



Elevate Your Brand: Rock Your LinkedIn Profile



ROCK YOUR PROFILE

Our agenda

- 01 **Get to Know LinkedIn**
- 02 Build Your Profile
- 03 Build Your Network
- 04 Build Your Knowledge and Skills
- 05 Q&A

What you do on other social media



I like donuts



Watch me eat a donut



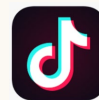
Here's a cool photo of a donut



Best donut recipes



I'm listening to "Donut Playlist"



Watch my donut dance



On LinkedIn: A professional mindset

- 📍 I hope to operate a donut shop one day.
- 📍 I'm looking for a donut baking job.
- 📍 I have three years experience selling donuts.
- 📍 My top skills are donut innovation & sales.
- 📍 Here are 3 recommendations from former colleagues in the donut industry.



LINKEDIN'S MISSION

Connect the world's professionals
to make them more productive
and successful

Build your professional network and connect to jobs



75 million+ employers are on LinkedIn, with 20 million+ open job opportunities



More than 900M professionals in more than 200 countries on LinkedIn



2.8 million recruiters use LinkedIn to fill open jobs every day

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Add a photo

Members with a photo get up to:



9x more connection requests



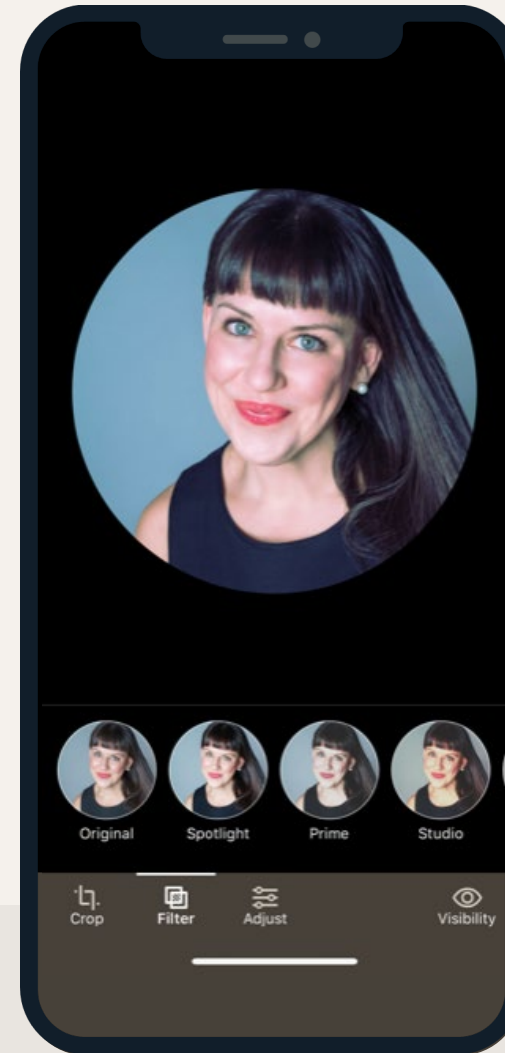
21x more Profile views



36x more messages

→ Best practice:

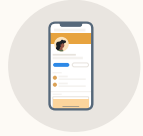
Include a background photo – consider a company hashtag, logo or brand photo



Record your name



Pronounce your name for others and make a great first impression.



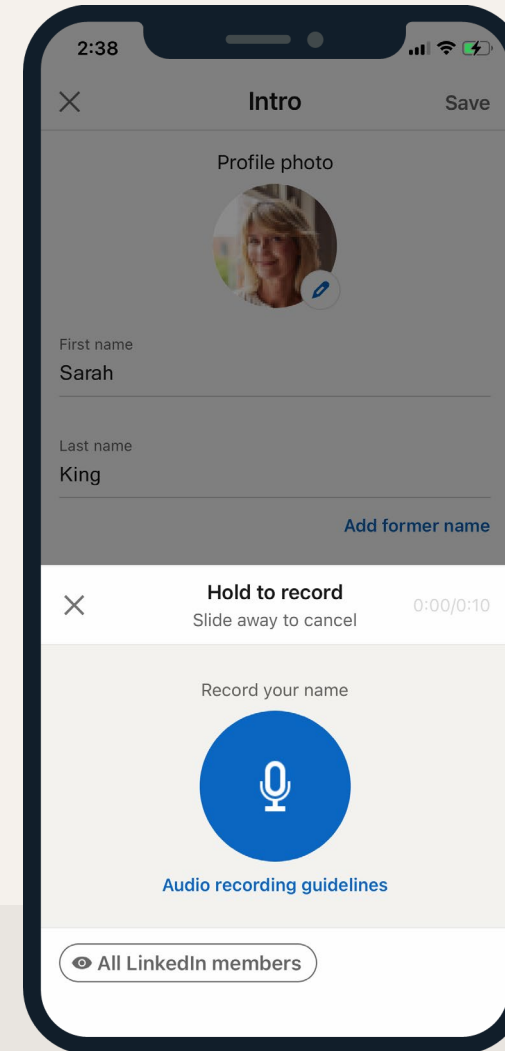
Update on mobile



10 secs, limit background noise



Hold phone 4in away



Add your pronouns

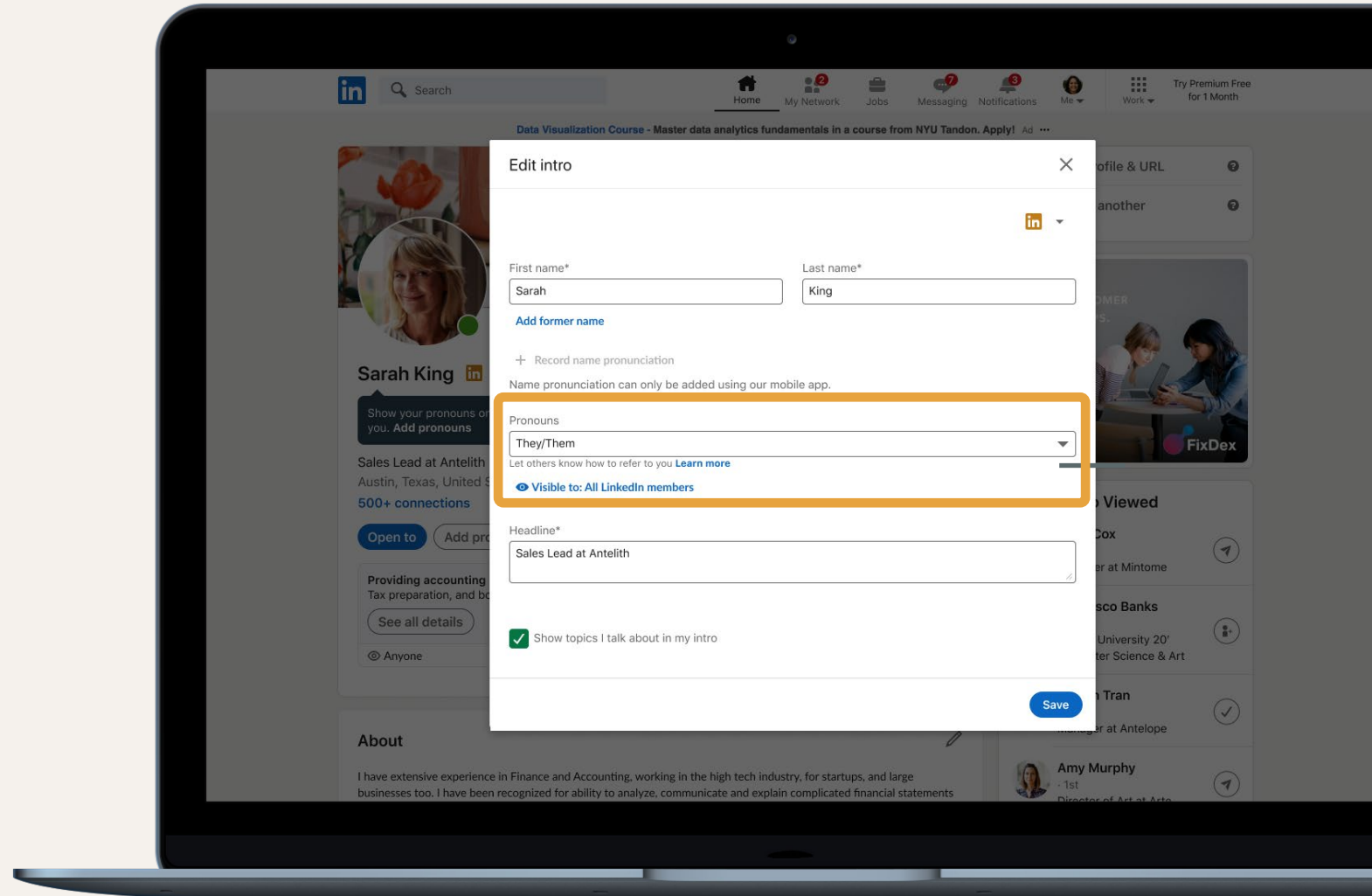
Show up as your authentic self
Optional to add, you set visibility



