LinkedIn Privacy Tips and Pointers to Get You Noticed!

Mary McHale, M.ED
MICS Career Advisor
Your Presenter: Mary McHale, MICS Career Advisor
Agenda

- Why LinkedIn?
- Privacy and the Bots
- Brand You!
- Key Profile Components
- Networking
The Impact of COVID-19

<table>
<thead>
<tr>
<th>Challenge</th>
<th>February %</th>
<th>April %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finding a job has become harder this year</td>
<td>48%</td>
<td>74%</td>
</tr>
<tr>
<td>Finding a job is “much harder” than it was six months ago</td>
<td>23%</td>
<td>44%</td>
</tr>
<tr>
<td>Worried about losing a job at some point this year</td>
<td>28%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Jobvite Recruiter Nationwide Survey 2020
What is LinkedIn?

The world’s largest professional network

700M+
Members worldwide
Growing at more than two members per second

92% Fortune 100 companies use LinkedIn Talent Solutions to hire

>4M Company pages

Berkeley School of Information
Only 4% of recruiters DON’T use social media in the recruiting process. 4% aren’t sure, but the 92% of recruiters that do use social media cast a wider net than ever:

- LinkedIn: 87%
- Facebook: 55%
- Twitter: 47%
- Pinterest: 38%
- YouTube: 21%
- Google+: 14%
- Reddit: 13%
- Periscope: 3%

Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!
Why do I need a LinkedIn Profile?

- Showcase skills
- Build your network
- Potential career opportunities
- More comprehensive than a resume
- Displays engagement
- LinkedIn Learning
- Access LinkedIn
ALL MICS and MIDS Students are eligible for a Complimentary 9-month LinkedIn Premium Career subscription

• Can be extended for 9 more months if enrolled in MICS

Only available to current students

https://socialimpact.linkedin.com/en-us/2u/ucb

University of California, Berkeley
Privacy on LinkedIn

Mary, you’re the boss of your account.

Mary McHale
Career Strategist | Launching Careers at Every Professional Level
Member since September 4, 2009

1605 connections
Business Plus
LinkedIn Account Management

Profile information
Basic information associated with your profile

Name, location, and industry
Choose how your name and profile fields appear to other members

Site preferences
Manage your LinkedIn experience

Language
Select the language you use on LinkedIn

Content language
Select a language for translation

Autoplay videos
Choose if you want videos to autoplay in your browser

Account preferences

Site preferences
Syncing options
Subscriptions & payments
Partners & services
Account management
Sign in & security
Visibility
Communications
Data privacy
Advertising data
# Account access
Settings to help you keep your account secure

## Email addresses
Add or remove email addresses on your account

**6 email addresses**

## Phone numbers
Add a phone number in case you have trouble signing in

**1 phone number**

## Change password
Choose a unique password to protect your account

*Last changed: March 28, 2019*

## Where you're signed in
See your active sessions, and sign out if you'd like

**10 active sessions**

## Devices that remember your password
Review and control the devices that remember your password

**0 devices**

## Two-step verification

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**Visit Help Center**

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**Berkeley School of Information**
Profile Visibility and Network

Visibility of your profile & network
Make your profile and contact info only visible to those you choose

Profile viewing options
Choose whether you're visible or viewing in private mode

Story viewing options
Choose whether you're visible or viewing in private mode

Edit your public profile
Choose how your profile appears to non-logged in members via search

Who can see or download your email address
Choose who can see your email address on your profile and in approved apps or download it in their data export

Who can see your connections
Choose who can see your list of connections
Profile Visibility

Visibility of your profile & network
Make your profile and contact info only visible to those you choose

Profile viewing options
Choose whether you’re visible or viewing in private mode

Select what others see when you’ve viewed their profile

Your name and headline
Mary McHale
Career Strategist | Launching Careers at Every Professional Level
San Francisco Bay Area | Professional Training & Coaching

Private profile characteristics

Someone at Cure SMA

Private mode
Anonymous LinkedIn Member

Account preferences
Sign in & security
Visibility
Visibility of your profile & network
Visibility of your LinkedIn activity
Communications
Data privacy
Advertising data

Have questions?
Visit Help Center

Activate Windows
Go to Settings to:
Profile Visibility and Network

Visibility of your profile & network
Make your profile and contact info only visible to those you choose

