LinkedIn Tips & Tricks

Laurie Haskell-Woerner
Senior Career Advisor

Amanda Cheung
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
810+ million users worldwide

95% of Fortune 500 use LinkedIn Talent Solutions for recruiting

>57M company pages

613,000+ students & alumni
www.linkedin.com/school/uc-berkeley/people/

2,170+ 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

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?
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: Intro

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, centered 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
- Pronouns – new feature!
- 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 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

Berkeley School of Information
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

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 Airbn, 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

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... more"
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**

**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**

**Content should support your brand!**
Profile: LI Search Engine

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

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: Use the *Right* Keywords

- Keywords - the search words people use to find YOU
- Know your “keywords” – use job postings and other LI profiles as a guide
- Changing careers? Change your keywords!
- Write your profile for PEOPLE, not search engines
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 your target company
- I School classmate
- I School instructor
- College from current job
- I School alum
- Panelist from event
Networking: Follow & Join

Airbnb
Creating a world built on connection and belonging.
Internet - San Francisco, CA - 1,529,873 followers
-ranked #8 on LinkedIn Top Companies
People: 3K & 2 other connections work here - 13,418 employees

Home  About  Products  Posts  Jobs  Life  People  Insights  Videos

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
- 6,035 members

Request to join

Berkeley School of Information
Networking: Update & Post

[Image of a social media interface showing different types of posts: Photo, Video, Event, Write article.]

Remote Workers on LI

Articles & activity

[Image of articles and activity with options to like, comment, share.]

Berkeley School of Information
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
Job Searching on LinkedIn
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

- Search history and alerts
- Showing results for
  - Custom filters: Job titles, Locations, Skills, Companies
- 3,266 total candidates
- 1,120 are more likely to respond
- 731 open to new opportunities
- 12 past applicants

- Henry Le
  - 3rd
  - Currently seeking full-time opportunities
  - San Francisco Bay Area • Computer Software
  - Past: Software Engineer & Technical Writer Intern at IBM 2017 - 2017
  - Student Software Engineer at University of California, Davis 2015 - 2017
  - Education: University of California, Davis 2013 - 2018
  - Open to new opportunities

- Deborah Yang
  - 3rd
  - UC Berkeley Computer Science Graduate
  - San Francisco Bay Area • Computer Software
  - Past: Software Engineering Intern, Production Tools and Stability Team at Box 2017 - 2017
  - Undergraduate Researcher at UC Berkeley Electrical Engineering & Computer Sciences (EECS) 2016 - 2017
  - Education: University of California, Berkeley 2014 - 2018
  - Open to new opportunities

- Jesse C.
  - 3rd
  - Student at Stanford University
  - Stanford, California • Computer Software
  - Past: Peer Advisor, Student Activities and Leadership at Stanford University 2016 - 2017
  - Looking for contractors? Filter for candidates who are more likely to be interested in contract work.

Berkeley School of Information
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)
- Available through 2022
Privacy
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

<table>
<thead>
<tr>
<th>Account preferences</th>
<th>- How the site operates for you</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign in &amp; security</td>
<td>- Log in basics</td>
</tr>
<tr>
<td>Visibility</td>
<td>- How your profile and activity is seen on LinkedIn</td>
</tr>
<tr>
<td>Communications</td>
<td>- How LinkedIn and users communicate with you</td>
</tr>
<tr>
<td>Data privacy</td>
<td>- How LinkedIn uses your data</td>
</tr>
<tr>
<td>Advertising data</td>
<td>- How LinkedIn customizes ads for you</td>
</tr>
</tbody>
</table>
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)
- 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/2022/linkedin-tips-tricks
Questions?

Thank you!

lhaskellwoerner@ischool.berkeley.edu
amandacheung@ischool.Berkeley.edu