

Career Development & Coaching Session 5

LinkedIn 101

The Ultimate Guide for Students

©UC Berkeley, BGA Program
Course Creator: Sally Clapper
Instructor: Jennifer Davis, MA



Important Info

Class Location:

Banatao Auditorium
Sutrardja Dai Hall



BMAIL

jenniferdavis@berkeley.edu

Class Dates:

Wednesdays

10:00am-12:00pm

9/4, 10/9, 10/16, 10/23

10/30, 11/6, 11/13, 11/20

Connect with Me



linkedin.com/in/jennifergregorydavis

Note:

10/23 will be held on Zoom

Our Journey This Semester



Welcome & Overview
Assessments,
Career &
Academic Clarity

Resume & CVs
Summary
Statements

Cover Letters,
SOPs, Personal &
Diversity
Statements

Create a Polished
LinkedIn Profile

Acing the
Interview &
Negotiation

Informational
Interviewing &
Networking

Cultivating Your
Network



*One:One Coaching Sessions –
get customized support!*

Activity

OVERVIEW

INTRO

STEP
01

STEP
02

STEP
03

STEP
04

Why Is
LinkedIn So
Important

Create A
LinkedIn
Account

Build A
LinkedIn
Profile
That
Attracts
Employers

Build Your
LinkedIn
Network

Search
and Apply
for Jobs
Online

Bonus

LinkedIn
Resources

WHAT YOU DO ON SOCIAL MEDIA



I am eating a #donut



watch me visit my favorite
donut shops



my donut looks cool with this filter 🍩



now you see my donut...now you don't



let's debate the best donut icing



hey, want to go grab a donut?



I will teach you how to make donuts



currently listening to J Dillas "Donuts"





ON LINKEDIN

- O I hope to operate a donut franchise one day
- O I'm looking for a job at a donut company
- O I have three years experience making donuts
- O My top skills are donut production and sales
- O Here are 3 recommendations from former donut colleagues



LINKEDIN IS THE BIGGEST ONLINE CAREER PLATFORM WORLDWIDE

Some
Staggering Facts

HOW EMPLOYERS USE LI

RECRUITER PROJECTS CLIPBOARD JOBS REPORTS MORE Advanced • Saved / History

Start a new search...

Showing results for Job title: Project Manager + Location: Greater Chicago Area + Skills: Business strategy + Management + Market entry, Analysis, Corporate development... Companies: Add companies Google, Facebook, Evernote, LinkedIn, Ocu... Year of Graduation: 2003-2006

312 total candidates 185 are more likely to respond 102 open to new opportunities 32 past applicants

Mae Norris 3rd Program/Project Manager and Scrum Master Greater Chicago Area • Information Technology and Services

Experience: Project Manager/Scrum Master Consultant - Enterprise Applications and Data Management at Northern Trust Corporation • Current • 2014 - Present
Project Manager/Scrum Master Consultant - Mobile Application Development and Marketing at Ulta Beauty • 2016 - 2016
Project Manager Consultant PMO at Essendant • 2015 - 2016
Show more experiences (2)

Education: Bharathidasan University • 2000 - 2004
24 connections Open to new opportunities

Antonio Arnold 3rd Cloud Infrastructure Project Manager Chicago, Illinois • Information Technology and Services
Open to relocate

Experience: AWS Services Consultant (Hitachi / Zeva Consultant for Sysmex) at Hitachi Consulting • Current • 2017 - Present
Cloud Infrastructure Project Manager (Randstad Consultant for McDonalds) at McDonald's • Current • 2016 - Present

98% of Fortune 500 companies use LinkedIn for recruiting and sourcing talent.

Over 300,000 companies, including small businesses, find talent on LinkedIn.

96% of HR professionals use LinkedIn for recruiting.

70% of people were hired at a company where they had a connection.

85% of employers say a positive online reputation influences their hiring decision.

USING LI TO CONNECT TO JOBS



20.5 million people
on LinkedIn are
open to new job
opportunities



More than 30 million
employers with over
20 million available
jobs on any given day



14M open jobs &
100M applications
submitted every
month



**PULL OUT YOUR COMPUTER AND
GO TO YOUR LINKEDIN PROFILE**

BUILD A LINKEDIN ACCOUNT THAT ATTRACTS EMPLOYERS



DID YOU KNOW?

9 out of 10 employers use LinkedIn during the hiring process.

First Steps

- Sign Up for an Account
- Create a Custom URL
- Add a Profile & Background Photo
- Download the LinkedIn Mobile App



Make the most of your professional life

Email

Password (6 or more characters) Show

By clicking Agree & Join, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

Agree & Join

— or —

Continue as Sally [sally@clapperconsulting.com](#)

Already on LinkedIn? [Sign in](#)

SET UP YOUR ACCOUNT

Go to [LinkedIn.com](#) and complete the prompts.



If you are seeking a job or internship, consider paying for the Premium Career Membership

STEP
02

Sally Clapper
Career Coach | Creator of the Happily Landed Program | Sharing job search tips to help you get hired!
Talks about #careers, #jobsearch, #jobseekers, #jobinterviews, and #personalbranding
San Francisco Bay Area · [Contact info](#)
careercompass.coach

CAREER COACH FOR COLLEGE STUDENTS, RECENT GRADS & ENTRY LEVEL JOB SEEKERS
FOLLOW ME, THEN RING MY BELL ↴

in

UC Berkeley Extension
Seth Godin's altMBA

Ad ...
\$4K WGU Loves Teachers Scholarship available.

WGU Celebrates Teachers
[Apply Free](#)

People you may know
[See all](#)

CUSTOMIZE YOUR URL



Instructions to Customize Your URL



<https://www.linkedin.com/in/sally-clapper-863730222/>



<https://www.linkedin.com/in/sallyclapper>



Sally Clapper

Career Coach for University Students and Young Professionals | Creator of the Happily Landed Program | Expert in Job Search Strategies

Talks about #careers, #jobsearch, #jobseekers, #jobinterviews, and #personalbranding

San Francisco Bay Area · [Contact info](#)

[careercompass.coach](#) ↗

2,905 followers · 500+ connections

LOCATION

- Broad or Narrow
- If seeking job in another location, put that one OR put something in your Title
(i.e. relocating to XXX in Jun 2023)

OPEN TO WORK FUNCTION

- Limited to Listing 5 Roles
- Fill in Remaining Sections



Sally Clapper

Career Coach | Creator of the Happily Landed Program | Sharing job search tips to help you get hired!

