



# LinkedIn, Showcasing Yourself and employability



**Dr Gavin Baxter**

University of the West of Scotland  
gavin.baxter@uws.ac.uk

# PRESENTATION OUTLINE



- ☐ Review the history and background to LinkedIn
- ☐ Assess the benefits of having a LinkedIn profile
- ☐ Identify best practice in creating your profile on LinkedIn
- ☐ Review approaches on how to maximise the potential of your profile
- ☐ Assess and identify how best to show case your work to potential employers

# BACKGROUND TO LINKEDIN

- ❑ What is LinkedIn?
- ❑ “User profile based database that allows people in professional occupations to network and establish contacts with individuals in like-minded or alternate professions” (Baxter, 2015, p. 4)
- ❑ Launched in May 2003 as a recruitment resource – business to business social (B2B) network often referred to as ‘the professionals’ Facebook’ (Carvill and Taylor, 2013, p.133)
- ❑ Over 225 million active users with 2.6 million companies already having their own LinkedIn page (Kitchen and Mirza, 2013, p.136)
- ❑ Creating a successful LinkedIn account is to build a relationship with other networkers that benefits them as well as yourself (Robertson, 2014, p.1)

Baxter, G. (2015) Social Media in Organizations. In: The International Encyclopedia of Digital Communication and Society. 1<sup>st</sup> ed. (eds. Manswell, R. and Hwa Ang, P.). John Wiley & Sons, Inc. pp. 1–7 DOI: 10.1002/9781118767771.wbiedcs025

Carvill, M. and Taylor, D. (2013) The Business of Being Social: A Practical Guide to Harnessing the power of Facebook, Twitter, LinkedIn & YouTube for all businesses. Crimson.

Kitchen, T. and Mirza, T. (2013) Profitable Social Media Marketing: How to Grow your Business using Facebook, Twitter, Google+, Linked-In and more. Exposure Ninja.

# BENEFITS OF USING LINKEDIN



- ❑ Why bother about LinkedIn?
- ❑ Professionals are expected to have a presence on LinkedIn
- ❑ Employers search LinkedIn for potential candidates
- ❑ Businesses use LinkedIn to create 'Company Profiles'
- ❑ Space for businesses to showcase people from their organisation
- ❑ Meet like-minded individuals via LinkedIn Groups
- ❑ Use of LinkedIn Groups
- ❑ Start your own Group in LinkedIn

# GETTING STARTED ON LINKEDIN (1)

☐ How do you get started on LinkedIn?

☐ Creating a LinkedIn profile:



☐ **Your Name:** use a name that people know you for in business

☐ **100% Profile Complete:** 100% completion impacts on your ability to attract new connections

☐ **Your Professional Headline:** current job title or position or company name. Can be maximum of 110 characters in length; keyword searchable; use keywords or phrases you want to be found for; aids your search rankings; include end benefit

☐ **Your photograph:** professional photograph; make an impression

☐ **Your Public URL:** edit this to match your name or business name; can use this link to generate visits and connections via e-mail signature, website, business card or other social media

☐ **Your Professional Summary:** add a summary about you or your business, 2-3 sentences per paragraph, make an impression

# GETTING STARTED ON LINKEDIN (2)



- ☐ Creating a LinkedIn profile (continued):
  - ☐ **Your Experience:** covers your previous positions and jobs (just a few lines); LinkedIn can suggest connections for you based on where you have worked before
  - ☐ **Your Skills:** add skills to your profile you can be endorsed for; add the key skills you want to be endorsed for; 25 to 30 core skills; keep your skill list up-to-date; useful for recruiters and head hunters
  - ☐ **Add Rich Content and Media:** add videos (YouTube, Vimeo), documents (blog), links to your profile, PDF brochure, PowerPoint presentation
  - ☐ **Add Publications:** books, articles, papers (showcase yourself as expert in your field)
  - ☐ **Add Voluntary Experience:** causes, charities you support
  - ☐ **Link Twitter to your profile:** more followers, updates from Twitter via LinkedIn
  - ☐ **Use Calls to Action on your web links**
  - ☐ **Add Phone Number and E-mail:** e-mail address for business and phone number for office



