LinkedIn Tips & Tricks

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Your Presenter

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San Francisco Bay Area · Contact info
UC Berkeley I School MICS
2,817 followers · 500+ connections
Open to Add profile section Add custom button More
Agenda

1. Why LinkedIn
2. Your Brand on LinkedIn
3. Key Profile Components
4. Getting Found Hacks
5. Researching & Job Searching
6. Privacy
Why LinkedIn
LinkedIn by the numbers

Networking
• 1B+ users worldwide.
• 67 M+ Company pages

Job seeking / recruiting
• 55 job applications submitted every second to LinkedIn.
• 3 people hired every minute from LinkedIn.
• 70% of talent professionals say that virtual recruiting will be the new standard.
• 95% of Fortune 500 use LinkedIn Talent Solutions for recruiting.

Thought leadership
This doesn’t mean you need to be an expert!
• Showcase your interest & involvement in a subject/domain by sharing content
• Demonstrate confidence and credibility
LinkedIn is a professional & social networking tool.
WHY SHOULD YOU BE ON LINKEDIN?

• Own your story
• Build meaningful connections
• Use LinkedIn as a research tool
Your Brand on LinkedIn
Build a Discoverable & Focused Profile

Human

21% More Time on Profiles with Images & Headline

Algorithms

\[
W_{new} = \left[ \sum_{n=1}^{N} (x_n - \bar{x})E[z_n]^{T} \right] \left[ \sum_{n=1}^{N} E[z_n z_n^{T}] \right]^{-1}
\]

\[
\sigma_{new}^2 = \frac{1}{ND} \sum_{n=1}^{N} \left\{ \| x_n - \bar{x} \|^2 - 2E[z_n]^{T}W_{new}^{T}(x_n - \bar{x}) + \text{Tr} \left( E[z_n z_n^{T}]W_{new}^{T}W_{new} \right) \right\}
\]

Keywords – 40x Connections
What Makes You, YOU?

- What do you believe in?
- What is important to you?
- What are you good at?
- What are you known for?
- What are you interested in learning about?
- What impact do you want to have?
- How do you interact with the world?
- How do you express yourself?

<table>
<thead>
<tr>
<th>Values</th>
<th>Strengths</th>
<th>Interests</th>
<th>Communication Style</th>
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Your brand on LinkedIn

Profile + Activity* + Connections + Following + Groups = Your Brand

*Activity: Posts, Comments, Reactions, Reposts, Sends
Key Profile Components
Craft a memorable headline with keywords

- Makes it happen!
- TA in Statistics
- UX Design Student
- Cybersecurity Cloud Architect
- ML + Data Eng Student @ UC Berkeley
- PM Student @ UC Berkeley
- Data Science Graduate Student @ UC Berkeley
- Software Engineer, Costco
Impact Statement

- Creating accessible + delightful UX design solutions for AI

List Style (skills, strengths, or domains)

- Cybersecurity Leader | Biotech + Healthcare

Career Changer

- Product Manager leveraging engineering + data science background

Job Title

- Data Scientist @ Stripe

Job Title: Helping X do Y (value proposition)

- UX Researcher: helping SAAS companies understand user needs + business opportunities
About section: engage your audience!

- Who you are as a professional and a person
- Why you do this work
- Tell your story, connect the dots
- Include key skills/areas of expertise, tech skills and certifications
- Use relevant keywords
Your “about” = your brand story

I am building skills in / focusing on.....(the what)

I really like / I’m interested in / I value .....(the how - talk about your strengths, values, or communication style)

For / impacting....(the audience - tell a bit about your interests)

And this means....(the change or difference you are making / can make)

(ASK) Reach out if you are looking for help with / if your company values / I’d love to chat if you are interested in having X impact....(ask a question!)

Skills include: (this is a great way to list keywords)
Use keywords + make it skimmable

**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” your profile with buzzwords.
- Write your profile for REAL PEOPLE, not search engines.
- Less ‘professional’ and more personality!
About

👋 Hi there, thanks for landing here! I'm currently pursuing my Master of Information and Data Science at the UC Berkeley School of Information (graduating 2021). I'm excited about building products at and researching the intersections of AI, social justice, and brain science.