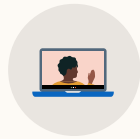
70% of job seekers believe it's important that recruiters know their gender pronouns



72% of hiring managers believe it's important & shows respect



Film your cover story



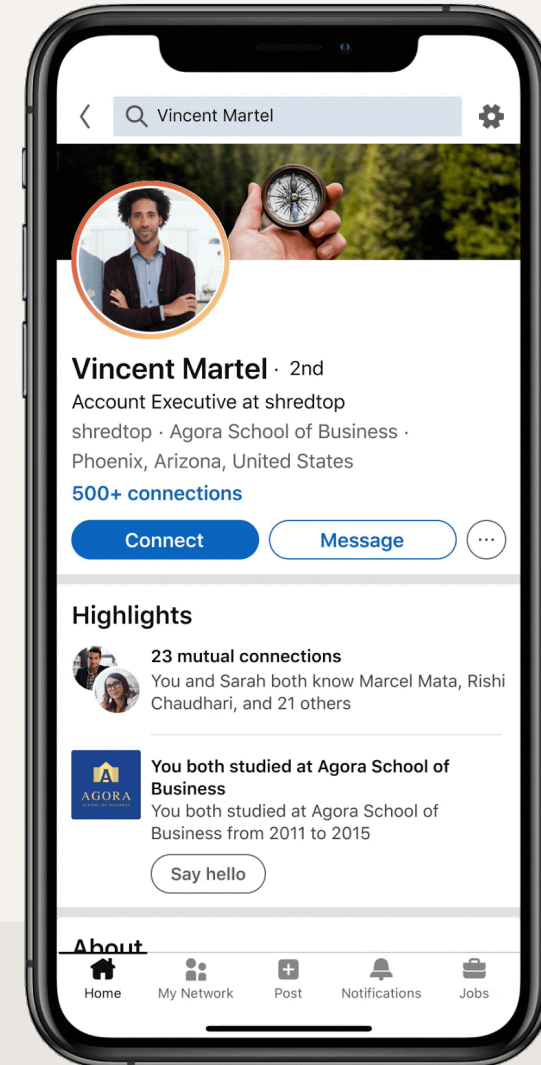
30-sec video
introducing yourself.



Provide an intro, share your
story, highlight your goals.



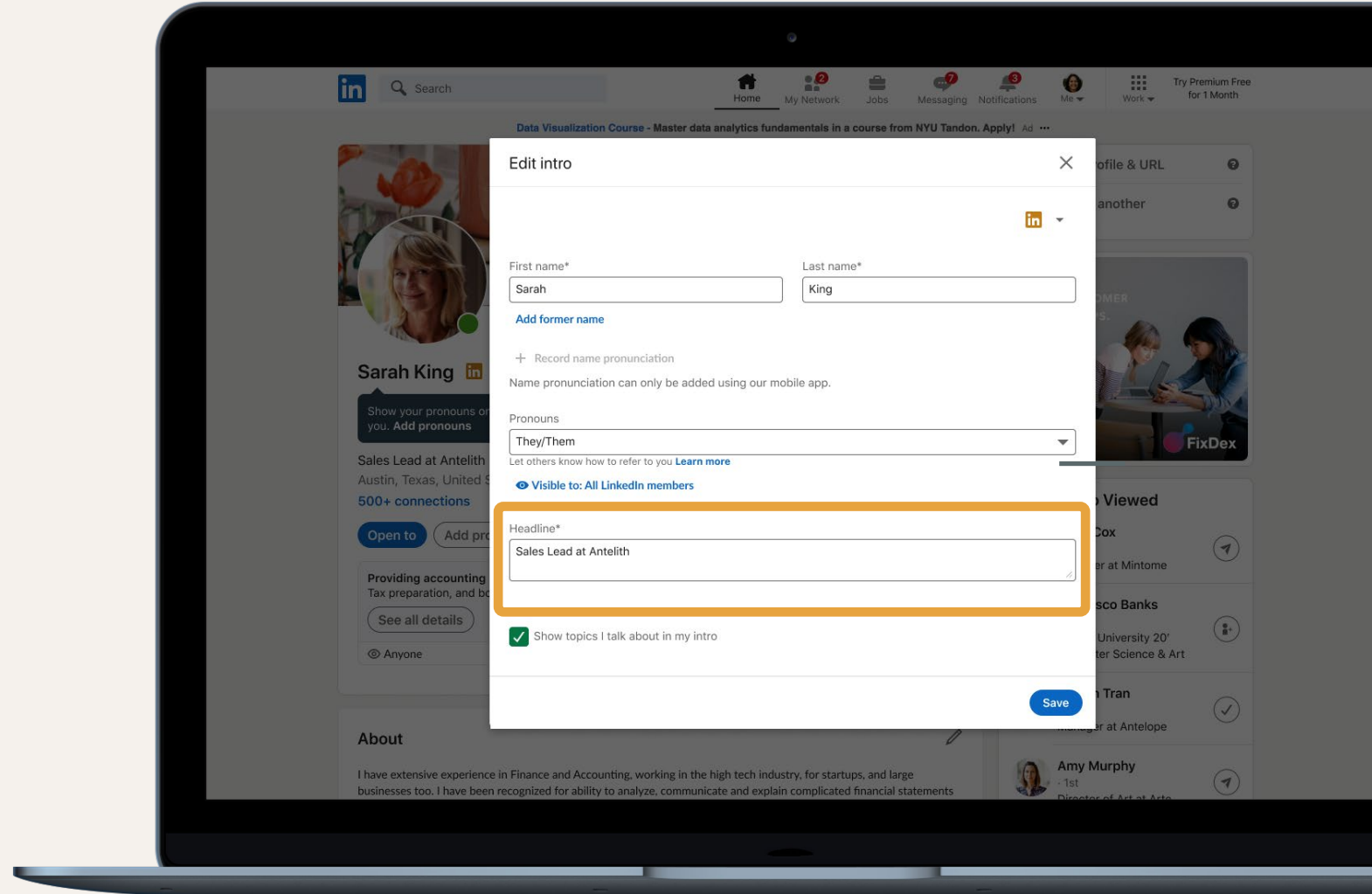
Helps you share your
expertise and authentic
self while growing your
following.



Update your headline



Your LinkedIn by line defaults to your title – you have flexibility here! Give your take on your overview or passions



Craft a summary

Your “elevator pitch”



Featured in your
'About' section.

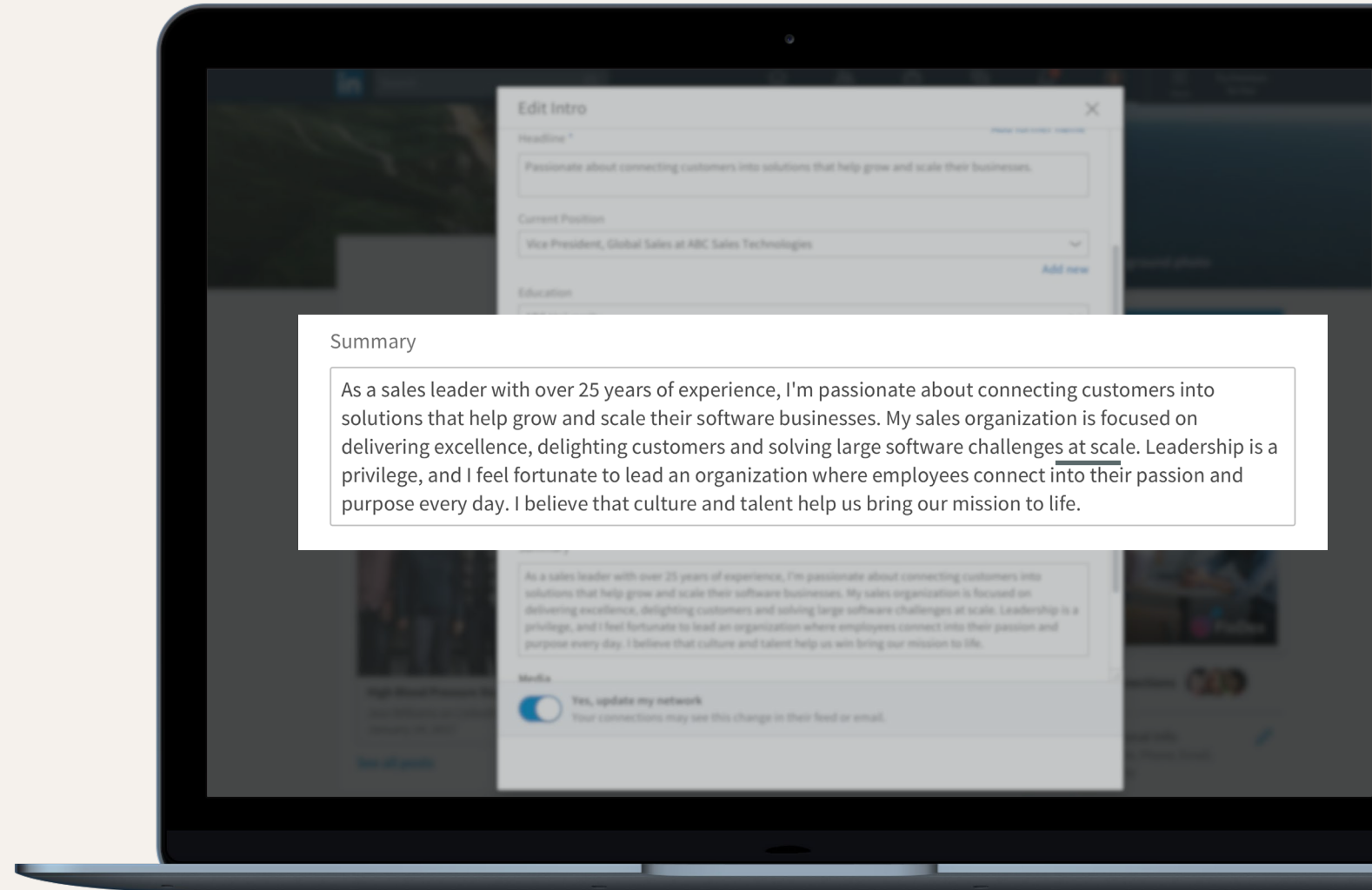


Focus on career
accomplishments and
aspirations



40+ words

→ Best practice:
first person, paragraph format.



