

Why Use LinkedIn for Networking?

Employers Flock to LinkedIn

In the U.S. alone,

- 149 million workers have LinkedIn profiles.
- 20,000+ companies recruit on LinkedIn.
- Over 3 *million* jobs are posted *a month*.

Using LinkedIn is a smarter way to build your professional network. Did you know, [40% of jobs are hired through referrals](#)?! Ensure you're connecting with others across your field using LinkedIn - they'll help you find your next job and grow professionally.

Resources

1. [Rubric](#). *Your project will be reviewed by a Udacity Career Reviewer against this rubric.*
2. [Checklist](#). *Based on the project rubric, this is a handy checklist to use during your LinkedIn building.*
3. [Career Resource Center](#). *Find additional tips and guides on developing your LinkedIn profile.*



Professional LinkedIn Profile Checklist

General

- A custom URL has been created
- Spelling and grammar are correct
- Acronyms or language are likely to be known to recruiters or includes explanation
- Does not include negative language
- Language is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments

Hiring Perspective: When there are errors such as grammar or spelling mistakes, the reader's eye is instead focused on those design errors rather than the words in your profile. Employers and recruiters may perceive you as lacking attention to detail or unprofessional.

Tip: To ensure that your profile is free of mistakes, try to proofread it aloud or with another person. And, don't forget to make your LinkedIn profile [public](#), otherwise recruiters and employers will not be able to find you when performing LinkedIn searches.

Top Section

- Profile includes a clear picture of student's face
- Picture needs to look professional, but does not have to be a professional portrait
- Headline uses only positive language (eg. not "seeking employment" which conveys a lack of employment)
- Headline avoids use of slashes (ie: "data analyst/data scientist")

Hiring Perspective: The information that you put in the headline should be clear and concise not only because you want to demonstrate focus in your professional aspirations, but to optimize your profile to show up easily in a filtered online search. Recruiters and employers will often use keywords like the title of the role (example: Android Developer) to surface individuals to potentially reach out to.

Tip: Avoid cramming too much into your headline, because it can give the impression that you aren't focused or are unclear of the nuances in the industry. Just having "data analyst" as a

headline is better than having "data analyst/data scientist/machine learning engineer" because all of those three roles are very different.

Network

- Is a member of 3+ relevant groups to goal position/industry
- Educational institutions and company pages are correctly linked

Hiring Perspective: The more quality 1st degree connections you have, the better your chances of making 2nd degree connections. Furthermore, it's important to have enough connections to show up easily in searches. Ideally, you should have more than 250 connections.

Tip: There is a growing thread in the LinkedIn [forum](#) where you can connect with other students. If you're new to LinkedIn, getting 50 connections can be daunting. Not having many connections means you will not likely show up in search results. Furthermore, if you are having trouble finding groups, [here](#) is a resource to help you get started.

Summary

- Summary briefly describes work experience, applicable knowledge, and builds a narrative
- Written in first person
- Stays professional throughout the entire narrative
- Length is about 1-4 sentences

Hiring Perspective: Employers want to hire candidates who are passionate and have a personal drive related to the position. These qualities are essential in a constantly evolving field, because passion for the product or field ensures that you will do your best to remain on the cutting edge.

Tip: You should have a summary statement, but depending on what you're looking for and how you want to market yourself, there is no set way to do so. Generally, 1-4 sentences is a good summary because anything more is unlikely to be read.

Projects

- Only most relevant projects are listed; can include personal, academic or work projects
- Only includes about 2-3 projects
- Projects have links leading to the code or the project itself
- Maximum 2-3 bullet points per project

At least 1 bullet point demonstrates individual contribution

At least 1 bullet point communicates project result (success metrics, findings)

Hiring Perspective: It's essential for you to highlight concrete project results and individual contributions because employers want to see concrete evidence of your skills.

Tip: Whenever you can, describe your work quantitatively. If you can't due to the nature of your work, still showcase its success, even when what you achieved wasn't what you originally intended. If you have less than 3 work experiences, try to supplement by adding another project to your Project section.

