LinkedIn Tips & Tricks

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Career Advisor
Housekeeping

- Audio is off
- Webinar is being recorded
- Type questions in chat or Q&A
Agenda

- Why LinkedIn?
- Your brand on LinkedIn
- Tips & tricks
  - Profile
  - Networking
  - Researching
  - Job searching
  - Privacy
Why LinkedIn?
Who is on LinkedIn?

The world's largest professional network
760+ million users worldwide

95% of Fortune 500 use LinkedIn Talent Solutions for recruiting

>4M company pages

546,000+ students & alumni
www.linkedin.com/school/uc-berkeley/people/

1,900+ students & alumni
www.linkedin.com/school/uc-berkeley-school-of-information/people/
Your brand on LinkedIn
Your brand
What makes you You?
Your brand on LinkedIn

Find your narrative...

Challenges you’ve overcome?
Opportunities that you’ve taken?
Areas in which you excel?
Things you are known for?
Places you hold your ground?
Values, strengths, passions, purpose?

Berkeley School of Information
Your brand on LinkedIn

Consider your passions & purpose...

What do you believe in?
What are you willing to commit to?
What do you LOVE?
What drives you?
What are you good at?
When are you “in flow”?
How do you interact with the world?
Your brand on LinkedIn

Profile
Activity
Connections
Following
Groups

+ 

= Your Brand

What do you do?
Why does it matter?
Why do you do it?
What’s next?
Profile
Tips & Tricks
Profile photo = 21x more profile views
9x more connection requests

Source: 5 Steps to Improve your LinkedIn Profile in Minutes
Profile: Intro

- Profile photo
  - Clear, well-lit, industry appropriate, shows YOU
  - No party/vacation pics, casual selfies, grainy/dark photos

- Open to Work setting (with or without photo frame)
  - Select *Share w/ all LinkedIn members* to use photo frame
  - Select *Share w/ recruiters only* for no photo frame

- Background photo
  - Supportive of your brand, interesting

- Name pronunciation
  - Record via LinkedIn mobile app

- Headline
  - Descriptive, clear, concise, targeted

- Contact Info
  - Email, website (portfolio or github)
Profile: Sample Headlines

Data Scientist
Data Science Manager

Aspiring Data Scientist
Data Science Graduate Student

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

Data Storyteller
Data Strategist
Data Wrangler
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

- Write in first person for a personal tone
- Add specialties/areas of expertise (keywords)
- Use whitespace
Profile: Experience Section

- Add descriptions!
- Be thorough, but brief & relevant - cut out the clutter!
- Add white space
Profile: Recommendations

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, providing a wealth of knowledge and practical advice. Her dedication to her students is second to none.…”

Ann was Denise’s client
Profile: Skills & Endorsements

5 or more skills = 17x more profile reviews
33x more messages from recruiters

Source: 5 Steps to Improve Your LinkedIn Profile in Minutes
Profile: Be Complete

Education

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

Accomplishments

9 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

7 Projects

Following

Companies

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

Content should support your brand!
Profile: Use the Right Keywords

Keywords: search words people use to find YOU

- Know your “keywords” – use job postings and other LI profiles as a guide
- Write your profile for PEOPLE, not search engines

More keywords aren't always better - Our advice would be to avoid overfilling your profile with keywords and only include the keywords that best reflect your expertise and experience. If you integrate an extended list of keywords into your profile, it’s likely that your profile will be filtered out by our spam detection algorithms, which will negatively impact your appearance in search results.
Profile: LI Search Engine

- LinkedIn’s search engine is complex!
- Search results vary by *searcher*

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LinkedIn Search Relevance - People Search

LinkedIn uses proprietary algorithms to order the results you get when you search for people on the site.

- There’s no single order for LinkedIn search - Unlike standard search engines, we generate relevance uniquely for each member. The order of a search result is determined in part by the profile, activity, and connections of the person who is searching. Testing a query from a handful of users is not likely to reflect the overall order any profile has across the millions of queries that LinkedIn has every day. A closer measure would be the number of views your profile gets, which you can learn about in the *Who’s Viewed Your Profile section* on your homepage.

- Searcher relevance is based on a variety of factors - Relevance is a proprietary algorithm that we’re constantly improving. Our goal is to optimize your search results. Before we return results, we consider the searcher's activity on LinkedIn, the profiles returned by the query, and other members who have run similar searches in determining the sort order. We also consider your search history to predict results that are likely to be more relevant to you. These, along with other factors, combine to provide us with data to improve the overall quality of our members' search results.
Profile: Critical Sections?

LinkedIn experts believe these areas are the most critical profile sections for LinkedIn’s search engine:

- Headline
- About section
- Skills & Endorsements section
Networking on LinkedIn
Networking: Grow Your Network

- Friend who works at Facebook
- I School instructor
- Colleague from current job
- I School alum
- Panelist from I School event
- I School classmate
Networking: Follow & Join

Airbnb
Creating a world built on connection and belonging.
Internet · San Francisco, CA · 1,529,873 followers
Rank #8 on LinkedIn Top Companies
Ken & 2 other connections work here · 13,418 employees

+ Follow
Visit website

About
Airbnb is a community based on connection and belonging—a community that was born in 2008 when two hosts welcomed three guests to their San Francisco home, and has since grown to 4 million hosts who have welcomed over 800 million guest arrivals to about 100,000 cities in almost every country and region across the globe. Hosts see more

Women in Data Science (WiDS)
Listed group
6,935 members

Request to join

Berkeley School of Information
Networking: Update & Post

Start a post
Laurie Haskell-Woerner

Photo Video Event Write article

Remote Workers on LI
Start a conversation in this group
Photo Video Poll

Articles & activity
704,083 followers
Ethics + Data Science
Published on LinkedIn
How much has data changed our lives over the past decade? Just over 10 years ago the iPhone was launched. Back then, our phones took grainy photos and video was Just wishful thinking. It we... see more

Like Comment Share

See all articles

Ugh
DJ shared this
This is fantastic. Great work Jenni Romanek & team 2019 Women in... DJ shared this

82 Likes 4 Comments

Let's roll. Hope you'll consider joining us on our mission DJ shared this

See all activity
Networking: I School Pages

https://www.linkedin.com/school/uc-berkeley-school-of-information
Networking: Alumni Tool

Filters:
Where they live
Where they work
What they do
What they studied
What they are skilled at
How you are connected

https://www.linkedin.com/school/uc-berkeley-school-of-information/people/
Researching on LinkedIn
Research: 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
Research: Company Pages
Research: LI Economic Graph

https://www.linkedin.com/showcase/linkedin-economic-graph/

About

The Economic Graph is a digital representation of the global economy based on over 690 million members, 36,000 skills, 50 million companies, 11 million open jobs, and 90,000 schools. In short: it’s all the data on LinkedIn.

Through mapping every member, company, job, and school, we’re able to spot trends like talent migration, hiring rates, and in-demand skills by region. These insights help us connect people to economic opportunity in new ways. And by partnering with governments and organizations around the world, we help them better connect people to opportunities. see less
Research: LI Economic Graph

https://economicgraph.linkedin.com/

https://graph.linkedin.com/insights/labor-market
Job Searching on LinkedIn
Job Search
Job Search: Use your groups

• 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.
Job Search: Peek Inside LI Recruiter
Job Search: Free LI Premium

**Free LinkedIn Premium Career Subscription**

- 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
- Sign up: [https://socialimpact.linkedin.com/en-us/2u/ucb](https://socialimpact.linkedin.com/en-us/2u/ucb)
Privacy Tips & Tricks
Privacy Tips

- LinkedIn gives users lots of options!
- Take the time to review all of your privacy settings
- Choose the settings that work best for YOU
- Find a balance between protecting your privacy and getting the most out of LinkedIn
- Check/adjust your settings at least once per year
Privacy & Settings

- How the site operates for you
- Log in basics
- How your profile and activity is seen on LinkedIn
- How LinkedIn and users communicate with you
- How LinkedIn uses your data
- How LinkedIn customizes ads for you

Account preferences
Sign in & security
Visibility
Communications
Data privacy
Advertising data
Application Settings

Job application settings

Save and manage your resumes and answers
Allow LinkedIn to save your resumes and answers about your work experience and skills. You can always change your answers when you apply.

Manage your resumes
You can submit the following resumes with your application.

Upload resume
DOC, DOCX, PDF (5MB)

Save self-ID information
Save self-ID information (such as your gender or race) that you submit with job applications. We use this data to help you complete applications faster and to understand hiring trends and inform our products. It won’t be shown on your profile. Turning this off deletes your information. Learn more.

Your privacy is important
We include a copy of your full profile with your application. Learn about what we do with your resume.

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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)
- LinkedIn Guide to Networking (LinkedIn)
More Assistance!

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

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

Webinar Recording & Slide Deck
https://www.ischool.berkeley.edu/events/2021/linkedin-tips-tricks-0
Questions?

Thank you!

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