# GETTING CONNECTED



- ☐ LinkedIn can show you how people are connected
- ☐ For example, '1<sup>st</sup>', '2<sup>nd</sup>' or '3<sup>rd</sup>' next to a person's name
  - ☐ **1<sup>st</sup> Degree Connections:** directly connected via an invitation to another LinkedIn member
  - ☐ **2<sup>nd</sup> Degree Connections:** one of your 1<sup>st</sup> degree connections is connected to this member
  - ☐ **3<sup>rd</sup> Degree Connections:** one of your 2<sup>nd</sup> degree connections is connected to this member
- ☐ LinkedIn advises you who you can connect to via others in your network
- ☐ Use advanced searches to find and contact people



# GROWING YOUR NETWORK

- ❑ Connect to others that you would give an endorsement of their skills
- ❑ Open networking approach: connecting specifically via the use of LinkedIn
- ❑ The more connections you have increases the visibility of your profile (500+?)
- ❑ Connect with people you don't know – use the 'People you may know' feature
- ❑ Use advanced search facility
- ❑ Connect with people you interact with at networking events
- ❑ Organise contacts with tags



Robertson, C.E, (2014) LinkedIn For Local and Small Business. Creative Independent Publishing Platform (pp. 53-54)

Rathling, S. and Reilly, D. (2013) LinkedIn or LinkedOut? 107 Ways to Grow Your Business Using LinkedIn. Creative Independent Publishing Platform



# ENDORSEMENTS AND RECOMMENDATIONS VIA LINKEDIN

- ☐ Introduced in September 2012
- ☐ People can 'endorse' their connections
- ☐ Can include up to 50 different skills
- ☐ Users click on a button to endorse you
- ☐ Connect to others that you would give an endorsement of their skills
- ☐ Expand skills to maximise search results
- ☐ Mixed views about this feature with regards to credibility issues
- ☐ 'Recommendation generation' (Carvill, p.139) increasing your recommendations grows your credibility
- ☐ Recommendations increases your profile leading to greater visibility in searches – 10 is quite a good number to have
- ☐ Good for relationship building – increases level of trust
- ☐ Share your recommendations on other social media networks



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# USING LINKEDIN GROUPS

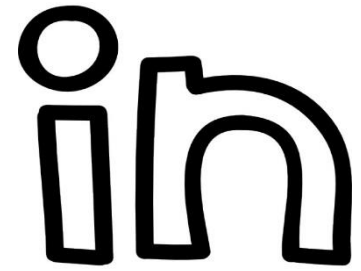
- ☐ You can be a member of only 50 groups at one time
- ☐ Joining groups can enhance your networking opportunities
- ☐ Join big as well as small groups (professional, interest, region based)
- ☐ Open and closed groups
- ☐ Contribute positively to groups you join
- ☐ Use groups for industry research
- ☐ Starting your own group
- ☐ Control group updates



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# ENHANCING YOUR PROFILE



- ☐ Make regular use of status updates
- ☐ Use status updates to thank people
- ☐ Share success stories via status updates
- ☐ Use status updates to share stories about your business
- ☐ Direct people to your LinkedIn page
- ☐ Provide engaging content (share videos, updates from blogs)
- ☐ Use status updates regularly
- ☐ Use them to promote others

# LINKEDIN AND EMPLOYIBILITY

- ☐ Make use of the jobs section
- ☐ Receive e-mail alerts about jobs
- ☐ View job postings
- ☐ Search for a job (use advanced search facility)
- ☐ Announce and post details of a job
- ☐ Share jobs on your company website



# SUMMARY

- ❑ LinkedIn is a powerful B2B networking tool
- ❑ Expanding rapidly in growth and membership
- ❑ Useful social media platform for connecting with employers
- ❑ Networking with individuals from similar industry disciplines
- ❑ Useful tool for show casing yourself, your skills and portfolio
- ❑ Strongly advisable for those who not possess a LinkedIn account to create one
- ❑ Creation of LinkedIn account by end of module
- ❑ [Using LinkedIn Effectively](#)

# WHAT IS AN E-PORTFOLIO

- ❑ An ePortfolio is an electronically held collection of evidence which provides information about your:
  - ❑ skills and abilities and
  - ❑ your personal, academic and professional development
- ❑ The process of creating a portfolio requires you to:
  - ❑ decide what to include in your portfolio
  - ❑ reflect on your personal, academic and professional development