Experience

- Experiences note company/organization, title of role, start and end date (month & year), location
- Includes unpaid or part-time work, if applicable, but omits the words "part-time" and "unpaid"
- Maximum 3-4 bullet points
- No sub-bullet points
- Bullet points start with action verbs
- Correct tense is used in bullet points: past tense for previous, current tense for ongoing
- Within each job listing:
 - At least 1 bullet point communicates how candidate benefited company or cause
 - At least 1 bullet point provides concrete, numerical evidence such as projects completed, money made, people managed, accomplishments (eg. % increase)
- Bullet points are one sentence maximum, not longer than one and a half lines

Hiring Perspective: An employer only wants you if you can complete work assignments, multitask, and deliver results. This means not only having the technical skills, but also the soft skills to work and communicate well with other team members.

Tip: If you're an entry-level candidate, you should include all previous roles to demonstrate work history; this includes internships and volunteer roles. If you have no experiences, consider if it'd be appropriate to market yourself as an independent or freelance worker. If you are making a career change and already have professional experience in a different field, try to focus on highlighting valuable soft skills such as team collaboration or public speaking in your work experience, as these are often transferable and important across different industries. If you need help thinking of action verbs to describe your work experiences, check out UC Berkeley's list of resume action verbs [here](#).

Education

- Education is listed in reverse chronological order
- Nanodegree is listed as either Education OR Certification, **but not both**

Hiring Perspective: Employers and recruiters want to see relevant education if possible—like a Udacity Nanodegree program—that demonstrates initiative to learn relevant skills. The tech industry is constantly changing, so employers typically want to hire a person personally driven enough to stay on the cutting edge of the field even after being hired in a role.

Tip: If you have a technical or relevant university degree, highlight that over other education. If there is incomplete education that is not in progress, frame this experience positively by focusing on what you did complete. For example: "60 credits toward a bachelor's degree in Computer Science" or "Courses completed in computer science, design, communications." Finally, be sure to spell "Nanodegree" correctly. All Nanodegree programs are listed on [Udacity](#).

Skills

- Skills listed can include both technical skills (ie: programming languages) and others, such as "project management"
- Skills section should not include commonly-used technologies such as Microsoft Word or PowerPoint
- Skills section should not include common soft skills like "communication" or "attention to detail"

Hiring Perspective: While you may be tempted to include as many skills as possible to appear impressive, **employers are only concerned with seeing the skills mentioned in the job posting**, so including other skills will look like extraneous information.

Tip: Did you include all of your skills on your profile? Consider if the number of skills listed oversaturated that section. If so, pick a top 10 (more or less) skills and remove the rest.

PROJECT SPECIFICATION

Build Your LinkedIn Profile

General

CRITERIA	MEETS SPECIFICATIONS
Completion	<ul style="list-style-type: none">• Profile is public and error-free.• All sections are updated with relevant content.• Acronyms are written out in full, as well as abbreviated.• LinkedIn URL is customized with student's name, or personalization.
Profile is consistent.	<ul style="list-style-type: none">• Profile has a positive tone, without negative language.• Language is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments.

	<ul style="list-style-type: none"> • Content is written in the first person and uses easy to understand language.
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Summary

CRITERIA	MEETS SPECIFICATIONS
Summary	<ul style="list-style-type: none"> • First person description of the user's abilities, including who they work with and how they contribute. • Written with a professional but conversational tone. • Media links to projects and other sites, including GitHub, personal websites, videos, presentations, or written work. • Preferred contact information is filled out. • Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.

Top Section

CRITERIA	MEETS SPECIFICATIONS
Profile Picture	<ul style="list-style-type: none"> • High-quality and non-pixelated. • Candidate is smiling and dressed appropriate for their desired office environment. • Background of photo is not too busy or distracting. • Cropped around the head and shoulders.

