



LUNCH & LEARN: LINKEDIN PROFILE ESSENTIALS

PRESENTED BY

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The Universities
AT SHADY GROVE

Center for
Career Development

Hire





WHAT IS THE PURPOSE OF LINKEDIN?

Connect with other industry professionals



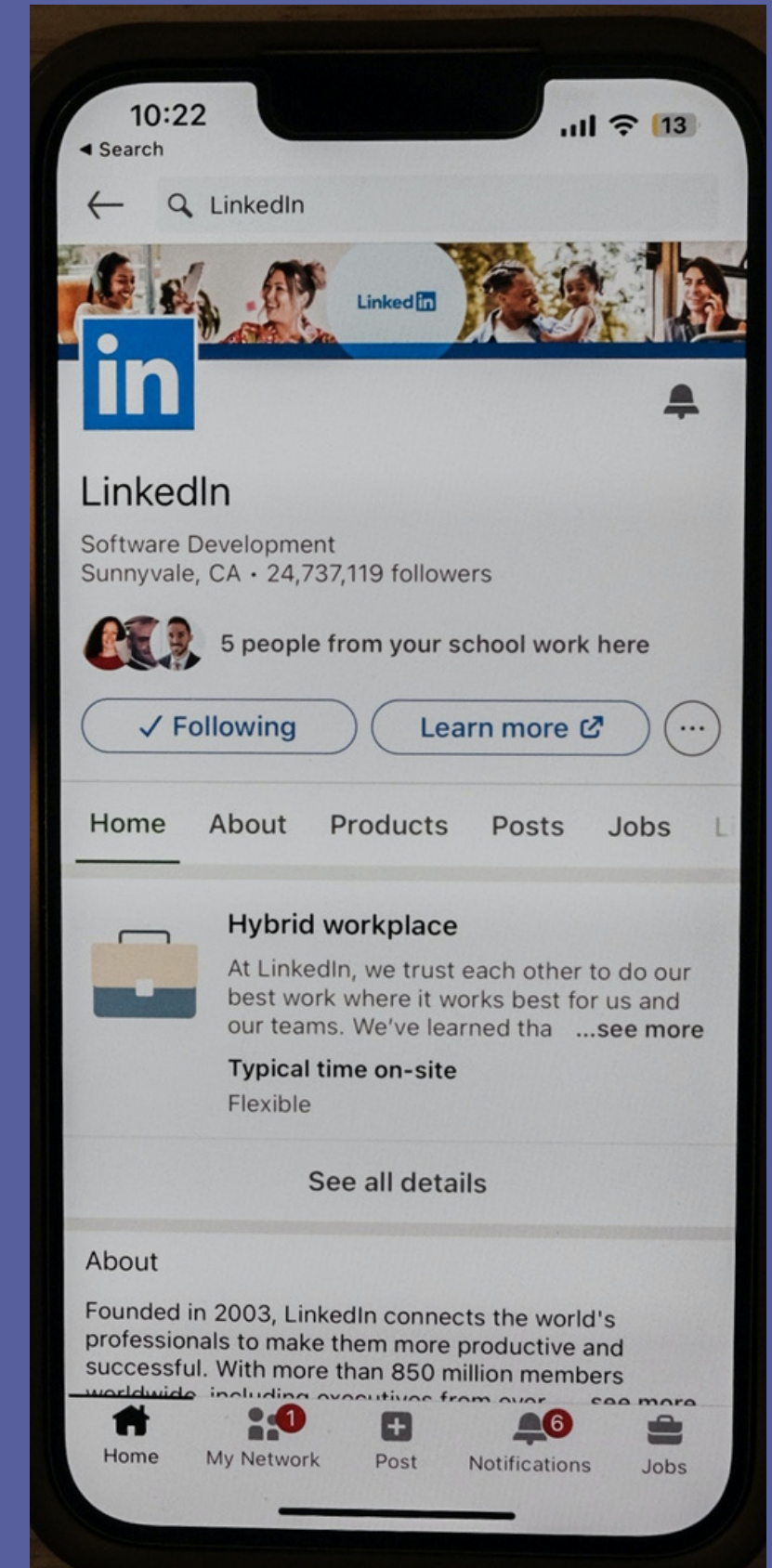
Find and apply to jobs/internships