# CREATING A GOOD PORTFOLIO/SHOWREEL (1)

- ☐ What makes a credible portfolio and how best to build your portfolio/showreel?
- ☐ Keep adding to your portfolio during your time at university in addition to including projects undertaken out with class time
- ☐ Include examples of any freelance work undertaken
- ☐ Include examples of work experience relevant to your industry area
- ☐ Review portfolio examples on [Digital Futures](#) site

# PORTFOLIO/SHOWREEL EXAMPLE: JOHN BRIGGS (CG ARTIST)

JOHN BRIGGS  
CG ARTIST

[Home](#)

3D Portfolio

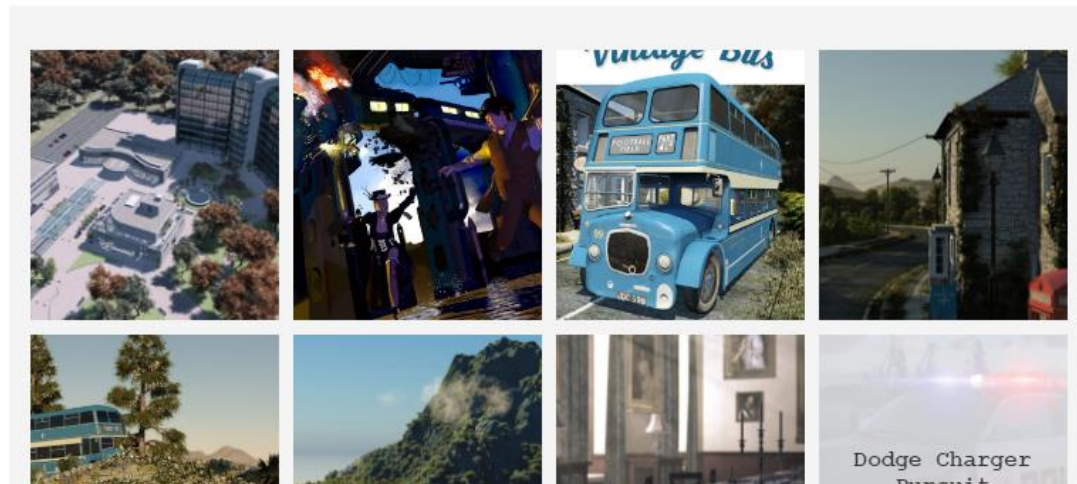
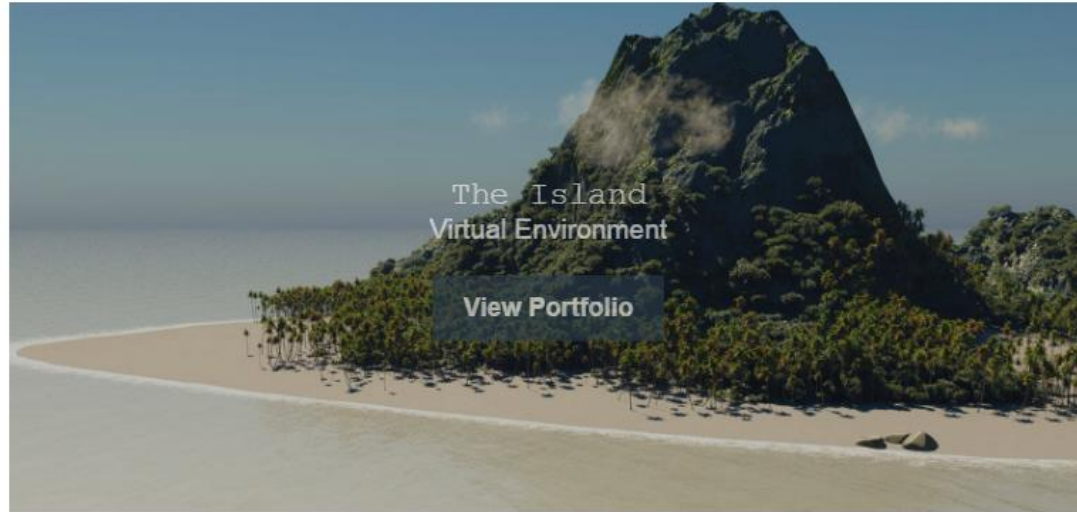
2D Portfolio

Showreel

About

About and contact  
details, links to 3D, 2D  
and showreel.