Detail your work experience

Member with up-to-date positions receive up to:



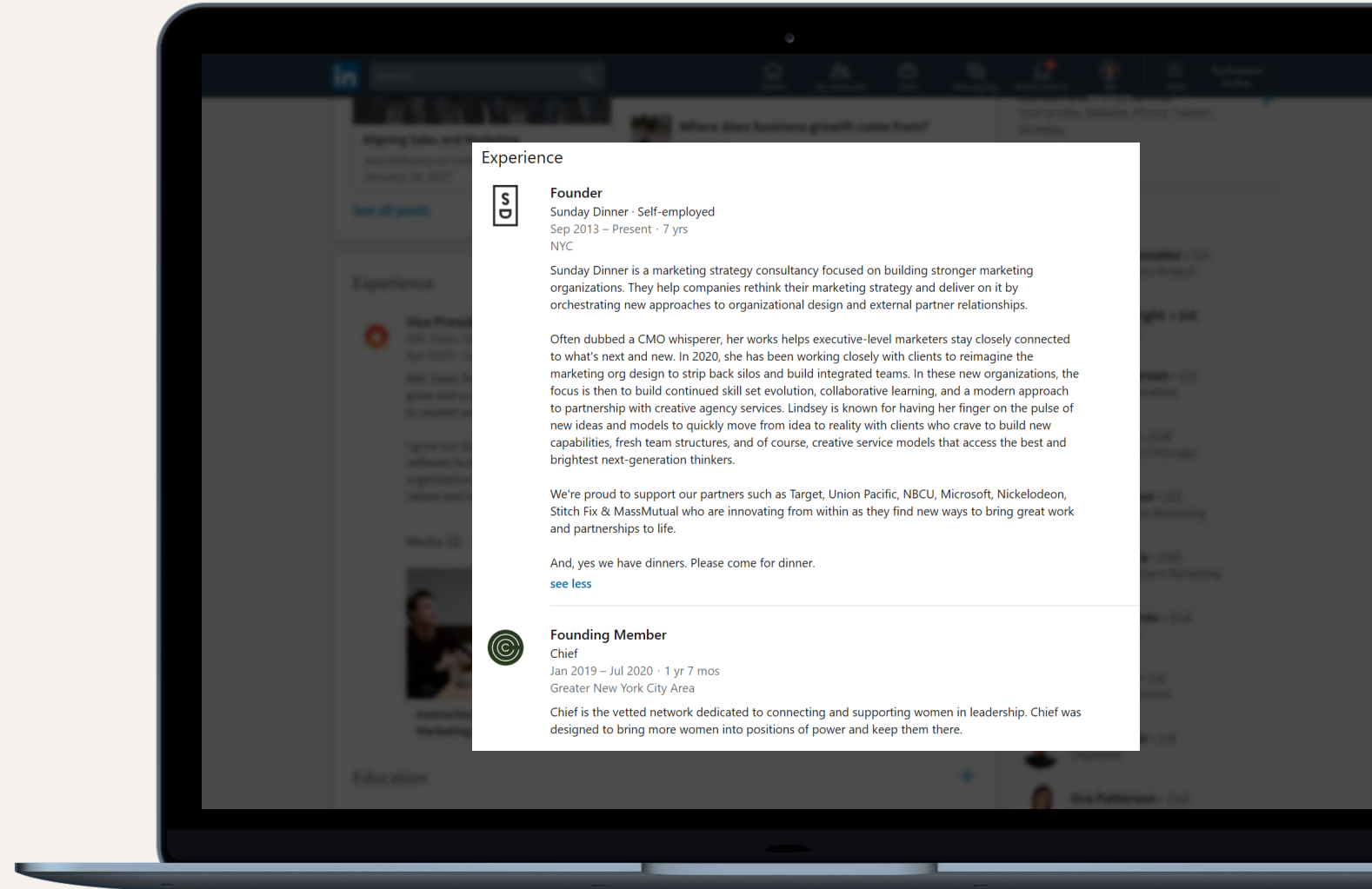
5x more connection requests



5x more Profile views



10x more messages



Feature content

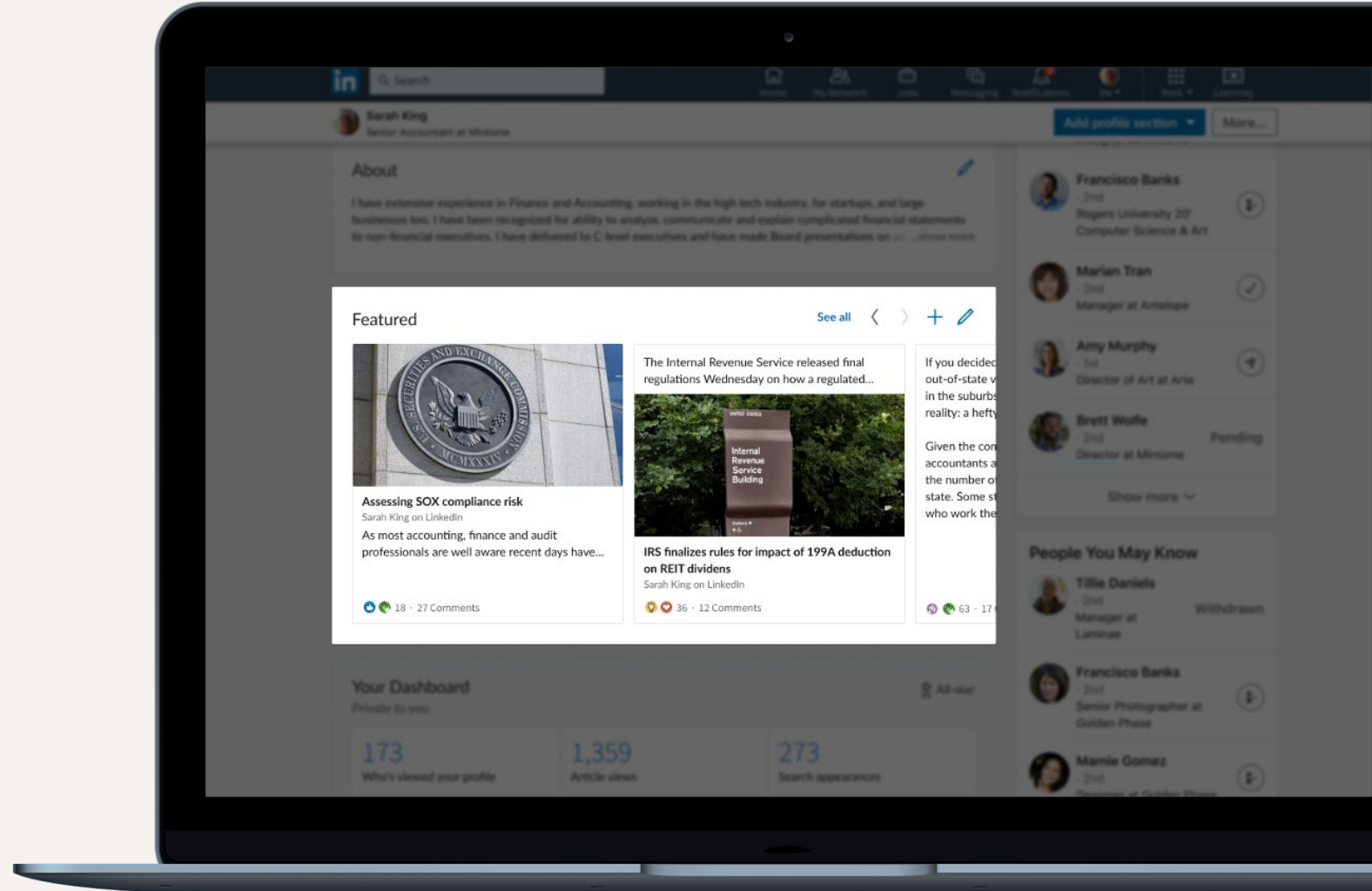
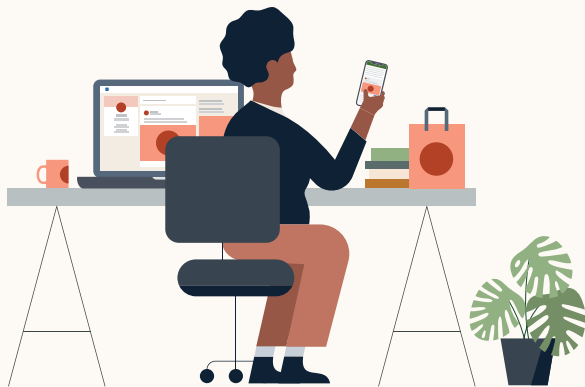


Bring your story to life by pinning rich media content you're proud of to your 'Featured' section



You can edit this frequently.