Examine current market trends

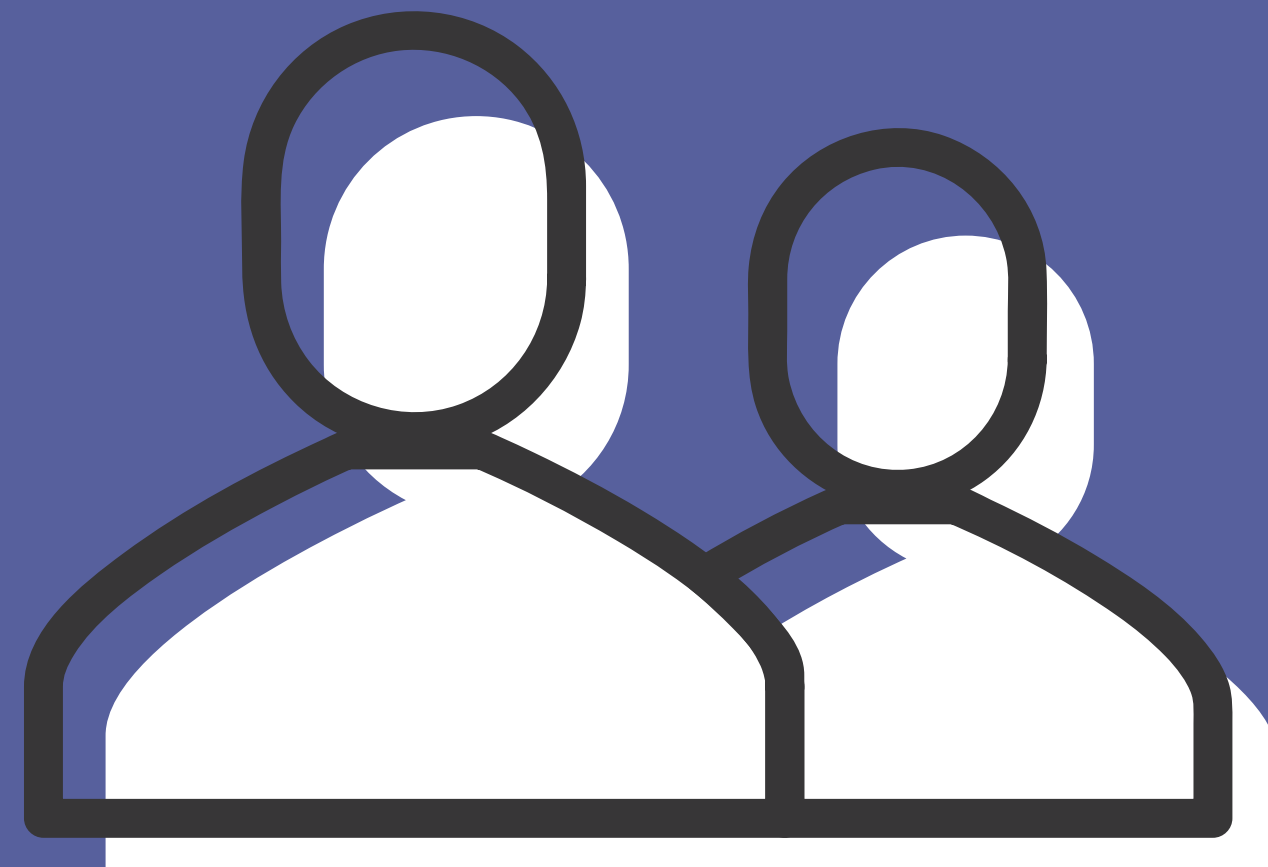
DIFFERENT LINKEDIN PROFILE SECTIONS

- Professional & Background Photo
- Headline
- About Me
- Professional Experience
- Education
- Volunteering
- Skills
- Honors/Awards



FOCUS FOR TODAY

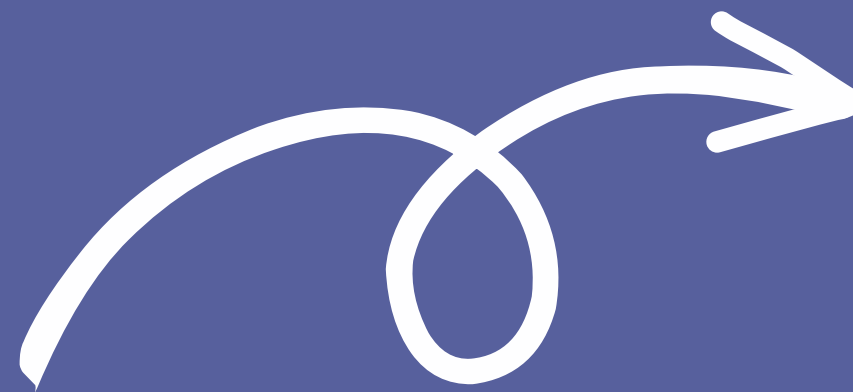
Professional Photo | Headline | About Me