Talks about #careers, #jobsearch, #jobseekers, #jobinterviews, and #personalbranding

San Francisco Bay Area : [Contact info](#)

[careercompass.coach](#) ↗

2,715 followers ↗ 500+ connections

Open to

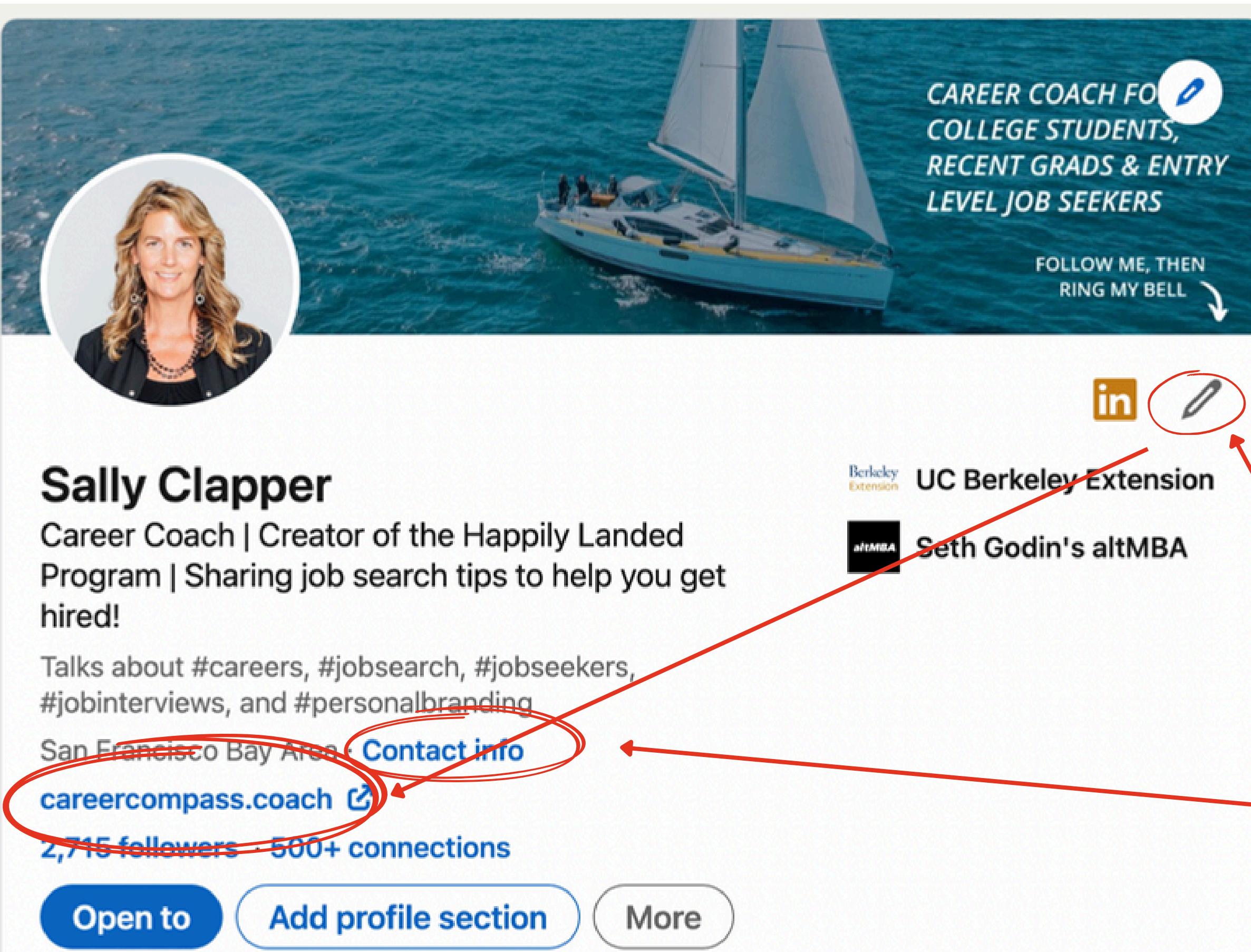
Add profile section

More

VISIBLE TO RECRUITERS ONLY v EVERYONE?



My opinion –
take it or leave it...

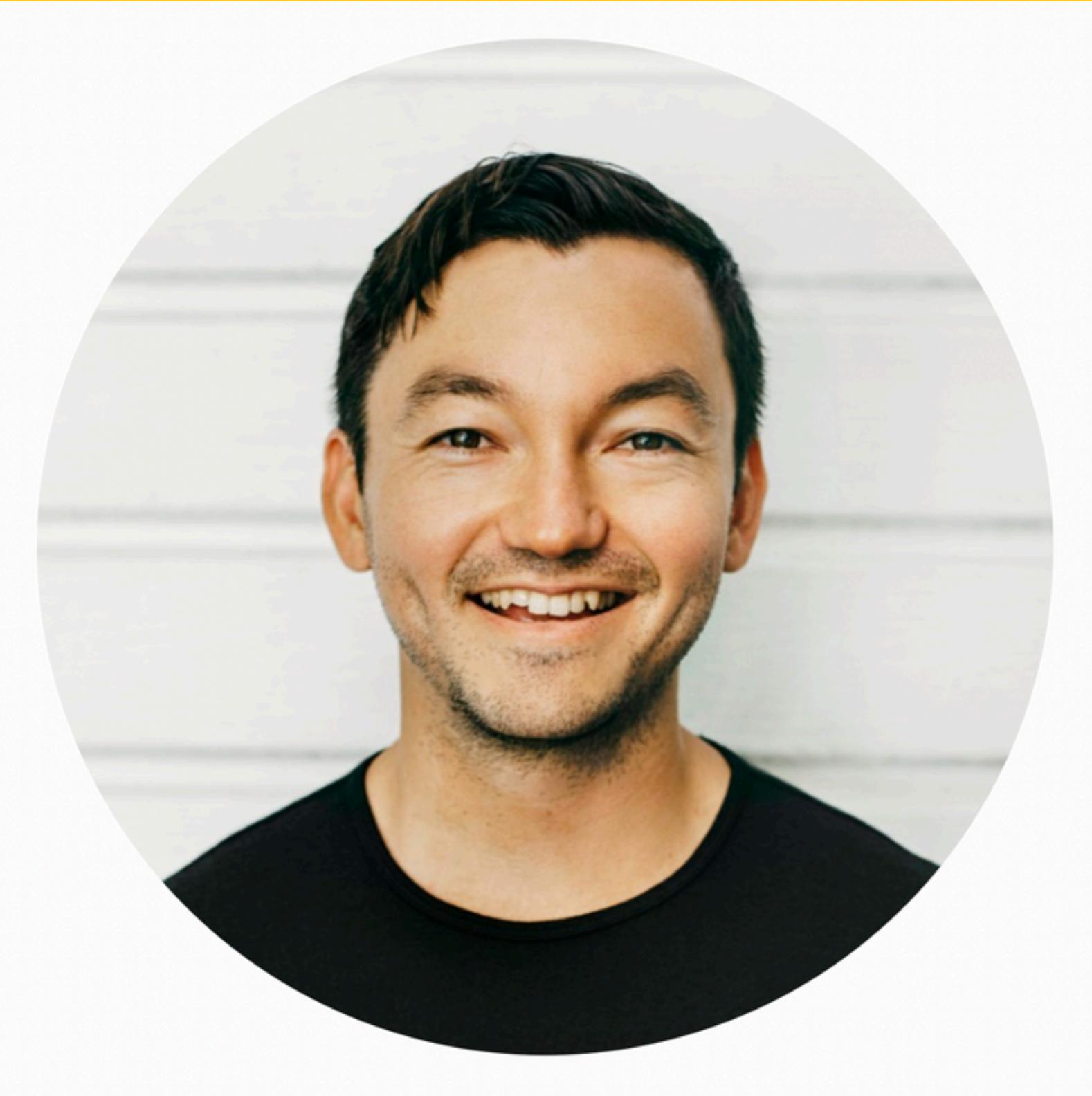


A LinkedIn profile for Sally Clapper, a career coach. The profile features a circular profile picture of Sally with blonde hair, smiling. The background of the profile is a photograph of a sailboat on the water. Text on the profile includes:
CAREER COACH FOR COLLEGE STUDENTS, RECENT GRADS & ENTRY LEVEL JOB SEEKERS
FOLLOW ME, THEN RING MY BELL
Berkeley Extension UC Berkeley Extension
altMBA Seth Godin's altMBA
Talks about #careers, #jobsearch, #jobseekers, #jobinterviews, and #personalbranding
San Francisco Bay Area · Contact info
careercompass.coach 2,715 followers · 500+ connections
Open to Add profile section More

MAKE IT EASY FOR THEM TO CONTACT YOU

- Click pencil edit button to add URL to website or portfolio
- Click Contact Info to Make Changes

STEP
01



ADD A PHOTO

Members with profile photos receive up to
21x more profile views
36X more messages and
9x more connection requests.