💰 At a glance, here are some things I've deeply enjoyed working on:
- Currently a Data Science fellow with the D-Lab, working to support UC Berkeley students, staff, and faculty with statistical analysis, data science, and intelligent research design for computational social science applications
- First and sole Product Manager at Umba where I drove product development, beta-tested, and led the rollout of 5 core digital bank product features creating a brand new product experience for total active base of 300,000+ Kenyan users
- Built sustainable, trauma-informed healing programs reaching and supporting 400+ survivors of sexual violence & first-responders on the UC Berkeley campus

🌱 My research interests include investigating, preventing, and healing longitudinal behavioral health impacts. My approaches to data science and healthcare are informed by principles of transformative justice, ethical AI, and radical transparency.

P.S. if we haven’t met yet, please leave a note in your connection request!
Sample about section

About

Talented Cybersecurity Engineer experienced in utilizing technology to solve complex problems in government organizations.

Excellent communicator to tech and non-technology savvy team members to improve the cybersecurity defense for small government agencies.

Proactively identifies and analyzes opportunities to utilize technology to streamline business systems and processes.

Liaison between public and private sectors to optimize cybersecurity in systems and networks.

Currently completing a Master of Information and Cybersecurity at the University of California, Berkeley

CERTIFICATIONS

- Security+, CompTIA
- CISSP
- Master of Information and Cybersecurity

TECHNOLOGY SKILLS AND TOOLS

Programming: Python

Security: IBM QRadar, Splunk, Qualys, FortiGate, Dark Trace, CrowdStrike, Flashpoint, GitLab, Proofpoint

Sample about section

About

I am a builder who is most at home when working with teams to co-create the future through strategic plans and innovative programming with impact in learning, organizational, and leadership development.

I love messy problems spaces, having started my career in engineering and now working to further equity ...

Top skills

Career Development • Strategic Relationships • Program Management • Leadership • Employee Engagement
Featured Section

Showcase your work visually - a mini portfolio that goes beyond resume!
Can include:

- recent LI posts
- Articles
- External media
- Documents
- External URL’s
Content needs to appeal to people and algorithms!
Show your value and accomplishments. Only first 2 lines of text show unless See More is clicked.
Add white space to make it easy to skim
Add media for interest and credibility
Consider the “industry” (changing to meet your target industry)
Experience section: add skills!

Experience

UC Berkeley School of Information
10 yrs 6 mos

Senior Director of Career Development
Full-time
Oct 2021 - Present · 2 yrs 5 mos

Working with diverse stakeholders, provide leadership, direction, and vision for the Career Development & Alumni Engagement programs serving 1k+ graduate students & 2k+ alumni in tech leadership/...

Talent Development, Strategic Initiatives and +11 skills
Experience section: add Media

**SAP SuccessFactors**
5 yrs
Hybrid

**Product Manager III**
Full-time
Apr 2023 - Present · 1 yr 4 mos
Delivered cross-platform experience and cybersecurity in full-cycle development of mobile applications.

Global Award Winner for Driving Consumption 2023
Nominated and awarded Global Driving Consumption 2023 winner for SAP products out of 100,000+ employees.

**Product Manager II**
Oct 2021 - Apr 2023 · 1 yr 7 mos
Collaborated with premier customers to identify and strategically implement new requirements, to lead to the onboarding of 300,000+ new users over a two year period.
Education

UC Berkeley School of Information
Master's degree, Information Science/Studies
Activities and societies: Career and Alumni Relations Chair
Winner: Dr. James R. Chen Award for Best Capstone Project

UC Berkeley School of Information
Master's degree, Data Science (MIDS)
Jan 2023 - Jan 2025
Coursework: Experiment Design, Probability Theory, Python for Data Science, Data Engineering, Time Series / Panel Data / Categorical Response, Applied Machine Learning, Machine Learning at Scale (Distributed Systems /...
Resume Basics

Sample skills & tools

The following lists are common skills and tools within various job categories that you may want to consider including on your resume.

