

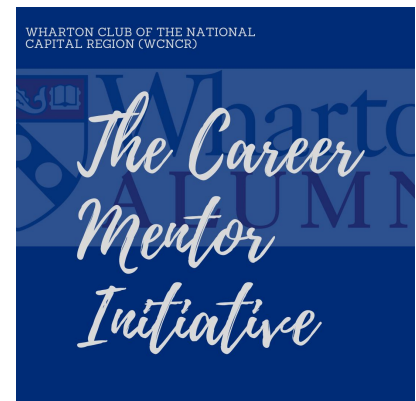
Welcome!

LINKEDIN

How to Optimize Your Profile

PART II

**PRESENTED BY HIRA
FERNANDO
CHAIR, CAREER MENTOR
INITIATIVE, WCNCR**



Agenda

1. Optimizing your LinkedIn Profile

2. Building Your Network

3. Building your Presence



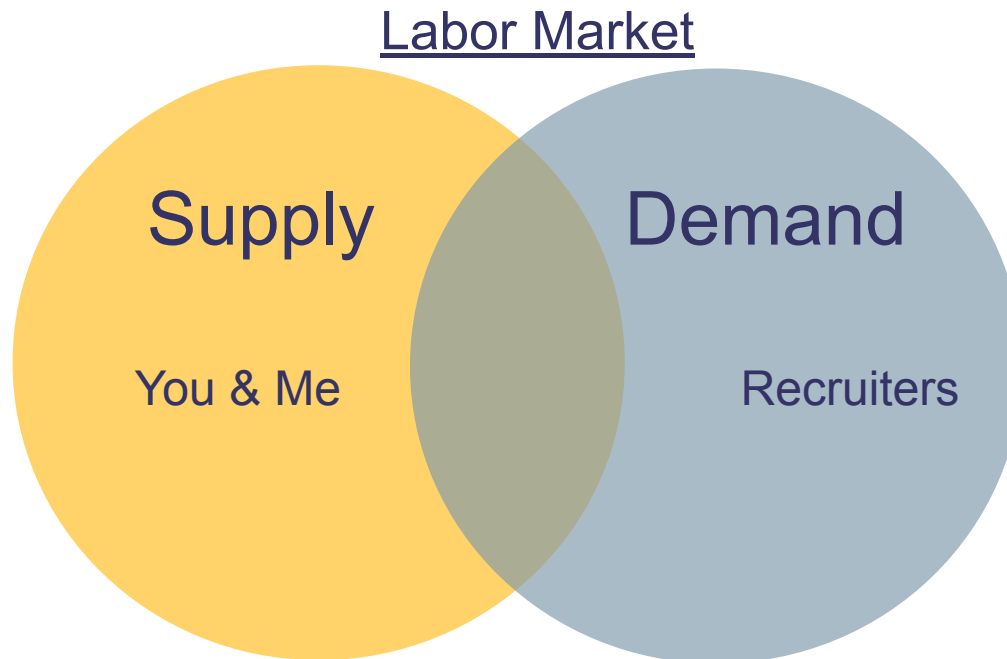
The numbers

- **92%** of recruiters use social media to find job candidates
- Nearly **95%** of recruiters have hired candidates successfully through LinkedIn
- As much as **70 - 80%** of jobs are never advertised; they are found through networking



LinkedIn = Supply Side

- Supply side of labor market
 - A place to organize and “hangout”
 - A running “Ad” of your skills to the world



Getting Started – Your Profile

Hira's LinkedIn Guide

But google around- there are plenty of others!



LinkedIn Section Overview

Personal ID Box



The screenshot shows a LinkedIn profile card for Hiranya (Hira) Fernando. It includes a small profile picture, the name 'Hiranya (Hira) Fernando' with a LinkedIn icon and '1st' degree indicator, a blue 'Message' button, and a list of current and past roles. The current role is 'Corporate Functions Coach / International Student Advisor at Geor...' and the past roles are 'Founder and Principal at Careerly (Sole Proprietorship)', 'Senior Research Analyst at Gartner', and 'Senior Research Associate at World Resources Institute'. There is also a 'Similar' section with a '500+' icon.

Hiranya (Hira) Fernando  1st
Career strategy, career coaching, talent development, MBA Career Services, Job search, Interview prep, Resume coaching
Washington D.C. Metro Area • Professional Training & Coaching
Similar •  500+

Current: Corporate Functions Coach / International Student Advisor at Geor...
Founder and Principal at Careerly (Sole Proprietorship)

Past: Senior Research Analyst at Gartner
Senior Research Associate at World Resources Institute

15 second

Personal Bumper Sticker

Identifies key information:

- Name
- Headline
- Photograph
- Location
- Industry

Your Picture



A profile must!

