LinkedIn Tips & Tricks

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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

Berkeley
UNIVERSITY OF CALIFORNIA

613,000+ students & alumni

www.linkedin.com/school/uc-berkeley/people/

>57M
company pages

Berkeley
SCHOOL OF
INFORMATION

2,170+ students & alumni

www.linkedin.com/school/uc-berkeley-school-of-information/people/

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Your brand on LinkedIn

Your brand

What makes you

You?

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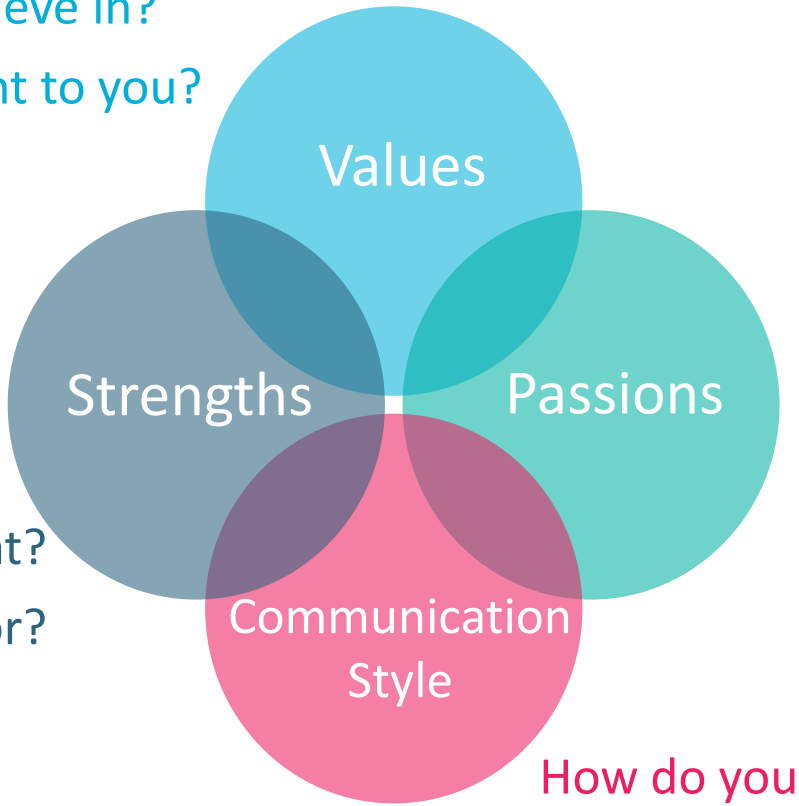
Your brand on LinkedIn

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?

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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?

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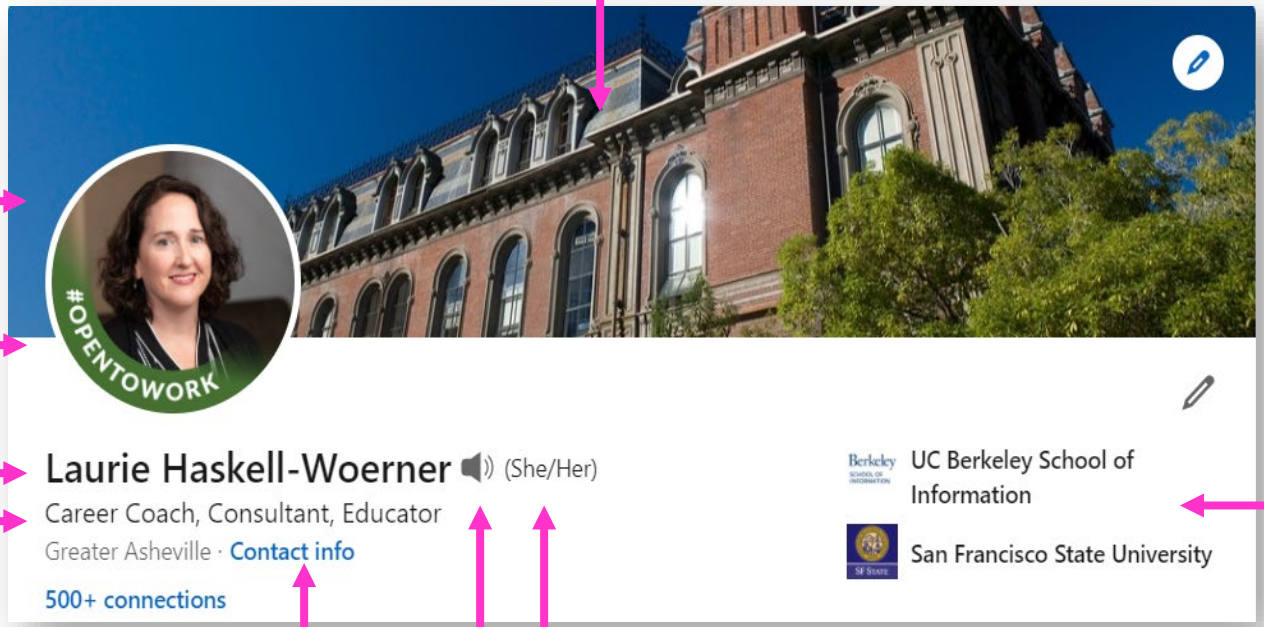
Profile
Tips & Tricks

