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?

675 million members in 200 countries and regions worldwide

377,000+
students & alumni

1,500+
students & alumni
is the most popular social media channel for recruitment efforts....

77% of recruiters use it!

Source: Jobvite 2018 Recruiter Nation Survey
What are they looking for?

Social Sleuthing Is Standard in Recruiting

When recruiters do go digging on social media, here's what they're on the look-out for:

**The GOOD**

- Engagement in Local/National Organization Groups: 60%
- Examples of Written or Design Work: 58%
- Mutual Connections: 36%

**The BAD**

- References to Marijuana: 58%
- Political Rants: 47%
- Spelling & Grammar Mistakes: 43%
- Pictures of Alcohol Consumption: 42%

Source: [Jobvite 2018 Recruiter Nation survey](#)
Profile Tips & Tricks

Berkeley School of Information
Trick! Turn off profile broadcasts

How to:
- Click the Me icon (top right)
- Settings & Privacy
- Privacy tab
- How others see your LinkedIn Activity
- Share job changes, education changes, and work anniversaries
- Toggle button to No
Tip #1: Add Your Photo

9x more connection requests!

21x more profile views!*

*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>
</table>
| • Clear, well-lit  
• Professional, industry appropriate  
• Headshot that shows YOU | • Grainy, dark  
• Party/vacation pic, casual selfie  
• Highlight background more than you |
Trick! Add a background photo

How to:
- Click Me > View Profile
- Click pencil to right of profile photo
- Click pencil on background photo
Tip #2: Use a Descriptive Headline
Sample Headlines—Data Science

Data Scientist
Data Science Manager

Aspiring Data Scientist
Data Science Graduate Student

Data Storyteller
Data Strategist
Data Wrangler

Data Analyst
Product Analyst
Business Intelligence Analyst

Marketing | Data Science
Strategy – Focused Data Scientist
Business Intelligence & Analytics
Machine Learning Specialist
Engineer | Computer Vision
Senior Data Scientist | Fintech
Tip #3: Add Contact Info

How to:

- Click Me > View Profile
- Contact Info
- Click pencil
Trick! Customize your profile URL

How to:
- Click Me > View Profile
- Edit Public Profile & URL
- Edit your custom URL
- Customize your URL
Tip #4: Add ‘About’ Section

I am broadly interested in the application of quantitative modeling and data science in various product and business domains, such as: growth analytics, user profiling, recommender systems, demand forecasting, capacity planning, supply chain management, pricing & revenue management, etc. I enjoy standing at the intersection of business (I interact with business stakeholders and senior leadership team), technology (I wrote production code), and math (I build complex stats/optimization/machine learning models). My career passion is to help make product and business operations smarter through innovative and practical analytics.

Specialties:
• Data science, analytics, machine learning, optimization, applied statistics, simulation
• Cross-cultural communication, leadership, project management
• Python, R, SQL, Matlab
Tip #5: Complete Work History

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

Experience

**Airbnb**
6 yrs 9 mos

**Director, Head of Data Science**
Jun 2016 – Present · 2 yrs 9 mos
Currently leading Airbnb’s team of 100+ Data Scientists.

**Data Science Manager**
Oct 2013 – Jun 2016 · 2 yrs 9 mos
As one of the first data scientists at Airbnb, I have worked tirelessly to create a data-informed culture at the company. My expertise is in growing and supporting top data science teams to drive impact. After building the data team working on searching, booking, and pricing, I started a new team focused on supply, growing the team from 1 to 10 in six months. We work closely with the product team, as well as with operational teams and government relations, to create a vibrant host community around the world.

I also manage data science on experimentation. We are building a world-class experimentation platform, inventing new ways to improve experimentation both on the website and in our offline efforts. Through this work, we automate data science.

Examples of work by my team:
http://nerds.airbnb.com/host-preferences/
http://nerds.airbnb.com/nps-rebooking/
http://nerds.airbnb.com/experiments-at-airbnb/ See less
Trick! Add media

How to:
- Me > View Profile
- Click pencil in entry where you want to place media
- Add to Featured, Experience and Education entries
- Add docs, photos, websites, videos, presentations
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

*Source: 5 Steps to Improve Your LinkedIn Profile in Minutes*
Trick! Manage Skills & Endorsements

To Manage Skills:
- Me > View Profile
- Click on pencil next to Add a new skill
- Delete any Skill completely
- Re-order Skills
- Adjust Endorsements settings
Manage Skills/Endorsements, cont.

