LinkedIn Tips & Tricks

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Career Advisor
LinkedIn overview (super short!)

Tips – profile & beyond (15 of ‘em!)

Tricks! (stuff you didn’t know you could do)
LinkedIn Overview
Who is on LinkedIn?

500,000,000+
REGISTERED MEMBERS

138+M
UNITED STATES OF AMERICA

29+M
BRASIL

23+M
UNITED KINGDOM

14+M
FRANCE

10+M
DACH

10+M
ITALY

9+M
SPAIN

7+M
NETHERLANDS

3+M
BELGIUM

2+M
DENMARK

2+M
SWEDEN

1+M
IRELAND

31+M
CHINA

42+M
INDIA

1+M
JAPAN

1+M
REPUBLIC OF KOREA

1+M
HONG KONG

8+M
AUSTRALIA

1+M
NEW ZEALAND

8+M
INDONESIA

4+M
PHILIPPINES

3+M
MALAYSIA

1+M
SINGAPORE

822

Berkeley
SCHOOL OF INFORMATION

Berkeley
School of Information
87% of recruiters use LinkedIn to evaluate candidates.

Source: Jobvite 2016 Recruiter Nation survey
Profile Tips & Tricks
Trick! Turn off profile broadcasts

How to:
- Click the Me icon (top right)
- Click Settings & Privacy
- Select the Privacy tab
- Click Sharing Profile Edits
- Toggle button to No
Tip #1: Add Your Photo

14x more profile views!
## Photo Guidelines

<table>
<thead>
<tr>
<th>DO</th>
<th>DON’T</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Clear, well-lit</td>
<td>• Grainy, dark</td>
</tr>
<tr>
<td>• Professional, industry appropriate</td>
<td>• Party/vacation pic, casual selfie</td>
</tr>
<tr>
<td>• Headshot that shows YOU</td>
<td>• Highlight background more than you</td>
</tr>
</tbody>
</table>

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[Image of a person with arms raised, likely in an outdoor setting, possibly a university campus.]
Trick! Add a background photo

How to:
- Click Me
- Select View Profile
- Click Update background photo
Tip #2: Descriptive Headline
Sample Headlines

- Data Scientist
- Data Scientist | Manager
- Aspiring Data Scientist
- Data Science Graduate Student
- Data Storyteller
- Data Strategist
- Data Wrangler
- Marketing | Data Science
- Strategy – Focused Data Scientist
- Business Intelligence & Analytics
- Machine Learning Specialist
- Data Visualization Specialist
Tip #3: Add Contact Info

How to:
- Click Me > View Profile
- Click Contact and Personal Info pencil
Trick! Customize your profile URL

How to:
- Click Me > View Profile
- Click Contact and Personal Info pencil
- Click your profile URL
- Click Edit Public Profile URL pencil
- Customize your URL
Tip #4: Compelling Summary

Summary

As a leadership development strategist, senior executive coach, and CEO of LeaderXpress, a global leadership development consultancy, I work with leaders from the director to senior executive levels to optimize their leadership practices and performance.

Read my blog "Denise Brouillette on Influence and Leadership" (http://www.denisebrouillette.com/) for tips and how-to’s for key management issues that leaders can put to use right away.

Clients include global Fortune 500 organizations in high tech, bio tech, health care, financial services, and higher education. I’ve helped thousands of executives, leaders, and teams in 22 countries optimize their leadership practices and performance through leadership programs and webinars, executive coaching, leadership assessments, forums for senior leaders, strategic mapping processes, team consulting, and keynote presentations and workshops.

Specialties:
- Global Leadership Development
- Executive Coaching in the areas of Power, Influence, and Leadership Impact
- Leadership Programs and Webinars on Influence and Managing for Optimal Performance
- Building High Performance Teams Across Distance and Cultures
Tip #5: Complete Work History

Add descriptions!
Be thorough, but brief - cut out the clutter!
Trick! Add media

How to:
- Go to "Me > View Profile"
- Click pencil in entry where you want to place media
- Add to Summary, Experience, and Education entries
Tip #6: Get Recommended

Leadership Program Instructor, Influence & Negotiation Instructor
UC Berkeley

Bernadette Geuy
Design oriented MBA, Product Manager, Service Designer & User Experience advocate

"Denise is a remarkable teacher, storyteller, coach, and entrepreneur. I had the pleasure of attending Denise’s “Power and Influence” class through a UC Berkeley Extension program. Denise embodied the topic she was teaching as a role model, with her stories, and through her rich learning materials. Her years of experience with the subject matter were evident in the... more"

July 2, 2014, Bernadette was Denise's client

Amy Gorman
Sales Operations & Business Development Consultant

"I was lucky enough to meet Denise while attending her class on Negotiations for Women. Denise is both inspiring and informative at the same time—a rare and wonderful mix. She shares freely with her students the insights she has learned throughout her life. This personal touch combined with a savvy head for business is extremely valuable for anyone seeking to move their... more"

December 14, 2012, Amy was Denise's client

Ann Hägerlind Ekehov
B2C Manager at Fortum Distribution

"I have had Denise as an instructor at UC Berkeley and she has been a great source of... more"
Tip #7: Add Skills, Get Endorsed