Profile: Intro



Profile photo =
21x more profile views
9x more connection requests

Source: 5 Steps to Improve your LinkedIn Profile in Minutes

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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

Data Analyst

Product Analyst

Business Intelligence Analyst

Aspiring Data Scientist

Data Science Graduate Student

Data Storyteller

Data Strategist

Data Wrangler

Marketing | Data Science

Strategy – Focused Data Scientist

Business Intelligence & Analytics

Machine Learning Specialist

Engineer | Computer Vision

Senior Data Scientist | Fintech

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Profile: 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

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

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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.

Tech Talk - Elena Grewal, Airbnb

How I Made It: Elena Grewal leads Airbnb's...

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 word-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 Opperations & Business Development Consultant

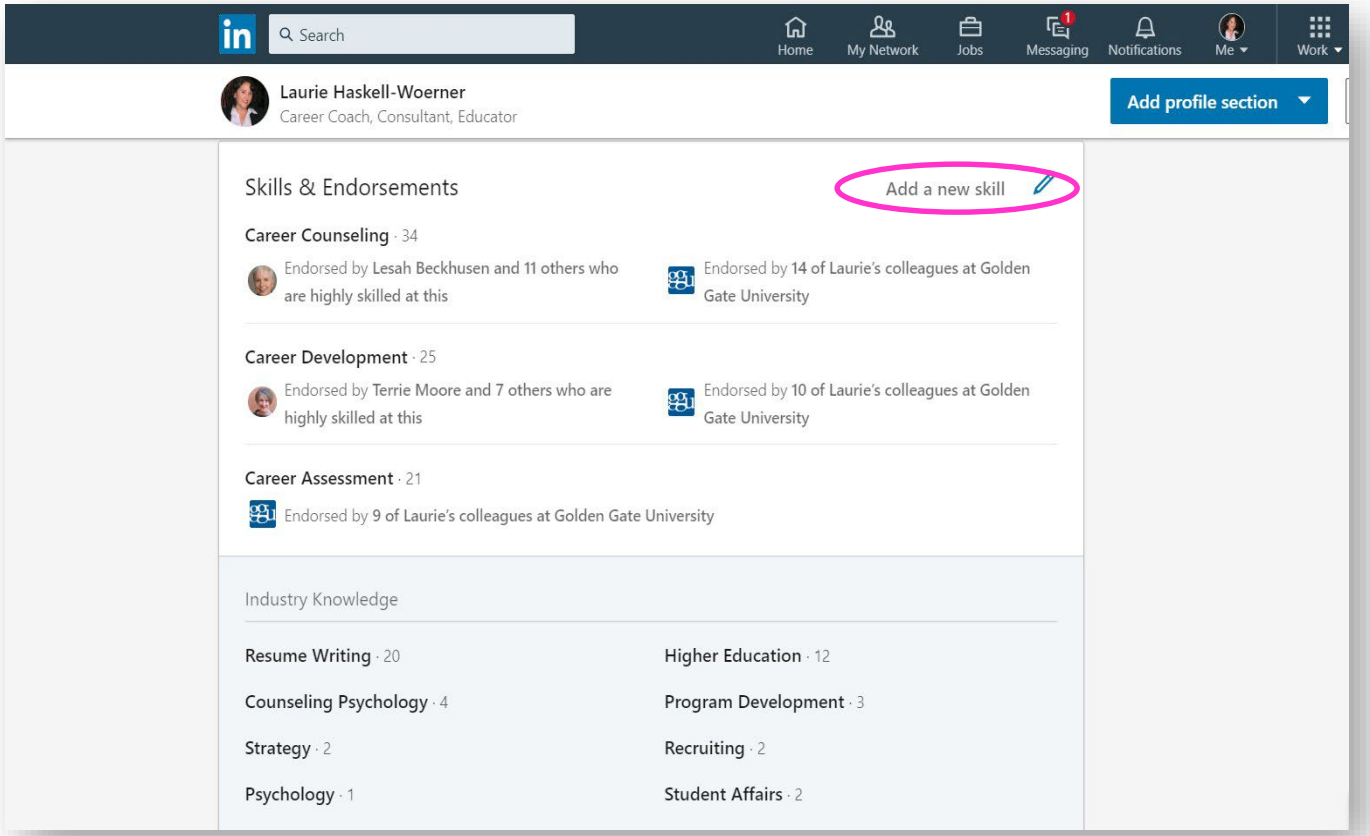
"I was lucky enough to meet Denise while attending her class on Negotiations for Women. Denise is both inspiring and informative at the same time-a rare and wonderful mix. She shares freely with her students the insights she has learned throughout her life. This personal touch combined with a savvy head 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

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

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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 | 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
178,339 members

Content should support your brand!

