

Clear-Sighted Career Online Learning Series Presents:

Boost Your LinkedIn Know-How

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Responsible for the career services, professional development, and intellectual engagement of Notre Dame alumni. Sharon manages the lifelong learning opportunities to our alumni in various settings including on campus, in community, and online.

Today's Topics

- **LinkedIn: By The Numbers**
- **13 Tips to Strengthen Your LI Profile**
- **Strategic Networking Features**
- **Q&A**



#1 Professional Networking Site

- Launched in May 2003; Went Public in May 2011
- Earned \$2.2B Revenues in 2014
- 347 million users
- 70% of LI users outside of U.S.



LinkedIn: By the Numbers

- 200 countries and territories
- 56% male & 44% female users
- 3 Million active job listings on LI
- 94% recruiters use LI to vet candidates



Tips to Strengthen Your Profile

#1 First impressions matter, so include a professional head shot. Why?

- You are 11 times more likely to have LI profile viewed if you include a photo

#2 Be easy to find by using your name -- avoid credentials, titles, acronyms

#3 Incorporate key words to create attention-getting text. Create a headline that describes you and encourages others to read on.

- *TIP: Don't default to your job title*
 - *TIP: Use all 120 characters available in the headline*
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#4 Incorporate a customized URL using your full name

- It establishes your professional identity and improves search engine optimization; include on your resume

#5 Use the 2,000 characters in the Summary section to distinguish yourself and convey your value.

- *TIP: Spotlight the work that excites you*
- *TIP: Think bio rather than a resume format in this section*
- *TIP: Incorporate bulleted text for readability*

#6 In Experience section, create at least last 3 jobs

#7 Enrich your profile through multimedia additions

- *TIP: Upload images, photos, videos, presentations, and other media (e.g., YouTube, SlideShare, Prezi)*

#8 Add your Volunteer experience to this section

- 42% of hiring managers view volunteer experience on same level as formal work experience
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#9 Focus on listing your key skills in the Skills section which provides up to 50 listed skills

- *TIP: More is better, but be strategic by using the same key words here as you have in other parts of your profile*
- *TIP: Endorsing other individuals' skills is a way to re-connect*

#10 It's most effective to:

- Use 1st person for more authentic communication and to reach your target audience
 - Recognize that hard skills (e.g., accounting, financial analysis) are more searchable than soft skills
 - Avoid over-used buzzwords such as creative, motivated, effective, responsible to communicate soft skills
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11 Make your recommendations count

- *TIP: Be thoughtful, specific, personal; don't rely on LI boilerplate language*
 - *TIP: Be selective when asking others to write recommendations for you. The best recommendations come from those who know your work and value*
 - *TIP: Reciprocity applies -- you should write recommendations in order to receive them*
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Tips to Strengthen Your Profile

#12 Be strategic with your settings

- *TIP: Turn off your activity broadcasts as you update/edit your profile and then turn back on*



#13 Utilize LinkedIn's Help Center for standard topics as well as specific issues

➤ **EXAMPLE: Finding and Landing the Perfect Job. How can LinkedIn help me find and land the right job?**

- Last Reviewed: 04/16/2015
 - LinkedIn enables you to find and leverage professional opportunities in many unique ways.
 - [Search for jobs](#) you want on the [Jobs](#) page.
 - Use the [advanced jobs search](#) to narrow your results.
 - Read our [job searching tips](#).
 - Get [email alerts for new job postings](#) that match your interests.
 - [Learn about companies](#) you want to work for from the [Companies](#) page and see who in your network already works there.
 - Reach out to people in your [LinkedIn network](#) to discover job opportunities.
 - [Find and join groups](#) to discuss professional topics, trends, and issues with like-minded people and to build and maintain a broader network.
 - Become a [featured applicant](#) with a [Job Seeker](#) account and stand out from the crowd. [Track jobs](#) you've applied for.
 - Your profile allows you to present yourself and your professional skills to millions of hiring managers. Even if you aren't actively seeking employment, your [profile](#) can bring career opportunities to you.
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Strategic Networking Features

- Increase the value of your network by requesting and accepting connections that are mutually beneficial and grow a quality network
- Apply the reciprocity principle by endorsing skills for those in your network so they are inclined to endorse you
- Be giving with your recommendations and remember you can only make recommendations for your 1st degree connections



Strategic Networking Features

- **Join professional groups and add to your LI profile as a way of:**
 - **Demonstrating your professional expertise and interests**
 - **Enhancing your understanding as move you through a learning curve by becoming familiar with vocabulary, trends, and issues. This will support you through a career transition, new job, promotion, etc...**

- **Participate in the NDAA LI group – 39k+ members**
 - **Use straightforward opportunities to engage and extend your professional presence online: Like, Comment, & Share**

- **Utilize the Connect/Find Alumni feature to connect with 71k+ Notre Dame alumni**



Submit your questions via Chat



Thank You!

- Recorded presentation will be available on alumni.nd.edu/career
- Next Clear-Sighted Career Online Learning Series:

Effective and Distinctive Resumes: A Refresher

Annie Duffy, CPRW, '06
Career Advisor

Wednesday, May 20, 12 pm Eastern Time