DATA SCIENCE SKILLS & TOOLS

Programming Languages — Python [could include libraries], R, SQL, MATLAB, Java, HTML, CSS, Javascript, C++, VBA, SAS

Visualization — D3.js, Tableau, Matplotlib, Plotly, Bokeh, ggplot, ggplot2, Power View

Cloud Computing — Amazon Web Services (AWS), Azure, Google Cloud Platform (GCP), BigQuery, IBM Softlayer, DigitalOcean
Courses + Projects

- Adds depth to your profile
- Showcases key skills/experience

Courses

- Beyond the Code: Cybersecurity in Context
  Associated with UC Berkeley School of Information
- Cryptography for Cyber and Network Security
  Associated with UC Berkeley School of Information
- International Security
  Associated with Colorado State University

Projects

- 2020 Presidential Election Swing State Data Analysis
  Nov 2020 - Dec 2020
  Associated with UC Berkeley School of Information
Power of media

Media Increases Time on Profile 21%

- Featured
- Experience
- Education
- Volunteer
Other Sections

Licenses & Certifications ~ Honors & Awards ~ Volunteering Publications ~ Organizations

- Relevant
- Recent or Ongoing
- Use org logos

This

Not this!
Getting Found Hacks

Connections + Groups = NETWORK
Getting Found Hack

Your Network Makes a HUGE Difference!
Build your I School network
Grow with alumni groups

• Connect with alumni
• Join alumni groups
• Best networking opportunities
Networking hacks - Groups!

- Connect with leaders
- Industry news updates
- Job opportunities
- Become 2nd degree
- Raises you in searches

Search by skill/role or colleagues
Researching & Job Searching
Research: your feed

- Connect with people you know and trust
- Follow people you want to hear from but don’t know personally ("Top Voices")
- Follow companies & their leaders
- Follow hashtags
- Comment, react, and share posts
Research: company pages

Airbnb
Airbnb is a community based on connection and belonging.
Software Development - San Francisco, CA - 2,536,921 followers - 5,001-10,000 employees

Visit website
More

Bill & 198 other connections follow this page

People highlights
19 employees work in Greater Asheville
Steve, David, Noah, Tami & 15 others

3 Connections
Charlene, Alexander, and Jason
Research: company pages

Affiliated pages
- **Airbnb Host Community**
  - Software Development
  - Showcase page
  - + Follow
- **Airbnb for Work**
  - Hospitality
  - Showcase page
  - Prajakta & 1 other connection follow this page
  - + Follow
- **Luxury Retreats**
  - Travel Arrangements
  - Subsidiary
  - Prajakta & 1 other connection follow this page
  - + Follow

Pages people also viewed
- **Spotify**
  - Musicians
  - 3,688,787 followers
  - James & 155 other connections follow this page
  - + Follow
- **Netflix**
  - Entertainment Providers
  - 9,991,975 followers
  - Pratibha & 238 other connections follow this page
  - + Follow
- **Booking.com**
  - Software Development
  - 898,257 followers
  - Rudy & 8 other connections follow this page
  - + Follow

Show all →
Job searching: referrals
Job searching: referrals
Job searching: key takeaways

- Optimize your profile toward your **target** job
- Max out the Skills section with **relevant** skills (up to 100!)
- Turn on *Open to Work* settings for recruiters only; update your work preferences
- Search your network for referrals (2nd degree connections!)
Privacy on LinkedIn
Profile settings + privacy

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.

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Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/mariyamcmahone... 

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

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.
Learn more

Your profile’s public visibility
On
Basic (required)
Name, number of connections, and
Career Advising Appointments
www.ischool.berkeley.edu/careers/students/advising

LinkedIn Profile/Resume/Cover Letter Reviews
www.ischool.berkeley.edu/careers/students/resumereview