Profile: LI Search Engine

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

Help

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.

Help

- **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

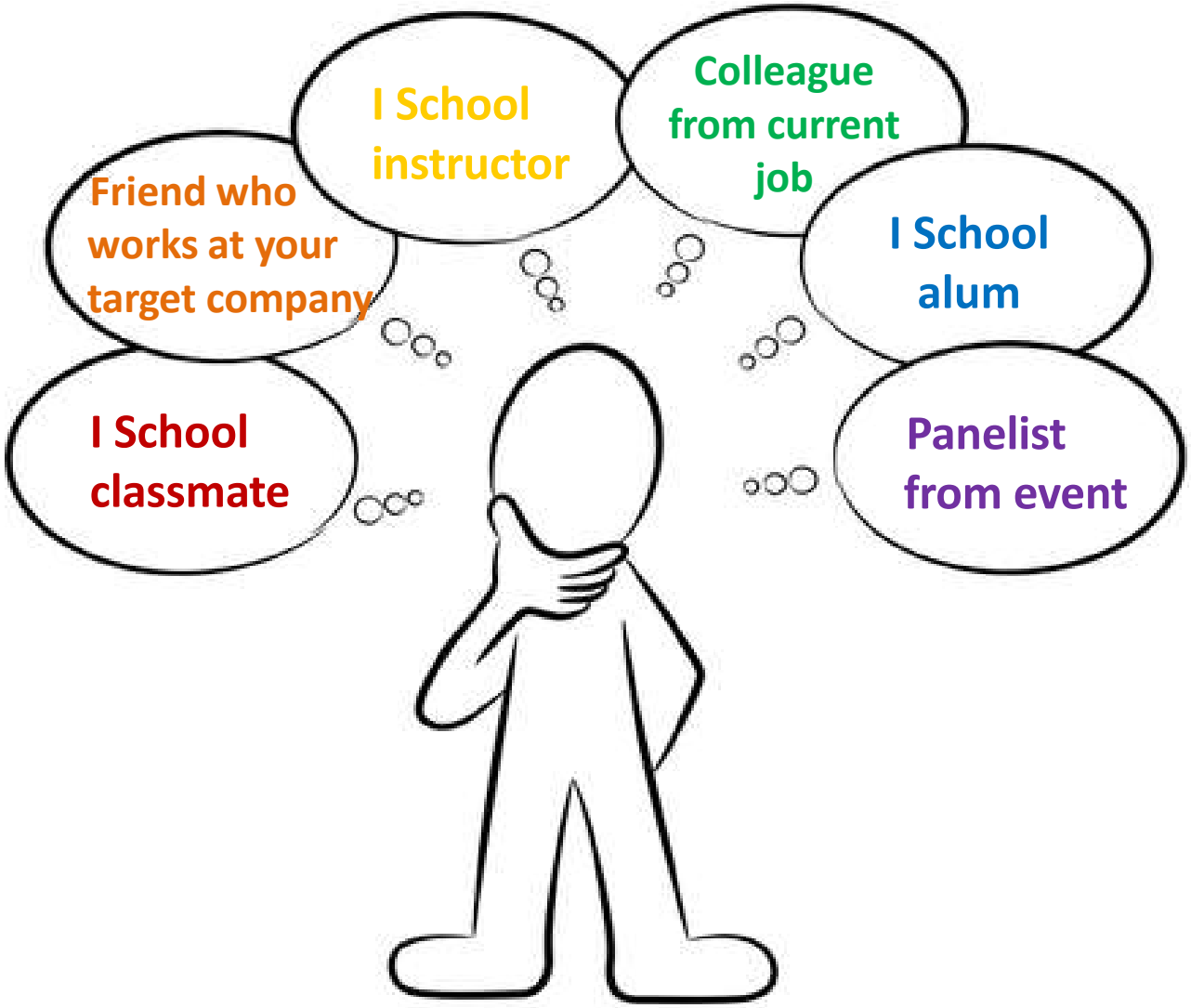
Profile: Critical Sections?