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

UC Berkeley School of Information
Master’s Degree, Information & Data Science
2017 – 2019

Accomplishments

Courses
9
- Applied Machine Learning
- Capstone
- Exploring and Analyzing Data
- Field Experiments
- Legal, Policy, and Ethical Considerations for Data Scientists
- Research Design and Applications for Data and Analysis
- Scaling Up! Really Big Data
- Storing and Retrieving Data
- Visualizing and Communicating Data

Projects
7

Following

Companies  Groups  Schools

Data Science Central
283,702 members

Cal Alumni Association | UC Berkeley
50,356 members

Tableau Software Fans and Friends
44,130 members

Data Mining, Statistics, Big Data, Data Visualization, and Data Science
478,339 members
Trick! Add sections

How to:
- Me > View Profile
- Add 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 Facebook
- I School instructor
- Colleague from current job
- I School classmate
- Panelist from I School event
Tip #11: Customize Invitations

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

Hilary- I am the career advisor for the Master of Information and Data Science program at UC Berkeley. I am looking forward to hearing you speak at the upcoming DataEdge conference on campus in April.
Tip #12: Follow & Join

Airbnb

Women in Data Science (WiDS)

Berkeley School of Information
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 and frequent contributors in the group and determine whether they could be valuable connections or information sources; if so, invite them to connect.
Trick! Follow Influencers

How to:
- Click **Follow** from Influencer's profile page
- Check the **People also Viewed** sidebar for more Influencers to follow
Tip #13: Update & Post
Tip #14: I School Pages

UC Berkeley School of Information •

See all results for “UC Berkeley School of Information”
Tip #15: Alumni Tool

Go to:
- UC Berkeley School of Information School page: https://www.linkedin.com/school/uc-berkeley-school-of-information/people/
Tricks for Job Seekers

#1: Let recruiters know you are open!

How to:
- Click the Me > Settings & Privacy tab
- Job Seeking Preferences
- Let recruiters know you’re open to opportunities
- Signal your interest to recruiters at companies you have created job alerts for

Click Change, toggle to Yes
# Tricks for Job Seekers

## #2 Hide your competition

**How to:**
- Click Me > Settings & Privacy
- Privacy tab
- How others see your profile and network information
- Viewers of this profile also viewed
- Click Change, Toggle No

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*Berkeley School of Information*
Tricks for Job Seekers

#3: Pay attention to who posts jobs

How to:
- Don’t send InMail unless you have a paid account
- Click poster’s photo
- Click … Select Connect
- Customize your invitation
Tips for improving your feed

• Connect with people you know and trust
• Follow people you want to hear from but don’t know personally
• Follow companies & executives
• Follow hashtags
• Comment, like, and share

Source: LinkedIn Official Blog
Customize Your LinkedIn Feed to Help You Accomplish Your Goals
Trick! Improve My Feed

How to:
- Click the … in the top right of any post in your feed
- Select Improve My Feed from menu
- Review the People, Groups, Pages, and Hashtags you follow
- Review LinkedIn’s suggestions for following based on your profile
Common Profile Issues

• No customized profile URL
• Headline not targeted to desired career/job
• No Summary/Summary not targeted
• No projects, work examples
• Not maximizing Groups or Following
• Minimal relevant Skills
• Lack of skill endorsements/recommendations
TRICK! Free LinkedIn Premium Career

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

- Complimentary 9-month LinkedIn Premium Career subscription via 2U partnership
- Can be extended for 9 more months if enrolled in MIDS
- Only available to current students
Resources

- LinkedIn Etiquette: 20 Do’s & Don’ts (LinkedIn Official Blog)
- Professional Photos on LinkedIn are Worth A Thousand Opportunities (LinkedIn Official Blog)
- 5 Steps to Improve Your LinkedIn Profile in Minutes (LinkedIn Official Blog)
- How to Increase Your LinkedIn Profile Views by 300% (Career Contessa)
- Top 100 Big Data Experts to Follow (KD Nuggets)
- Customize Your LinkedIn Feed to Help You Accomplish Your Goals (LinkedIn Official Blog)
More Assistance?

Career Advising Appointments

www.ischool.berkeley.edu/careers/students/advising

LinkedIn Profile Reviews

www.ischool.berkeley.edu/careers/students/resumereview
Questions?

Thank you!

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