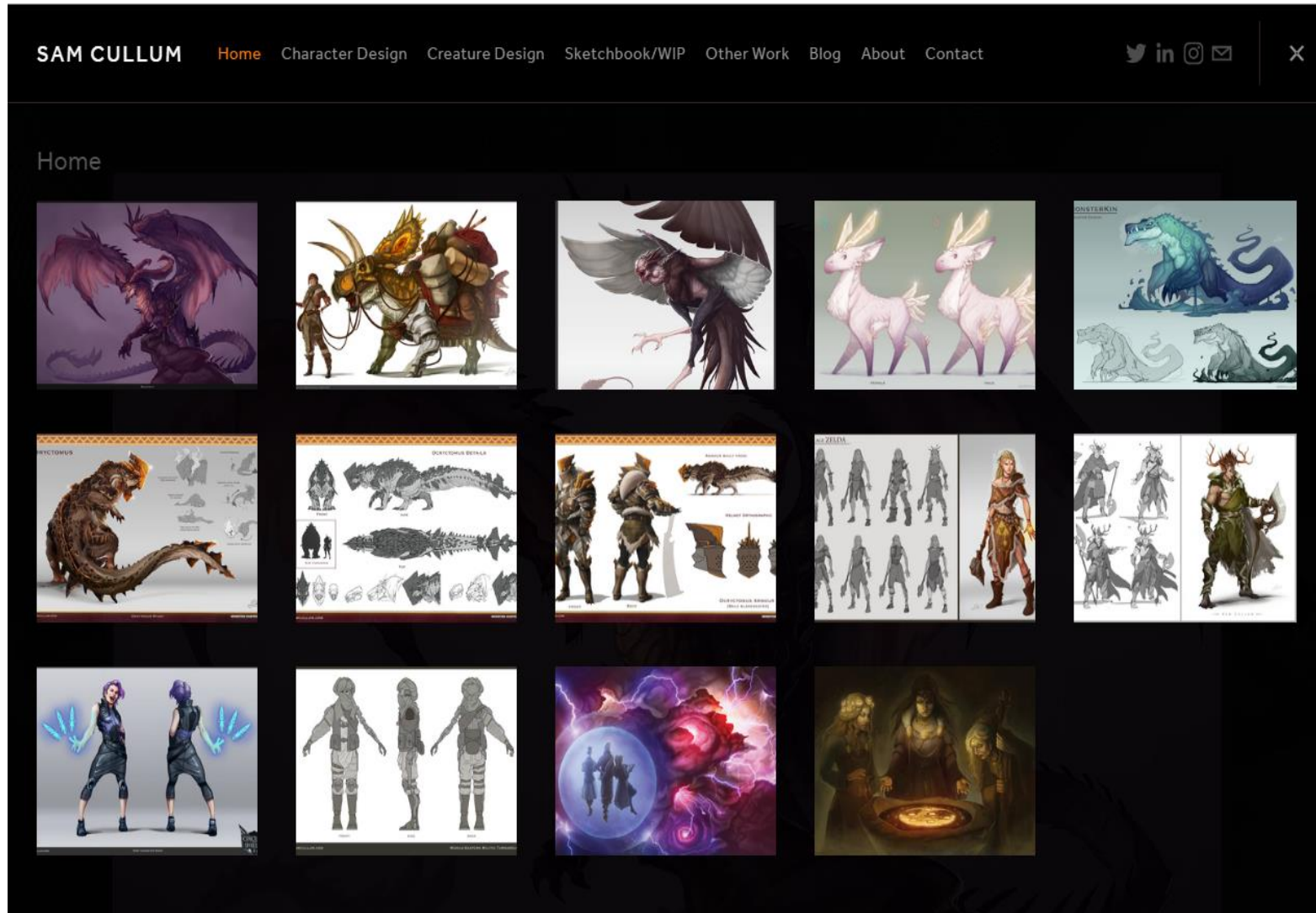
Examples of work and  
projects undertaken.





