LEVERAGING LINKEDIN

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LEVERAGING LINKEDIN

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PART 1: SET UP YOUR LINKEDIN PROFILE

➢ Connect to the largest professional networking site with **740+ million members in 200+ countries and territories globally**. (2021 Stats, LinkedIn)
➢ Build professional connections, discover career opportunities, and gain **industry insights**.
➢ **Get noticed by recruiters and hiring authorities** with a complete and searchable profile.

*Did you know that **87% recruiters** use LinkedIn to vet candidates? (2021 Stats, Jobscan)*

Complete Your LinkedIn Profile in 15 steps

☐ URL
☐ Profile photo
☐ Background photo
☐ Name
☐ Headline
☐ About
☐ Experience
☐ Education
☐ Licenses and Certifications
☐ Volunteer Experience
☐ Skills and Endorsements
☐ Recommendations
☐ Accomplishments
☐ Interests
☐ Profile Visibility

*Did you know that people with complete profiles are **40x more likely** to find opportunities?*

STEP 1: URL (Uniform Resource Locator)

➢ By default you are assigned a URL with your name followed by a series of letters and digits.
➢ Personalize your URL with your first and last name and use this on your resume and email signature.
➢ Since many name combinations have already been "claimed," you may need to add underscores, hyphens, middle names/initials, degrees, etc. until you find a combination that is available. Examples:
   o www.linkedin.com/in/firstname-lastname/
   o www.linkedin.com/in/firstinitial.lastname/
   o www.linkedin.com/in/firstnamelastname2020/
   o www.linkedin.com/in/firstname.lastnameMPA/

How to Access and Personalize Your URL

➢ To access and personalize your URL, click on the 'Me' icon under your profile picture then open the 'view profile' tab. On the right-hand side column, click on 'Edit public profile & URL', click on the little blue pen and edit. When you have made your changes, click the save button.
➢ Your custom URL can contain 3-100 letters or numbers. You can't use spaces or special characters.

🔗 Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/chibesaangelamwape 🖉
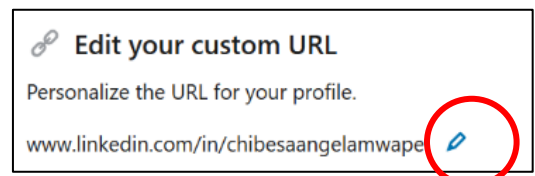
STEP 2: Profile Photo

➢ Profiles with a photo are *21x more likely to be viewed* (2021 Stats, LinkedIn).
➢ It is recommended that your headshot takes up about 60% of the frame.
➢ Your photo doesn't need to be taken by a professional but should have a professional tone.
➢ It should reflect your industry, position and career aspiration but feel authentic and relatable. Consider the type of professional attire and setting that is relevant.
➢ When you upload your photo, you can edit it using the LinkedIn Photo Editing Tool.
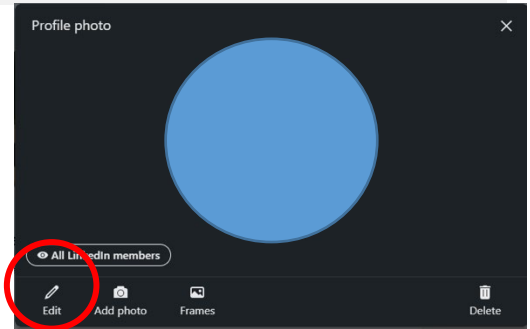
Tip: Use the *photofeeler* app to determine whether your photo is sending the right message across .
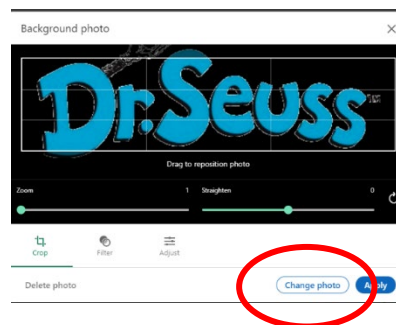
STEP 3: Background photo

➢ Your background photo appears behind your profile photo in the introduction card on your profile.
➢ Since not enough people change their background photo, adding one that reflects your message makes you stand out to connections, recruiters and hiring managers.
➢ In addition to value packed keywords in your profile, a background photo compels LinkedIn users and recruiters to click on profiles of interesting or industry related images.

How to Change your background photo

1. Click on the pencil in the top right corner of the background image.

*2.* Click on the change photo button.