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



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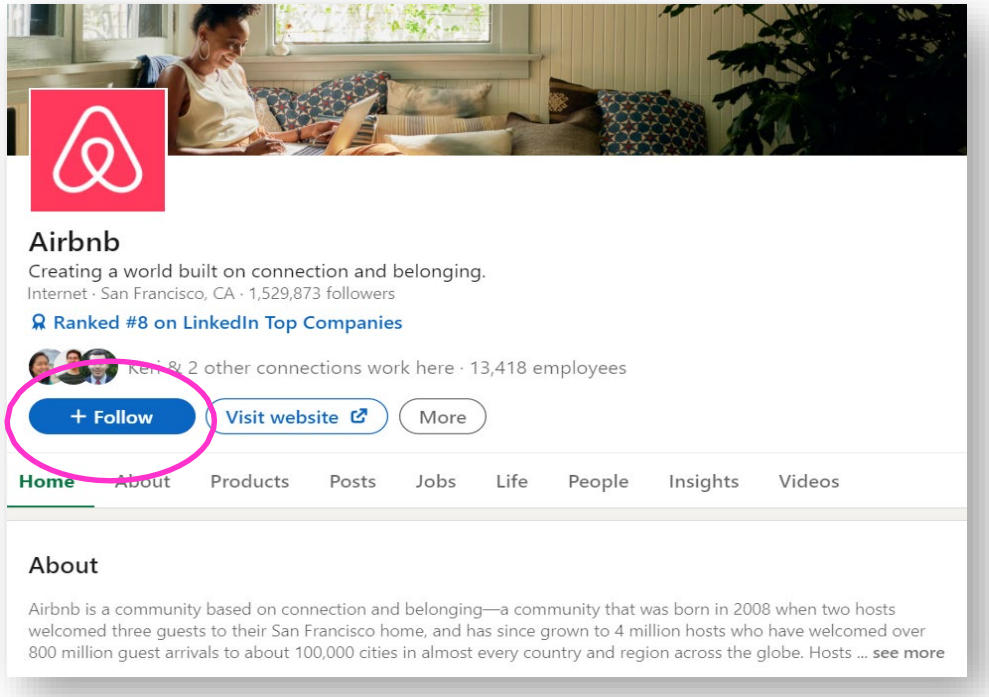
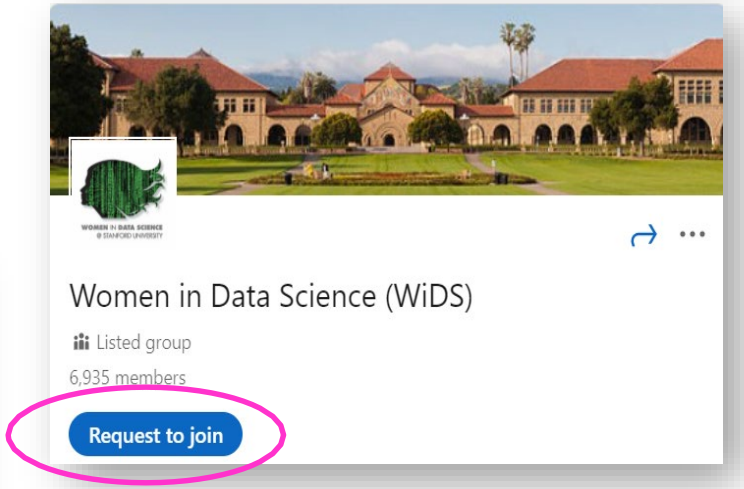
Networking: Follow & Join





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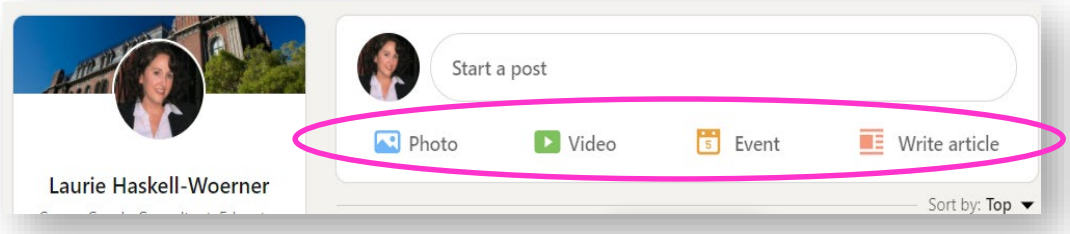
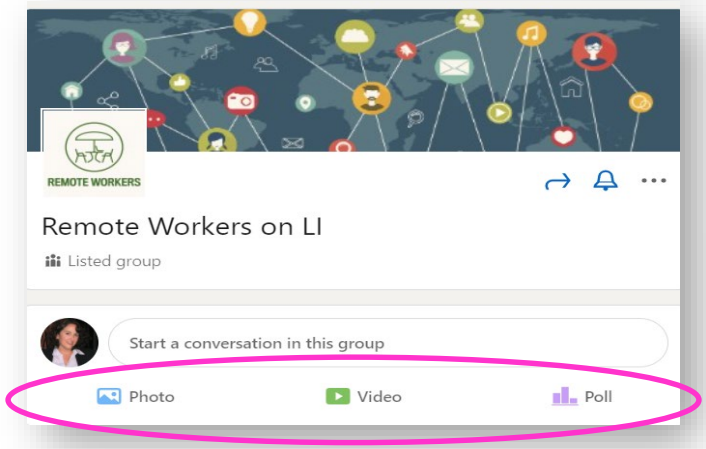
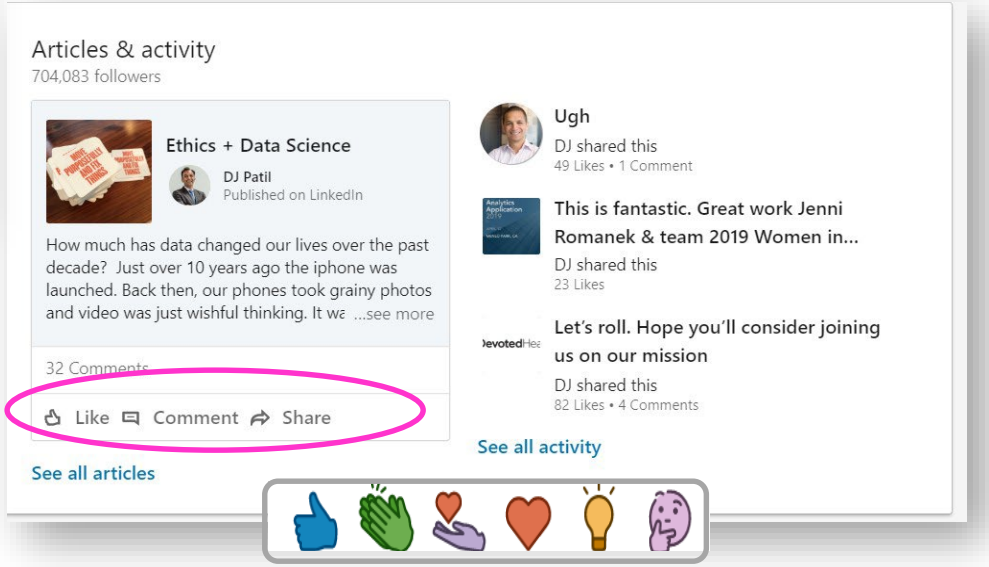
Networking: Update & Post