Cover Photo	<ul style="list-style-type: none"> • High-quality and non-pixelated. • Content of image is generic, or relates to their work.
Headline	<ul style="list-style-type: none"> • Includes the job title they are currently applying to. • Does not reference the job search (ie: does not say "seeking roles" or "aspiring").
Articles and Activity	<ul style="list-style-type: none"> • Recent activity, including comments, likes, and general community engagement.
Contact Information	<ul style="list-style-type: none"> • Includes links to personal website, GitHub, or other pages where employers can learn more about them and their work.

Projects

CRITERIA	MEETS SPECIFICATIONS
Individual and Group Work	<ul style="list-style-type: none"> • Profile includes at least two relevant project to their job search: personal, academic, or work projects.

Project Descriptions	<ul style="list-style-type: none"> • Explain what the project is and briefly how it was developed. • Utilizes industry keywords. • Includes results, metrics, and findings. • Links to off-site media (ie. Source Code, GitHub, Personal Site, Video Walkthroughs, Presentations, etc.).
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Network

CRITERIA	MEETS SPECIFICATIONS
Groups & Organizations	<ul style="list-style-type: none"> • Member of 3+ groups relevant to their job search.
Links	<ul style="list-style-type: none"> • Educational institutions and company pages are correctly linked, with logos.

Experience

CRITERIA	MEETS SPECIFICATIONS

Complete Work History	<ul style="list-style-type: none"> • Include at least 3 jobs; full-time, part-time, internship, and unpaid roles they've held. • Omits negative language (ie. part-time, unpaid). • Has start and end dates (month & year), and location. • List awards and achievements. • Links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc. • Utilizes relevant keywords to their search.
Clarity	<ul style="list-style-type: none"> • Between 3-5 bullet points. • No sub-bullet points. • Written in past tense for previous work, and present tense for current work. • Bullet points begin with action verbs. • Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.

Education

CRITERIA	MEETS SPECIFICATIONS
Complete Education History	<ul style="list-style-type: none"> • Education is listed in reverse chronological order. • Includes description of school, area of focus, and topics of study. • Utilizes relevant keywords to their search. • Udacity should be listed under Education or Experience, but not both.

Interests

CRITERIA	MEETS SPECIFICATIONS
Community Connections	Following at least a dozen (12) industry leaders, companies, and topics related to their search.

Skills and Endorsements

CRITERIA	MEETS SPECIFICATIONS
Optimized Keywords	<ul style="list-style-type: none"> • At least 10 Optimized Keywords, ordered by relevance to their job search. • Skills listed can include both technical (ie: programming languages) and tech-relevant skills, such as "project management". • Skills section should not include commonly-used technologies such as Microsoft Word or PowerPoint. • Skills section should not include common soft skills like "communication" or "attention to detail".

Suggestions to Make Your Project Stand Out!

- Provide preferred contact information, including email, phone number, social media pages, etc. *Note:* LinkedIn does not allow some Contact Info, including email, to be

shown to non-connections. In addition, it also advises against adding a public-facing email.

- Published articles in activity feed.
- Additional Accomplishments Sections
 - Publication
 - Certification
 - Patent
 - Course
 - Honor and Award
 - Test Score
 - Language
 - Organization
- Volunteer Experience

How to Stand Out

Imagine: You're a hiring manager and need to pick 5 people to interview for a role. You get 50 applications, and everyone seems pretty qualified. How do you compare job candidates? You'll probably pick the candidates that stand out the most to you - likely the people who communicate their motivation and dedication for the job.

Personal Stories

A job candidate's personal story is always unique to them. Employers aren't just looking for someone with the skills, but for someone who can help drive the company's mission forward. That's why they need to know your work ethic and what drives you.

Personal stories are memorable. Connect with your potential boss or colleague by telling your personal story. You want employers to know how you solve problems,

overcome challenges, and achieve results. You want employers to know what excites you, what motivates you, what drives you forward.

All of this can be achieved through effective storytelling and building a personal brand.

—> Get out of imposter syndrome

—> Stop telling yourself that you aren't good enough and you don't know enough, start talking about what you do know, and what you have done.