3. Click on upload photo. Once you have uploaded a new photo, remember to click the apply the changes button.
➢ *Background photo specifications/guidelines*: JPG, GIF, or PNG file or GIF | Lesser SmallerLlower than 8MB | 1584 (w) x 396 (h) pixels is recommended
➢ If after you have uploaded your photo and it appears blurred, try uploading a photo with higher resolution.
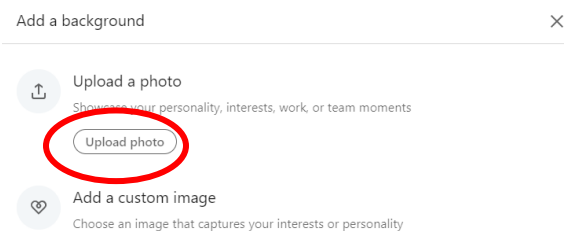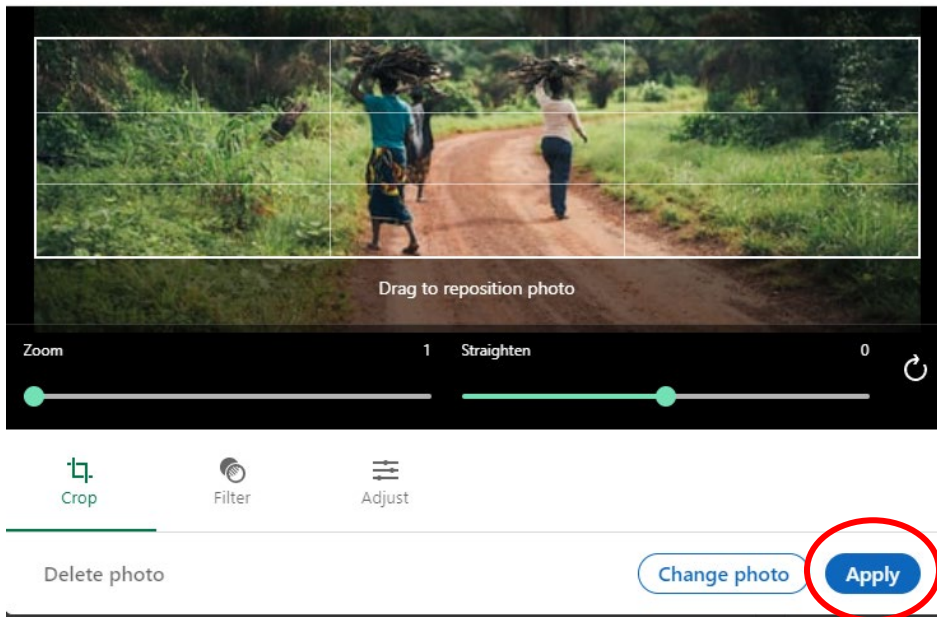
Note: You can't edit your background photo from the LinkedIn mobile app, but you can make changes from your desktop, Laptop and the LinkedIn Lite Android mobile app.

Tip: Use unique, eye-catching images related to your profession using:

[LinkedIn Background](#)

[Pinterest](#)

STEP 4: Name

➢ Use a professional name only. Refrain from using nicknames or pet names; however, if you use a nickname, put that name in parentheses: First Name (Nickname) Last Name.
➢ You can include degrees/certifications after your name. (i.e. MPP, MPA, PhD, PMP, LEED).
➢ If you have changed your last name, it is recommended to include your original/maiden in parentheses (i.e. First Name (Maiden Name) Last Name).

STEP 5: Headline

- ➢ Limited to 150 characters and should be used prudently.
- ➢ While you can use your current title if it is relevant to your career goals, you can also chose to only include value-based keywords or a combination of title and keywords to show up in search engines of hiring managers.
- ➢ When writing your headline, keep the broader audience in mind for your messaging/brand.

> **Tip**: A headline that says 'currently looking for opportunities' will not add value to your profile because, recruiters do not use these words in their search for candidates.