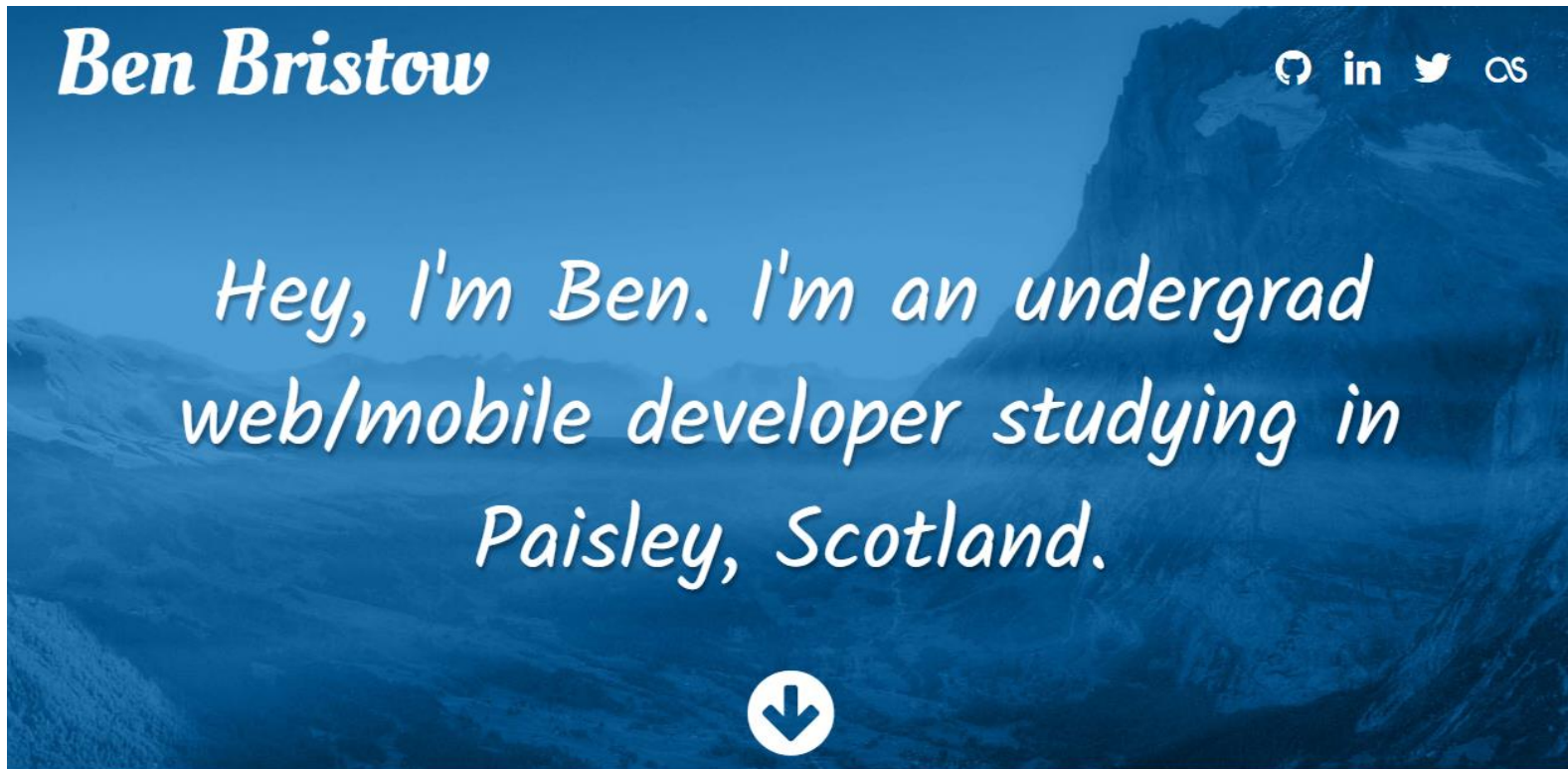
# PORTFOLIO/SHOWREEL EXAMPLE: SAM CULLUM (CONCEPT ARTIST AT [DAZZLE ROCKS](#))

Links to examples of work  
plus contact details.



# PORTFOLIO EXAMPLE: BEN BRISTOW (INTERN AT ARNOLD CLARK)

Basic yet straightforward overview –  
good synopsis of projects worked on.



What I've Been Working On...



# PORTFOLIO EXAMPLE: DANIEL TAYLOR (INTERN AT [SOLUS](#))

Good example of showcase portfolio.