Download the LinkedIn Mobile App to take, upload, and edit a new profile photo.





A study of 800 profile pictures found that people view you as more likable, competent, and influential if you smile in your photo.

TAKE A GREAT PHOTO

- Use a background that isn't distracting
- Dress for the job you want
- Smile and have a friendly expression
- Aim for your face to take up 60% of the frame



[LinkedIn Photo Instructions](#)



Jared Thornton · 2nd

Sr. Technical Recruiter at TopTech Ventures

San Francisco, California, United States · [Contact info](#)



TopTech Ventures



The Master's University

ADD A BACKGROUND PHOTO

- School
- Industry
- Iconic Location
- Conversation Piece



A NOTE ON PRIVACY

PRIVACY SETTINGS

Click the “Me” icon at the top of your LinkedIn homepage.
In the dropdown menu, select “Settings & Privacy”.

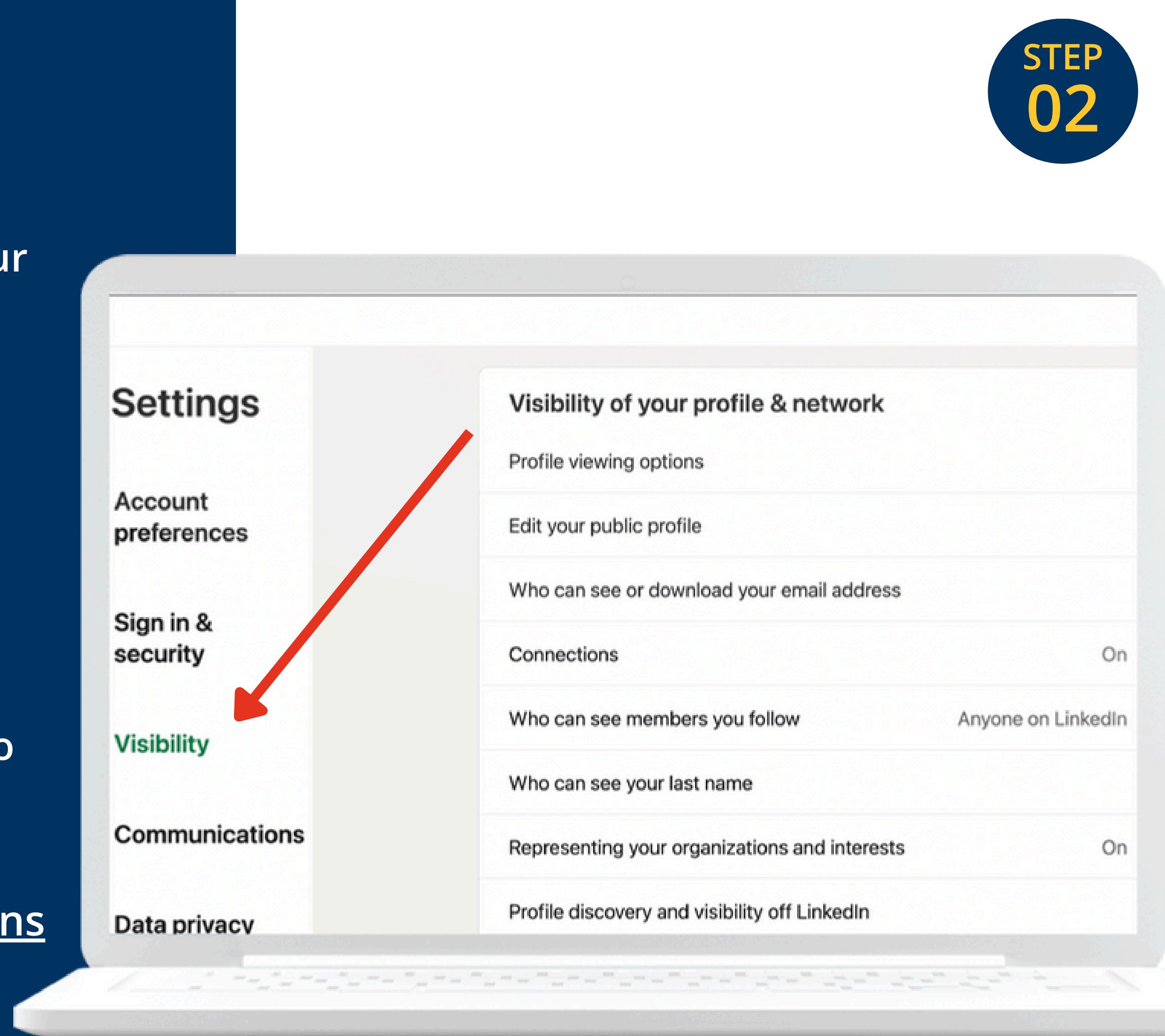
Click on Visibility

Scroll Down to
“Visibility of your LinkedIn activity”

Then click
“Sharing profile edits” and switch to
Off



Privacy Settings Instructions



BUILDING A PERFECT PROFILE

Sections You Can Add

- Headline
- Location
- Industry
- Summary
- Work Experience
- Volunteer Experience
- Education & Certifications
- Honors & Awards
- Skills
- Languages
- Projects
- Publications
- Patents
- Causes

The image shows a laptop screen displaying a LinkedIn profile for Sally Clapper. The profile features a circular photo of a woman with blonde hair. The headline reads: "LEVEL UP! JOBSEEKERS FOLLOW ME, THEN RING MY BELL". Below the headline, there are sections for "Berkeley Extension" and "Seth Godin's altMBA". The main bio for Sally Clapper states: "Career Coach | Creator of the Happily Landed Program | Sharing job search tips to help you get hired!" It also mentions that she "Talks about #careers, #jobsearch, #jobseekers, #jobinterviews, and #personalbranding". The location is listed as "San Francisco Bay Area · Contact info". Below the bio, the URL "careercompass.coach" is provided with a link icon. The social metrics show "2,715 followers · 500+ connections". At the bottom of the profile, there are three buttons: "Open to", "Add profile section" (which is highlighted with a red oval), and "More".