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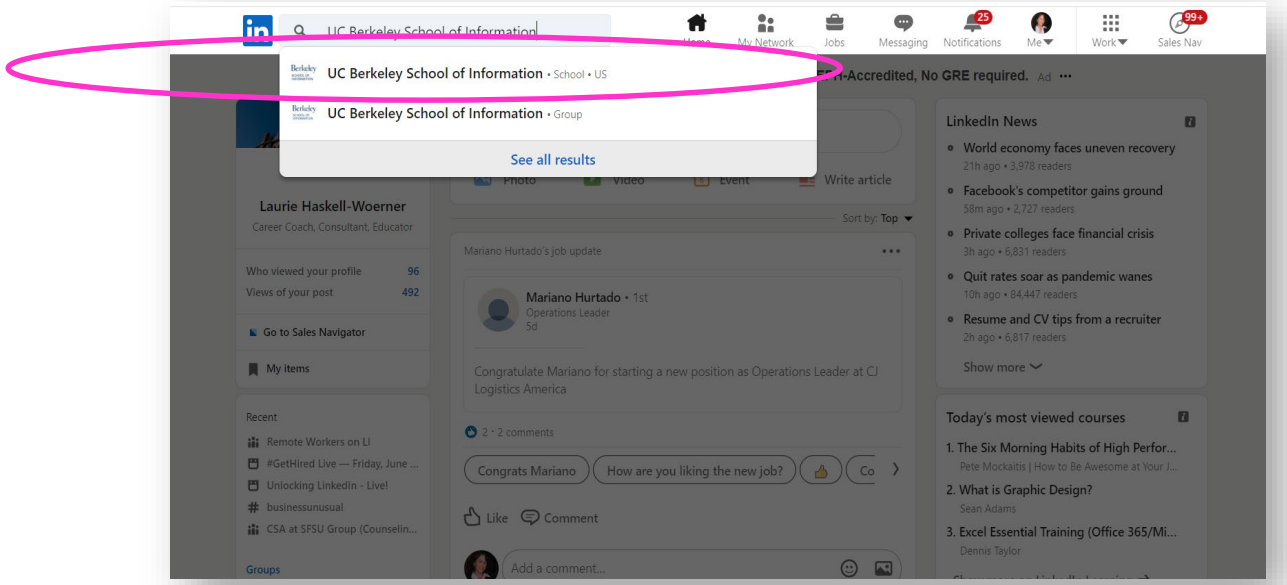
Networking: I School Pages