Your chance for a great first impression.

Your picture should be:

- Simple & Professional
- A headshot
- Natural
- Facing straight ahead



LinkedIn Section Overview

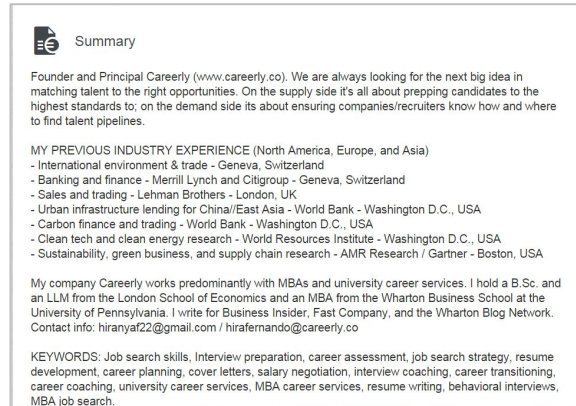
Your Headline


Your Summary



Hiranya (Hira) Fernando  
Career strategy, career coaching, talent development, MBA Career Services, Job search, Interview prep, Resume coaching
Washington D.C. Metro Area • Professional Training & Coaching

[Message](#)



 Summary

Founder and Principal Careerly (www.careerly.co). We are always looking for the next big idea in matching talent to the right opportunities. On the supply side it's all about prepping candidates to the highest standards to; on the demand side its about ensuring companies/recruiters know how and where to find talent pipelines.

MY PREVIOUS INDUSTRY EXPERIENCE (North America, Europe, and Asia)

- International environment & trade - Geneva, Switzerland
- Banking and finance - Merrill Lynch and Citigroup - Geneva, Switzerland
- Sales and trading - Lehman Brothers - London, UK
- Urban infrastructure lending for China/East Asia - World Bank - Washington D.C., USA
- Carbon finance and trading - World Bank - Washington D.C., USA
- Clean tech and clean energy research - World Resources Institute - Washington D.C., USA
- Sustainability, green business, and supply chain research - AMR Research / Gartner - Boston, USA

My company Careerly works predominantly with MBAs and university career services. I hold a B.Sc. and an LL.M from the London School of Economics and an MBA from the Wharton Business School at the University of Pennsylvania. I write for Business Insider, Fast Company, and the Wharton Blog Network. Contact info: hiranyaf22@gmail.com / hirafernando@careerly.co

KEYWORDS: Job search skills, Interview preparation, career assessment, job search strategy, resume development, career planning, cover letters, salary negotiation, interview coaching, career transitioning, career coaching, university career services, MBA career services, resume writing, behavioral interviews, MBA job search.

Use Keywords!