Profile viewing options
Choose whether you’re visible or viewing in private mode

Story viewing options
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Who can see or download your email address
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Who can see your connections
Choose who can see your list of connections
Profile Visibility and Network

- **Who can see your last name**
  Choose how you want your name to appear

- **Representing your organization and interests**
  Choose if we show your profile information on other content shown on LinkedIn

- **Profile visibility off LinkedIn**
  Choose how your profile appears via partners’ and other permitted services

- **Manage who can discover your profile from your email address**
  Choose who can discover your profile if they haven’t connected with you, but have your email address

- **Manage who can discover your profile from your phone number**
  Choose who can discover your profile if they have your phone number

- **Blocking**
  See your list and make changes if you’d like
Time to Get Noticed

Visibility of your LinkedIn activity

Manage active status
Choose who can see when you are on LinkedIn

Share job changes, education changes, and work anniversaries from profile
Choose whether your network is notified

Notify connections when you're in the news
Choose whether we notify people in your network that you've been mentioned in an article or blog post

Mentioned by others
Choose whether other members can mention you

Followers
Choose who can follow you and see your public updates
**Time to Get Noticed**

**Visibility of your LinkedIn activity**
Make sure your network only sees the activity you choose to show

<table>
<thead>
<tr>
<th>Visibility of your profile &amp; network</th>
<th>Visibility of your LinkedIn activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage active status</td>
<td>Change: No</td>
</tr>
<tr>
<td>Choose who can see when you are on LinkedIn</td>
<td></td>
</tr>
<tr>
<td>Share job changes, education changes, and work anniversaries from profile</td>
<td>Change: Yes</td>
</tr>
<tr>
<td>Choose whether your network is notified</td>
<td></td>
</tr>
<tr>
<td>Notify connections when you're in the news</td>
<td>Change: Yes</td>
</tr>
<tr>
<td>Choose whether we notify people in your network that you've been mentioned in an article or blog post</td>
<td></td>
</tr>
<tr>
<td>Mentioned by others</td>
<td>Change: Yes</td>
</tr>
<tr>
<td>Choose whether other members can mention you</td>
<td></td>
</tr>
<tr>
<td>Followers</td>
<td>Change: Everyone</td>
</tr>
<tr>
<td>Choose who can follow you and see your public updates</td>
<td></td>
</tr>
</tbody>
</table>

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**Berkeley School of Information**
Time to Get Noticed

Visibility of your LinkedIn activity

Manage active status
Choose who can see when you are on LinkedIn

Share job changes, education changes, and work anniversaries from profile
Choose whether your network is notified

Notify connections when you're in the news
Choose whether we notify people in your network that you've been mentioned in an article or blog post

Mentioned by others
Choose whether other members can mention you

Followers
Choose who can follow you and see your public updates

Have questions?
Visit Help Center
# Data Privacy

<table>
<thead>
<tr>
<th>Account preferences</th>
<th>Manage your data and activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign in &amp; security</td>
<td>Get a copy of your data</td>
</tr>
<tr>
<td>Visibility</td>
<td>Salary data on LinkedIn</td>
</tr>
<tr>
<td>Communications</td>
<td>Search history</td>
</tr>
<tr>
<td>Data privacy</td>
<td>Personal demographic information</td>
</tr>
<tr>
<td></td>
<td>Social, economic, and workplace research</td>
</tr>
</tbody>
</table>

- **Manage your data and activity**
  - Review the data that you've provided, and make changes if you'd like

- **Get a copy of your data**
  - See your options for accessing a copy of your account data, connections, and more

- **Salary data on LinkedIn**
  - See and delete your salary data

- **Search history**
  - Clear all previous searches performed on LinkedIn

- **Personal demographic information**
  - Choose what details you provide about your personal demographics

- **Social, economic, and workplace research**
  - Choose whether we can make some of your data available to trusted services for policy and academic research
How LinkedIn Uses Your Data

**Personal demographic information**

Choose what details you provide about your personal demographics.

Here's the information you've provided about your personal demographics. This will not be displayed on your profile. You can always remove all personal demographic data submitted in these categories.