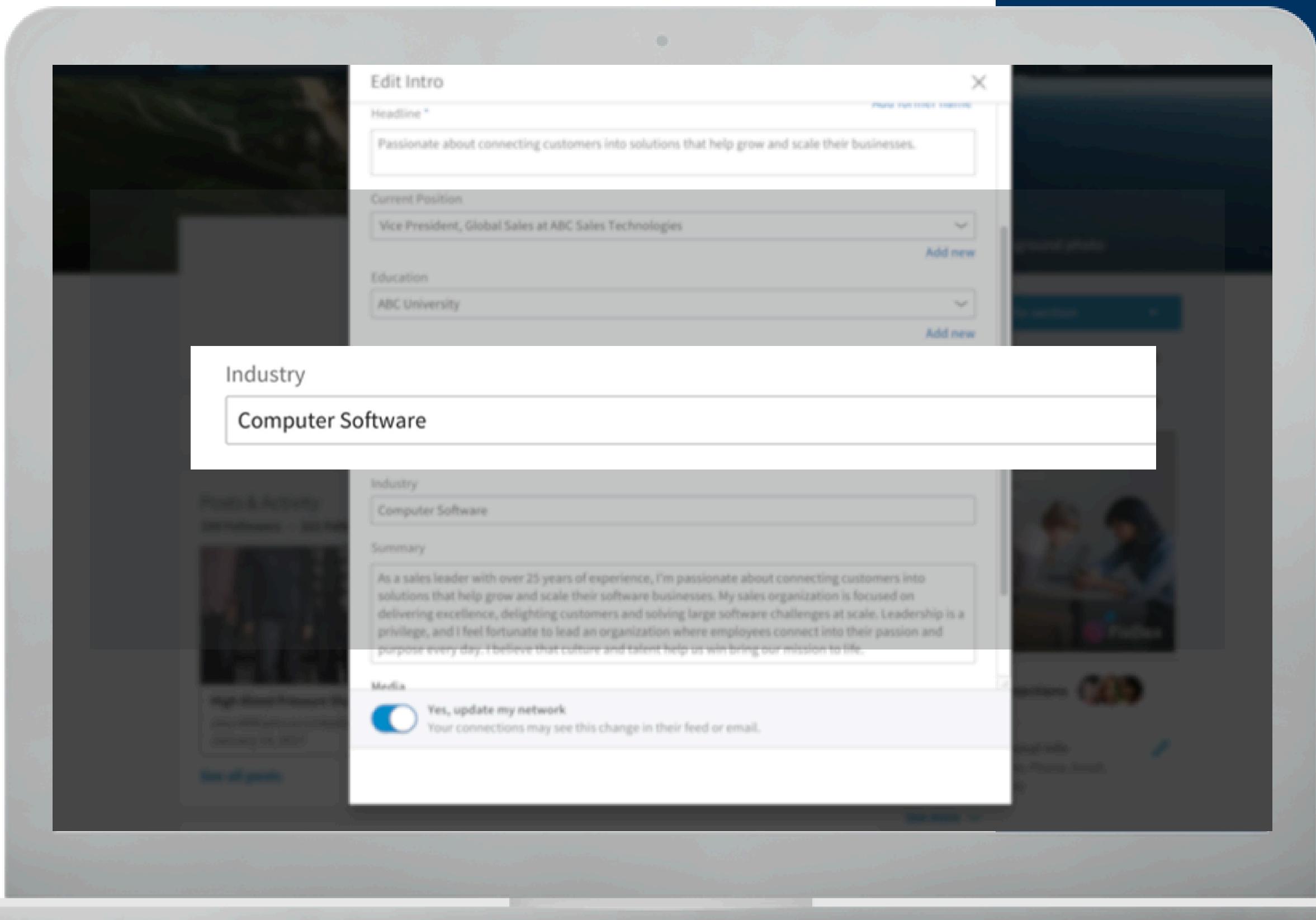
WRITE A COMPELLING HEADLINE

Be succinct, creative, and include key terms that make it easy for others to know who you are and what you're looking for.



220 Characters - Desktop
240 Characters - Mobile

The image shows a comparison of LinkedIn headline character limits between desktop and mobile devices. On the desktop version, the headline is "Recent Environmental Science Graduate looking to make an impact on climate change | Seeking Internship Summer 2025". This headline exceeds the 220-character limit by 20 characters. On the mobile version, the headline is truncated to "Recent Environmental Science Graduate looking to make an impact on climate change | Seeking Internship Summer 2025", which fits within the 200-character limit. The desktop version also includes a summary and media sections, while the mobile version only shows the headline and a network update toggle.



ADD YOUR INDUSTRY

Members with industry information receive up to **9x** more Profile views.

More than **300K** people search by industry on LinkedIn every week.

Headline

Passionate about connecting customers into solutions that help grow and scale their businesses.

Current Position

Vice President, Global Sales at ABC Sales Technologies

Add new

Education

ABC University

About

I am currently a Junior at the University of Southern California, majoring in Pharmacology and Drug Development (PDD), with a minor in Chemistry. I am working under Dr. Daryl Davies in studying Dihydromyricetin (DHM) and its potential as a treatment for Alcohol Use Disorder (AUD). In my spare time, I play music, cook, read, and rock-climb. I intend to develop novel treatments, based on improving mitochondrial function, for neurological and mental disorders.

As a sales leader with over 25 years of experience, I'm passionate about connecting customers into solutions that help grow and scale their software businesses. My sales organization is focused on delivering excellence, delighting customers and solving large software challenges at scale. Leadership is a privilege, and I feel fortunate to lead an organization where employees connect into their passion and purpose every day. I believe that culture and talent help us win bring our mission to life.

Update my network

Your connections may see this change in their feed or email.

ABOUT SECTION

- Incorporate the summary from your resume/CV - aka your “elevator pitch”
- Focus on career accomplishments and aspirations
- Make easy to skim
- 2,600 characters



List skills at the bottom in bullet points



Bullet Points Short Cut on a Mac



Text Converter

Greatest Gains from Writing

- ❶ Sharing authentic challenges at work and **detailing how to effectively overcome hurdles or resolve issues successfully** can benefit many others, including those outside your social circle — E.g. Online viewers from all walks of life or random readers who chanced upon your posts may have been searching for hours online for a workable solution to resolve the exact same issue you had previously faced.
- ❷  **Point is: People are interconnected.** We never know when a piece of work can prove to be invaluable to another.

- ❸ Writing regularly has helped to hone my resilience as an individual. It is neither harsh nor extorting to proclaim that **there is absolutely no shortcut to success**.

Bold Letters — Type I

Bold Letters — Type II

Italic Words

Cursive Scripts

Bolded Cursive Scripts

~~*Strikethrough words*~~

Underlined words

EXAMPLE

About

I'm a research scientist working to better understand how neural activity motivates and shapes human behavior. My expertise includes project design and management, data analysis and interpretation, and the development and implementation of research tools.

I enjoy generating new ideas and devising feasible solutions to broadly relevant problems. My colleagues would describe me as a driven, resourceful individual who maintains a positive, proactive attitude when faced with adversity.