LinkedIn is a Search Engine

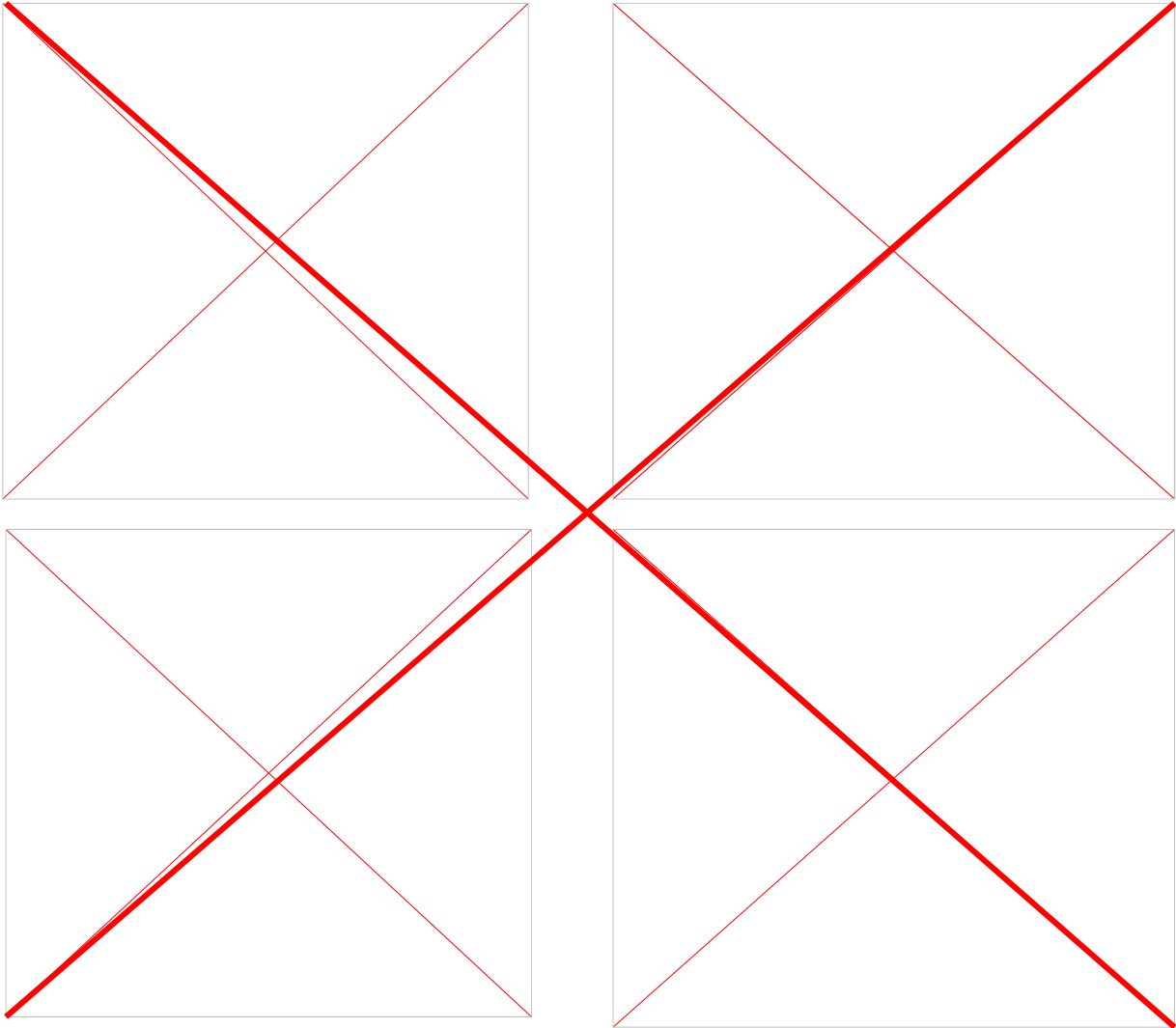
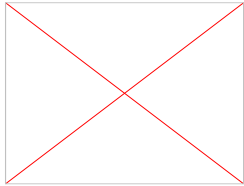
- You can include:
 - Job, Title, Company
 - School
 - Industry Keywords

Your Elevator Pitch

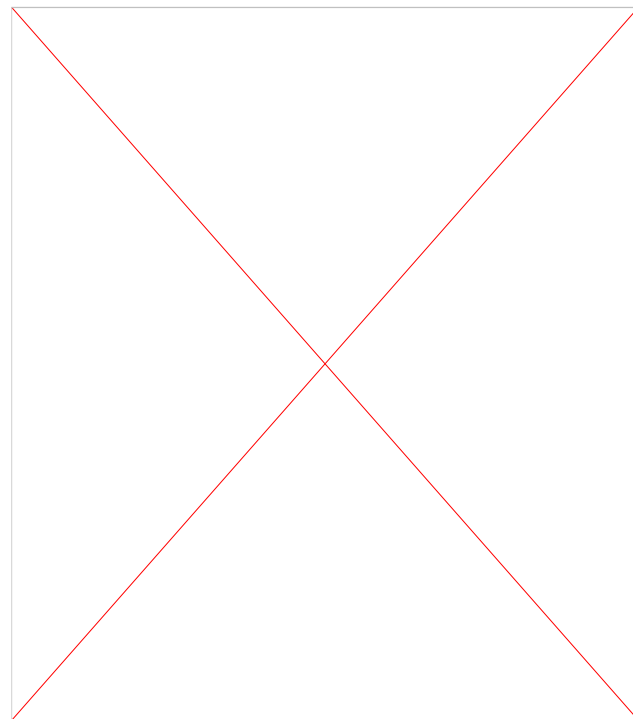
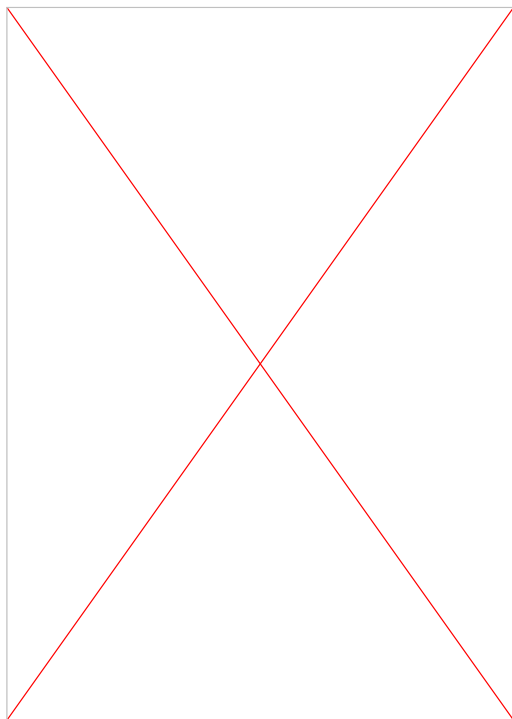
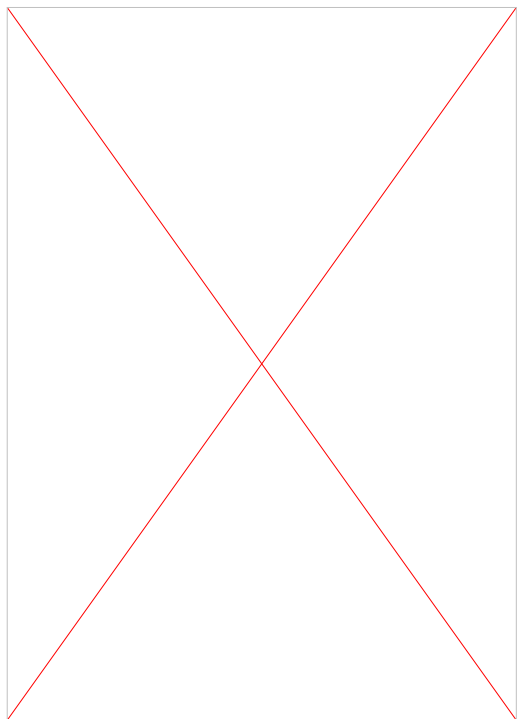
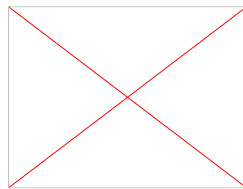
- A few approaches:
 - Skills Based
 - Accomplishments Based
 - Personal Story
 - Creative
- Include images, infographics, etc.
- End with a call to action (CTA)