**Gender**

Select your gender identity:

- Select

**Race or Ethnicity**

Select all that apply:

- [ ] Asian
- [ ] Black or African American
- [ ] Hispanic or Latino
- [ ] Native American or Alaska Native
- [ ] Pacific Islander, including Native Hawaiian
- [ ] White or Caucasian
- [ ] Another race or ethnicity
- [ ] Prefer not to say

**Disability**
## Job Searching Preferences

### Job seeking preferences
Privacy controls for job seeking activity on LinkedIn

#### Job application settings
Choose what information LinkedIn saves when you submit a job application.

- **Sharing your profile when you click Apply**
  Choose if you want to share your full profile with the job poster when you’re taken off LinkedIn after clicking Apply.
  - **Change**: Yes

#### Commute preferences
Set commute times and get job recommendations based on your preferences

- **Signal your interest to recruiters at companies you’ve created job alerts for**
  This will be applied to companies that you’ve created job alerts for.
  - **Change**: No

#### Stored job applicant accounts
Match which third-party job applicant accounts are stored on LinkedIn

- **Activate Win**: Go to Settings to 0 stored accounts

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*Berkeley School of Information*
Data Privacy with Other Applications

Other applications
Control how associated accounts can use your data

Permitted services
View services you've authorized and manage data sharing

Microsoft Word
Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word.
Job Searching Preferences

Job seeking preferences
Privacy controls for job seeking activity on LinkedIn

Job application settings
Choose what information LinkedIn saves when you submit a job application.

Sharing your profile when you click Apply
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply.

Commute preferences
Set commute times and get job recommendations based on your preferences.

Signal your interest to recruiters at companies you've created job alerts for
This will be applied for companies that you've created job alerts for.

Stored job applicant accounts
Match which third-party job applicant accounts are stored on LinkedIn.

Other applications

Advertising data

Data privacy
How LinkedIn uses your data

Sign in & security

Visibility

Communications

Account preferences

Have questions?
Visit Help Center
Edit Your Public URL

Public profile settings
You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren’t signed in to LinkedIn will see all or some portions of the profile view displayed below.

Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/marydigginsmchale/
Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Edit Content
This is your public profile. To edit its sections, update your profile.

Edit Visibility
You control your profile’s appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

Mary McHale
Career Strategist | Launching Careers at Every Professional Level
San Francisco Bay Area · 500+ connections

UC Berkeley School of Information

University of California, Davis

Company Website
## How LinkedIn Uses Your Data

### How LinkedIn uses your data

#### Manage your data and activity

Review the data that you’ve provided, and make changes if you’d like.

#### Getting a copy of your data

See your options for accessing a copy of your account data, connections, and more.

Your LinkedIn data belongs to you, and you can download an archive any time or view the rich media you have uploaded.

- [ ] Download larger data archive, including connections, contacts, and your account history. Learn more.

- [ ] Want something in particular? Select the data files you’re most interested in.
  - [ ] Articles
  - [ ] Imported Contacts
  - [ ] Invitations
  - [ ] Recommendations
  - [ ] Connections
  - [ ] Profile
  - [ ] Messages
  - [ ] Registration

[Request archive] Your download will be ready in about 10 mins.
How LinkedIn Uses Your Data

Social, economic, and workplace research

Choose whether we can make some of your data available to trusted services for policy and academic research.

We enable trusted third party partners to use data about you (e.g. data from your LinkedIn profile) for social, economic and workplace research, under controls designed to protect your privacy.

Your change may take 24 hours to become effective and only applies prospectively to future research projects.

No

Please note that this setting does not opt you out of:
- the research we do for product development and support and to protect our members and our systems against security threats, fraud and other violations of our terms.
- the use (including for third party research) of de-identified data, such as widely shared characteristics that do not identify you personally.
Job Seeking Preferences

Job seeking preferences
Privacy controls for job seeking activity on LinkedIn

Job application settings
Choose what information LinkedIn saves when you submit a job application.

Sharing your profile when you click Apply
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply.

Commute preferences
Set commute times and get job recommendations based on your preferences.

Signal your interest to recruiters at companies you've created job alerts for
This will be applied for companies that you've created job alerts for.