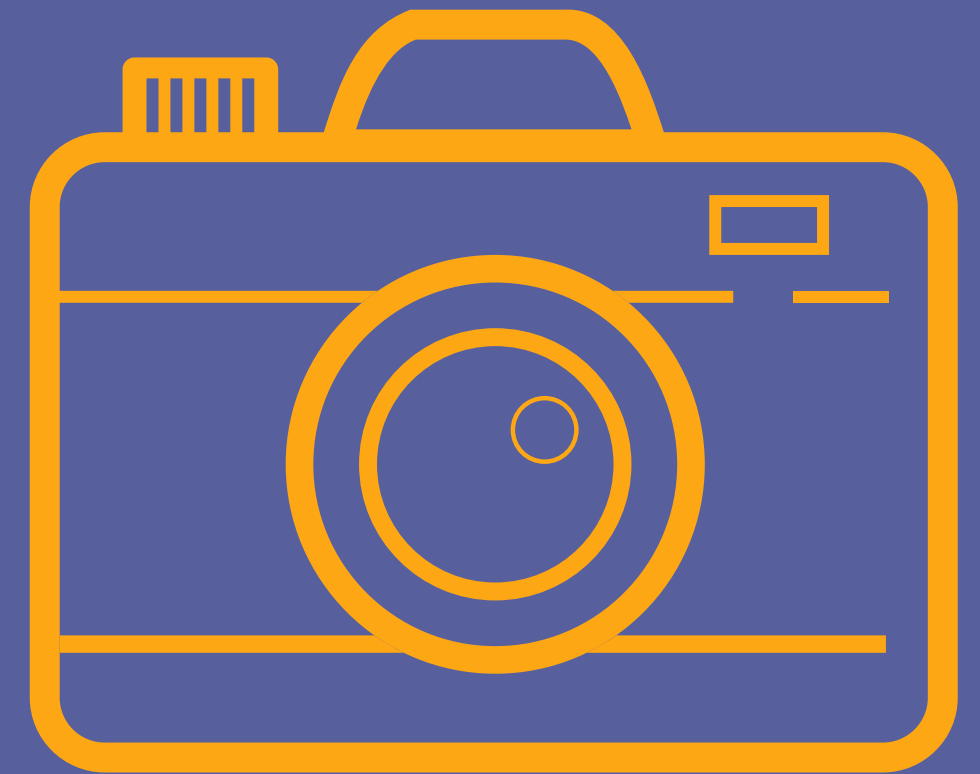
PROFESSIONAL PHOTO



- Natural light
- Simple background
- Professional clothes



SNAPBAR!



Note: Photographer on October 18th - Meet Your Neighbors

ACTIVITY

Write down 3 words you would use to describe yourself as a professional, individual, or student

HEADLINE

What is it?

Line at the top of your profile that describes who you are as a professional and what you do

Why is it important?

Other users see your headline in the search results

HEADLINE

Your personal mission statement



How would you describe yourself as a professional?

Why should people connect with you?

What sets you apart?

HEADLINE

MY MISSION STATEMENT:

Compassionate Career Coach

Helping students achieve their career goals by
providing accessible coaching services



HEADLINE

Industry keywords

Use keywords in your headline to highlight your industry-specific skills

***Recruiters search for keywords that match the position they are looking to fill**

HEADLINE

LinkedIn Headline Formulas

- (Title)
- (Title): Tag Line
- Title | Skill | keywords related to your industry

HEADLINE EXAMPLES

Innovative Software Developer

Compassionate Future Educator: Teaching Today's
Youth to Achieve Tomorrow's Promise

Social Work Graduate | Relationship Builder | Efficient
Communicator | Patient Advocate

TRY IT YOURSELF!

What would you want people to know about you?

How would you want to present yourself to an employer/recruiter/contact?

What is most relevant for your desired job field?

ABOUT ME

What is it?

A short description/summary of who you are, what you do, and your future goals/aspirations

Why is it important?

It allows other industry professionals, hiring managers, and recruiters to get to know you

ABOUT ME

Your story describing your professional history
and achievements



ABOUT ME

Start with a hook



Could add a passion, your #1 strength, why you chose your field, what you've accomplished, etc.

ABOUT ME

Create your narrative and show personality

What is your professional story?

Why are you passionate about your job
or desired field?

What are your achievements/goals?



ABOUT ME

Optimize with industry keywords

Include industry-specific keywords to optimize your profile and become noticed by recruiters/industry professionals

Need help? Conduct a search or examine postings to identify common skills that come up



ABOUT ME

Ever since I taught my little brother how to tie his shoes, I knew I wanted to be a teacher. There's nothing like that "light bulb" moment when a child understands something they didn't know just a few minutes before. I love that.

Between helping my high school teachers after school, volunteering in the Tutor Center at UCLA, and the 15 years of my own education, I've spent thousands of hours in the classroom. I especially love working with younger children as they develop important skills.

Now that I am finishing my senior year at UCLA, I am applying to several M.Ed programs to learn more about child development and classroom best practices. I hope to be an elementary teacher who inspires my students and leaves them feeling great about themselves!

Source: <https://www.yourdictionary.com/articles/best-linkedin-summary-examples-students>

ABOUT ME

Focus on your strengths and accomplishments

What are you proud of?

What makes you stand out from others?

What are common skills in your field?

What do you love most about your industry/job?



REFLECTION

What did you take away from this workshop?

What do you plan on doing next?



QUESTIONS?

Take the survey



UPCOMING EVENTS

Have a bite & Gain a Bite: Resume Summary Section

Wednesday, September 13th from 12:00 to 12:45 pm

**Have a Bite & Gain a Bite: Resume Format & Applicant
Tracking System**

Friday, September 22nd from 12:00 to 12:45 pm (Virtual)

**Have a Bite & Gain a Bite: Resume Accomplishment
Statements**

Wednesday, September 27th from 1:00 to 1:45 pm