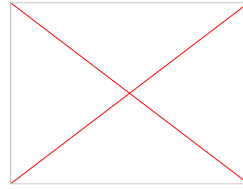
Your Picture



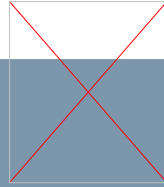
Your Picture



Your Picture

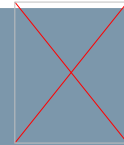


Do



- ✓ Use a headshot
- ✓ Look straight ahead
- ✓ Use a picture of **just** you
- ✓ Be natural
- ✓ Think “simple and professional”
- ✓ Consider getting a professional picture taken

Don't



- Not upload a picture
- Use a picture of anything other than your face (i.e. your dog, a vacation landscape)
- Use a “selfie”
- Use a distracting picture (hats, sunglasses, etc.)



Your Summary

A few approaches

1. Key skills and competencies
 2. Accomplishments
 3. Personal story / bio
 4. “Have fun with it” creative
- Include images, infographics, etc.
 - End with a call to action (CTA)

Examples of all 4 approaches



Tell Your Story

- Include these items but as part of the overall narrative of who you are and how you came to be doing what you are doing:
 - what you have done/accomplished
 - what you have learnt
 - what people say about you (recommendations)

**Downloadable LinkedIn
Summary Templates**





Let's practice!



Keywords & SEO

- Put keywords everywhere

Tagline

Summary

Body

- Recruiters use industry specific keywords
 - Figure out what there are for your industry and populate your profile with them



Build Your Network

- Connect with everyone and make it

Personal

- Always send a customized message when you ask to connect

“It was a pleasure to meet you at the conference. I enjoyed our chat. Good luck with your projects, and let’s keep in touch.”



Introduction Example

Dear Stephen,

I hope this message finds you well, I am applying for the Community Director Position with the Humane Society, a favorite organization of mine. I saw that your friend, Sarah Michaels, works for HS. I was wondering if you would feel comfortable making a connection between us, as I'd love to chat with her about her time at HS and my interest in this position. Many thanks in advance.



[See more examples!](#)



Write Powerful Networking Emails

- Keep it simple
- Act according to your objective
- Make sure what you are asking for is clear
- Make it easy for them to reply to you!

18 Networking Email
Examples: DOWNLOAD
TEMPLATES



Key Takeaways

- Complete your LinkedIn Profile to 100%
- **Log in and use your LinkedIn account every day. Start with 2 x week.**
- Build your LinkedIn network by sending invitations to connect regularly
- Ask for Introductions (and write networking emails) in the right way



Any Questions?

- WCNCR's Career Mentor Initiative (CMI)
- CMI Email list
- Join the CMI WhatsApp Group!

Hira's contacts:

- hirafernando@careerly.co