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

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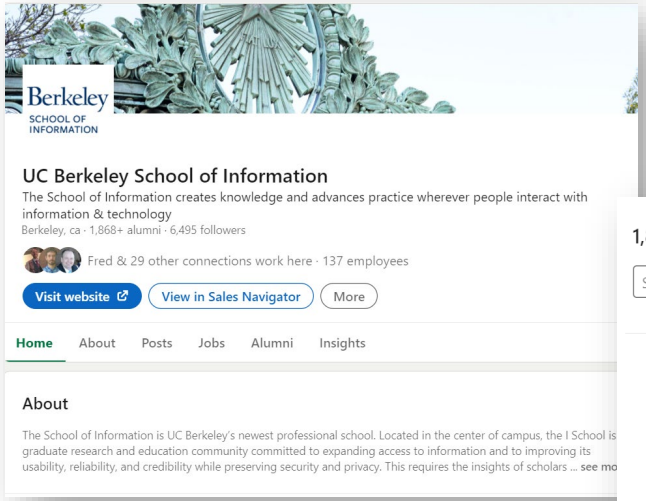
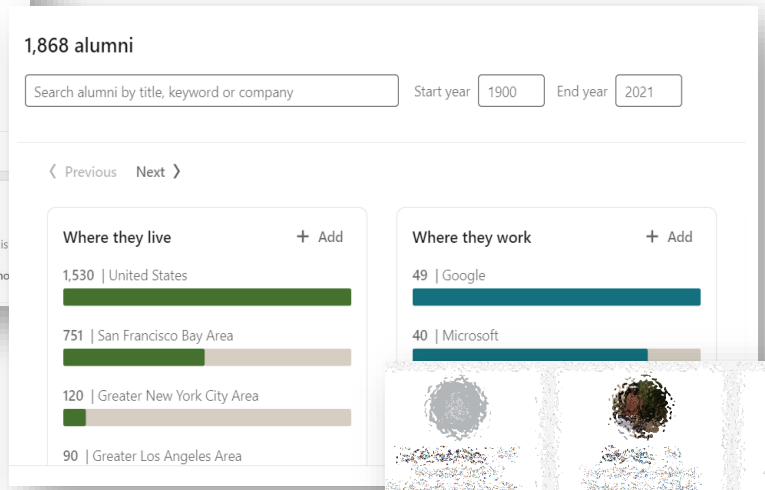
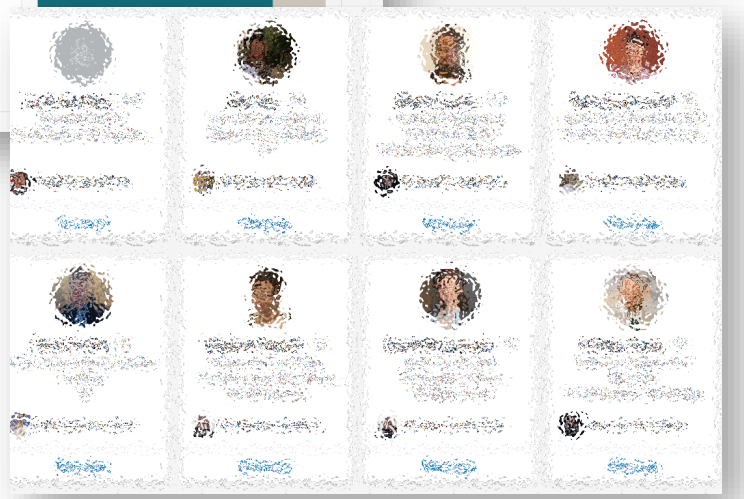
Networking: Alumni Tool







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

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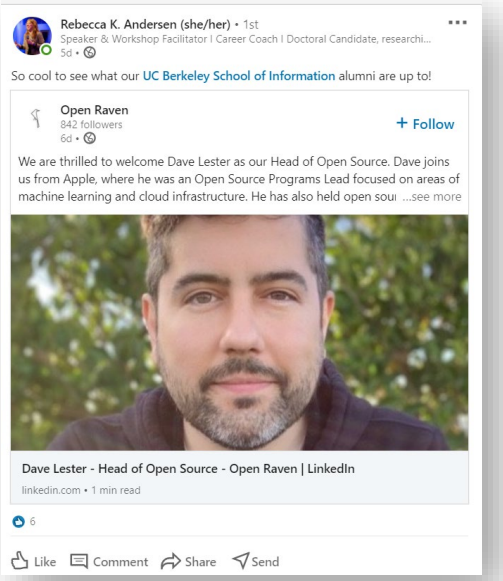
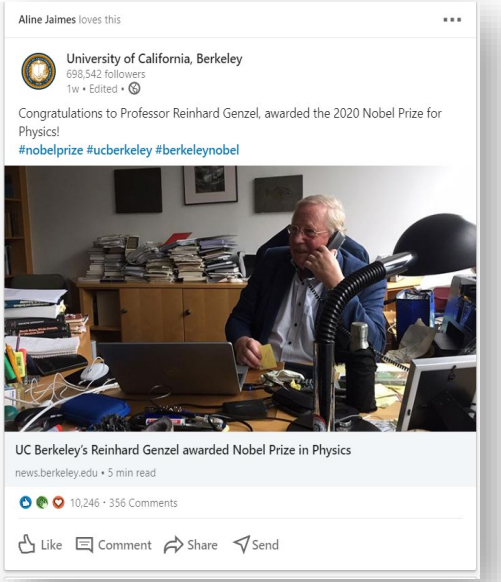
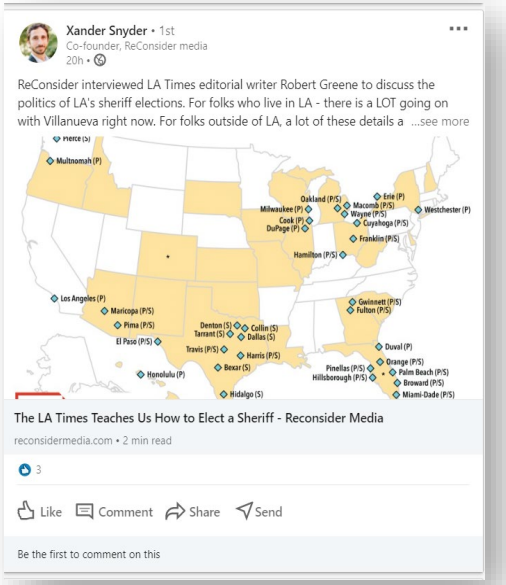
https://www.linkedin.com/school/uc-berkeley-school-of-information/people/

