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?

414,000,000+
REGISTERED MEMBERS

Berkeley UNIVERSITY OF CALIFORNIA

500
SCHOOL OF INFORMATION

Berkeley School of Information
87% of recruiters use LinkedIn to find candidates

Source: Jobvite 2015 Recruiter Nation survey
Trick! Turn off profile broadcasts

How to:

- Edit Profile
- Notify your network?
  - No
Tip #1: Add Your Photo

14x more profile views!
# Photo Guidelines

<table>
<thead>
<tr>
<th>DO</th>
<th>DON’T</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>

_Berkeley School of Information_
Trick! Add a background photo

How to:
- Edit Profile
- Click Camera at top
- Select image
- Save
Tip #2: Descriptive Headline

makes it happen.

Communicator & connector at UC Berkeley

Marketing Communications, Brand Strategy, Creative Direction, Event Marketing

Dir. of External Relations, UC Berkeley...

Helping teams deliver fast and accurate...
Tip #3: Add Contact Info

Laurie Haskell-Woerner
Career Counselor | Coach | Consultant | Educator
Miami/Fort Lauderdale Area | Higher Education

Current: UC Berkeley School of Information, Private Practice, Golden Gate University
Previous: Golden Gate University, Saint Mary’s College of California, University of California, Berkeley
Education: San Francisco State University

Visible to your connections:
- Email: laurie.haskell@gmail.com
- IM
- Phone
- Address

Visible to everyone on LinkedIn:
- Twitter
- WeChat
- Websites: Private Practice Website, UCB | School Career Services

https://www.linkedin.com/in/lauriehaskellwoerner

Contact Info

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Trick! Customize your profile URL

How to:
- Edit Profile
- Update your public profile settings
- Your public profile URL
- Add to resume, email signature, business cards
Tip #4: Compelling Summary

Summary

As a leadership development strategist, senior executive coach, and CEO of LeaderXpress, a global leadership development consultancy, I work with leaders from the director to senior executive levels to optimize their leadership practices and performance.

Read my blog "Denise Brouillette on Influence and Leadership" (http://www.denisebrouillette.com/) for tips and how-to’s for key management issues that leaders can put to use right away.

Clients include global Fortune 500 organizations in high tech, bio tech, health care, financial services, and higher education. I’ve helped thousands of executives, leaders, and teams in 22 countries optimize their leadership practices and performance through leadership programs and webinars, executive coaching, leadership assessments, forums for senior leaders, strategic mapping processes, team consulting, and keynote presentations and workshops.

Specialties:

- Global Leadership Development
- Executive Coaching in the areas of Power, Influence, and Leadership Impact
- Leadership Programs and Webinars on Influence and Managing for Optimal Performance
- Building High Performance Teams Across Distance and Cultures
Tip #5: Complete Work History

Add descriptions!
Be complete, but brief - cut out the clutter!

University Recruiting Program Manager
salesforce.com
November 2010 – July 2011 (9 months) | San Francisco Bay Area
Salesforce.com is the enterprise cloud computing company that is leading the shift to the social enterprise. Social enterprises leverage social, mobile and open cloud technologies to put customers at the heart of their business.

- Manages technical and MBA hires for full time and intern positions.
- 2 recommendations
  - Johnnie Jung
    University of Southern California - Mars... G Gina works really hard to make things happen. While she was working at Salesforce.com, she understood my strong desire to... View ↓
  - Lisa Dial
    Vice President, Federal Business Dev... G Morning!!

Senior Recruiter
LongView International Technology Solutions, Inc.
March 2009 – November 2010 (1 year 9 months) | Washington, DC
LongView delivers skilled information technology systems development, intelligence community support, and a range of other support services to various federal departments and agencies.

- Manages full life cycle recruiting for technical management, digital marketing, business development roles, interviewing, creating compensation offers, background verification, and measurement of effective recruiting.
- 2 recommendations
  - Johnnie Jung
    University of Southern California - Mars... G Gina works really hard to make things happen. While she was working at Salesforce.com, she understood my strong desire to... View ↓
  - Lisa Dial
    Vice President, Federal Business Dev... G Morning!!

Solutions Consultant
LinkedIn
August 2013 – Present (5 months) | San Francisco Bay Area
As a Solutions Consultant, I have the privilege of working with organizations of all types to enable them to transform the way they recruit by optimizing their Talent Brand. I help develop custom strategies using LinkedIn’s Talent Solutions tools such as LinkedIn Career Pages, Work With Us Ads, Social Ads, Talent Direct, and Follower Campaigns to optimize how members interact with employer brands on LinkedIn. It’s my job to help our clients take advantage of the LinkedIn ecosystem to attract top talent by showcasing their employer brands to the right members at the right time and I love every minute of it!

Engage the Best Passive Talent with LinkedIn Talent Solutions

US Recruiting Trends 2013 - Infographic
Trick! Add media

How to:

- Edit profile
- Add document, photo, link, video, or presentation
- Add to Summary, Experience, and Education entries
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..."
Tip #7: Add Skills, Get Endorsed

Skills & Expertise

Most endorsed for...