For example: include your most recent LinkedIn post



And don't forget about...



LOCATION



EDUCATION



PUBLICATIONS



ACCOMPLISHMENTS

ROCK YOUR PROFILE

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Add value and engage with your network



Invest time in your Connections and request informational interviews



Like and share things that people in your network will care about and post



Join groups and exchange insights with people of similar backgrounds or interests



Give testimonials and recommendations to others

Expand your network strategically

Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What should I say?

- Who you are
- How you came across their profile
- How they can help you

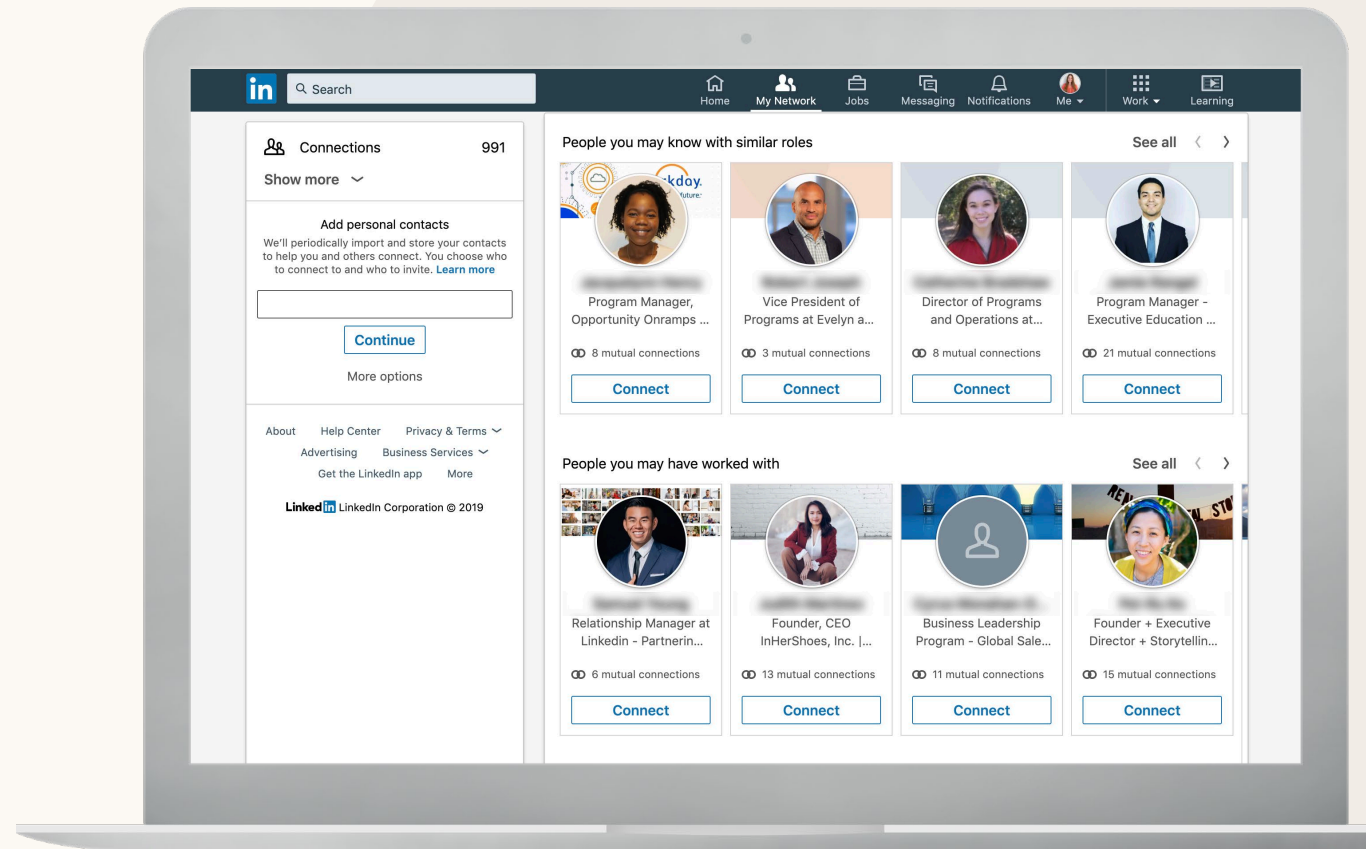


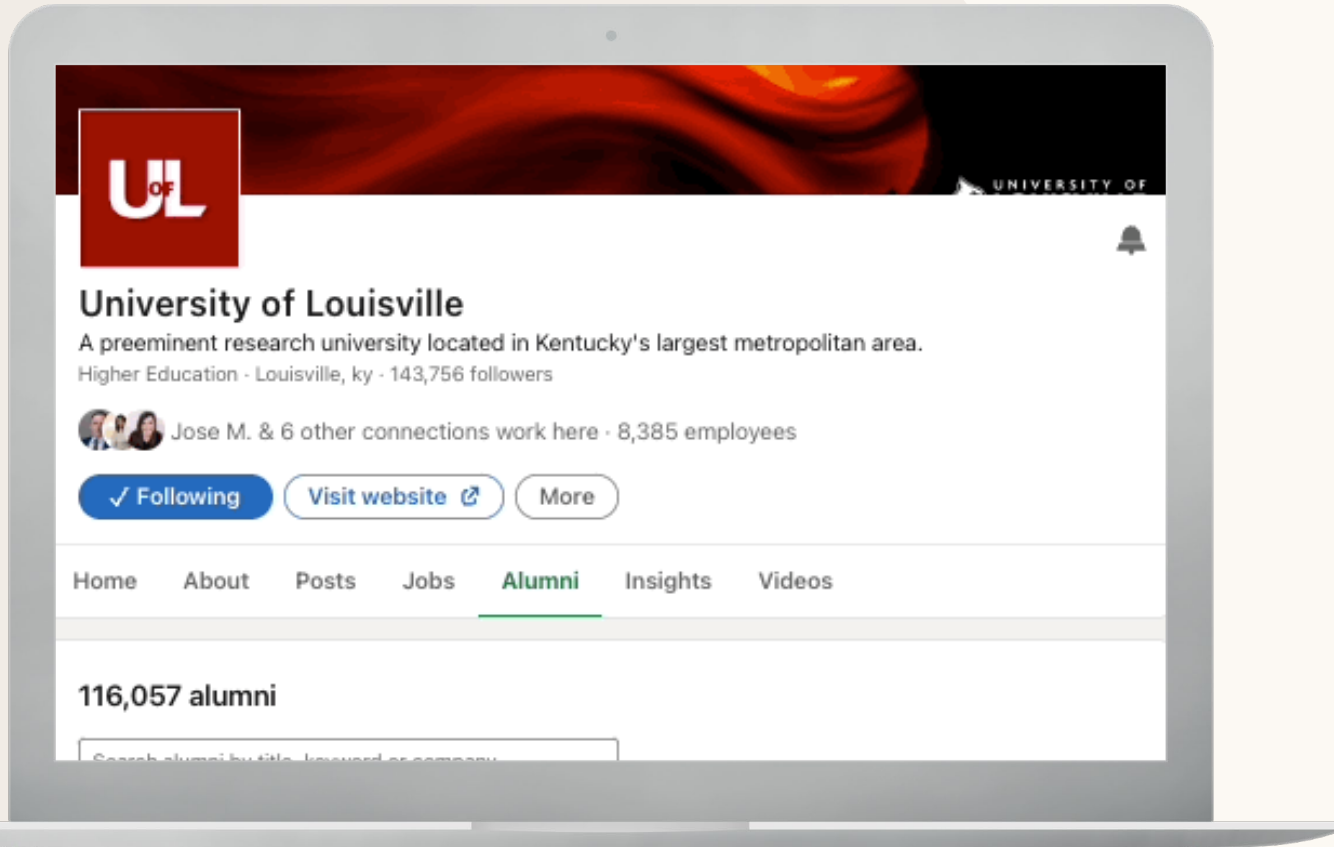
Discover existing connections

Click “My Network” in the top navigation to find people you already know, including:

- ✓ Friends and family
- ✓ Current and former colleagues
- ✓ Current and former managers
- ✓ Translators or case workers you have worked with

Our “People you may know” feature improves over time as you build your network.