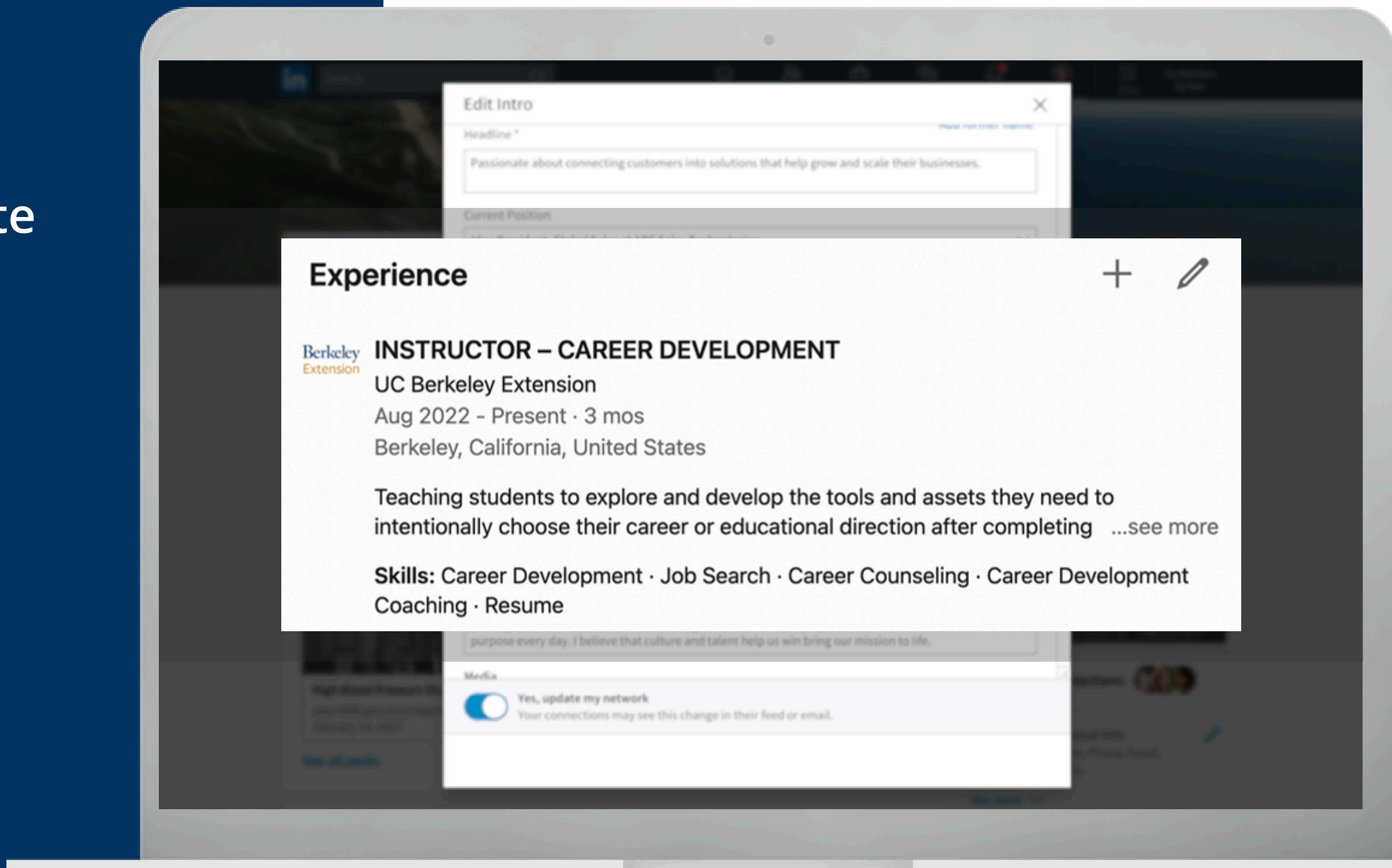
Currently, I'm seeking opportunities that will allow me to develop and promote technologies that benefit human health. Specific fields of interest include data analytics, biotechnology, and pharmaceuticals.

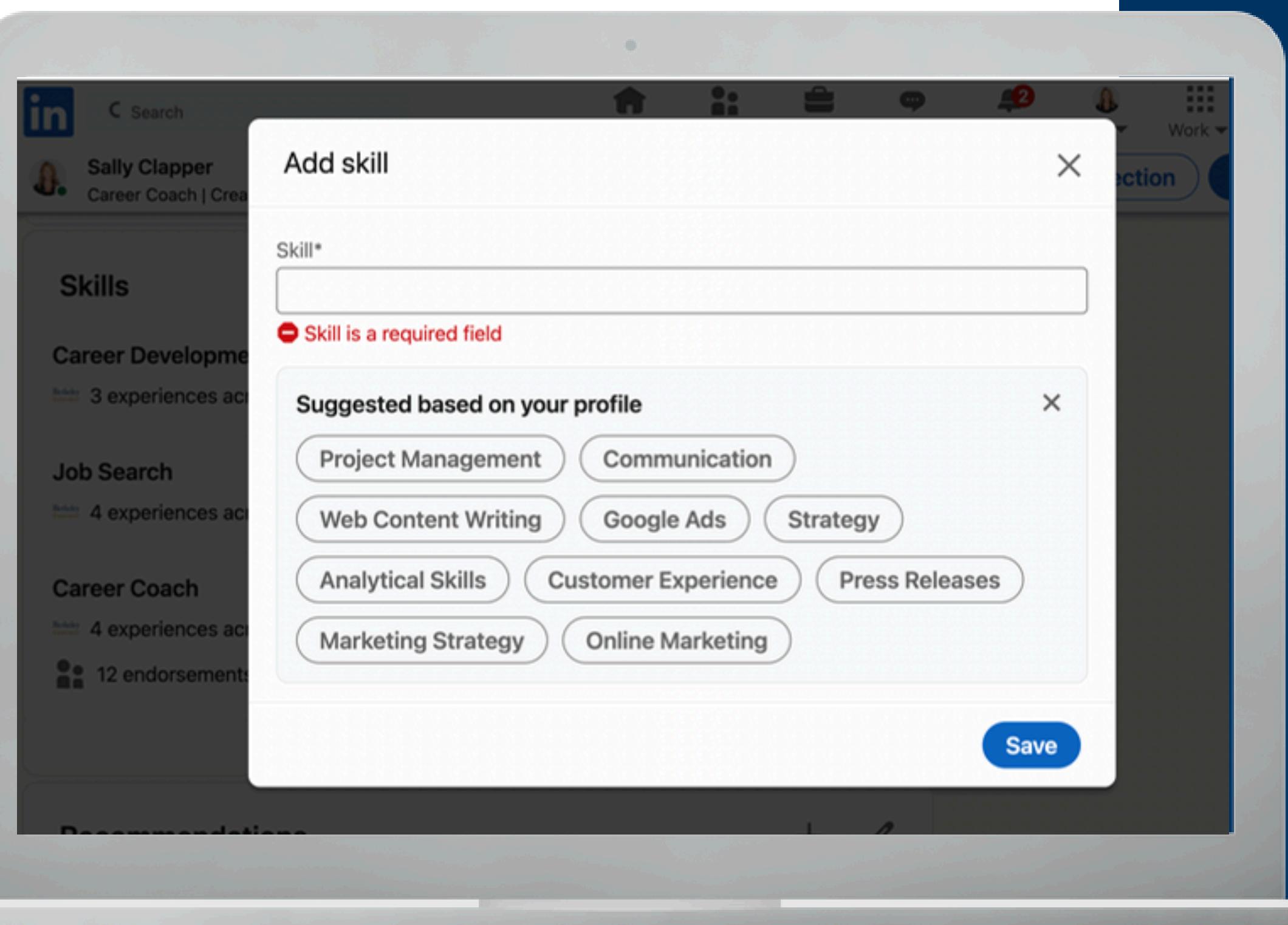
(Source: CNBC.com)