Sample headlines:
- MPP Graduate Student: Health Policy | Analysis & evaluation of public health programs
- Program Evaluation & Quantitative Analysis | Food Policy | Research Director at FDA
- Environmental Resources Policy Graduate Student Specializing in Climate Change | Former Park Ranger
- Environmental Scientist | Ocean & Watershed Management | Global Environmental Regulations Officer at UNEP
- I support organizations and teams to optimize impact: Public Affairs Consultant | Diversity, Equity & Inclusion
- Management Analyst: Writing & Research | Data Entry and Calculations | MPA Candidate at GWU
- U.S. higher education federal policy analyst | Advocate advancing Congressional public policy
- Affordable Housing & Community Development Nonprofit Expertise
- Communication & Public Affairs | Social Media Monitoring & Content Creation
- Making local government effective through streamlined systems | Program Evaluation & Policy Analysis
- Development & Advancement for Nonprofits | Known for exceeding fundraising goals
- Data Visualization

- Use high-value, optimized keywords to increase your searchability.
- It is helpful to include a "Call to Action" by including contact details such as an email address and/or clear message of what people can do next (i.e. Contact me if you are looking for a DEI trainer! Looking to network with other climate change activists. Email me if you are interested in a free consultation about your nonprofit's evaluation needs.)
- For ideas on how to write your About Section, search for people in your field/industry to see examples on how they tell their professional story. If you have a professional profile/summary on your resume, use this as a guide in getting started.

Tip: Only the first few lines in the About Section show up before visitors to your profile click the "see more" button, so make sure the top part grabs the reader's attention.

STEP 7: Experience

LinkedIn is a complementary online career document to your resume as you can write professional experience entries in compelling narratives/stories written in the first person. You can blend very short paragrahs with bullets. Remember all professional experience should be relevant to your career strategy.

- Provide a description of your career history using value-based keywords and strong accomplishment statements.
- You can expand upon your job titles by adding short descriptions. For instance, instead of saying Program Director, phrase it as Program Director: Access to Higher Education Intiative or Management Analyst (Housing & Community Development).
- If relevant, include internships, pro bono consulting and professional volunteer experience.
- It is preferable for your profile to not be a "copy and paste" of your resume.
- You can copy bullet points to use in this and other sections of your profile from links included in "About Section" above or from Word. You only want to use 1-2 different type of bullets in your entire profile as you don't want it to look too busy.

STEP 8: Education

- If you are a current student or recent graduate, you can include relevant coursework, including concentration and study abroad programs.
- Recent graduates can also include relevant clubs, organizations and groups membership.
- It is not recommended to include your high school as its not needed after your graduate.
- Certifications can also be included in the Education section rather than under Licenses and Certifications if you are trying to grab the reader's attention immediately.

STEP 9: Licenses and Certifications

- To list your credentials, click on the plus sign on the right hand-hand side, fill out the name, issuing organization, date of issue and expiry (if applicable), credential ID and URL. The manadatory requirments are the name of the certification and the issuing organization whereas the other information is optional. Including the issuing organizations name automatically populates a logo. If the organization does not have an online presence, you can upload the logo as an image.
- If certifications you possess are not aligned with your career goals, think about whether they will add value to your career trajectory before listing them.

STEP 10: Volunteer Experience

- Include relevant community service, especially if it highlights skills/knowledge that can augment your professional experience.

STEP 11: Skills and Endorsements

One of the ways recruiters search for candidates is through the skills section, so you want to make sure that you highlight your skills and expertise. This will be a mix of technical and soft skills.

➢ You can list up to 50 skills
➢ Choose the top three you would like to highlight as they are the only ones that show up on your profile without clicking on the "See More" button
➢ To choose the most relevant words so recruiters can find you, review profiles of others in your field and job descriptions
➢ Don't worry about how many "endorsements" you have for these skills as these numbers rarely have an impact on a recruitment, human resources or hiring managers

STEP 12: Recommendations

➢ It is beneficial to have a few well-written, highly specific, relevant recommendations but there is mixed information on how much they can impact your career.
➢ While they can help inform, influence, and reinforce how recruiters, hiring managers, and people you are looking to network with perceive you, it is important to remember that there also is some skepticism about their authenticity and relevance.
➢ Depending on how far along you are in your career, you can ask a 1-3 managers and 1-3 colleagues to write a recommendation so that you have something of value included in this section. Offer to write one in return to strenghten your relationships.

STEP 13: Accomplishments

➢ Be highly selective on what is included this section because it is displayed in a compact form so little detail is shown.   If you want to highlight something from this section, add it other relevant sections (i.e. About, Experience, Education) so that it is noticed.
➢ Section options include: Publications; Patent; Courses; Projects; Honors & Awards; Test Scores; Languages; Organizations.

STEP 14: Interests

This section is where you can follow groups, influencers, companies, and learning institutions to help you keep a pulse on industry trends, learn about jobs, hear about events, and much more. In addition to searching for groups, look at profiles of others in your field and see what they are following for ideas.

