

# LINKEDIN TIPS

## GETTING CONNECTED

If you're going to be on one social media platform you should be on LinkedIn. 94% of recruiters are on LinkedIn looking for talent. This is a great way for professionals to get to know you through networking. Remember only 2% of job seekers are landing jobs by applying online, so you need to be proactive in your job search. Here are some tips to ensure your LinkedIn profile is optimized. Check out this [article](#) to learn more on how to use LinkedIn to land a job.

## HEADLINE

This is prime real estate on your profile. Every time you comment, like or make a post everyone will see your photo and headline. What do you want people to know about you in 200 or less characters? Click [Here](#) for more help with a headline. Try this formula below

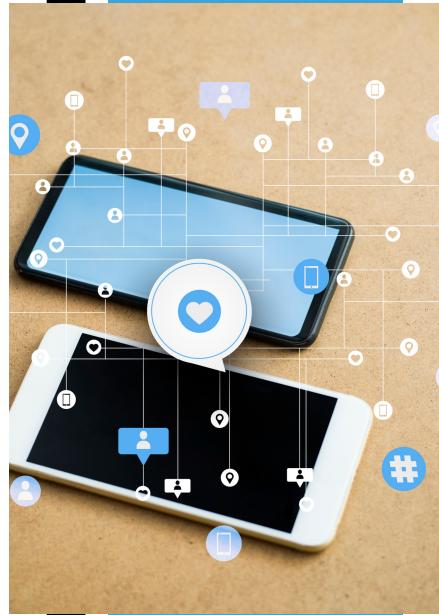
Role | Industry/Expertise | Unique value

1.) \_\_\_\_\_ | 2.) \_\_\_\_\_  
| 3.) \_\_\_\_\_

## SUMMARY

Your summary should capture the attention of recruiter's, hiring managers, and professionals in the industry. Everyone has a story to tell.. what is yours? Here's a [link](#) to see some examples.

- 1.) Describe what makes you tick.  
What drives you?
- 2.) Explain your present role.  
What problems are you solving?
- 3.) Frame your past.  
Connect the dots for me.
- 4.) Highlight your successes.  
What are your accomplishments and achievements?
- 5.) Add media.  
Github and Landing pages are great to add.
- 6.) Ask for what you want.  
Connection requests? A specific kind of job?





# LINKEDIN TIPS

## PROFILE PICTURE

Use a professional picture- whether it's the headshot from CodeWorks or have a friend/family member take a picture of you against a solid background. Do not crop group pictures and don't use a selfie.

Don't forget to customize your banner photo- it's another great opportunity to personalize your social media.

## EXPERIENCE

Fill out the experience section with most recent and relevant experience.

- List 3-5 bullets under each experience. Focus on achievements and accomplishments.
- As you building out your bullets ask yourself: Who? What? When? Why? How? Try to incorporated action words, industry words and metrics.

Example:

- ✗ Developed a mobile application for trucking industry  
✓ Developed a mobile application using React Native to ease the sales process for sales reps in the trucking industry, therefore increasing sales by \$1million in first year.

Example:

- ✗ Worked with peers on building a project  
✓ Implemented the scrum process during a group application, collaborating and communicating effectively with peers to ensure timely delivery of completion.

Now it's your turn!

Create a bullet point describing an application you've built in class. What is the application? What technology did you use? What role did you play or who did you work with?

## EDUCATION AND VOLUNTEER

Complete Education Fields (do not include high school)  
Complete Volunteer Fields (if applicable)



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## SKILLS

Skills are a great way to incorporate keywords on your profile and help you show up in Boolean searches. Recruiters create Boolean search strings to find candidates using keywords. On LinkedIn you can have up to 50 skills listed, showing your top three on your profile. Think hard and soft skills!

Hard Skills - JavaScript, C#, Scrum, Salesforce, Microsoft Word, etc

Soft Skills - communication, teamwork, analytical

You can also incorporate these skills in your summary, experience, education, headline, etc.

## LINKS/ ATTACHMENTS

Don't just tell me that you're a software developer, show me. Include a link to your GitHub and landing page, let me look at your code and applications you've built.

Is there anything else that can set you apart? Did you know you could attach items to your profile? Such as letters of recommendation, links to a blog or public speaking events, news articles or publications, or even customer reviews.



