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
- Profile
- Networking
- Researching
- Job searching

- Bonus Slide Deck Content
  - Privacy settings
  - Spotting fake profiles & scams
Why LinkedIn?
Who is on LinkedIn?

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

95% of Fortune 500 use LinkedIn Talent Solutions for recruiting

>57M company pages

674,400+ students & alumni
www.linkedin.com/school/uc-berkeley/people/

2,400+ students & alumni
www.linkedin.com/school/uc-berkeley-school-of-information/people/
Your brand on LinkedIn
Your brand

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?

Strengths
Values
Communication Style
Passions
Your brand on LinkedIn

Profile
Activity
Connections
Following
Groups

+  

= Your Brand

What do you do?
Why does it matter?
Why do you do it?
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
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

**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/host-preferences/)
- [http://nerds.airbnb.com/nps-rebooking/](http://nerds.airbnb.com/nps-rebooking/)
- [http://nerds.airbnb.com/experiments-at-airbnb/](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

**Miloney Thakrar, MPP, MSc**
I Help Companies Use Data Storytelling To Advance Gender Equity, Diversity, & Inclusion. Clients include Accenture, Women Tech Founders, and UN Women. Are You Ready To Close The Gap? Let’s Talk 📩 MindTheGenderGap.Org
April 21, 2021, Miloney was a client of Austin’s

I first crossed paths with Austin and his content in his early days as an entrepreneur when I was in the midst of an unexpected and sudden career transition several years ago. His top-notch materials helped me gain confidence in my job search which landed final interviews with 3 dream job employers... See more

**Jordan Hallow, Career Consultant, M.A., MBA**
Career & Talent Development | Career Services Expert and People Professional | Teaching anyone and everyone the job search process
April 19, 2021, Jordan worked with Austin in different groups

I found Austin through a mutual connection over a year ago. Even though he has a major group of followers here on LinkedIn, he took the time out to message me back and have a conversation with me, and that meant a lot. In that one year, I've learned what sets Austin apart from others. He provi... See more
Profile: Skills

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 and Data Science
2016 - 2018

**Courses**
Data Privacy and Ethics
w231
Associated with UC Berkeley School of Information

**Interests**
Influencers  Companies  Groups  Schools

- Big Data and Analytics
  521,400 members
- Googlers & Xooglers - Alphabet and Google Employees & Alumni
  11,636 members

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 section
Networking
Networking: Grow Your Network

I School instructors

Friends who works at your target companies

I School classmates

Colleagues from current/past jobs

I School alumni

Panelists from events

Berkeley School of Information
Networking: Join Groups

Women in Data Science (WiDS)

- Listed group
- 6,935 members

Request to join
Networking: 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.

• 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.
Networking: Update, Post, React, Share
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
Research: Company Pages

Airbnb
Airbnb is a community based on connection and belonging.
Technology, Information and Internet · San Francisco, CA · 2,027,995 followers

- + Follow
- Visit website

Home About Products Posts Jobs Life People Videos

People highlights
15 employees work in Greater Asheville
Jean, sara, Michelle, Isabel & 11 others

3 Connections
Alexander, Jake, and Jason

Affiliated pages
Airbnb for Work Hospitality Showcase page
+ Follow

Pages people also viewed
Netflix Entertainment
6,572,108 followers
+ Follow

Google Internet
20,580,861 followers
+ Follow

Berkeley School of Information
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

Berkeley School of Information
Job Searching
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://linkedinpremium.splashthat.com/](https://linkedinpremium.splashthat.com/)
- This benefit is ending in 2022 – sign up now!
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

- 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
Spotting Fake Profiles & Scams

- If a recruiter reaches out to you...
  - Do they have 500+ connections and a filled out profiles? Do they have followers? Have they ever posted anything? Does their image look genuine or like a stock photo?
  - If they reached out via email, check if it came from a business email address, not a free account like Gmail
  - They should never request money, personal info, or salary history before you’ve applied. They may ask for a resume, contact info, salary expectations, and references which are fine
  - When you ask questions about the process, they should be trying to answer as best as they can instead of being vague
  - Do not give your full date of birth or SSN until you’ve signed an offer letter and are starting the onboarding process
- When looking at a company’s LI page, do they have a logo, more than a few employees, regular postings, and followers?
- When Googling a company’s name or a recruiter’s name, does anything else come up besides their LI profiles?
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)
- [How to Easily Spot Fake LinkedIn Accounts](LinkedIn)
- [Recognize and Report Scams](LinkedIn)
- [LinkedIn Scams: How to Protect Yourself Against Them](TechGenix)
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-0
Questions?

Thank you!

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