WORK EXPERIENCE

Members with up-to-date positions receive up to:

- **5x more connection requests**
- **8x more Profile views**
- **10x more messages**





You can list up to 50 – keep your 3 most important skills at the top

SHOWCASE YOUR SKILLS

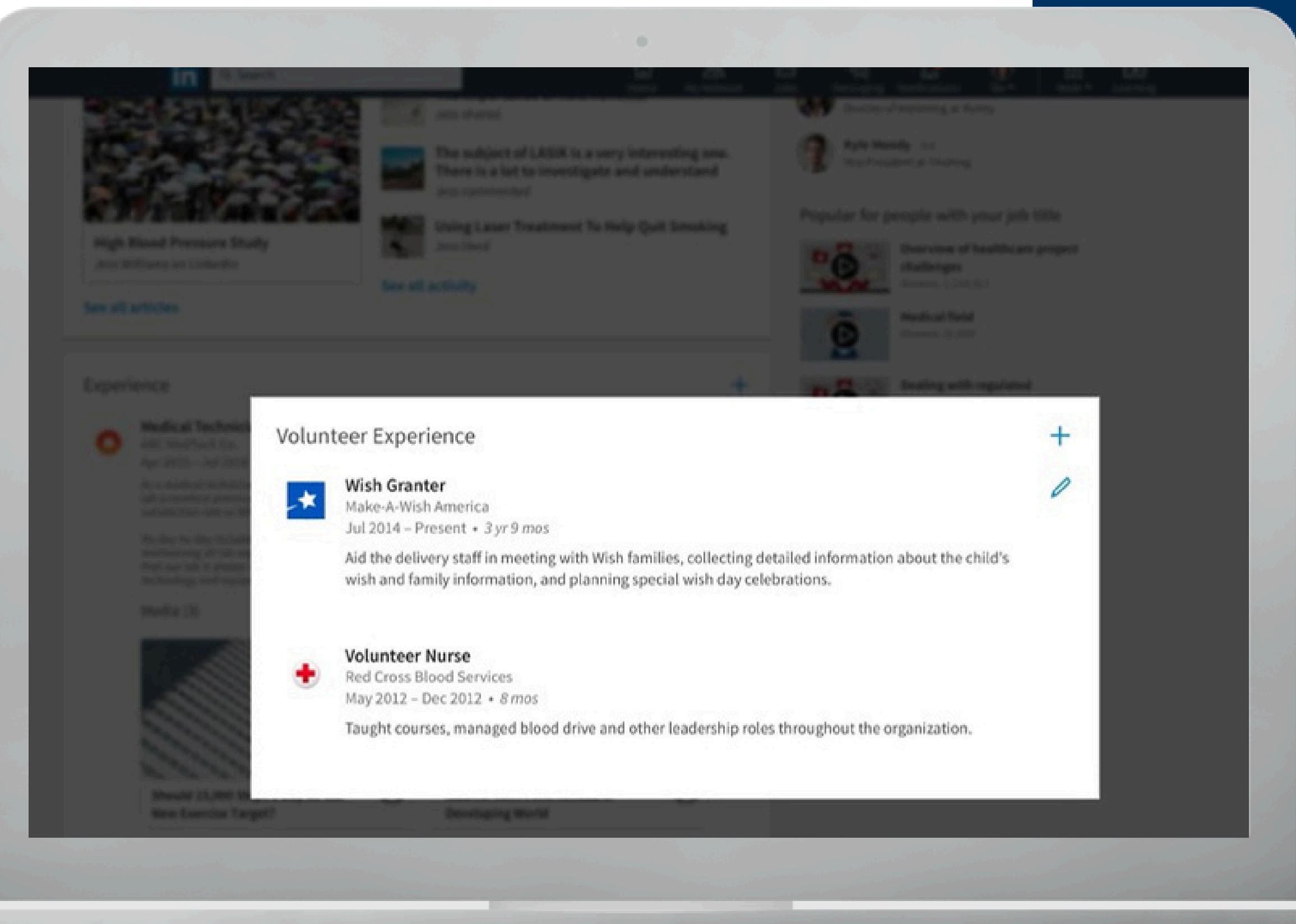
- Include technologies, software, and systems
- Use keywords that appear on job applications
- Include languages and proficiency levels of each
- List any awards or achievements earned

ENDORSE OTHERS

- Engage with connections by endorsing one of their skills and ask they do the same in return
- Skills that are endorsed help boost the profile and increase the chance the profile will appear in searches for those specific skills



Members who add 5+ skills get up to 17x more Profile views and are 27x more likely to be found by recruiters.



INCLUDE ANY VOLUNTEER EXPERIENCE

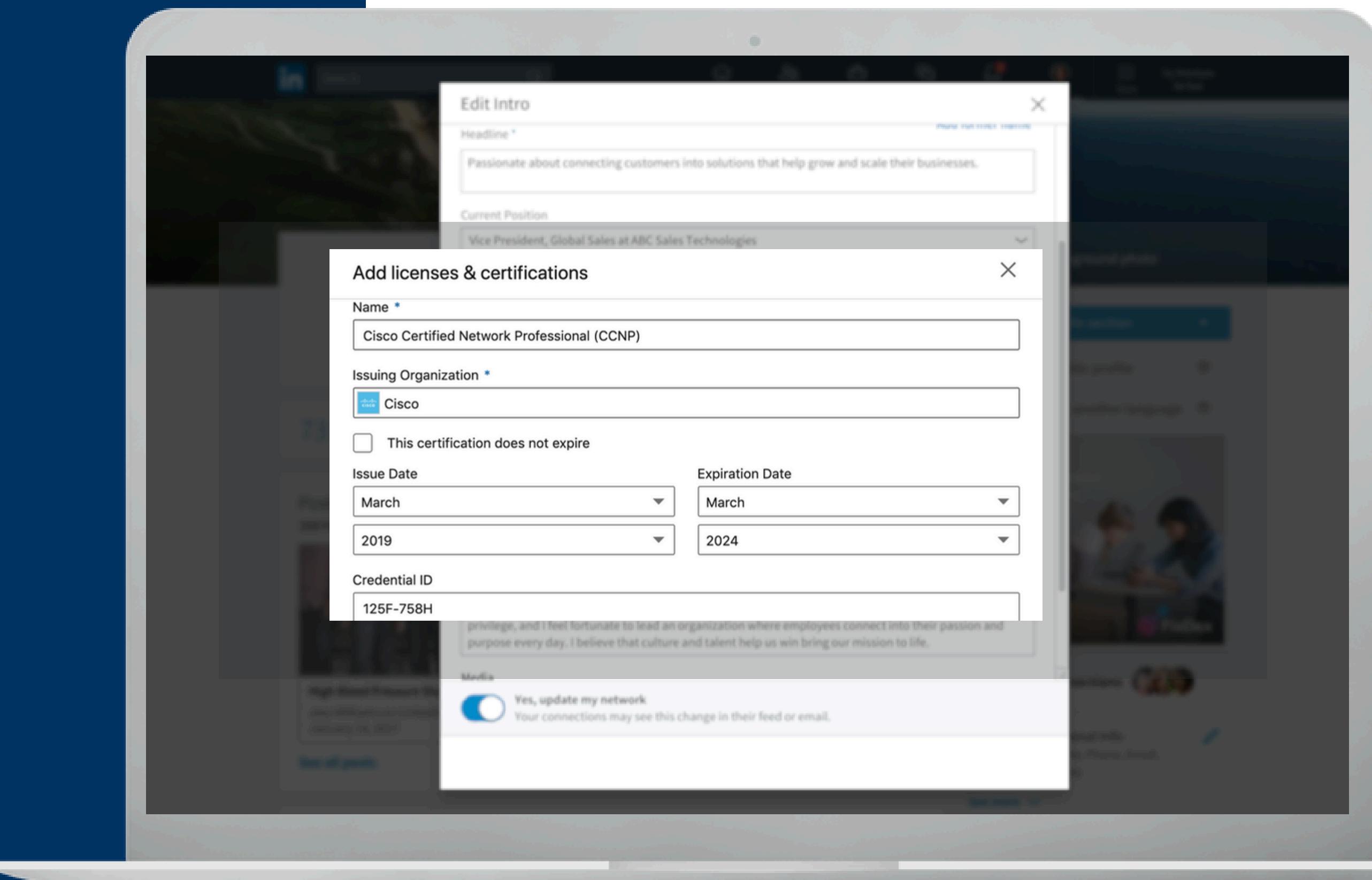
Members who add volunteer experience and causes get up to **6x more Profile views**