DANIEL TAYLOR

ABOUT

PROJECTS

RESUME

PUBLICATIONS

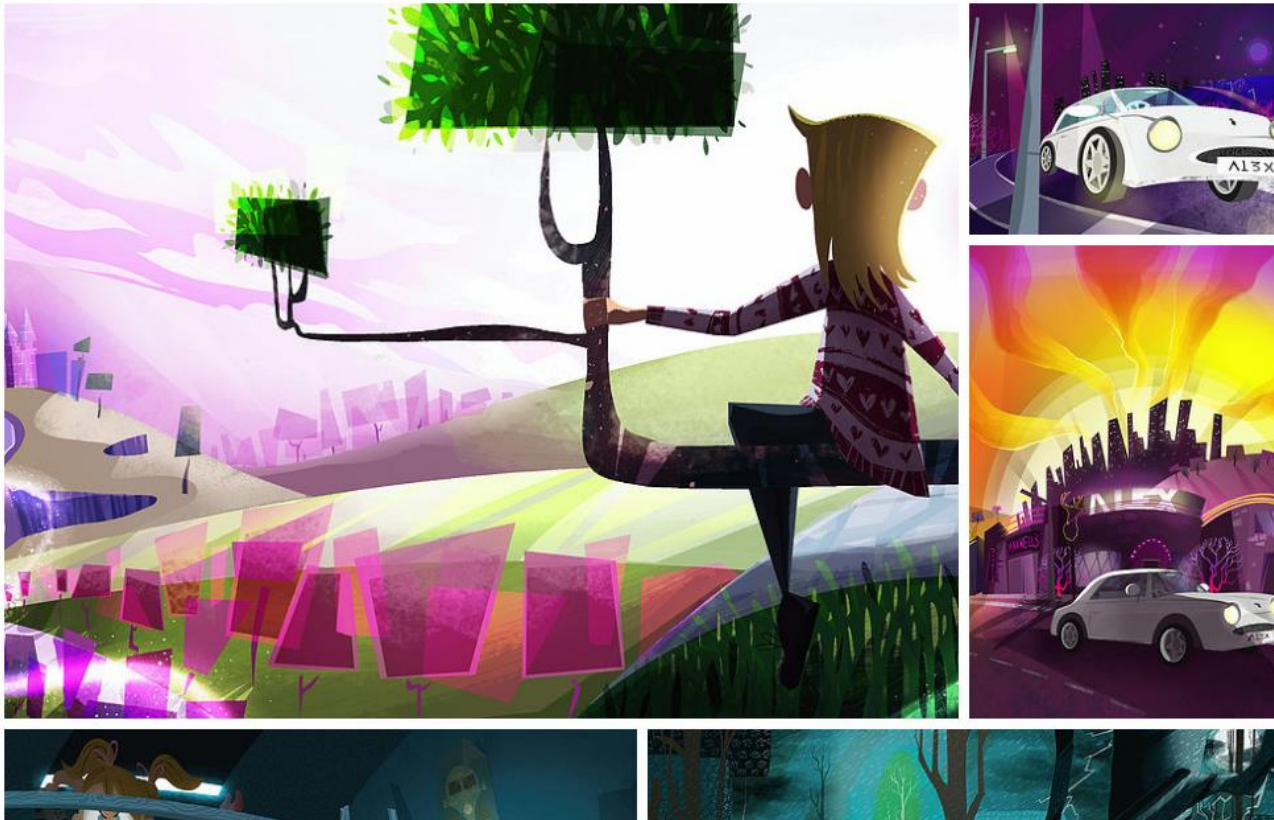




# PORTFOLIO EXAMPLE: AMY LEWIS (VISUAL DEVELOPMENT ARTIST AND ILLUSTRATOR)

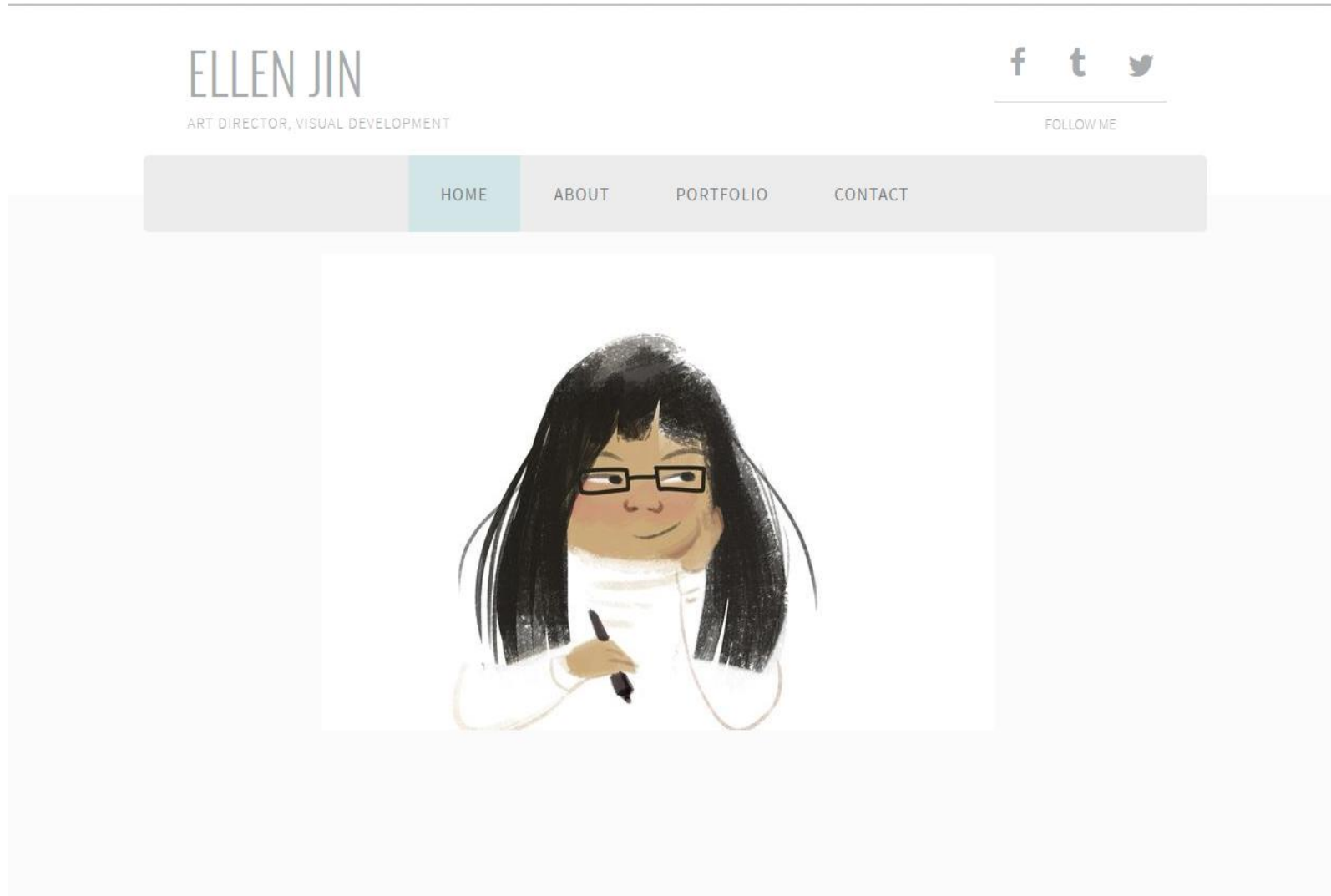
Good example of visual impact in portfolio.