—> **1.** Practice. **2.** Tell yourself that you ARE a software engineer. Talk about your projects, talk about them technically to other people, that will build your confidence and your ability to communicate.

—> When introducing yourself use **elevator pitch**. What do you want your employer to know about you? And what are you most proud of? Write it in LinkedIn summary.

Communicate Your Elevator Pitch in your LinkedIn Summary

Let's take another look at Chris's elevator pitch:



Use the same talking points for your LinkedIn summary, which may be the first thing people read on your profile. When recruiters (or anyone else) search on LinkedIn, keywords from your summary contribute to your rank in search results.

LinkedIn Summary Guidelines

- Keep the summary to 3-5 points maximum.
- Use numbers where possible.
- Always use active instead of passive language.
- Include a call to action so that people are more likely to contact you for more information.

See how Chris uses the same elevator pitch to craft his LinkedIn summary:

Chris Saden • 1st

Software Engineer at Udacity

San Francisco, California

Message

More...



Udacity



Georgia Institute of
Technology



See contact info



See connections (500+)

I'm a teacher turned software engineer who loves building personalized learning apps. My latest web app connects teachers around the world to collaborate on lesson plans. Right now, I'm working on improving Udacity's Career Portal, a customized path to help Nanodegree graduates get hired in tech. Skills: Python, AngularJS, Node.js, React, SQL

Time to prepare your pitch!

Take 30 min to develop your elevator pitch and check off the tasks below as you go.

Task List

- Articulate 3 main points.
- Say your pitch out loud to yourself (in front of the mirror, to your cat, your rubber duck, your baby...).
- Say your pitch to someone else (your roommate, partner, friend, bus driver...).

—> I'm a final year student at Shahjalal University of Science and Technology who enjoys deep learning and problem-solving. Currently, I'm working on a research project

in natural language processing. I have also done a few computer vision projects besides NLP.

Skills: Python, PyTorch, Keras, Deep Learning, C++, problem-solving

Keywords and SEO

As there are millions of LinkedIn users, you may be wondering how you stand out or are surfaced to recruiters. Below, we dive into the sections of your profile which are essential to SEO (search engine optimization - or optimizing your profile for searches on LinkedIn).

On your LinkedIn profile, more-so than on a resume or other application materials, it is helpful to use keywords specific to the job you are targeting. This is especially true of the words you include in your headline, summary, and current job title. Think of the words that a recruiter might type to search for candidates of your target job and check to ensure they're listed in your profile.

For example, if you were looking for a job developing mobile augmented reality apps, you might want to include words like `engineer`, `iOS`, `Android`, `Unity`, or `3D`.

Pro Tip: To find keywords to add, read job descriptions of positions you are targeting.

For example, when you search "Udacity Software Engineer" on LinkedIn, you may find similar results to the image below. What do you notice about the search results?



P. ... • 2nd

Platform Engineer at Udacity
San Francisco Bay Area

Summary: ...as a Internal Product Engineer then transitioned to be a software engineer. She joined Udacity's...



15 shared connections



O. ... • 2nd

Sr. Software Engineer at Udacity
San Francisco Bay Area

Current: Back End Engineering Lead at Udacity



31 shared connections



V. ... • 2nd

Software Engineer at Udacity
San Francisco Bay Area

Past: Software Engineer at ...



5 shared connections

LinkedIn search results for "Udacity software engineer" (with some redacted information)

You may have noticed that:

1. All have profile pictures.
2. All have the keyword "software engineer" in their Headline, Summary, and Past Experience sections.
3. All are second connections with the searcher. The people you're 1st, 2nd, and 3rd connections to will be prioritized in your search results. If you want to be surfaced in search results, you'll need to connect with others in your industry to boost your visibility.

Spend some time getting these essentials right.

Name

Here you will need to use your real name, not a pseudonym. No `Codergirl142`, no `HireMe McJoberson`, just your real first and last name.