Stored job applicant accounts
This will be applied for third-party job applicant accounts stored on LinkedIn.
Career Interests

Add job preferences

Your preferences will be shown at the top of your profile to the audience you choose here. We won’t send any notifications to your network or recruiters.

Job titles *
- Cyber Threat Investigator
- Cyber Security Engineer
- Cyber Security Architect
- Chief Information Security Officer
- Penetration Tester
- Add title +

Job locations *
- San Francisco Bay Area
- Berkeley, California, United States
- Menlo Park, California, United States
- Boston, Massachusetts, United States
- Washington DC-Baltimore Area
- Add location +

Add to profile
Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren’t signed in to LinkedIn will see all or some portions of the profile view displayed below.

Use this to edit URL

Use this section to choose what parts of your profile are visible
Select which parts of your profile can be viewed

You can change this at any time
Curating Your Brand
Communicating Your Brand

What you do?
Why you do it?
Who do you know?
Who you are?
Where are you going?
10 Steps to Create Your Brand

1. Photo
2. Headline
3. Experience
4. Passion
5. Experience
6. Accomplishments
7. Experience
8. Endorsements
9. Groups
10. Connections
Your Brand

On average, how much does a picture increase the chances of a LinkedIn profile being viewed?

A. 12x
B. 30x
C. 21x
D. 7x
Keep it Professional

*Source: 5 Steps to Improve your LinkedIn Profile in Minutes
# Photo Guidelines

<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></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 14x8 to 161x53] [Image 177x20 to 260x48] [Image 297x20 to 380x48] [Image 141x137 to 806x408]
Your Profile is Your Brand

How to:
- Click Me > View Profile
- Click pencil to right of profile photo
- Click pencil on background photo

Profile Picture
Full Name
Headline

Profile Picture
Full Name
Headline

Background Picture
Company | School Location

David Ng · 1st
Sr. Manager, Application Security and Engineering at PwC
Fremont, California, United States · 500+ connections ·
Contact info

Berkeley
School of
Information
Contact Information

Mary McHale

Career Strategist | Launching Careers at Every Professional Level
San Francisco Bay Area • 500+ connections • Contact info

UC Berkeley School of Information
University of California, Davis

Mary McHale

Contact Info

Your Profile
linkedin.com/in/marydigginsmchale

Website
csadvising.com (Company Website)

Phone
925-818-2280x117 (Work)

Email
marym@csadvising.com
Make Your Headline Count
Sample Headlines

- Cybersecurity Manager
- Cybersecurity | Compliance Evangelist
- Global Cybersecurity, Compliance, and Identity Leader
- Chief Information Security Officer | CISO
- Senior Director Cybersecurity Engineering, Cybersecurity
- Cybersecurity & Data Privacy Champion | Graduate Cyber Defense Student | Cryptographer
- Cybersecurity Strategist
- Cybersecurity Technologist
- Cybersecurity Professional - System, Network and Security Design – Leader
Compelling Summary

- Interests | Passion
- Engagement
- Visual “Brand”
- Mobile View
- Featured

**About**

Coaching people through change has been the cornerstone of my career.

I love assisting my clients to discover the real value of their skills and capabilities, uncover the impact of their achievements and then demonstrate their worth to transition into new jobs and industries. I’m honored to be one of nine coaches selected by LinkedIn nationally to partner on their new Mock Interviewing Pilot program.

I collaborate with my clients to share their professional stories through resumes, LinkedIn and interview preparation to enable them to transition their careers into exciting new roles and industries.

**Areas of Expertise Include**
- Mid-Career to Senior Executive Professionals seeking a promotion or a change
- College Students and New Graduates looking for internships and career launch

**Featured**

- [Image 1: Woman at the Bay Area Postdoc Expo 2019](image1.png)
- [Image 2: Best of 2017](image2.png)
- [Image 3: Mary McHale 11 recommendations](image3.png)
Experience - What's Your Position?
Work Experience

**Sr. Manager, Application Security and Engineering**
PwC  
May 2018 – Present · 1 yr 11 mos  
San Francisco Bay Area

- Leading a team to generate a vision for Application Security and execute against the overall strategy.
- Drive adoption of security solutions and server member firms across the globe.
- Building, deploying, developing teams and/or projects within a function or across functions.
- Mapping long term business requirements to complex security architecture frameworks.
- Engaging with development teams to articulate complex application security risks.
- Engaging throughout the software development lifecycle (SDLC) to identify, track and reduce application security risks across new applications.