- 99+ Social Media Marketing
- 99+ Digital Marketing
- 86 Social Media
- 80 Facebook
- 66 Blogging
- 62 Marketing
- 41 Marketing Strategy
- 38 Online Marketing
- 30 Public Relations
- 27 Integrated Marketing

13x more profile views!
Trick! Manage Endorsements

How to:
- Edit Profile
- Click on pencil next to any Skill
- Adjust Skills & Endorsements settings
- Remove any Skill completely
- Re-order Skills
- Show/hide individual Endorsements
Tip #8: Be Complete

Education

UC Berkeley School of Information
Master of Information and Data Science
2015 – 2016

Courses

University of California, Berkeley - School of Information

- Research Design and Application for Data and Analysis (Spring 2014; earned an A)
- Exploring and Analyzing Data (Spring 2014; earned an A)
- Storing and Retrieving Data (Summer 2014; earned an A)
- Visualizing and Communicating Data (Summer 2014; earned an A)
- Applied Machine Learning (Fall 2014, in progress)
- Field Experiments (Fall 2014, in progress)
- Really Big Data: Scaling up and Parallelism (to be taken, Spring 2015)
- Privacy, Security, and Ethics of Data (to be taken, Spring 2015)
- Synthetic Capstone Course (to be taken, Summer 2015)

Projects

Career Services for Alumni
January 2005 – May 2005
Presented case for providing career services to university alumni, developed sample program of offerings, presented project in class poster session.

Career Services: Best Practices for Non-Traditional Students
December 2010 – December 2010
Group presentation at NPACE Annual Conference

3 team members
- Laurie Haskell-Woerner
  Career Counselor | Coach | Consultant
- Kayla Kusunick Walsh
  Dean of Students at Golden Gate University
- Leah Antignas
  Program Director and Career Consultant

Groups

AASHE (Association for the Advancement of Sustainability in Higher Education) Hidden
LinkedIn Alumni and Advance... Visible
Bay Area Organization... Visible
Bay Area Recruiters'... Visible
Bay Area Sustainable... Hidden
Berkeley Staff Asse... Visible
California Career De... Visible
See 26 more
Trick! Add sections

How to:
- Edit profile
- Click on desired section or View More
- Pay attention to your Profile Strength Meter
Trick! Re-order sections

How to:

- Edit profile
- Hover over top right corner of section until up/down arrow appears
- Drag & drop
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"
    - **Goal**: “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 Twitter
- I School instructor
- I School classmate
- Panelist who participated in I School career event
Hello David,

It was great to meet you during the reception at DataEDGE last week. I really enjoyed our conversation about ethical considerations in designing field experiments. I’d love to stay in touch and perhaps connect again when I am in town.

- David Xiao
Trick! Connect with caution

- CONNECT from within a person’s profile - the only way to ensure that you can customize message!
- CONNECT from other areas of LI - may automatically send generic message
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 in the group and determine whether they could be valuable connections or information sources; if so, invite them to connect.

Adapted from: Career Enlightenment
Trick! Maintain relationships
Trick! Follow News

- Click *Interests > Pulse*
- Click the Pulse menu icon
- Select your desired channel or *Discover More* and select from the options
- Click *Follow this Channel*
Tip #13: Update & Post

Emerald Templeton started a discussion in California Career Development Association.
What are your thoughts on this new career tool?
Seems pretty nifty, although I still prefer the personal, tailored touch.
http://www.liverecareer.com/

Resume Builder | Free Resume Builder | LiveCareer
Resume Builder, Cover Letter Builder, Career Tests, Jobs, and everything you need for your Career. Win the job with a LiveCareer Resume and Cover Letter.

Jojo Lam likes:

Nanxi Liu Enplug is hiring! Come join our rapidly-growing and super fun tech startup. Business is booming - we're looking for an Inside Sales Associate to work on all of the sales leads that we're getting through our website. Email your resume to jobs@enplug.com.

Like (17) · Comment · Share · 3h ago

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August 22, 2014

Why You Can’t Ignore Politics at Work: Office...
August 19, 2014

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Tip #14: I School Pages
Tip #15: Alumni Tool

Go to:
- My Network
- Find Alumni
Resources

• Write for People but Keep Keyword Density In Mind
• LinkedIn Etiquette: 20 Do’s & Don’ts
• How to Clean up Your Online Presence and Make a Great First Impression
• 10 Minute LinkedIn Makeover
• How Recruiters Really Look at Your LinkedIn Profile and Online Resume
• 6 Steps to a More Marketable LinkedIn Profile
• 125+ Amazing LinkedIn Statistics
• Top 100 Big Data Experts to Follow
More Assistance?

Career Advising Appointments, LinkedIn Profile Reviews

MIDS:
http://www.ischool.berkeley.edu/careers/mids/advising

MIMS:
http://www.ischool.berkeley.edu/careers/mims/advising
Questions?

Thank you!

lhaskellwoerner@ischool.berkeley.edu