Pro Tip: You can add former names to your Profile. See [instructions](#) from LinkedIn.

Profile Picture

Do

- Upload a picture cropped to your head and shoulders.
- Aim for a high resolution photo.

Don't

- No inappropriate or unprofessional items or environments.
- Don't include other people - this is *your* profile after all!
- No selfies. Someone is willing to take a photo for you, we promise!

Headline

Your headline should be one of the following options:

- **Your Current Job Title.** This is the simplest but most effective way to optimize SEO; LinkedIn even defaults to suggesting you do this.
- **Your Education.** If you do not yet have a job in your new industry, add your education such as "Data Analyst Nanodegree Graduate." You still include the key term "data analyst".
- **Your Target Job.** Remember when Chris said his job search improved when he finally called himself a software engineer? If you're a Nanodegree graduate with a portfolio of real-world projects to share, feel confident and list your target job title.

Summary

You should already have your summary, crafted from your elevator pitch, from the exercise with Chris. If you need a refresher, just go back to "Use Your Elevator Pitch on LinkedIn." Your summary should:

- Be written in first person, with a professional but conversational tone.
- Include your key abilities and contributions.
- Include 5 key skills (programming languages, software, etc.) for SEO purposes.

Showcase Successful Work Experiences

The Experience section of your LinkedIn profile should mirror your resume.

Ensuring your resume and LinkedIn are consistent will help to build your personal brand.

In our [free course on resume writing](#), we provide detailed guidance on how to describe your work experiences in a way that showcases success. Here are some guidelines to keep in mind for both resumes and LinkedIn profiles:

Be concise.

- Include only relevant experience.
- Keep each description to 3 bullet points or less.
- At least 1 of these bullet points should demonstrate an individual contribution.
- At least 1 of these bullet points should communicate a project result (success metrics, findings).

Always convey **Action, Numbers, Success**.

- Action - Use active verbs to describe what you did.
- Numbers - Quantify your accomplishments.
- Success - Define each experience in terms of what you learned or achieved.

Order matters.

Make sure that your most relevant and most recent experience appears at the top of your profile.

Accomplishments

You can adapt the "Accomplishments" section of your LinkedIn profile to a wide variety of work experiences and achievements. For example, the

"Accomplishments" section for "Projects" is an excellent place to **showcase your**

Udacity projects! You can also list the Udacity courses you have taken in the "Accomplishments" section for "Courses."

When describing your projects be sure to include the specific technical skills you learned relevant to your target field. Think about the parts of your Udacity projects that you are most proud of and frame them as successes in your project description. Here are a couple good examples from Udacity alums:

[Kristin, Virtual Reality Developer Nanodegree Program Alum](#) - Notice how Kristin uses the project section to showcase the technologies she has worked with (i.e. Unity, Oculus Rift). She also provides links to visuals for each project, so that it's easy for recruiters and connections to dive deeper into a project that piques their curiosity.

[Michael, Self Driving Car Nanodegree Program Alum](#) - Notice how Michael uses the "Projects" section to include more details about his experience with autonomous vehicles, and highlights his use of particular models like convolutional neural networks.

Find More Connections

In order to use your LinkedIn profile effectively, it's important to have as many connections as possible. In general, **500+** connections are needed to fully optimize your profile.

This may seem like a lot, but once you get rolling, you'll get to that number fast. After you actively start engaging on LinkedIn, by **joining groups and going to networking events**, your number of connections will climb. You are more likely to

show up in search results on LinkedIn if you have more connections, which means you'll be more visible to recruiters.

Here are some examples of the types of connections you could add:

- current and former colleagues
- people you attended school with (high school, university, graduate school, Udacity)
- your favorite teachers and professors
- people you meet at professional events, like conferences and meetups
- volunteering companions
- friends and relatives
- roommates and neighbors

Join Groups

Joining groups allows you to see content from and post content to people who share your interests. Join groups which relate to your industry, of professionals who live near you, or of people who attended the same alma mater. For example, it is common for people to join location-based professional groups, like the Chicago Young Professionals, or for Udacity students to join the Udacity Alumni Network. You might want to join groups associated with specific technologies, like Swift Developers, User Interface Design, or Self-Driving Cars.

Joining groups vastly increases the number of people in your network, increasing the visibility of your profile and the number of opportunities that come your way.

Optimizing your LinkedIn Profile is important for showcasing yourself to any recruiter or employer. However, you can do more than passively wait for someone else to reach out.

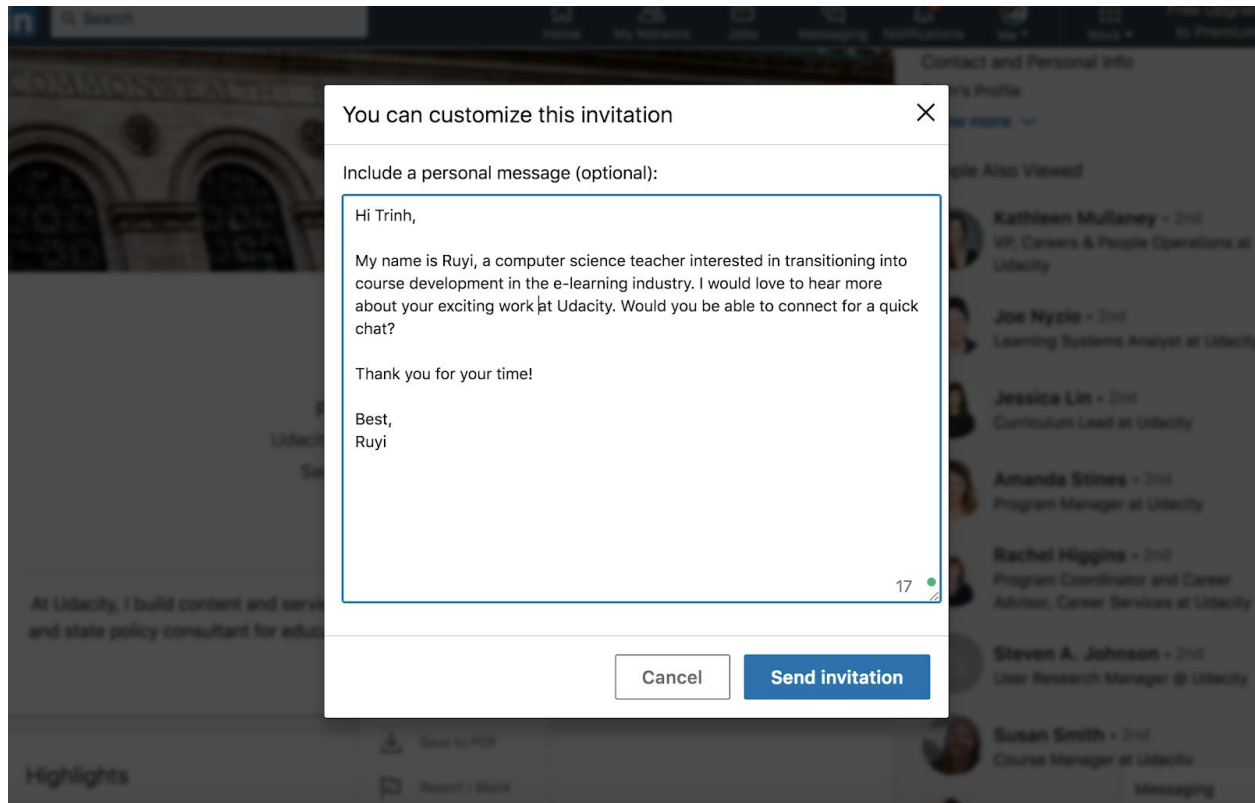
After improving your LinkedIn Professional Profile, connect with other industry professionals via LinkedIn to set up an informational interview, learn about a position, or build new professional relationships.

Example LinkedIn Conversation

Platforms like LinkedIn make it easy for people to find and connect with each other.