**Graduate Student**
UC Berkeley School of Information · Part-time  
Aug 2019 – Present · 8 mos  
Berkeley, CA

- Voted by my peers to be the cohort representative of my class.
- Selected as 1 of 3 scholars from the University of California, Berkeley to be a RSA Conference Security Scholar. Sponsored by the School of Information and the research hub, Center for Long-Term Cybersecurity.
Applications Security Engineer
Full-time
Jul 2013 – Present • 7 yrs 4 mos
Oakland, USA

• Two plus years of experience in AWS – Platform as a Service (PaaS) and Infrastructure as a Service (IaaS), hands on experience with IAM, SES, EC2, S3, VPC.

• Provided advisory to 300+ new users and hands-on support on secured ECM and Citrix environment, assessment, planning, maturity, and sustainment following security guidelines.

• Developed current state enterprise content management technology architecture to legacy and 1500+ new users, gap analysis, and future state technology architecture to address client architecture gaps including scalability, on-premise/cloud, security and GRC compliance.

• Identified ECM and Citrix business needs, requirements management, traceability matrix, functional design, prototyping, process design, testing, piloting, training, and supporting implementations as well as system integration and data conversion.

• Defined content governance including legal compliance/regulations, standards, taxonomies, industry practices, change management.

• Developed, reviewed, analyzed, document current and new ECM process documents including SOPs, templates, plans, manuals, workflows, and other guidance documentation.
Education

University of California, Berkeley
Master of Information and Cybersecurity
2019 – 2021
- Elected cohort representative
- RSA conference security scholar: Presented a research paper about the California Consumer Privacy Act
- Member of the UC Berkeley Blue team at the Annual CyberForce Competition hosted by the Department of Energy. The competition occurs every year by gathering hundreds of universities across the US who are security enthusiasts to protect cloud based systems against a DOE red team.

California State Polytechnic University-Pomona
Bachelor of Science - BS, Computer Information Systems and Philosophy
1999 – 2004
Activities and Societies: Dean’s Honor List
Volunteer Experience

Mentor
California State Polytechnic University-Pomona
Sep 2016 – Present • 3 yrs 7 mos
Mentoring undergraduate students to better prepare them for life after graduation in the Bronco Mentoring Program.

PTA Executive Board Member for Vallejo Mill Elementary School
Fremont Unified School District
Aug 2019 – Present • 8 mos
Education
Skills & Endorsements

Skills & Endorsements

Career Development Coaching - 16
- Endorsed by 3 of Mary's colleagues at CS Advising

Job Search Strategies - 11
- Endorsed by 3 of Mary's colleagues at CS Advising

Resume Writing - 21
- Endorsed by Robin Reshwan, CPRW, who is highly skilled at this
- Endorsed by 3 of Mary's colleagues at CS Advising

Industry Knowledge

Strategic Planning - 31
Program Management - 13
Event Planning - 3
Healthcare - 3
Human Resources - 12

Business Development - 30
Marketing Strategy - 7
Nonprofits - 4
Market Research - 4
## Recommendations

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jorge Benavides</td>
<td>Senior Vice President</td>
<td>I've had the pleasure of working with Mary. She is exceptionally skilled at identifying the strengths of her clients and articulating those capabilities in a clear and effective way. Mary's support not only resulted in an exponential increase in responses to my... See more</td>
</tr>
<tr>
<td>Jasmine Gregory</td>
<td>Incoming TBRM at LiveRamp</td>
<td>I owe Mary so much after working with her for the past three years. Since sophomore year, I have been preparing for interviews with Mary. Without fail, at the end of each application cycle I have had multiple offers to choose from because of Mary's help and expertise. I am graduating in May, and have secured my... See more</td>
</tr>
<tr>
<td>Kristie Weber</td>
<td>Internal Compliance Director at Intermadita</td>
<td>I had never had professional help with my resume or LinkedIn profile before, but decided to seek it out as I was looking to make a career shift. After several proposals and phone screens, I selected Mary. She really dove in and was able to get me to look at my career and experience in a whole new light. I... See more</td>
</tr>
<tr>
<td>Aaron Diggins</td>
<td>Seeking opportunities in sourcing, management, data driven analysis, supply chain and operations</td>
<td>Working with Mary and CSA was an eye opener. Despite being in the workforce for a decade, I hadn’t had to start a job hunt cold. When we started our call, it quickly became apparent just how complex a journey this would be, and how beneficial it would be to have such a wealth of experience to help. She gave me... See more</td>
</tr>
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</table>
# Accomplishments