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]

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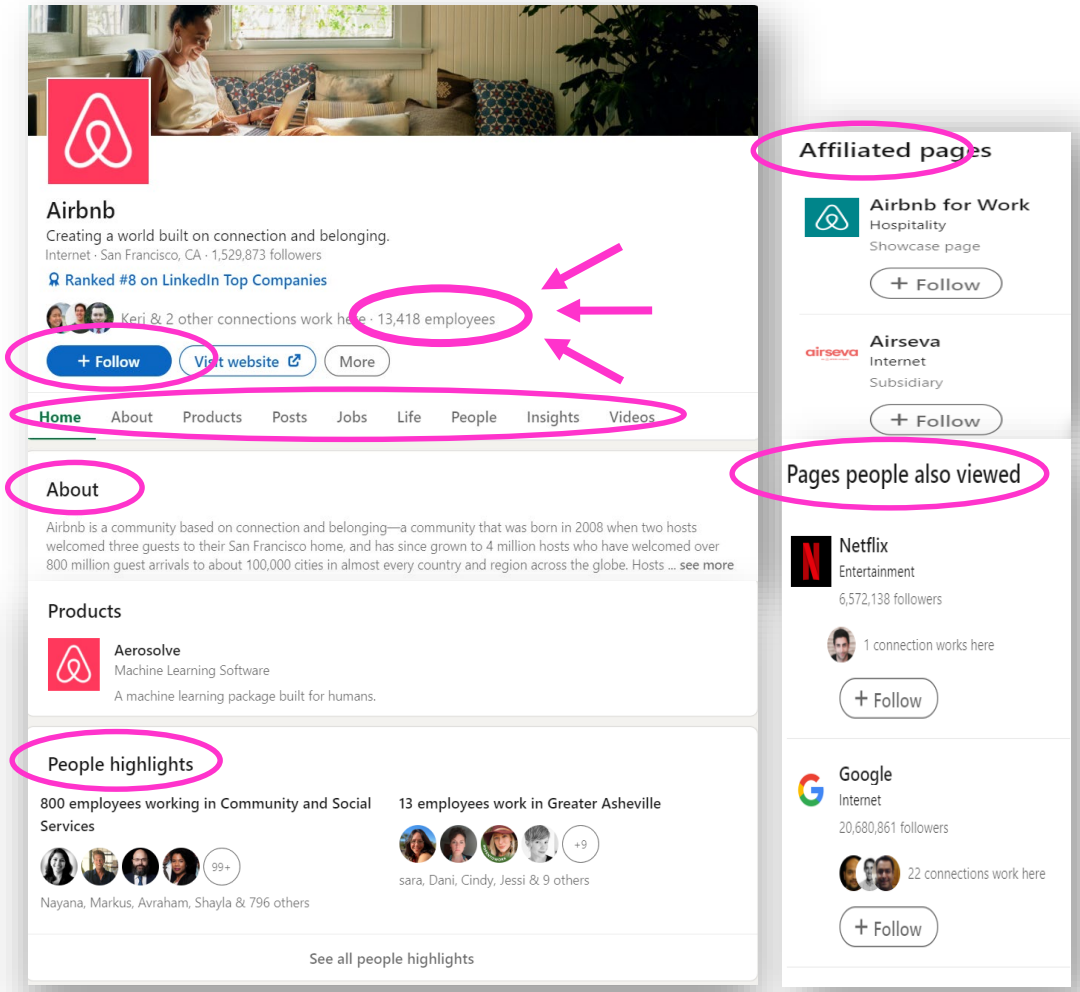
Research: Company Pages