Use the Alumni Tool

Search for your school, then select different years, and majors or companies to connect with other alumni

Erin King
Mobile • 12m ago


Erin King · 1st
Brand Communications Director, Runity

DEC 18

 **Kate Kiefer** · 10:10 AM
Hi Erin,

I'm currently exploring careers in communications, and admire your experience and accomplishments in the industry. I'd appreciate the opportunity to hear about your career journey.

Would you be available for a 20-minute chat over the phone or in person in the next few weeks?

I look forward to hearing from you.

- Kate

Ask for informational interviews


The purpose of an informational interview is for you to:

- ✓ Gain advice on your career path
- ✓ Learn about an industry you are interested in
- ✓ Learn about a specific company you'd like to work for
- ✓ Establish a professional bond




After an informational interview, professionals may also consider you for future job openings they learn of.

Seth Soon
Mobile • 30m ago



Seth Soon · 1st
Program Manager, FixDex Communications

JAN 12



Kate Kiefer • 2:02 PM
Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,
- Kate

Request referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- ✓ Why you are interested in the specific role
- ✓ Your appreciation for your connection's consideration

DID YOU KNOW? More than **60%** of the workforce has referred someone to work at their company.

Request recommendations

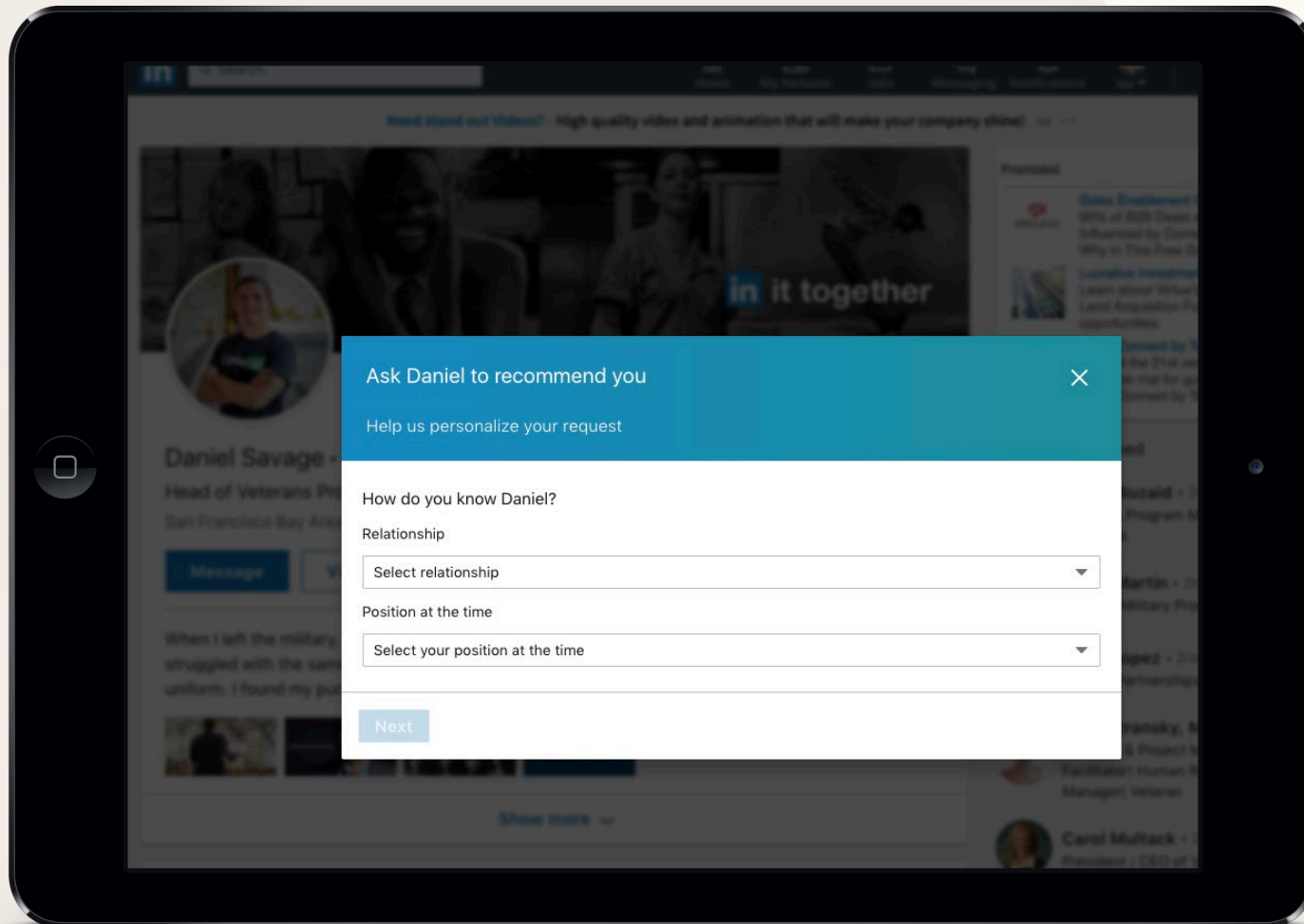
Recommendations on LinkedIn are like references from people in your network.

On a connection's profile, click **More...** and then **Request a Recommendation**.

You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

- ✓ Current or former managers
- ✓ Current or former colleagues, even those that were not directly on your team but who you worked closely with
- ✓ People who have mentored or advised you professionally, including through nonprofit training programs



You can customize this invitation



Include a personal message (optional):

Hi Dan,

I found your profile through our mutual connection, Rob. I am currently exploring career paths in the technology industry and admire your experience. I would love to join your network.

98

Cancel

Send invitation



2nd
degree

The power of networking

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in it to do what I love



LinkedIn

Internet • Sunnyvale, CA • 2,668,372 followers



[View in Sales Navigator](#)

[See jobs](#)

540 connections work here.
[See all 15,060 employees on LinkedIn](#) →

Overview



Jobs



Lauren (Hipschman) Jolda
Powerhouse Program Mana...

[View job openings at LinkedIn](#)

Life



About us

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions

[See more](#) ▾

Recent update

[See all](#)



Antoine Troupe: In it to do wh...

1,030 Likes • 25 Comments
3w

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?



Skip

Your response is private and will not be shared with your company or shown on your profile.

GAIN KNOWLEDGE

Follow
companies

GAIN INSIGHTS

Follow influencers

The screenshot shows a LinkedIn profile for Bill Gates on the Fluencer platform. The profile header includes the Fluencer logo, a profile picture of Bill Gates, and his name. Below the name, it lists his roles: Co-chair, Bill & Melinda Gates Foundation; Bill & Melinda Gates Foundation • Harvard University; and Greater Seattle Area. There is an 'Unfollow' button and a 'See more' link. A bio snippet reads: 'Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger.' To the right, there is a 'Contact and Personal Info' section with a 'Show more' link and an advertisement for 'Irene, explore jobs at The Gates Foundation that match your skills' with a 'See jobs' button. Below the header is a section for 'Bill's Articles & Activity' with 6,932,276 followers. It features three article snippets: 'Warren Buffett's Best Investment' (February 14, 2017), 'One of the greatest values of our nation is the belief that the best investment any of us can', and 'I recently sat down with LinkedIn executive editor Daniel Roth to talk about the process of'. There are also links for 'See 60 more articles' and 'See all activity'. The 'Experience' section is partially visible at the bottom.

fluencer

Bill Gates
Co-chair, Bill & Melinda Gates Foundation
Bill & Melinda Gates Foundation • Harvard University
Greater Seattle Area

[Unfollow](#)

Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger.

[See more](#)

Contact and Personal Info
Bill's Profile and Websites
[Show more](#)

Ad | Irene, explore jobs at The Gates Foundation that match your skills
[See jobs](#)

Bill's Articles & Activity
6,932,276 followers

Warren Buffett's Best Investment
Bill Gates on LinkedIn
February 14, 2017
[See 60 more articles](#)