- Publications
- Certifications
- Patents
- Courses
- Projects
- Honors & Awards
- Test Scores
- Languages
- Organizations

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<tr>
<td>Graduation Honors • Linguistics Departmental Citation • Outstanding Performance Citation for Japanese • Academic Honor Society Member • Bridging Scholarship Recipient • Duttenhaver Scholarship Recipient • UCEAP Promise Award Recipient • Dean’s Honor List</td>
</tr>
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<td><strong>Languages</strong></td>
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<tr>
<td>English • Japanese</td>
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<td><strong>Organizations</strong></td>
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<tr>
<td>“Jishin” Japanese Dance Group • UC Davis Japanese American Student Society</td>
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<tr>
<td><strong>Projects</strong></td>
</tr>
<tr>
<td>Japanese American Community Empowerment Summit • The Past is Present for Japanese Americans</td>
</tr>
<tr>
<td><strong>Certification</strong></td>
</tr>
<tr>
<td>JLPT Japanese Language Proficiency Test: Japanese Proficiency N1</td>
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</tbody>
</table>
Projects

- Adds depth to your profile
- Showcase key experiences
- Link to other Creator(s)
Activity and Content

>1% Post or Publish Content
Use this to show thought leadership and visibility
Power of Media

Chief Technology Officer
Lucasfilm
Dec 2007 – Mar 2011 - 3 yrs 4 mos

As Chief Technology Officer, on the executive leadership team, Richard oversaw the company’s technical operations, and was responsible for development and execution of the technology strategy for Industrial Light & Magic, Skywalker Sound and LucasArts, amongst other high profile businesses within the Lucasfilm groups.

Sr. Director
Apple Computer
Aug 2001 – Dec 2007 - 6 yrs 5 mos

Enlisted by the CEO to join the company and lead projects to bring newly launched Mac OS X. Managed and grew teams evangelizing development environments. Created a task force to work hand in hand with applications to new Mac OS. Created the internal Tech Marketing drive presentation & demonstration strategies for all Pro Apps as well.

- Defined and managed annual ‘Hollywood Summit’ meetings with key players in the industry.
- Collaborated with engineering defining next generation operating systems.
- A CEO selected press spokesperson for new product launches.
- Appeared in 8 keynote presentations with the CEO.

Featured

Variety Magazine
Top Ten Innovators to Watch

Macworld Keynote
The launch of Maya on Mac OS X with Steve Jobs
The View from LinkedIn Recruiter
Common Profile Issues

- No customized profile URL
- Headline not targeted to desired career or role
- No Summary or Summary not targeted
- No projects
- Not maximizing Groups, Influencers, Content
- Lack of endorsements and recommendations
Growing Your Network

- **SCHOOLS**
- **COMPANIES**
- **GROUPS**
- **FACULTY**
- **FAMILY**

**FRIENDS**
Searching By Alumni or University
Alumni Network

- Connect with alumni
- Join alumni groups
- Best Networking Opportunities
Resources

- LinkedIn Etiquette: 20 Do’s & Don’ts (LinkedIn blog)
- Professional Photos on LinkedIn are Worth A Thousand Opportunities (LinkedIn blog)
- 5 Steps to Improve Your LinkedIn Profile in Minutes (LinkedIn blog)
- How to Increase Your LinkedIn Profile Views by 300% (Career Contessa)
- Top 100 Big Data Experts to Follow (KDNuggets)
- 50 Information Security Influencers You Should be Following (Digital Guardian)
More Assistance?

Career Advising Appointments
https://www.ischool.berkeley.edu/careers/students/advising

LinkedIn Profile Reviews
https://www.ischool.berkeley.edu/careers/students/resumereview
Questions?

Connect with me!

marymchale@ischool.berkeley.edu

Thank you!