LinkedIn Tips & Tricks

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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?

675 million members in 200 countries and regions worldwide

423,000+ students & alumni
www.linkedin.com/school/uc-berkeley/people/

1,600+ students & alumni
www.linkedin.com/school/uc-berkeley-school-of-information/people/
is the most popular social media channel for recruitment efforts....

77% of recruiters use it!

Source: [Jobvite 2018 Recruiter Nation Survey](https://www.jobvite.com)
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>
</tr>
</thead>
<tbody>
<tr>
<td>Clear, well-lit</td>
<td>Grainy, dark</td>
</tr>
<tr>
<td>Professional, industry appropriate</td>
<td>Party/vacation pic, casual selfie</td>
</tr>
<tr>
<td>Headshot that shows YOU</td>
<td>Highlight background more than you</td>
</tr>
</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: Use a Descriptive Headline
Sample Headlines–Data Science

- 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
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 your custom URL pencil
- Customize your URL

Berkeley School of Information
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

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 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
Trick! Add media

How to:
- Me > View Profile
- Click pencil in entry where you want to place media
- Add to Featured, 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 for me. Her teaching style is engaging and practical. Denise always manages to make complex topics accessible and understandable. I am grateful for the knowledge and insights she has shared with me... 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

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

Berkeley School of Information
Trick! Add sections

How to:
- **Me** > View Profile
- Add profile section
- Consider adding: Featured, Courses, Projects
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… [the goal is to have] 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
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 and frequent contributors 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 also Viewed* sidebar for more Influencers to follow
Tip #13: Update & Post

Remote Workers on LI

Rebecca K. Andersen
4d
Gearing up to run my first hackathon tomorrow! Looking forward to a great 24 hrs.... =) @BerkeleySchool
28 Likes • 2 Comments

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 was... see more

32 Comments

Ugh
DJ shared this
49 Likes • 1 Comment

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

Let's roll. Hope you'll consider joining us on our mission
DJ shared this
82 Likes • 4 Comments

See all articles

See all activity
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/
How to:

- Click Me > Settings & Privacy
- Privacy tab
- Job Seeking Preferences
- Let recruiters know… / Signal your interest…
- Click Change, toggle to Yes

 Tricks for Job Seekers

#1: Let recruiters know you are open!
Tricks for Job Seekers

#2: Add the “#OpentoWork” photo frame (NEW!)

How to:

- Click Me > View Profile
- Click pencil to edit Intro
- Click dropdown next to Share with...
- Select Share with all LinkedIn Members

***Consider whether this will jeopardize current employment!!***
Tricks for Job Seekers

#3: 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

#4: Pay attention to who posts jobs

How to:

- Don’t send InMail unless you have a premium account
- Click poster’s photo
- Click … Select Connect
- Customize your invitation
Tips for improving 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
Trick! Improve My Feed

How to:
- Click the … in the top right of any post in your feed
- Select **Improve My Feed** from menu
- Review the People, Groups, Pages, and Hashtags you follow
- Review LinkedIn’s suggestions for following based on your profile
Common Profile Issues

• No customized profile URL
• Headline not targeted to desired career/job
• About section is missing or not targeted
• No projects, work examples
• Not maximizing Groups or Following
• Minimal relevant Skills
• Lack of skill endorsements/recommendations
TRICK! Free LinkedIn Premium Career

https://socialimpact.linkedin.com/en-us/2u/ucb

- 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
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)
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/2020/linkedin-tips-tricks-0
Questions?

Thank you!

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