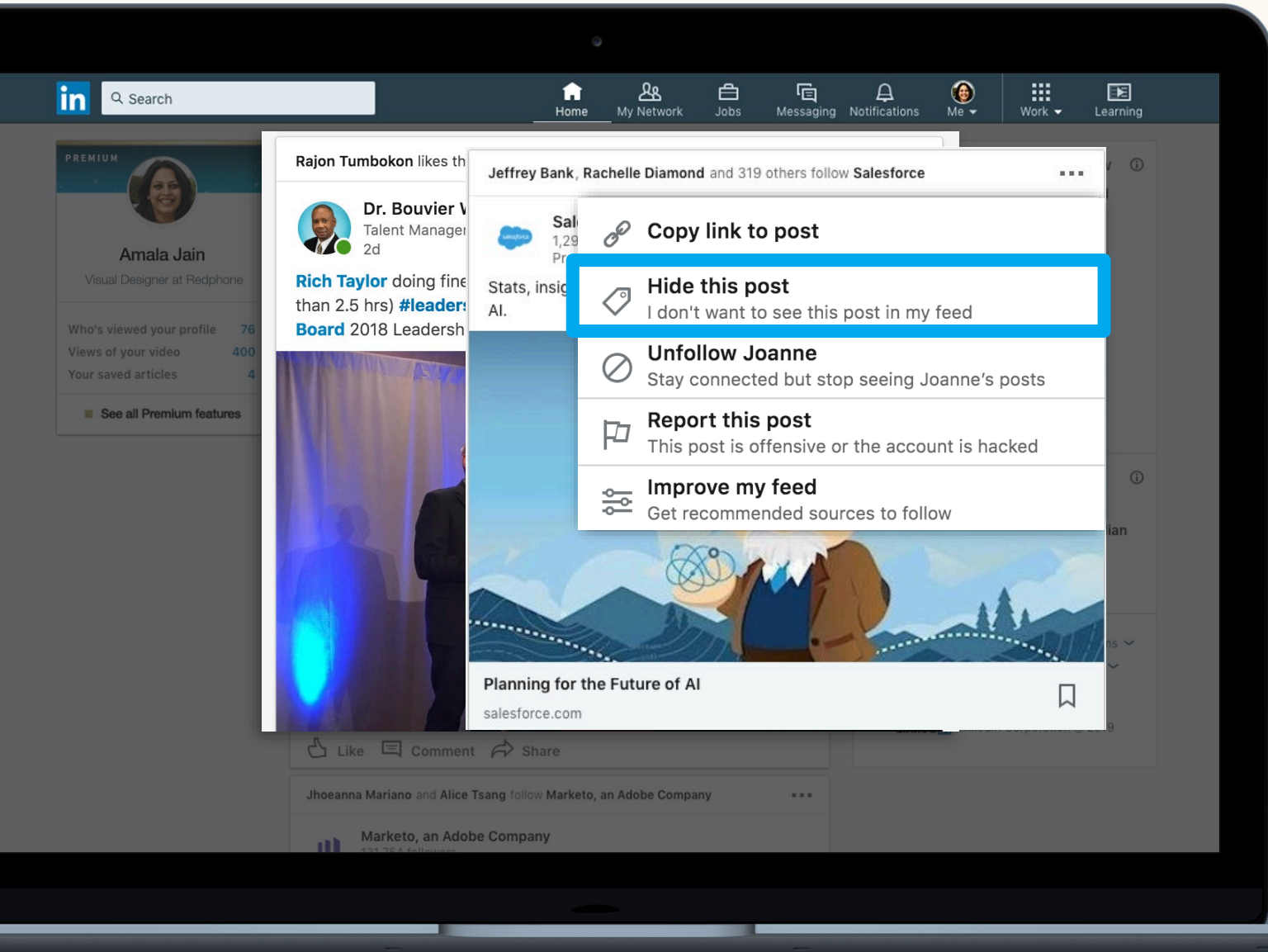
One of the greatest values of our nation is the belief that the best investment any of us can
Bill shared

I recently sat down with LinkedIn executive editor Daniel Roth to talk about the process of
Bill shared

In 2006, Warren Buffett donated the majority of his wealth to our foundation to help reduce
Bill shared

[See all activity](#)

Experience



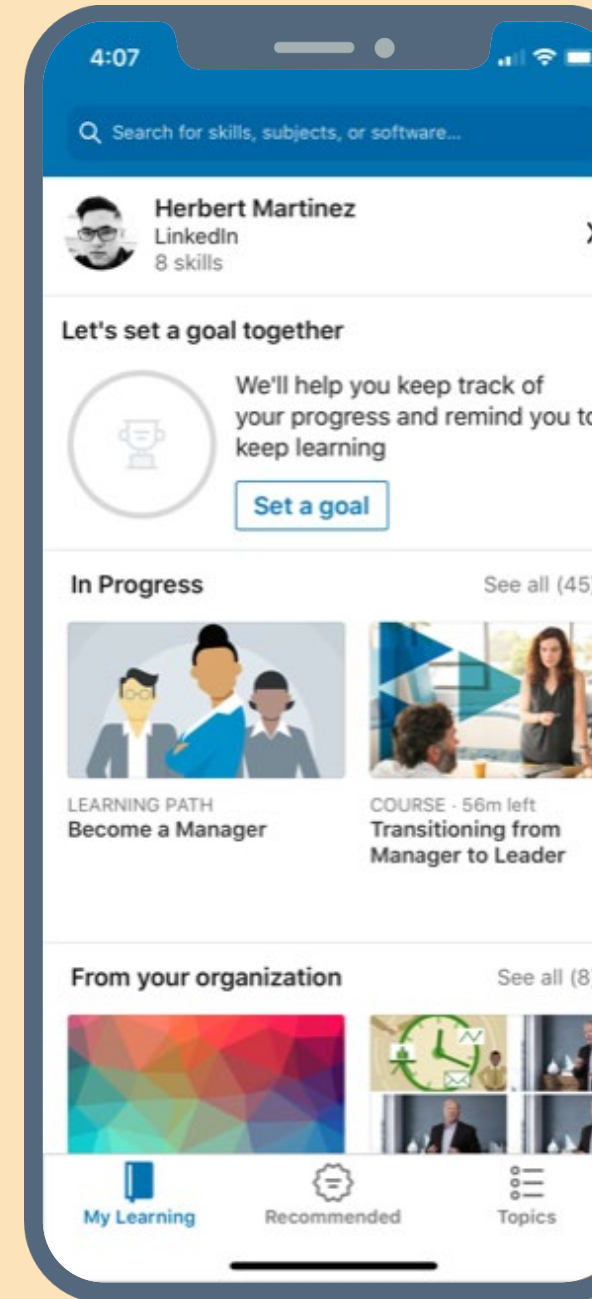
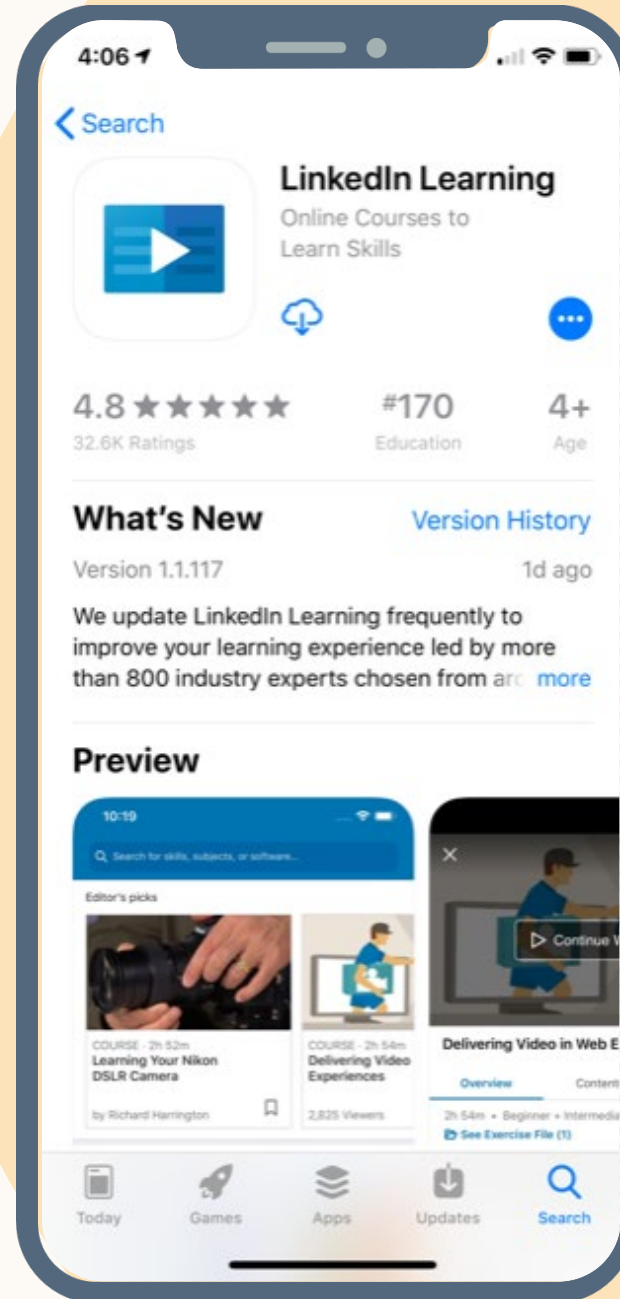
CUSTOMIZE YOUR CONTENT

See the news,
content and posts
that matter most

Build and Showcase Your Skills

Learn the most in-demand **business, tech and creative skills** with personalized recommendations and courses taught by industry experts on the go.

