LinkedIn Tips & Tricks

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Your Presenter

Laurie Haskell-Woerner (She/Her)
Career Coach, Consultant, Educator
Greater Asheville - Contact info
500+ connections

Open to Add profile section Add custom button More

Connect with me!
Your Presenter

Mary (Diggins) McHale
Career Strategist | Cybersecurity Career Advisor at UC Berkeley School of Information
Talks about #careerchange, #cybercareers, #resumewriting, and #careercoaching
San Francisco Bay Area • Contact info
2,519 followers • 500+ connections

Connect with me!
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
Who is on LinkedIn?
The world's largest professional network
900+ million users worldwide

95% of Fortune 500 use LinkedIn Talent Solutions for recruiting

>58 M company pages

437,000+ students & alumni
www.linkedin.com/school/uc-berkeley/people/

2,500+ students & alumni
www.linkedin.com/school/uc-berkeley-school-of-information/people/
Why do I need a LinkedIn Profile?

- Showcase skills
- Build your network
- Potential career opportunities
- More comprehensive than a resume
- Displays thought leadership
- Always working for you!
**Study: A Comprehensive LinkedIn Profile Boosts Job Chances**

Job seeker callback rates by level and state of LinkedIn profile on their resume*

- No LinkedIn profile: Entry-level 7.8%, Mid-level 8.2%, Managerial-level 7.7%
- Bare-bones LinkedIn: Entry-level 7.4%, Mid-level 7.2%, Managerial-level 7.1%
- Comprehensive LinkedIn: Entry-level 15.8%, Mid-level 13.4%, Managerial-level 11.2%

*7 Black-Belt Level LinkedIn Hacks*
Build a Discoverable Focused Profile

HUMAN

21% More Time on Profiles with Images

Headline

Algorithms

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

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

Keywords – 40x

Connections
Your Brand on LinkedIn
What makes you, YOU?

- What do you believe in?
- What is important to you?
- What do you LOVE?
- What drives you?
- What are you good at?
- What are you known for?
- How do you interact with the world?
- How do you express yourself?

Values

Strengths

Passions

Communication Style
Your Brand on LinkedIn

Profile
Activity*
Connections
Following
Groups

+ 

= Your Brand

*Activity:
Posts
Comments
Reactions
Reposts
Sends
Key Profile Components
About Section - Engage 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
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 More is clicked.
● Add white space to make it easy to skim
● Add media for interest and credibility
Education

UC Berkeley School of Information
Master's degree, Information Science/Studies
Jan 2022 - Aug 2023

Activities and societies: Career and Alumni Relations Chair
Winner: Dr. James R. Chen Award for Best Capstone Project

Skills: Autopsy - Burp Suite - EnCase - Wireshark - Python (Programming Language) - Writing - IT Project Leadership

MICS Immersion 2023

Education

UC Berkeley School of Information
Master's degree, Data Science (MIDS)
Jan 2023 - Jan 2025

Skills

Cybersecurity
- Endorse

Software Engineering
- Endorsed by 2 colleagues at IBM
- 2 endorsements
- Endorse

Algorithms
- 1 endorsement
- Endorse

Natural Language Generation
- Lead Data Scientist at Booz Allen Hamilton
- University of California, Berkeley
- Endorse

Computer Vision
- Sr Engineer at Ellie Mae
- University of California, Berkeley
- Smart Doorbell Camera
- Endorse

Web Content Writing
- 4 experiences across Insider, Inc. and 2 other companies

User Experience Writing
- 4 experiences across NSIN - National Security Innovation Network
- UC Berkeley School of Information

Web-based Project Management
- UK Writer Intern at SoFi
- University of California, Berkeley
Courses and 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

- Relevant
- Recent or Ongoing
- Use org logos

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

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 Hack-GROUPS!

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

Search by skill/role or colleagues
“Your Network is Your Net worth”

UC Berkeley School of Information MICS Alumni, Students | Master of Information and Cybersecurity

178 members
Including Vinesh Prasanna Manoharan and 167 other connections

Invite connections

Analytics
Last 15 days activity

• I Schoolers + Undergrad
• Colleagues and Coworkers
• Family and Friends

This is an Unlisted Group so Request to join here or ping me
https://www.linkedin.co/groups/13944455/
View from LinkedIn Recruiter
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

Source: LinkedIn Official Blog Customize Your LinkedIn Feed to Help You Accomplish Your Goals
Research: Company Pages

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

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

3 Connections
Charlene, Alexander, and Jason
Research: Company Pages

Page posts

Airbnb

Today we announced the Airbnb 2023 Winter Release, which includes:

- A new design
- Improved guest experience

See more

Airbnb

The $100 million 'sheer' summer effect

See more

Airbnb

1,105 - 42 comments - 121 reposts

Like  Comment  Repost  Send

Airbnb

197 - 4 comments - 12 reposts

Like  Comment  Repost

Life at Airbnb

See life at Airbnb ➔

Recent job openings

Community Growth Manager (Co-Hosting)
San Francisco, CA

Community Growth & Experience Lead
United States

Show all jobs ➔
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

Show all →

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 →
Insights on Airbnb

11 recent senior management hires
Including Jeannie Larsen, CAMS and 10 others

▲ 18%
Total headcount growth
6 months

⏲ 2 years
Median tenure

Show all Premium insights →
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 50!)
- 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 and 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.

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

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
Settings and Privacy

Visibility of your profile & network
- Profile viewing options
- Edit your public profile
- Who can see or download your email address
- Connections
- Who can see members you follow
- Who can see your last name
- Representing your organizations and interests
- Profile discovery and visibility off LinkedIn
- Profile discovery using email address
- Profile discovery using phone number
- Blocking

Visibility of your LinkedIn activity
- Manage active status
- Share profile updates with your network
- Notify connections when you’re in the news
Settings

Job seeking preferences
- Job application settings
- Share your profile when you click Apply for a job: On
- Signal your interest to recruiters at companies you’ve created job alerts for: Off
- Stored job applicant accounts

Other applications
- Permitted services
- Microsoft Word: Off

How LinkedIn uses your data
- Manage your data and activity
- Get a copy of your data
- Salary data on LinkedIn
- Search history
- Personal demographic information
- Social, economic, and workplace research
Career Advising Appointments
www.ischool.berkeley.edu/careers/students/advising

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