Volunteer experience can help:

- Fill an employment gap
- Demonstrate commitment
- Build new skills
- Lead to a new recommendation

ADD YOUR EDUCATION, LICENSES & CERTIFICATIONS

- Members with these sections receive up to **11x more Profile views** and **6x more connection requests**
- Be more easily identified by recruiters looking for specific training or credentials
- Leverage alumni networks



Recommendations

Received Given



Julia Keefer · 1st
Community Health Worker

August 25, 2022, Julia was Sally's client

I cannot thank Sally enough for helping me land the job of my dream. Before connecting with her, I was getting interviews for jobs, but after the initial interview I was always ghosted and never made any real progress in my job search.

...see more



Jack Pendergrass · 1st
Operations Manager at NextStage
July 18, 2022, Jack was Sally's client

Sally was such a great person to connect with! She was friendly and helpful right out of the gate.

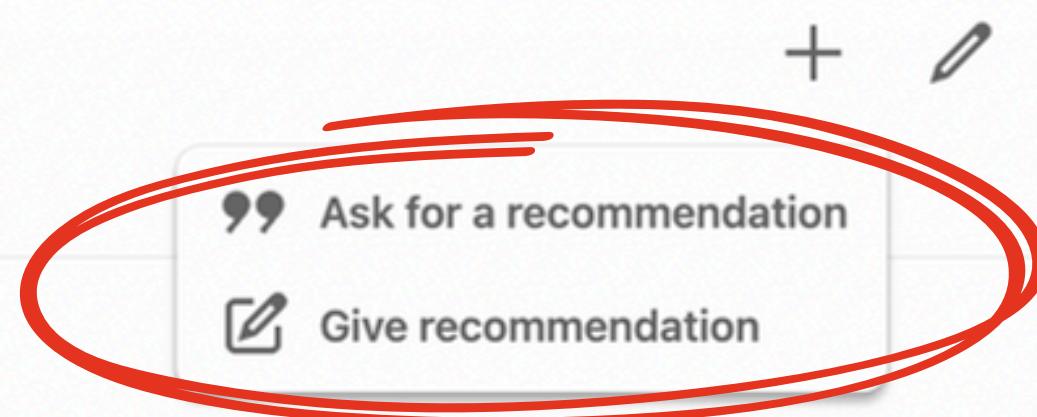
Sally was able to discuss numerous industry hiring practices and trends in ...see more



Karine Arbonnier · 1st
Hospitality, Tourism & Event Planning | Graduating Sept 2022
June 7, 2022, Karine was Sally's client

I am so honored to announce that I am working at one of the best resorts in California, and it's all thanks to Sally!

In one week, she was able to do what I've been trying to do for months: finding an amazing job in my desired location. Coming from a different country, Sally ...see more



REQUEST A RECOMMENDATION

- Builds credibility and validates your skills
- Professors, Managers, Employers, Co-workers
- Ask 1 new person every 3-6 months
- You will have a chance to review and request changes before it's published



ALWAYS remember to send a quick thank you!

A photograph of four people working at a light-colored wooden desk. One person in the foreground is leaning forward, looking at a tablet. Another person is pointing at a document on the desk. A third person is writing in a notebook. A fourth person is standing behind them, looking down at the work. On the desk are several papers with charts and graphs, a calculator, a pair of glasses, and a laptop. The scene is set in an office environment with a window in the background.

Time for a break!

BUILD YOUR LINKEDIN NETWORK TO CONNECT TO JOB OPPORTUNITIES



DID YOU KNOW?
70% of people were hired at a
company where they had a
connection.

- Discover Existing Connections
- Search for New Connections
- Message Connections
- Add Value

