

LinkedIn Profile & Networking

**Building Professional Relationships
and Networking**

Agenda

- ➔ What is Building Professional Relationships and Networking
- ➔ Tips to Network successfully
- ➔ Where can you Network?
- ➔ Networking through social media
- ➔ Practice what you've learned!
- ➔ Maintaining connections
- ➔ Who is in your Network? Understanding LinkedIn's Power
- ➔ Creating a Standout Profile
- ➔ Networking Strategies
- ➔ Job Search Techniques
- ➔ Advanced Tips and Tricks
- ➔ Q&A Session

Introduction

➔ What is Relationship-Building?

- Relationship building is the ability to establish strong personal and professional bonds.

➔ What is Networking?

- The art of building alliances that are mutually supported and beneficial to the parties involved

“EVERYONE YOU WILL EVER MEET KNOWS SOMETHING YOU DON’T”

BILL NYE

Building Relationships at Work

- ➔ Work relationships start with first impressions and are maintained and developed through your words and actions at work.

Start with a positive attitude

Take initiative

Respect and Trust

Make sure you understand what is expected

Get to know your co-workers

Make a Good Impression

Professionally Responding to Difficult Co-worker

- ➔ In a perfect world, everyone would always get along with their co-workers, but people have different backgrounds and their own approaches to work, you may face some challenges.

Stay calm and professional

Evaluate the situation

Communicate openly

Seek clarity

Be solution-oriented

Seek out allies and mentors

How To Improve Relationship-Building Abilities?

- ➔ Here are a few steps you may take to improve your skills for relationship building:

Develop effective communication

Practise empathy

Develop emotional intelligence

Ask for feedback

Get involved

Networking - The Misconceptions

→ Here are a few misinterpretation:

It's only takes place
at networking
events

Shy people are poor
at networking

You only need it if
you're going into
business

Gain relationships
with people in my
field of interest

I have good grades,
I don't need to
network

Networking - The Truths

➔ Here are a few facts:

It's about
developing
MEANINGFUL
relationships

It starts way BEFORE
YOU NEED A JOB

70% of jobs
opportunities are
found via MUTUAL
relationships

It isn't always about
knowing the rich
and powerful

It isn't just about
what you know!

Networking - The Barriers

➔ Here are a few roadblocks:

Feel like we're
bothering people

Uncomfortable
asking for
something
(*Schmoozing*)

Unsure what to say
and do

Believe that we
don't have a
network

Lack of preparation,
practice

Networking - Things to keep in Mind...

→ Here are a few facts to keep in mind:

People like to give
advice

People like to be
helpful

You will have an
opportunity to
provide networking
contact to someone

Networking
opportunities exist
every day

Cultivating strong
relationships can
ensure people have
your back

Networking Goals

→ Here are some examples:

Learn Information

Practice & become
comfortable with
YOUR story &
30-second pitch

Listen for
opportunities – ask
questions/advise!

Set goals

Be prepared to
follow up

Three Questions Before You Network

→ Here are three questions to yourself:

01	What are you known for today?	<ul style="list-style-type: none">• Strengths• Skills• Experiences
02	What do you want to be known for?	<ul style="list-style-type: none">• Reputation• Personal Branding• Credibility
03	How do you get there?	<ul style="list-style-type: none">• Short and Long Term SMART Goals

WHEN & WHERE to Network

→ Social Networks:

Friends, Family,
Neighbors

Alumni contacts

Professors, Other
Faculty & Staff

Volunteer contacts

Social media-
Facebook, Twitter,
Instagram, etc.

WHEN & WHERE to Network

→ Professional Networks:

Career fairs

Job Discovery
panels

Professional
networking events

Employers

Portfolio building sites
- LinkedIn, Kaggle,
Python-bloggers, etc.

What is LinkedIn?