STEP 15: Profile Visibility

You have full control of who your profile is visible to and depending on how open or limited you want your network to be, you can change your settings. For example, if you are actively seeking new employment, you can increase your visibility settings such as activating permission to people who are not signed into LinkedIn. You can also activate your profile's public visibility to increase how often you show up in search engines. However, you can also limit your visibility to 1st degree connections if you'd like to stay more private.
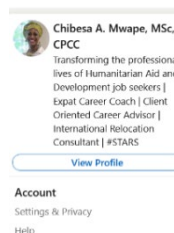
To ensure that your photo has 'All LinkedIn Members' visibility, left-click on the photo, check the eye icon in the button left-corner, click on your selection (*Public, Your connections, Your network , All LinkedIn members or public)* and enter the save button for the changes to reflect.
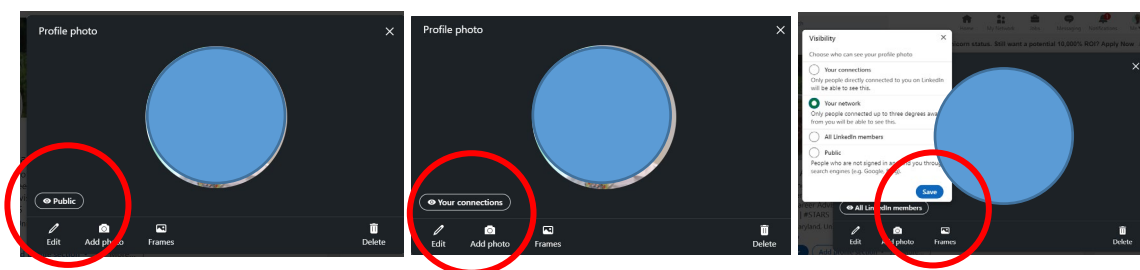
To edit your visibility:

1. Click on the me settings & privacy button under the 'me' icon

2. Click on the visibility button and make changes using the buttons located in the right-hand side:

- Make your profile and contact info only visible to those you choose
- Choose visible or viewing in private mode
- Edit your public profile
- Choose how your profile appears to non-logged in members via search
- Choose who can see your email address
- Choose who can see your connections
- Choose who can see your last name
- Choose how you want your name to appear
- Choose who can discover your profile if they haven't connected with you but have your phone number
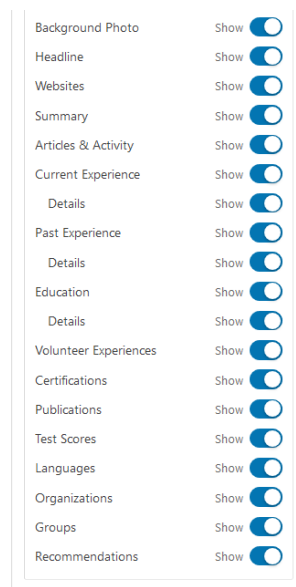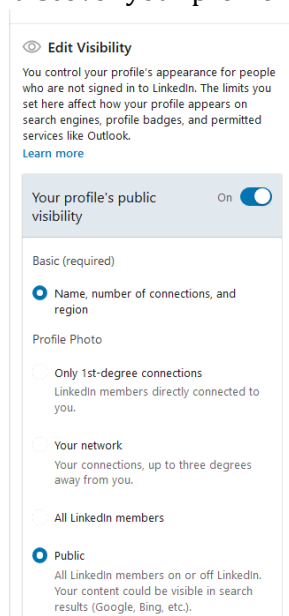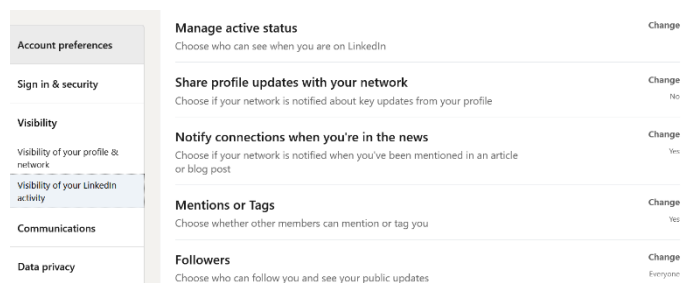
PART 2: HOW TO USE LINKEDIN EFFECTIVELY

STEP 1: Send Connection Requests

It is ideal to send a connection request via PC than the LinkedIn App because of features that are not available on a mobile device:

➢ Try not to send connection requests without a brief personalized note (1-3 sentences) which can't be done via the LinkedIn App. The personalized note not only demonstrates that you have genuine interest in the person you are trying to connect with, but it also helps you craft a message that is compelling, and if you met them previously, can jog their memory on where you met.
➢ To demonstrate etiquette, let them know why you are trying to join their network.