 Amy Lewis



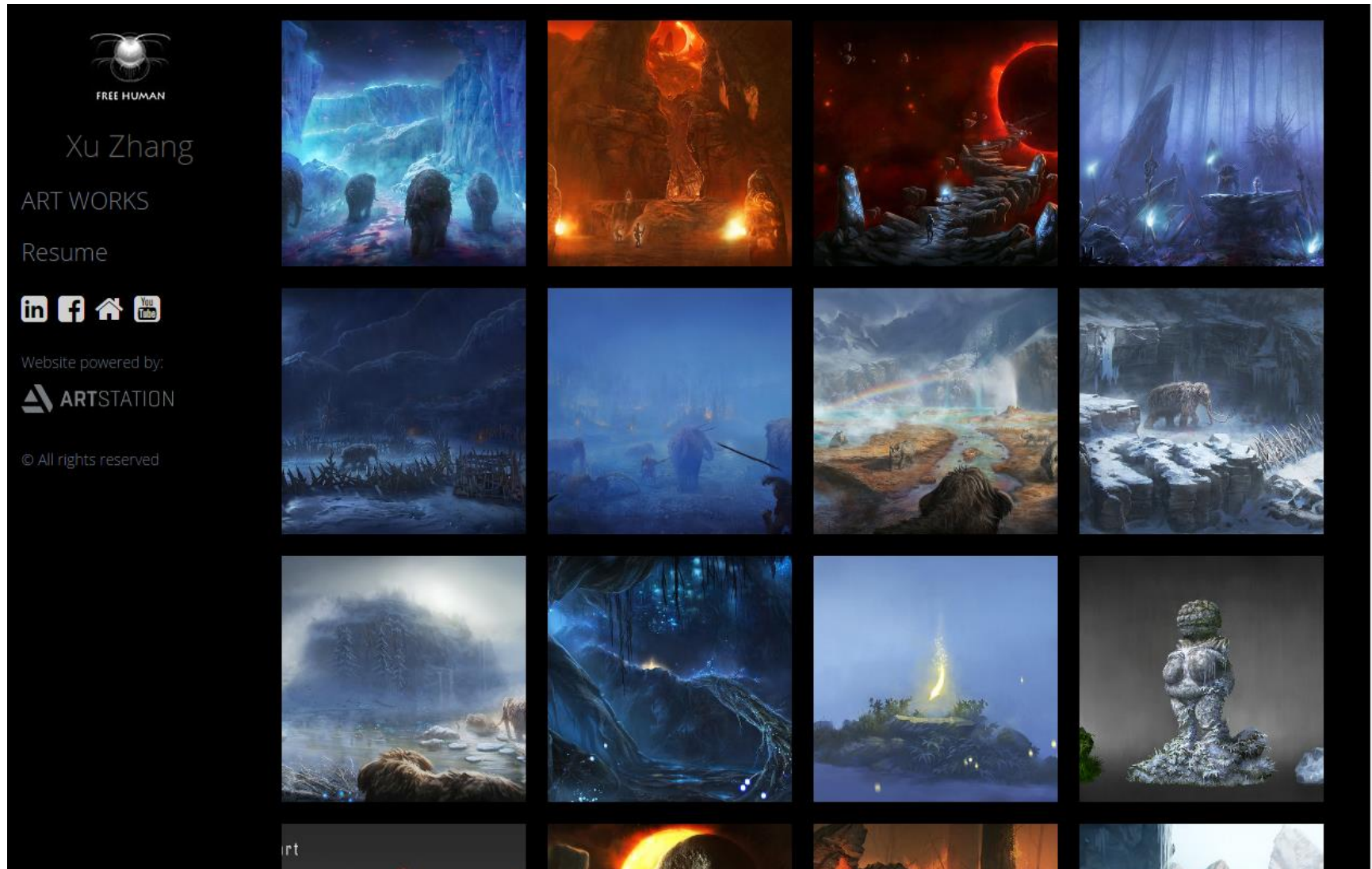
# PORTFOLIO EXAMPLE: ELLEN JIN-OVER (ART DIRECTOR AT DREAMWORKS ANIMATION)

Good example of visual impact in portfolio.



# PORTFOLIO EXAMPLE: XU ZHANG (SENIOR CONCEPT ARTIST UBISOFT)

Good example of a showcase portfolio.



# SOURCES: CREATING A GOOD PORTFOLIO/SHOWREEL

- ❑ Portfolio/Showreel advice: [Fudge Animation studios](#)
- ❑ Creating your showreel: [John Briggs](#)
- ❑ Tips for animation, VFX CVs, [showreels and portfolios](#)
- ❑ Animation [demo reel tips](#)
- ❑ Creating [web design portfolios](#)
- ❑ Portfolio Requirements for [Character Animation](#)
- ❑ 10 tips for an [online animation portfolio](#) that gets you hired
- ❑ [Creating an Animation Demo Reel](#) – The Complete Guide
- ❑ [Animation Portfolio Advice](#)
- ❑ [5 top portfolio sites for digital artists](#)
- ❑ [Is your online Art Portfolio Lacking?](#)
- ❑ [Portfolio and demo advice for programmers](#)
- ❑ Creating a winning [game industry art portfolio](#)
- ❑ How to create a [Game Design Portfolio](#)
- ❑ Advice about [internships](#)

# REFERENCES

- ❑ Baxter, G. (2015) Social Media in Organizations. In: The International Encyclopedia of Digital Communication and Society. 1<sup>st</sup> ed. (eds. Manswell, R. and Hwa Ang, P.). John Wiley & Sons, Inc. pp. 1–7  
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