓](#)

#### Tic Tac Toe

Single-page Tic Tac Toe game built in JavaScript and jQuery. Game interacts with a Rails API that enables authentication and... [View ↓](#)



Quiltr



Go Bag

---

## LINKEDIN – THE IMPORTANT STUFF

---

# GA – EDUCATION

- Describe the program structure and skills you learned.

### **General Assembly**

Web Development, Web Development

2015 – 2015

A 12-week, full time career accelerator focusing on full stack web development. Language proficiencies include JavaScript, Ruby, SQL, HTML, CSS, Sass, and Bootstrap.



---

## LINKEDIN – THE IMPORTANT STUFF

---

# GA – ADD A CERTIFICATE

- Use these links to automatically add any part-time course at GA.

[Digital Marketing Circuit](#)

[HTML, CSS, and Web Design Circuit](#)

[Data Analysis Circuit](#)

[User Experience Circuit](#)

[JavaScript Circuit](#)

[Front End Web Development Part-Time](#)

[Data Analytics Part-Time](#)

[Data Science Part Time](#)

[Digital Marketing Part-Time](#)

[JavaScript Development Part-Time](#)

[Product Management Part-Time](#)

[User Experience Design Part-Time](#)

[Visual Design Part-Time](#)

# LINKEDIN – THE IMPORTANT STUFF

## ADD PROJECTS + MEDIA

- Great way to visually enhance your profile
- You can illustrate your achievements by:
  - Adding links to your projects (a MUST at GA!)
  - Uploading images, presentations, videos, etc.

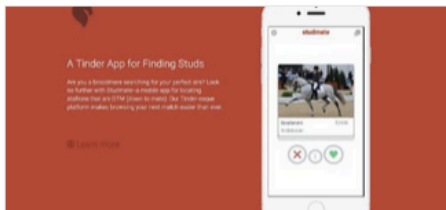
1. Select “edit” on your profile
2. Add more sections, such as Projects, Publications, etc.
3. Look for “Add Media” prompts.
4. Make sure your portfolio and other websites are easy to find.

### Web Development Immersive Student

General Assembly

November 2014 – March 2015 (5 months) | Greater Seattle Area

- Full-stack experience in JavaScript, Ruby on Rails, AngularJS, HTML5 and CSS3.
- Worked on individual, pair programming and team based week-long projects.



Studmate App - <http://clairelyles.com/studmate>



OutFitted App - <https://outfitted.herokuapp.com>



### Projects

This helps show your skills, experience, and people you've worked with.

Add projects

Add Media:

Document

Photo

Link

Video

Presentation

---

**LINKEDIN**

---

# **LEVERAGING LINKEDIN**

---

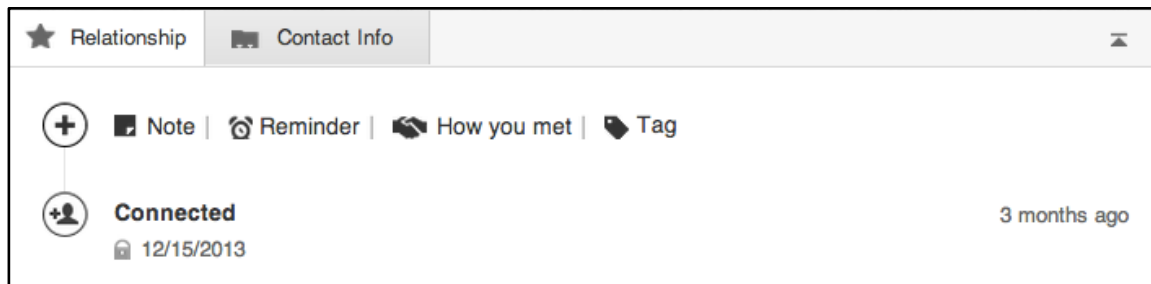
## LINKEDIN CONNECTIONS

---

# CONNECTING ON LINKEDIN

- Connect within 24 hours of meeting someone
- Send a personal note with each connection request
- You can decline connections requests, but should you?
- [How to get to 500+ connections](#)

**Keep up with your network via the “Relationship” tab**



---

## LINKEDIN CONNECTIONS

---

# MAKE SOME FRIENDS!

- ☐ Browse the General Assembly [University Page](#)
- ☐ Join the GA Alumni [LinkedIn Group](#)
- ☐ Connect with all of your GA classmates + instructors

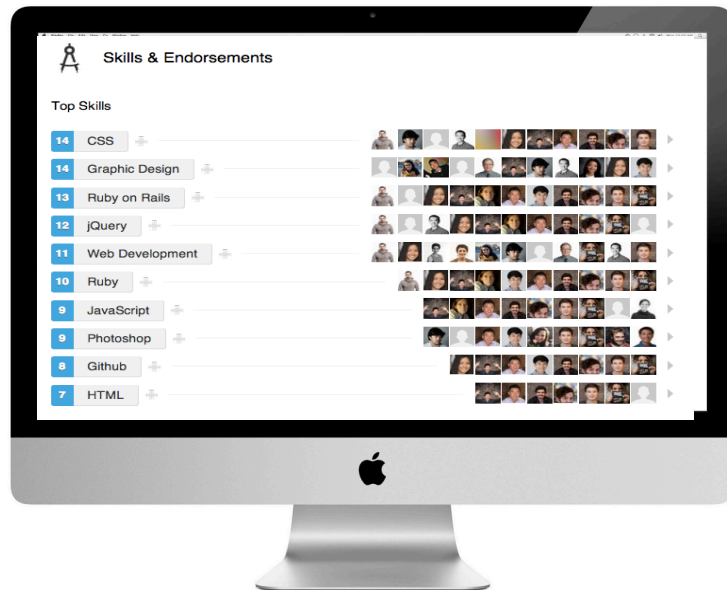


---

## LINKEDIN CONNECTIONS

---

# SKILLS + ENDORSEMENTS





‣ Make sure you have the most relevant skills at the **top**





## LINKEDIN CONNECTIONS


# GETTING THE MOST OUT OF LINKEDIN


- › Join relevant groups (JS devs, UMass grads, etc.)
- › Follow your favorite companies
- › Meet strangers and request informational interviews
- › Use advanced search to find hiring managers
- › Share, read, and comment on articles
- › Search for jobs, and see who you know at the company


**Your Groups**52 groupsTake a tour


**.NET Developers**  
30  
.NET Developers

**Boolean Strings - The Internet Sourcing Community**  
2  
Boolean Strings - The Internet Sourcing Community

**Business on Rails**  
3  
Business on Rails


**Business Today - Online Community to connect Business...**  
Business Today  
Online Community to connect Business...


**Code Poets - SDE SDET**  
>CODE  
POETS

**College of Business and Economics, University of Idaho**  
College of Business and Economics, University of Idaho

**Following**

**Influencers**

**Bill Gates**  
Co-chair, Bill &...  
✓ Following

**Arianna Huffington**  
President and...  
✓ Following

**Search for jobs**



---

**LINKEDIN**

---

# **PROFILE REVIEWS**

---

**LINKEDIN**

---

**LET'S GET THAT  
LINKEDIN  
LOOKING GOOD!**



---

## LINKEDIN

---

### LINKEDIN CHECKLIST

- ☐ Customize URL, adjust privacy settings
- ☐ Update headshot + headline
- ☐ Include a compelling summary
- ☐ Fill out Experience + Education sections
- ☐ Add projects and media
- ☐ Work toward 500+ connections
- ☐ Share your profile with colleagues + provide feedback

# MORE RESOURCES

- [Visual guide to your complete LinkedIn profile](#)
- [35 steps to mastering LinkedIn](#)
- [Leveraging LinkedIn to Change Careers](#)
- [How to Attract Recruiters to your LinkedIn Profile](#)

---

**LINKEDIN**

---

**Q&A**