STEP 2: Find jobs/internships

➢ You can attract recruiters to your profile by using relevant keywords in your job search.
➢ The keywords should have density and appear right through your profile to enhance search engine optimization.
➢ Engage with your talent brand (companies that you follow) by reacting to posted content in your newsfeeds to showcase your engagement and subject matter knowledge.
➢ Recruiters use talent brand engagement to determine InMail response rates.
➢ In addition to being searchable, complete LinkedIn profiles provide recruiters with a quick snapshot of candidates who apply for jobs using the **easy apply** feature. Information visible to recruiters includes profile photo, headline, job title, education, and skills. The feature does not apply to all jobs that are posted. If you see the **easy apply** button, you can click on it to apply for jobs directly from LinkedIn. The other option is the **apply** button, which will redirect applicants to the company's career website or job board for completion of the application process.

STEP 3: Show recruiters you're open to job opportunities

Under the number of connections beneath the headline:

➢ Click on the blue shaded "Open to" button followed by "finding a new job" button.
➢ Add your job title and job location preferences.
➢ Indicate whether you want to be found by all LinkedIn members or only searchable by recruiters.
➢ Remember to click the **Add to Profile** buttom before you exit to save the changes.
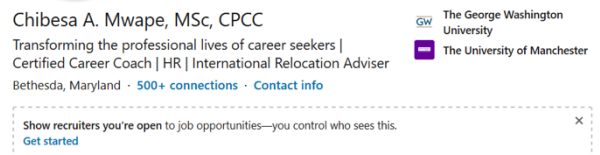
STEP 4: Respond To job posts

When you someone shares a job post on LinkedIn or our LinkedIn Trachtenberg Group:

➢ Research the person or recruiter and see if you can find out the email address, which sometimes can be found in the About section.
➢ If you can avoid it, do not comment or ask for additional details in the comments box but rather reach out to person directly for more information. This is especially important if you are currently employed and do not want your employer to know that you are job searching.

STEP 5: Join schools & groups | Follow companies and influencers

Following influencers and companies and joining groups and schools is an excellent way to develop a strong professional network and to tap into the hidden job market. Aim to become fully engaged with your connections, groups, and companies you follow. This is the final section of your LinkedIn profile page known as the "Interests" section.

➢ To discover influencers, companies, groups, and schools to follow, type the name of your "interest" in the search box and click on the follow button. You can also take a look at the ones suggested by LinkedIn within your Homepage.

➢ Groups that are relevant for your career growth and Schools are ideal platforms to connect with alumni, former colleagues, industry thought leaders, and decision makers. The limit for group membership is up to *100 groups.

STEP 6: Highlight Expertise and Accolades in the Featured Section

In the featured section, you can upload media including videos, photos, documents, presentations, or articles to emphasize your expertise. Be strategic and use it to highlight content that enhances your search ranking. To upload media, click on the plus button on the right-hand side then select the link or media button to upload content. You can also feature a post or article that you previously uploaded by clicking on the feature button.
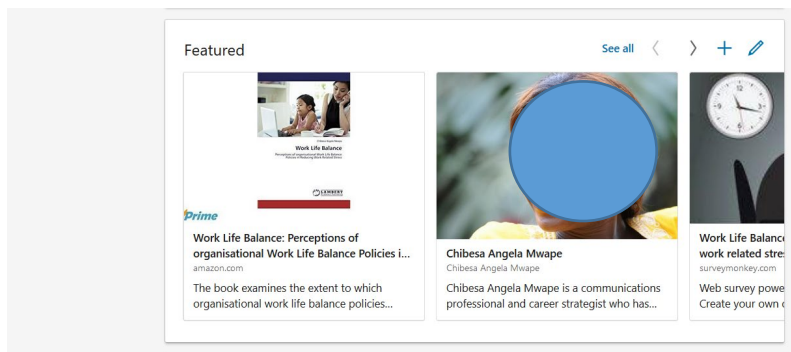
STEP 7: Ongoing Engagement

LinkedIn is a vehicle, not a destination, so you want to continue to evolve your profile, network, and activity throughout your career. To enhance your searchability, you should engage actively in your groups, schools, and the companies and influencers you follow.

You can also:

- Start a post on the homepage
- Curate content
- Write articles
- To showcase your subject matter expertise and provide insights to compel others to want to connect with you, you can comment on others posts or react: