Workshop IV

Introduction to LinkedIn

Purpose of LinkedIn

What is LinkedIn?

- The world's largest professional network that connects you with opportunities and peers.

  - Social media platform that is focused on careers and professional growth

  - Can build personal brand

  - Network with others

  - Access tools to advance careers

Why is LinkedIn Important?

- Networking!!!
    - Opens doors to opportunities, knowledge, and career growth
- Used as initial point of contact in professional relationships
    - Recruiters
    - Potential mentors
- Access to job postings and company insights
- Used by recruiters and hiring managers

Aspects of a Profile Pt.1

Basics of a Profile

- Demonstrate what you want to show others about yourself

  - This is YOUR personal brand

- Want to create a good first impression with a strong profile

  - Cater profile towards target career

  - Showcase what you're involved in or want to get involved in

Profile Picture

- Most likely the first thing that people see

  - High-quality picture showing your face

  - Professional attire

  - Simple background

- Resources on campus to get photo taken

  - UCI Division of Career Pathways - Professional Photo Booth

  - Clubs on campus

Headline

- Short, customizable statement that appears right under your name on your profile

  - Serves as a first impression to who you are and what you do

- Typically want to include:

  - Incoming/current/previous work experience

  - School and major

  - Relevant leadership/extracurricular positions

Ivan Huang

UCI IEEE OPS Lab Instructor | Prev. Electrical R&D Intern @ Applied Medical | Electrical Engineering @ University of California, Irvine

Irvine, California, United States

734 followers · 500+ connections

Background Photo

- Is seen once you click on someone's profile
  - Should complement profile, not take away from
- Few options for background photos:
  - Used LinkedIn's premade ones
  - Upload your own scenic photos
  - Use photos tied to your extracurriculars
  - Create your own background photo
    - Use free design tools (ie. Canva)
    - Include name, contact info, maybe a quote

About/Bio Section

- One of the most important sections of profile
  - Introduction of yourself (year, major, school)
  - Highlight your skills, achievements, and career goals
  - Great place to showcase your voice and personality
    - Personality type (MBTI)
    - Professional/personal journey
    - Personal interests, motivations, etc.
- Want to show best side of yourself while being genuine
- Sentence describing how to contact you (ie. LinkedIn, email)

Aspects of a Profile Pt.2

Experiences/Background

- Sections showing what you know and what you've done:
  - Experience
  - Education
  - Licenses & Certifications
  - Projects
  - Skills
  - Courses, Honors & Awards, Languages, and Organizations
- Include technical and soft skills and images to each section if applicable

Experience

- Put any professional experience you have

  - Even positions unrelated to your major/desired career path are valuable

- Can also include relevant extracurriculars

- Within each experience:

  - Summarize what was accomplished (small paragraph or bullet points)

  - Include skills used

  - If applicable, include images

Education

- Definitely include where you're attending college (UCI)

  - Extracurriculars within the "Activities and societies" section

  - Can also include GPA if it's high

- Can include high school as well

  - Especially relevant experience

    - Leadership positions in extracurriculars

    - Technical extracurriculars

Education

UC Irvine
Bachelor of Science - BS, Computer Engineering; Electrical Engineering
Sep 2022 - Jun 2026

Grade: Junior

Activities and societies: UCI Rocket Project (Avionics Engineer), UCI FSAE internal combustion engine team (Electronics), Engineering Student Council (Outreach), IEEE OPS Instructor

GPA: 3.7
Regents' Scholar
Deans Honor List

◈ VHDL, KiCAD and +7 skills

Cypress High School
Aug 2018 - May 2022

Activities and societies: Physics Club (President), Seaperch, Cyber Patriots, Model United Nation, Speech and Debate, Esports Club, Volleyball, California Scholarship Federation, and a Peer Mentor.

Weighted GPA: 4.28
Class Rank: 15/690
SAT: 1500/1600

Licenses & Certifications

- Include any certifications you've earned

  - Can earn certifications through resources like Udemy

    - UCI pays for your Udemy courses

- Can also earn certifications through LinkedIn Learning

Licenses & certifications

Altium Education
Altium®
Issued Jan 2024
Credential ID cert_lv1fpb0z

[Show credential ↗]

◈ Printed Circuit Board (PCB) Design and Altium Designer

certificate-of-completion-for-altium-education-cumulative-quiz.pdf

OSHA 10-Hour
Lennar

Projects

- Any relevant technical or personal projects you're proud of too
  - Can describe in bullet points similar to what you'd put on your resume
  - Ask yourself:
    - Purpose of project
    - Role you played
    - Outcome or impact
- Include skills (and images if possible)

Skills

- Usually will associate skills with experiences, projects, education, etc.

- From Projects 1 - 4:
  - Breadboarding
  - Soldering
  - Schematics
  - ESP32/Microcontrollers
  - Embedded Systems

- Can have skills endorsed by others
  - After completing all the OPS projects, instructors will endorse you!

Uses of LinkedIn

Networking: Connecting on LinkedIn

- Connect with others to add them into your network!
    - If "Connect" says "Follow" click "More" to send connect request
    - Can also use QR Codes
- Connect with anyone you want
    - Recruiters
    - Industry professionals
    - Other students or alumni

Networking: Coffee Chats

- Can ask connections for coffee chats/calls either before or after connection
  - Ask about their background
  - Ask for help in application process
  - Ask for advice
- Be respectful and be mindful of others' time

Ivan Huang (He/Him) • 9:19 AM

Hello ███,

My name is Ivan, a current second year electrical engineering major at UC Irvine. I see that you're a Controls Systems Engineer and was wondering if you'd be open to scheduling a time to call so that I could learn more about the field of control systems and your role. Thank you!
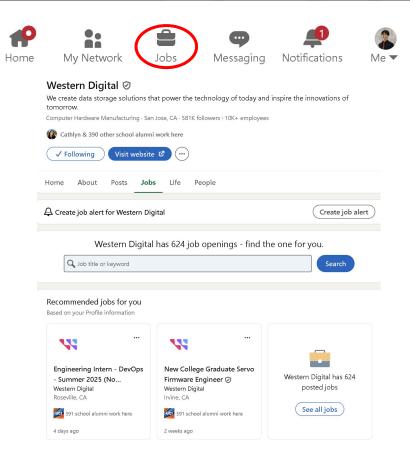
Best,
Ivan Huang

Networking: Social Media

- LinkedIn is social media!

  - Can interact with posts (ie. likes/reactions, comments, reposts, etc.)

    - Informational posts, posts about opportunities, etc.

  - Can create own posts to share with network

    - Any accomplishments you've made

    - Expressing gratitude for an internship position

    - Reflecting on an experience

    - Possibilities are endless!

Jobs

- There is a "Jobs" tab at the top of LinkedIn
  - Keywords, location, company, etc.
- LinkedIn gives recommended jobs
  - Easy apply or through company site
  - Can save jobs to apply for later
- Can go to company's page to look at desired open positions
- Can create job alerts (IMPORTANT!)

Setting Up Your Profile

In This Workshop

- What to aim for while here:

  - Create your account

  - Create your About/Bio Section

  - Create your headline

  - Add your Education

  - Add Open Project Space (OPS) Student for Experience

IEEE Student Branch at UC Irvine
Seasonal · 6 mos
Irvine, California, United States · Hybrid

Open Project Space (OPS) Student
Oct 2024 - Present · 2 mos

I am a student in IEEE at UCI's Open Project Space (OPS) program, a year-long project-based learning course designed to teach students the fundamental principles of electronics and embedded systems. Through this program, I have:
- *insert what you've done*

◈ Soldering, Breadboard and +2 skills