## RECOMMENDATIONS

Request recommendations on your profile. Consider reaching out to peers, former coworkers and supervisors, educators, church members, or former volunteered opportunities. These provide a testament to your strengths and work quality. Even if they are not software development related, recommendations are more about your character not just your skills.

Who are 3 people you could reach out to for a recommendation:

- 1.)
- 2.)
- 3.)



# LINKEDIN TIPS

## I HAVE A LINKEDIN ACCOUNT.. NOW WHAT?

Linkedin is an algorithm based system that rewards users who use the platform. 94% of recruiters are on Linkedin and searching for candidates like yourself. Now that your profile is optimized, you need to start using the platform to get noticed. There are a few ways that can help with that.

### CONNECTIONS

We need to increase your connections. The magic number is **500** connections! So remember all of those target companies you wrote down earlier, let's find people at those companies. You can do this by using the following search formula:

Company + Title (Ameriben + Software Developers) or Company + School (In Time Tec + BoiseCodeWorks)  
You can also do generic searches like "Software Developers", "BoiseCodeWorks", "Technical Recruiters"  
Also use the filters to narrow down location, title, or other areas that you are interested in.



### SENDING MESSAGES

The key to sending great messages and building connections with your network is sending personalized messages. This requires you to spend a little bit of time to research the person you are connecting with: where do they work, where did they go to school if applicable, do you have anything in common, mutual connections possibly?  
Check out this great [article](#) on how to structure a quality message that will produce results

You can add a note when requesting a connection, this will help increase your connection response rate, but you can also send messages after you've connected as well. If you are a premium member you can send messages (in-mails) to those you are not connected to. Here are some free [templates](#) to help you structure your messages.

Before moving onto the next step let's write out a rough draft of a message you want to send to someone. Send the rough draft message to Brittany.

Hi\_\_\_\_\_.



# Marketing Yourself

## Show me you're a software developer

"LinkedIn is your professional calling card – don't comment, share, publish anything that you wouldn't say to a client or employer. Keep your posts and comments positive, thoughtful, and encouraging, and always treat LinkedIn like a professional workspace,"

click [here](#) for more on personal branding.

As mentioned earlier, LinkedIn is an algorithm based system so the more you use the platform the more you are "rewarded". This will increase your profile visibility to like minded individuals and recruiters. It's important to not just connect and send messages but also creating posts and participate in conversations.

To start out with posts, I recommend sharing posts from your newsfeed- articles about technologies or updates of what is happening in the tech space, Share posts of applications you are working on or what you're studying. Share posts about events you've attended or groups you're a part of. Make sure to share your thoughts and insights on the content you are sharing.

- Do Not just click share on a post and not provide your value or input. This does nothing for you when you just share a post and don't provide context. You want people to see you as having thought management and an "expert" in an area of interests.
- Do Not post about the struggles you are experiencing in the job market. How frustrating it is that no one is calling you back or how many applications you have completed. This does not give the best impression. Remember show me why I should hire you not just tell me.

Create a dialogue with your followers, comment on their posts and participate in the conversation. This will help increase your profile visibility and validity. This also is a great way to increase your connections with like minded individuals.

# REQUIREMENTS

- Read the LinkedIn worksheets and articles
- Create a LinkedIn account if you haven't already.
- Create a headline using the formula listed above.
- Upload a profile picture and banner photo.
- Create a summary telling your story- why software development, what do you love about software development, what can you bring to a team-you can mention prior work experience or education.
- Upload github link under Featured section.
- Create Experience section- each company listed under Experience should list 3-5 bullet points. You can include CodeWorks under Experience as long as you list your title as Software Development Student.
- Fill in Education and Skills - Don't forget you can list 50 skills.
- Fill in Volunteer Opportunities (optional).
- A list of 3 people you can reach out to for recommendations (does not have to be part of CodeWorks).
- Type up a rough draft of a custom message you would send to someone you want to connect with.
- Connect with 10 people that have something in common with you and send them a customized message/note. Create a list of people you get connected to.
- Create one post using the tips listed above.
- Attach LinkedIn link, message rough draft, 3 people you want a recommendation from, and list of people you connected with on LinkedIn to your Github.
- Slack Github to Brittany- due next Thursday by 9am