13x more profile views!
Trick! Manage Endorsements

To Manage Skills:
- **Me > View Profile**
- Click on pencil in the *Featured Skills & Endorsements* section
  - Remove any Skill completely
  - Re-order Skills
  - Adjust Skills & Endorsements settings
To Show/hide individual Endorsements

- Click the Skill where you want to hide endorser
- Toggle the Visible button next to endorsers you want to hide
Tip #8: Be Complete

Education

UC Berkeley School of Information
Master of Information and Data Science
2015 – 2016

Courses

University of California, Berkeley - School of Information
- Research Design and Application for Data and Analysis (Spring 2014; earned an A)
- Exploring and Analyzing Data (Spring 2014; earned an A)
- Storing and Retrieving Data (Summer 2014; earned an A)
- Visualizing and Communicating Data (Summer 2014; earned an A)
- Applied Machine Learning (Fall 2014, in progress)
- Field Experiments (Fall 2014, in progress)
- Really Big Data: Scaling up and Parallelism (to be taken, Spring 2015)
- Privacy, Security, and Ethics of Data (to be taken, Spring 2015)
- Synthetic Capstone Course (to be taken, Summer 2015)
Trick! Add sections

How to:
- Me > View Profile
- Add new profile section
Tip #9: Use Keywords

- **Keywords:** search words people use to find YOU
  - Know your “keywords” – use job postings and other LI profiles as a guide.
  - Don’t overdo it! Be honest and accurate, don’t “stuff”!
    
    “More keywords aren't always better”
    
    Goal: “Members consider your profile relevant to their search” - (LI Help)
  
  - Write your profile for PEOPLE, not search engines.
Beyond the Profile
Tip #10: Grow Your Network

- Friend who works at Twitter
- I School classmate
- I School instructor
- Panelist who participated in I School career event
Tip #11: Customize Invitations

LinkedIn members are more likely to accept invitations that include a personal note.

Include a personal message (optional):

Hi Steph, now that we are I School colleagues, it would be great to connect with you on LinkedIn. –Laurie
Tip #12: Follow & Join
Group Guidelines for Jobseekers

• Join a group that takes you where you want to go, not one that keeps you where you are.
• Participate. Post and respond to discussions. Be positive, show your motivation.
• If you are unemployed, don’t try to hide or flaunt your status. Be honest about where you are and what you are looking for.
• Identify leaders in the group and determine whether they could be valuable connections or information sources; if so, invite them to connect.

Adapted from: Career Enlightenment
Trick! Follow News & Influencers

How to:
- Go to the LinkedIn Discover page: https://www.linkedin.com/pulse/discover
- Click + of the channel or influencer you wish to follow
Tip #13: Update & Post

How do YOU Calm Your Nerves Before an Important Interview or Presentation

Five solid tips to help you avoid exhibiting nervousness in an interview, presentation, or meeting. Also highly recommended: Amy Cuddy and her Wonder Woman pose.

https://www.fastcompany.com/40493683/five-easy-ways-to-calm-your-nerves-five-minutes-before-your-job-interview

Five Easy Ways To Calm Your Nerves Five Minutes Before Your Job Interview

You can shake your anxiety and get into the right headspace, even when you’re pressed for time.

Rebecca K. Andersen
Career Coach, Educator, Talent Connector.

Gearing up to run my first hackathon tomorrow! Looking forward to a great 24 hrs.... =) @BerkeleySchool

28 Likes - 2 Comments

Susan’s Articles & Activity
4,695 followers

Wisely Investing in Your Personal Brand
Susan Chilton on LinkedIn
February 28, 2017

Excellent article on how to be most effective with the new LinkedIn format.
Susan shared

A Personal Brand Is Required Today - Work Coach Cafe
Susan liked

Completed Supervision of the LPCA (Licensed Professional Counseling Associate) – Kentucky
Susan liked a comment

See 22 more articles
See all activity

Berkeley School of Information
Tip #14: I School Pages

UC Berkeley School of Information
Group

UC Berkeley School of Library and Information Studies
Group

UC Berkeley School of Information
School • San Francisco Bay Area

UC Berkeley School of Information
Company • Higher Education

UC Berkeley School of Information
Tip #15: Alumni Tool

Go to:
- UC Berkeley School of Information School page
- See Alumni
Common Issues

• No customized profile URL
• Headline not targeted to desired career/job
• No summary
• No projects
• Not maximizing Groups or Following
• Lack of endorsements/recommendations
Resources

- Write for People but Keep Keyword Density In Mind
- LinkedIn Etiquette: 20 Do’s & Don’ts
- How to Clean up Your Online Presence and Make a Great First Impression
- 10 Minute LinkedIn Makeover
- How Recruiters Really Look at Your LinkedIn Profile and Online Resume
- 6 Steps to a More Marketable LinkedIn Profile
- Top 100 Big Data Experts to Follow
More Assistance?

Career Advising Appointments, LinkedIn Profile Reviews

http://www.ischool.berkeley.edu/careers/mids/advising
Questions?

Thank you!

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