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?

610,000,000+
REGISTERED MEMBERS

15+M CANADA
157+M UNITED STATES OF AMERICA
12+M MEXICO
7+M MOROCCO
3+M TURKEY
1+M ISRAEL
7+M EGYPT
2+M INDIA
45+M CHINA
1+M HONG KONG
43+M REPUBLIC OF KOREA
6+M SOUTH AFRICA
26+M UNITED KINGDOM
17+M FRANCE
12+M ITALY
12+M DACH
11+M SPAIN
7+M NETHERLANDS
3+M BELGIUM
2+M DENMARK
2+M PORTUGAL
2+M ROMANIA
3+M SWEDEN
3+M POLAND
1+M CZECH REPUBLIC
1+M FINLAND
1+M IRELAND

377,000+

1399
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
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

*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>
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</thead>
<tbody>
<tr>
<td>• Clear, well-lit</td>
<td></td>
</tr>
<tr>
<td>• Professional, industry appropriate</td>
<td></td>
</tr>
<tr>
<td>• Headshot that shows YOU</td>
<td></td>
</tr>
<tr>
<td>• Grainy, dark</td>
<td></td>
</tr>
<tr>
<td>• Party/vacation pic, casual selfie</td>
<td></td>
</tr>
<tr>
<td>• Highlight background more than you</td>
<td></td>
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</tbody>
</table>
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: Descriptive Headline

- Makes it happen.
- Communicator & connector at UC Berkeley
- Associate
- Marketing Communications, Brand Strategy, Creative Direction, Event Marketing
- Helping teams deliver fast and accurate...
- Dir. of External Relations, UC Berkeley

Berkeley School of Information
Sample Headlines—Cybersecurity

Cybersecurity Specialist
Cybersecurity Analyst
Cybersecurity Consultant

Cybersecurity Engineer
Network Security Engineer
Application Security Engineer
Cybersecurity Architect

Cybersecurity Manager
Director of Cybersecurity
Chief Information Security Officer

Cybersecurity or Infosecurity?
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 URL pencil
- 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 About, 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 inspiration, motivation, and concrete tools to implement in my work... 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

Education

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

**Accomplishments**

- **Courses**
  - 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**

**Following**

<table>
<thead>
<tr>
<th>Groups</th>
<th>Companies</th>
<th>Schools</th>
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<tbody>
<tr>
<td><strong>Data Science Central</strong></td>
<td>283,702 members</td>
<td></td>
</tr>
<tr>
<td>**Cal Alumni Association</td>
<td>UC Berkeley**</td>
<td>50,356 members</td>
</tr>
<tr>
<td><strong>Tableau Software Fans and Friends</strong></td>
<td>44,130 members</td>
<td></td>
</tr>
<tr>
<td><strong>Data Mining, Statistics, Big Data, Data Visualization, and Data Science</strong></td>
<td>178,339 members</td>
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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.

Example personal message:

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 CyberSecurity (WiCyS)

1,969 members

About this group

Join in the conversation about promoting the recruitment, retention and advancement of women in the cybersecurity workforce! Despite the growing demand and tremendous opportunities in the job market, cybersecurity remains an area where there is significant shortage of skilled professionals regionally, nationally and internationally. Even worse, women's representation in this male-dominated field of security...

Group rules

WiCyS wants to hear from you, the members of the WiCyS group - what would you like to see posted on this page? What should individuals be posting that have value for you? Post your answers on this page or email me directly at talywalsh@wicys.org

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 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 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
- Privacy tab
- Job Seeking Preferences
- Let recruiters know… / Signal your interest…
- Click Change, toggle 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
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
Common Profile Issues

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

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

LinkedIn Profile Reviews

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

Thank you!

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