- ➔ The world's primarily largest online professional networking platform
- ➔ Hosts the profiles of more than 900 million people in over 200 countries
- ➔ Serves as a recruiting tool for employers
- ➔ Serves as a job search tool for users
- ➔ 49 million job seekers
- ➔ 50+ million companies listed
- ➔ Key tool for career development and job searching

Features and Benefits of LinkedIn

- ➔ Establish your professional profile and control one of the top search results for your name
- ➔ Build and maintain your professional network
- ➔ Find and reconnect with colleagues and classmates
- ➔ Learn about other companies, and gain industry insights
- ➔ Find other professionals in the same industry using groups
- ➔ Share your thoughts and insights through LinkedIn's long-form publishing platform
- ➔ Tap into the knowledge of your network
- ➔ Discover new career opportunities by searching for jobs

Steps in Profile Development

- ➔ Sign-up: Name, email address, password
- ➔ Add location information
- ➔ Add profile photo (background image optional)
- ➔ Create a headline
- ➔ Write a summary statement
- ➔ Other key sections to complete: Showcase your unique professional story through your experience, skills, and education

Your Profile is your online “first impression”

Priorities:

1. Top Fold
2. Summary
3. Experience



Start Your Great First Impression with a professional photo

- ➔ Photos are a must for a LinkedIn Profile!
- ➔ Research shows that profiles with pictures are 7x more likely to be viewed by potential connections than those with no picture.
- ➔ The image you present in your photo can communicate the credibility of the rest of your profile.
- ➔ Use a professional headshot



Your Headline Showcase Your Specialty!



Jane Student

BS Mechanical
Engineering | Michigan
Tech | Manufacturing |
New Product Design |
Mechatronics

Vs.

John Student

Dining Services Supervisor
at Michigan Technological
University
(really an ME-EM student)

A detailed LinkedIn headline is critical in increasing your “findability”, creating your professional credibility, and motivating your audience to keep reading the rest of your profile.

In editing mode, simply hover over your current headline, click on the pencil, and update accordingly utilizing entire space.

Use key words that effectively identify your expertise, focus, experience.

Headline and About Section

→ Crafting a Compelling Headline

- More than just your job title
- Include key skills and value proposition
- Use keywords relevant to your industry
 - Example: "Digital Marketing Specialist | SEO Expert | Content Strategy Consultant"

About Section Strategy

- ➔ Tell your professional story
- ➔ Highlight unique value
- ➔ Use first-person narrative
- ➔ Include achievements, not just responsibilities
- ➔ Add a call-to-action

Experience Section Best Practices

- ➔ Detailed job descriptions
- ➔ Quantifiable achievements
- ➔ Use action verbs (Created, Executed, Developed)
- ➔ Include relevant keywords (Data mining, ML, DV)
- ➔ Match resume format
- ➔ Add multimedia (presentations, reports, videos)

Skills and Endorsements



- ➔ List 5-10 core skills (Know Python, SQL, Data Modelling, etc...)
- ➔ Get endorsed by colleagues
- ➔ Ask for specific skill endorsements (SQL and NoSQL, Data Cleaning, R, etc...)
- ➔ Take LinkedIn skill assessments
- ➔ Prioritize skills most relevant to your career goals

**17% more profiles views with 5+ skills listed*

Recommendations Matter

Request recommendations from:

- Managers
- Colleagues
- Clients
- Professors

Offer to write recommendations in return & Personalize recommendation requests

Education

- ➔ **Education is the foundation!**
- ➔ **Members who list a school get 10x more views on average**
 - **Add your school, major, and degree name**
 - **Include clubs you lead and honors you have earned**

Job Search Techniques

- ➔ Use Advanced Search filters
- ➔ Set job alerts
- ➔ Follow target companies
- ➔ Leverage Alumni networks
- ➔ Use "Open to Work" feature
- ➔ Engage with company posts

Advanced Tips and Tricks

- ➔ LinkedIn Learning courses
- ➔ Create content using LinkedIn Publisher
- ➔ Use hashtags strategically
- ➔ Analyze profile views and search appearances
- ➔ Network internationally
- ➔ Utilize LinkedIn Events

Common Mistakes to Avoid

- ➔ Incomplete profiles
- ➔ Unprofessional photos
- ➔ Generic connection requests
- ➔ Inconsistent personal branding
- ➔ Lack of engagement
- ➔ Outdated information

Top Indian DA & DS Influencers to Follow in 2024

- ➔ **Shashank Mishra**
- ➔ **Abhishek Thakur**
- ➔ **Srivatsan Srinivasan**
- ➔ **Gowtham SB**
- ➔ **Deepak Goyal**
- ➔ **Rajeev Ramnarain Rastogi**

Q&A Session





THANK YOU