Download the mobile app now!
Access LinkedIn Learning anytime, anywhere



Business

Business Analysis and Strategy

- Business Analysis*
- Business Intelligence*
- Business Strategy*
- Crisis Management*
- Data Analysis*
- Data Visualization*
- Ethics and Law
- Operations Management*
- Product Management
- Supply Chain Management

Business Software and Tools

- Accounting Software*
- Cloud Storage Apps
- Computer Skills
- CRM Software*
- Data Analysis*
- Data Visualization*
- Desktop Databases
- Devices
- Diagramming
- Document Management
- Email
- Forms
- Messaging
- Note Taking
- PDF Management
- Personal Productivity Software
- Presentations
- Project Management Software*
- Spreadsheets
- Video Conferencing
- Word Processing

Career Development

- Career Management
- Job Searching
- Personal Branding*

Customer Service

- Contact Centers
- CRM Software*
- Customer Service Management
- Customer Service Skills
- Service Metrics

Finance and Accounting

- Accounting Skills
- Accounting Software*
- Corporate Finance
- Cryptocurrency*
- Income Tax
- Personal Finance
- Small Business Finance*

Human Resources

- Compensation and Benefits
- Diversity and Inclusion*
- Hiring and Interviewing
- HR Administration
- HR Software
- HR Strategy
- Learning and Development
- Recruiting
- Talent Management

Leadership and Management

- Business Strategy*
- Coaching and Mentoring
- Communication*
- Crisis Management*
- Decision-Making*
- Diversity and Inclusion*
- Executive Leadership
- Leadership Skills
- Management Skills
- Meeting Skills*
- Nonprofit Management
- Organizational Leadership
- Talent Management
- Teams and Collaboration*

Marketing

- Advertising and Promotion
- B2B Marketing
- B2C Marketing
- Brand Management
- Content Marketing
- Conversion Marketing
- Crisis Management*
- Email Marketing
- Enterprise Marketing
- Event Planning
- Lead Generation
- Marketing Automation
- Mobile Marketing
- Marketing Strategy
- Pay-Per-Click Marketing
- Personal Branding*
- Public Relations
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Small Business Marketing*
- Social Media Marketing
- Social Selling*
- Web Marketing Analytics

Professional Development

- Allyship
- Anti-Racism
- Communication*
- Creativity*
- Decision-Making*
- Diversity and Inclusion*
- Health and Well-Being
- Meeting Skills*
- Personal Effectiveness
- Public Speaking
- Remote Work
- Teams and Collaboration*
- Time Management
- Writing

Project Management

- Agile Project Management
- Business Analysis*
- Operations Management*
- Project Leadership
- Project Management Skills
- Project Management Software*

Sales

- CRM Software*
- Sales Management
- Sales Metrics
- Sales Skills
- Social Selling*

Small Business and Entrepreneurship

- Design Business*
- Entrepreneurship
- Freelancing
- Music Business*
- Photo Business*
- Small Business Finance*
- Small Business Management
- Small Business Marketing*
- Small Business Sales
- Web Design Business*

Training and Education

- Corporate Training
- E-Learning Software
- Educational Technology
- Higher Education
- Instructional Design
- K-12 Education
- Screencasting
- Student Success Skills
- Teaching

Creative

Visualization and Real-Time

- 3D Animation*
- 3D Lighting*
- 3D Materials*
- 3D Modeling*
- 3D Particles and Dynamics*
- 3D Sculpting*
- 3D Textures
- Architectural Visualization
- Augmented Reality*
- Previz*
- Real-Time*
- Real-Time Scripting
- Rendering*
- Virtual Reality
- Visualization

Animation and Illustration

- 2D Animation
- 3D Animation*
- 3D Lighting*
- 3D Materials*
- 3D Modeling*
- 3D Sculpting*
- Art Composition
- Character Animation
- Color Theory*
- Comic Book Illustration
- Concept Art
- Digital Painting
- Drawing*
- Illustration
- Painting
- Rendering*
- Rigging
- Storyboarding*
- Typography*

Audio and Music

- Audio Editing
- Audio Engineering
- Audio Hardware
- Audio Mastering
- Audio Mixing
- Audio Post-Production
- Audio Recording
- Digital Audio Workstations
- Live Music Performance
- Music Business*
- Music Composition
- Music Lessons
- Music Production
- Music Theory
- Podcasting
- Songwriting
- Sound Design*
- Synthesis
- Virtual Instruments

AEC

- 2D Drafting and Drawing*
- 3D Modeling*
- Architectural Design
- BIM
- Civil Engineering
- Computational Design*
- Construction
- Construction Management
- GIS*
- Interior Design
- MEP
- Previz*
- Real-Time*
- Rendering*
- Structural Engineering
- Sustainability

Product and Manufacturing

- 2D Drafting and Drawing*
- 3D Modeling*
- 3D Printing
- 3D Scanning
- Augmented Reality*
- Automotive Design
- CNC and CAM
- Computational Design*
- Electrical Engineering
- Manufacturing
- Mechanical Engineering
- Previz*
- Product and Industrial Design
- Prototyping
- Real-Time*
- Rendering*
- Simulation

Graphic Design

- Asset Management*
- Brand Design
- Color Theory*
- Creativity*
- Design Business*
- Design Thinking*
- Digital Publishing
- Drawing*
- Fashion Design
- Infographics
- Layout and Composition
- Logo Design
- Poster Design
- Print Production
- Typography*

Motion Graphics and VFX

- 2D Tracking
- 3D Particles and Dynamics*
- 3D Tracking
- Compositing
- Keying*
- Motion Graphics
- Motion Typography
- Rendering*
- Storyboarding*
- Video Color Grading*
- Visual Effects

Photography

- Analog Photography
- Architectural Photography
- Asset Management*
- Black and White Photography
- Color Correction
- HDR Photography
- Image Editing
- Landscape Photography
- Macro Photography
- Mobile Photography
- Night Photography
- Photo Business*
- Photo Compositing
- Photo Restoration
- Photo Sharing
- Photography Gear
- Photography Lighting
- Photography Printing
- Photojournalism
- Portrait Photography
- Product Photography
- Raw Processing
- Retouching
- Street Photography
- Time-Lapse Photography
- Travel Photography
- Wedding Photography

User Experience

- Accessibility
- Content Strategy
- Design Thinking*
- Information Architecture
- Interaction Design
- Multidevice Design
- Usability
- User Interface Prototyping
- User Research
- UX Design
- Wireframing

Video

- Audio for Video
- Cinematography
- Filmmaking
- Keying*
- Script Writing
- Shooting Video
- Sound Design*
- Video Color Grading*
- Video Editing
- Video Gear
- Video Lighting
- Video Post-Production
- Video Pre-Production
- Video Production

Web Design

- Interactive Web Content
- Mobile Web Design
- Responsive Web Design
- Web Design Business*
- Web Graphics
- Web Standards
- Web Typography

Technology

Cloud Computing

- Cloud Administration
- Cloud Development
- Cloud Foundations
- Cloud Platforms
- Cloud Security
- Cloud Services
- Cloud Storage

Database Management

- Data Centers
- Data Resource Management
- Database Administration
- Database Development*

Data Science

- Artificial Intelligence
- Big Data
- Business Analytics
- Business Intelligence*
- Cryptocurrency*
- Data Analysis*
- Data Engineering
- Data Governance
- Data Modeling
- Data Privacy*
- Data Science Careers
- Data Visualization*
- GIS*
- Machine Learning
- Statistics

IT Help Desk

- Client Operating Systems
- Help Desk Skills
- Operating System Distribution
- Software Support
- Upgrade and Maintenance

Mobile Development

- Android Development
- Cross-Platform Development
- iOS Development
- Mobile Game Development

Network and System Administration

- CRM Administration
- Enterprise Content Management
- Internet of Things*
- IT Automation
- IT Service Management
- Mobile Device Management
- Network Administration
- Server Administration
- Software Administration
- Software Deployment
- Virtualization

Software Development

- APIs
- Database Development*
- Software Design Patterns
- Enterprise Architecture
- Game Development
- Internet of Things*
- Microsoft Development
- Object-Oriented Programming
- Programming Foundations
- Programming Languages
- Software Architecture
- Software Design
- Software Development Tools
- Software Quality Assurance
- Software Testing
- Version Control

Security

- Identity and Access Management
- Cryptography
- Incident Response
- Malware Analysis
- Mobile Application Security
- Network Security
- Penetration Testing
- Data Privacy*
- Security Awareness
- Security Careers
- Security Management and Policy
- Security Testing
- Software Development Security
- Vulnerability Management
- Web Application Security

DevOps

- Agile Software Development
- DevOps Foundations
- DevOps Tools

Web Development

- Back-End Web Development
- Content Management Systems
- E-Commerce Development
- Front-End Web Development
- JavaScript Frameworks
- Web Development Tools
- Full-Stack Web Development

Showcase Growth...



LinkedIn LEARNING

Certificate of Completion
Congratulations, Jen Jortner Cassidy

Reid Hoffman and Chris Yeh on Blitzscaling

Course completed on Mar 26, 2019 • 17 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Tanya Staples

VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Licenses & Certifications



Managing Stress for Positive Change

LinkedIn

Issued Apr 2019 · No Expiration Date

[See credential](#)



Reid Hoffman and Chris Yeh on Blitzscaling

LinkedIn

Issued Mar 2019 · No Expiration Date

[See credential](#)



Using RISE for Resilience at Work

Kripalu Center for Yoga & Health

Issued Mar 2019 · No Expiration Date



Creating Great First Impressions

LinkedIn

Issued Feb 2019 · No Expiration Date

[See credential](#)

Certification Prep and Continuing Education

LinkedIn Learning offers on-demand courses to help individuals prepare for professional certification exams and earn continuing education units (CEUs).