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Job Searching on LinkedIn

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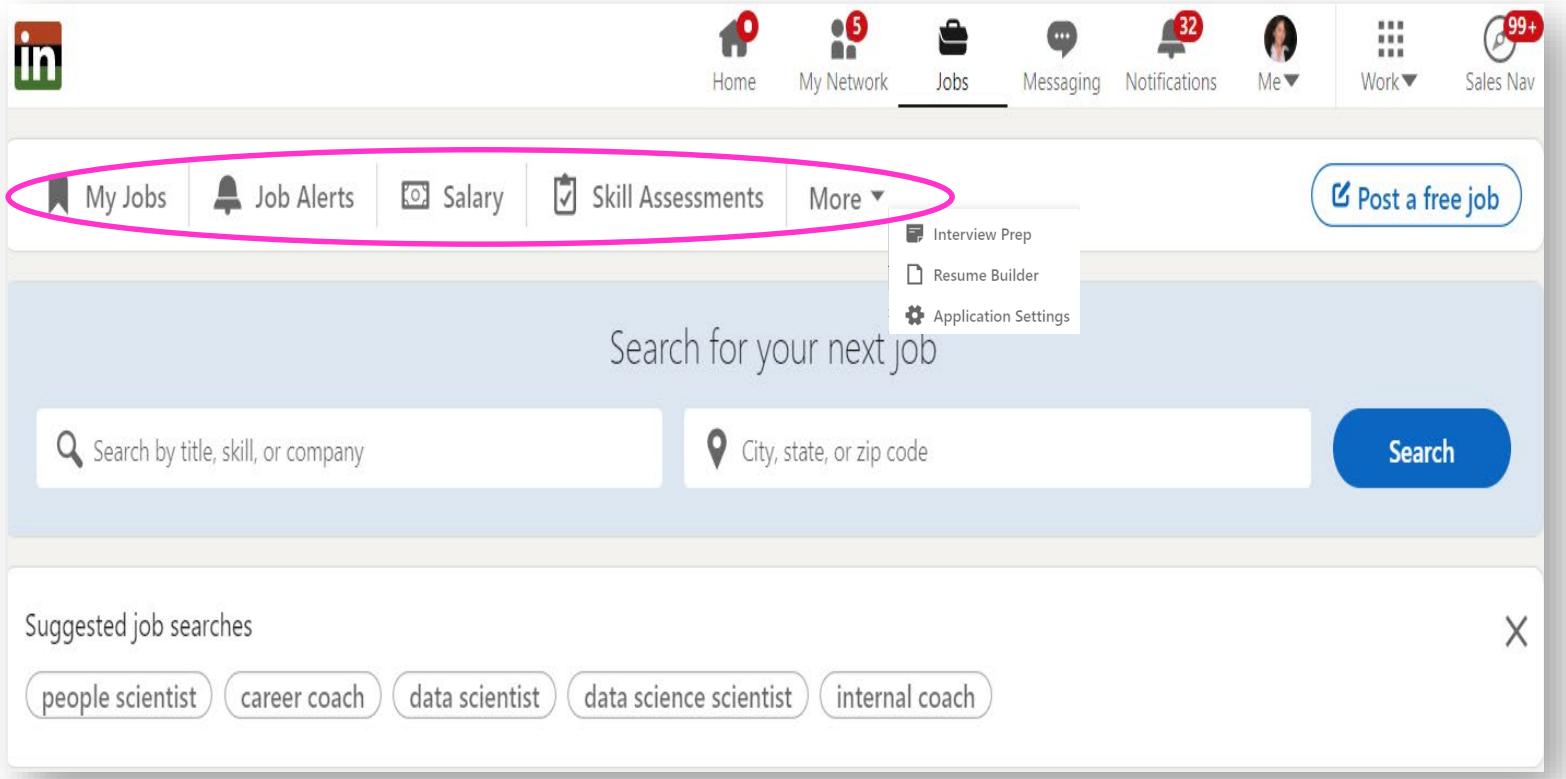
Job Search


Home
My Network
Jobs
Messaging
Notifications
Me
Work
Sales Nav
My Jobs
Job Alerts
Salary
Skill Assessments
More
Post a free job
Interview Prep
Resume Builder
Application Settings
Search for your next job
Search by title, skill, or company
City, state, or zip code
Search
Suggested job searches
people scientist
career coach
data scientist
data science scientist
internal coach

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

+ Job titles or boolean

+ Associate, + Product Manager,

Locations

San Francisco Bay Area +

+ Greater Los Angeles Area (729),

Include: Current only

Skills

Research | Data Analysis | Microsoft Office | Microsoft Excel | Leadership | Public Speaking | SQL | Analytical Skills | Python (Programming Language) | Java +

+ Project Management (137),

Companies

+ Companies or boolean

+ Google, + Apple, + Amazon, + Microsoft,

Employment type

3,266 total candidates | 1,120 are more likely to respond | 731 open to new opportunities | 12 past applicants

731 candidates | View search insights | 1 – 25

Henry Le 3rd
Currently **seeking** full-time opportunities
San Francisco Bay Area • Computer Software
Save to a project
Past: Software Engineer & Technical Writer Intern at IBM 2017 – 2017
Student Software Engineer at University of California, Davis 2015 – 2017
More
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
Save to a project
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
More
Education: University of California, Berkeley 2014 – 2018
Open to new opportunities

Looking for contractors? Filter for candidates who are more likely to be interested in contract work. Filter

Jesse C. 3rd
Student at Stanford University
Stanford, California • Computer Software
Save to a project
Past: Peer Advisor - **Student** Activities and Leadership at Stanford University 2016 – 2017

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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
- 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

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

- *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*

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!

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amandacheung@ischool.Berkeley.edu