When you connect with someone, make sure to write a note in the request. You only have 300 characters in a connection request to make a first great impression.

Below is an example of how you might request an informational interview.



Your invitation should always be polite, professional, and friendly!

Once they've accepted your invitation to connect, you can move forward with sending your request to meet for an informational interview.

Trinh Nguyen
Program Manager at Udacity



Ruyi

5:01 PM

Trinh Nguyen is now a connection



Hey Ruyi, thanks for connecting and telling me a bit about yourself. I'm happy to chat. What would you like to learn about Udacity?

5:03 PM

Hi Trinh

Thanks

Hey Trinh

Hi Trinh, thank you for accepting my invitation to connect! I noticed your exciting work guiding content updates in the Intro to Programming Nanodegree Program at Udacity. I wanted to ask if we could meet for a short informational interview. I began exploring online courses, which inspired my interest in pursuing a career in course development and management. I hope to eventually enter into a new role at an e-learning company to create engaging courses.

Would you be available to meet in two weeks at a time that works for you? I would be happy to take you out for coffee and hear about your experiences. Thank you for your time, and I look forward to hearing



Send



Connection established! Now it's up to you to schedule a time to meet.

Don't forget: It's expected that one will receive connection requests through LinkedIn. There's no reason to think you're inconveniencing the other person. Like you, other people are interested in improving professionally, which can revolve around sharing their own experiences and knowledge or discussing current topics of interest in the industry.

Not sure how to start making connections? Review our [advice in the Career Resource Center](#) on how to successfully request and conduct an informational interview.

You may feel nervous or unsure at first, but with practice and frequent networking interactions, you will soon become a networking pro.

You've optimized your profile. What's next?

Creating a killer profile is a key first step toward building a strong LinkedIn presence, but there is a lot more you can do to nurture your connections and make your profile easy to find. Here are some of the avenues LinkedIn provides to engage with your professional community.

Follow

Follow the influential companies in your target field to stay informed about new discoveries, trends, and current events in your professional sphere. Identify

companies where you can imagine working, and follow those too; you'll see job posts sooner and you'll be more likely to show up in their recruiters' searches.

Post, Like, and Comment

Authoring original posts is a fantastic way to boost your visibility, but if you are a little shy about posting at first, don't worry. Plenty of people get meaningful value out of LinkedIn without authoring posts. You can also engage by liking and commenting; these small actions can go a long way toward boosting your visibility.

Endorse and Recommend

There are so many good reasons to endorse and recommend on LinkedIn.

Effective team players recognize the contributions of others. By endorsing and recommending current and former colleagues you can show future coworkers that you are capable of acknowledging your teammates. This acknowledgement will also deepen your relationship with the colleagues and collaborators you endorse, not to mention it will increase the likelihood of someone acknowledging you in return.

Here's a profile from [Mike, a former Udacity employee](#). Take a look at his "Recommendations" section. Notice that he has received and given multiple recommendations. Not only does this give us a window into working with Mike, but it shows that he's a colorful and clear communicator.

Up Next

By now, you know how to:

- Market yourself effectively with your elevator pitch.
- Optimize the essential LinkedIn profile components.

- Effectively describe your work experience and projects.
- Create a strong network by adding connections and joining groups.
- Raise your LinkedIn visibility.

Being confident in this will help you network naturally, whether on LinkedIn or at an event in-person.

If you are seeking additional advice on how to enhance your LinkedIn profile, check out the following resources:

- [How to Stand Out on LinkedIn](#)
- [Tips for building a great LinkedIn Profile](#)
- [Land a Great Job with LinkedIn](#)
- [31 Tips for LinkedIn](#)

Move on to the LinkedIn Profile Career Service Review and get personalized feedback on your online presence!

- Create a custom profile URL in the “Edit URL” section of [your public profile](#)
[edit https://github.com/tanny411/GroupProject/commits/masterage](https://github.com/tanny411/GroupProject/commits/masterage).