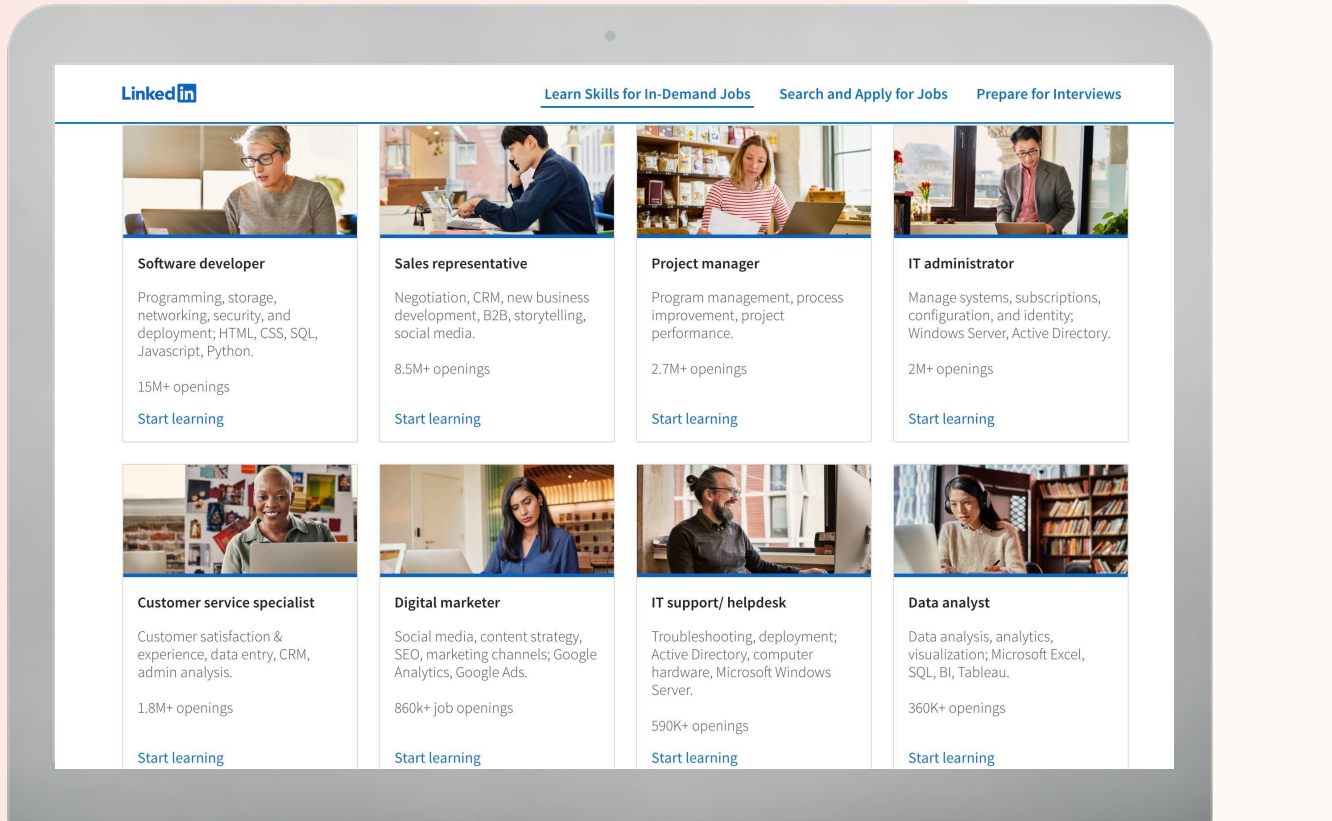


Adobe
Amazon Web Services (AWS)
Autodesk
AVID
AXELOS
Certified Analytics Professional (CAP)
Cisco

CompTIA
Docker
EC-Council
FAA
Google
(ISC)2
ISACA
Juniper

Linux Foundation
Linux Professional Institute
Microsoft MOS
Microsoft MCSA
Microsoft MCSE
Microsoft MTA
Microsoft Role-based Certifications (Azure)
NASBA

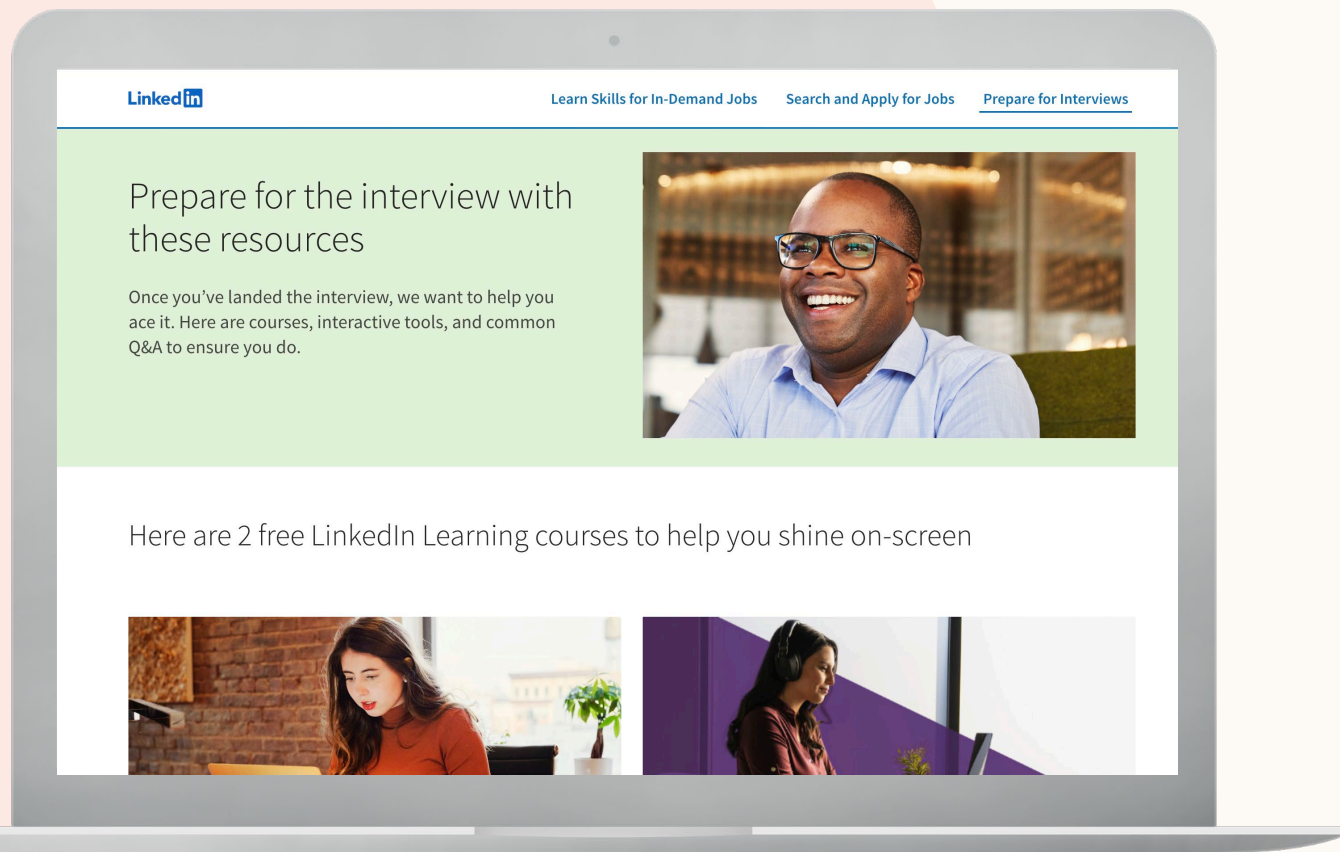
Project Management Institute
Red Hat
Salesforce
Six Sigma
SOLIDWORKS
UNITY 3D
VMWare
Storage Networking Industry Association (SNIA)



Gain in-demand skills with LinkedIn Learning

Visit opportunity.linkedin.com to start developing your skills for free.

- We've identified **10 jobs** that have the greatest number of job openings, steady growth over the last 4 years, pay a livable wage, and require skills that can be learned online.
- Learning paths teach skills for in-demand jobs including **project manager, digital marketer, sales representative and more!**



Gain in-demand skills with LinkedIn Learning

Visit opportunity.linkedin.com to start developing your skills for free.

We've also unlocked learning paths relevant to every professional, including:

- Best practices to search and apply for jobs
- Interview prep: video interview tips & digital body language
- Interview practice for the top 26 behavioral interview questions

Your Checklist

Update your LinkedIn Profile

- Photo, Banner & Headline
- Pronouns, Cover Video, Name
- Transferable Skills
- Certifications

For your Resume

- Track accomplishments
- Highlight Skills
- Show Results
- Keep it simple & customize

Build a strong network

- Make thoughtful connects
- Stay in touch
- Send connection notes!
- Lean into your alumni network

Search for Jobs

- Ask for informational Interviews
- Build relationships to ask for referrals
- Leverage free tools and resources

Questions & Thank You!