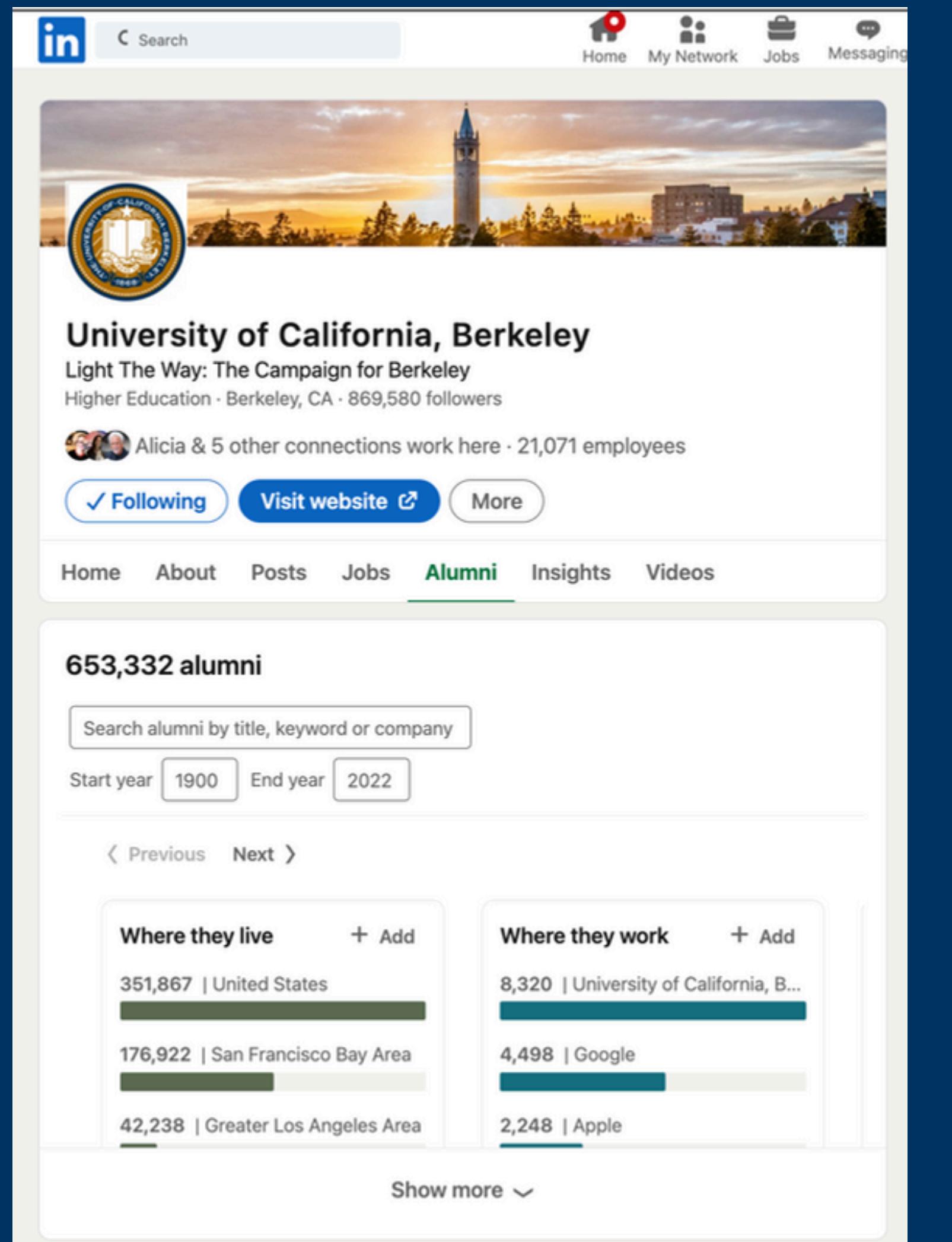
The screenshot shows the LinkedIn homepage. At the top, there's a navigation bar with icons for Home, Search, My Network (which is circled in red), Jobs, Messaging, Notifications (with a red notification dot), Learning, Recruiter, and Work. Below the navigation, a banner says "Ready for a Change? - In 1 week, get job offers from top companies coming straight to you". On the left, a sidebar shows "2,094 Your connections" with a "See all" link, an "Add personal contacts" section, and a "Continue" button. A note says "We'll import your address book to suggest connections. Learn more". In the center, there's a "Invitations (71)" section with three items, each with "Ignore" and "Accept" buttons. An ad for "Financial updates from a global network covering over 50 countries" is displayed, with a "Follow" button. Below these, there's a "People you may know" section with six profiles, each with a "Connect" button. The LinkedIn footer includes links for About, Help Center, Privacy & Terms, Advertising, Business Services, Get the LinkedIn app, and More.

DISCOVER EXISTING CONNECTIONS

Click “My Network” in the top navigation to find people you already know.



The recommendations improve as you add connections. Check back frequently as your network grows.

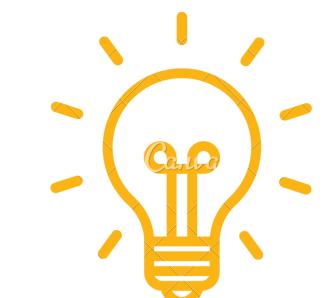


The image shows a LinkedIn company profile for the University of California, Berkeley. At the top, there's a search bar and a navigation menu with options like Home, My Network, Jobs, and Messaging. Below the header is a banner featuring a sunset over a city skyline with a prominent tower. To the left of the banner is the university's seal. The main title is "University of California, Berkeley" with the tagline "Light The Way: The Campaign for Berkeley". It shows "Higher Education · Berkeley, CA · 869,580 followers". Below this, it says "Alicia & 5 other connections work here · 21,071 employees". There are buttons for "Following" (with a checkmark), "Visit website", and "More". A navigation bar below these buttons includes links for Home, About, Posts, Jobs, Alumni (which is underlined in green), Insights, and Videos. The "Alumni" section displays "653,332 alumni" and a search bar for "Search alumni by title, keyword or company". It also has filters for "Start year" (1900) and "End year" (2022). Below this are two charts: "Where they live" showing counts for the United States, San Francisco Bay Area, and Greater Los Angeles Area; and "Where they work" showing counts for the University of California, Google, and Apple. A "Show more" button is at the bottom.

Search for New Connections

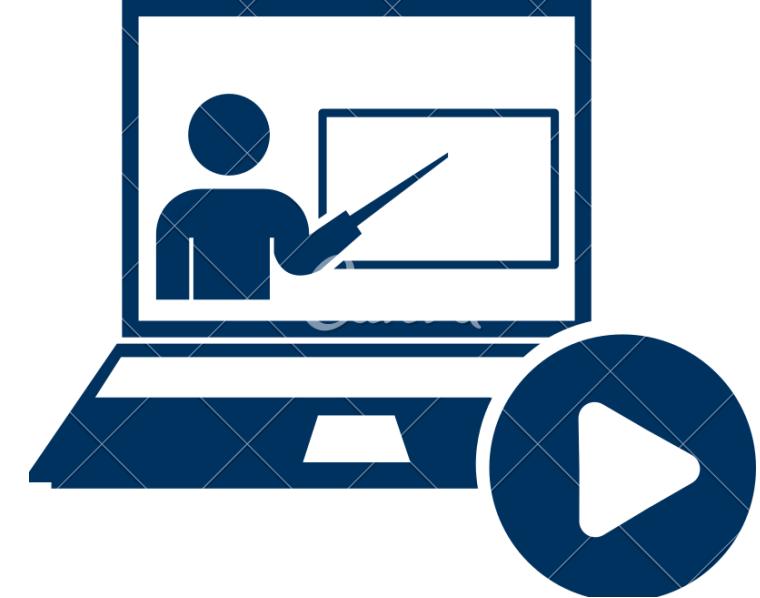
Use the search bar in the top navigation to find new connections by:

- Name
- Company
- School
- Industry
- #hashtag



Magic number of connections is 500+

Start with a goal of 50+



FIND ALUMNI TO CONNECT WITH

Pick a Company > People > Search Employees
Use Filters



NEW FEATURES

Demonstrate transferable skills Beta

Considering a new career? Pick a role, then show your transferable skills through written or video responses for recruiters to consider.



Human Resources (HR)

Roles: HR Generalist, Sourcer



Sales

Roles: Sales Development Representative, Business Development Representative



Marketing

Roles: Marketing Specialist, Marketing Coordinator



Project Management

Roles: Associate Project Manager, Non-Technical Project Manager

Take Skill Assessments

Answer 15 multiple choice questions, score in the top 30%, and earn a skill badge.



Skill Assessments

For skills like Microsoft Excel, Python, SQL



ASSIGNMENT #7

DUE EOD - TUESDAY 11/5

- Continuing Polishing LinkedIn Profile
- Customize your URL
- Make a Minimum of 5 New Connections

Post both in Canvas.



EXIT CARD

