

Welcome! #ZoomWednesdays



How to Optimize Your Profile + Presence

*Wharton Club of the National
Capital Region 2020*

CAREER MENTOR INITIATIVE

Agenda

1. 4.00-4.20pm: Constructing Your Profile + Writing Your Summary
2. 4.20-4.40pm: Building Your LinkedIn *Presence* and Engagement

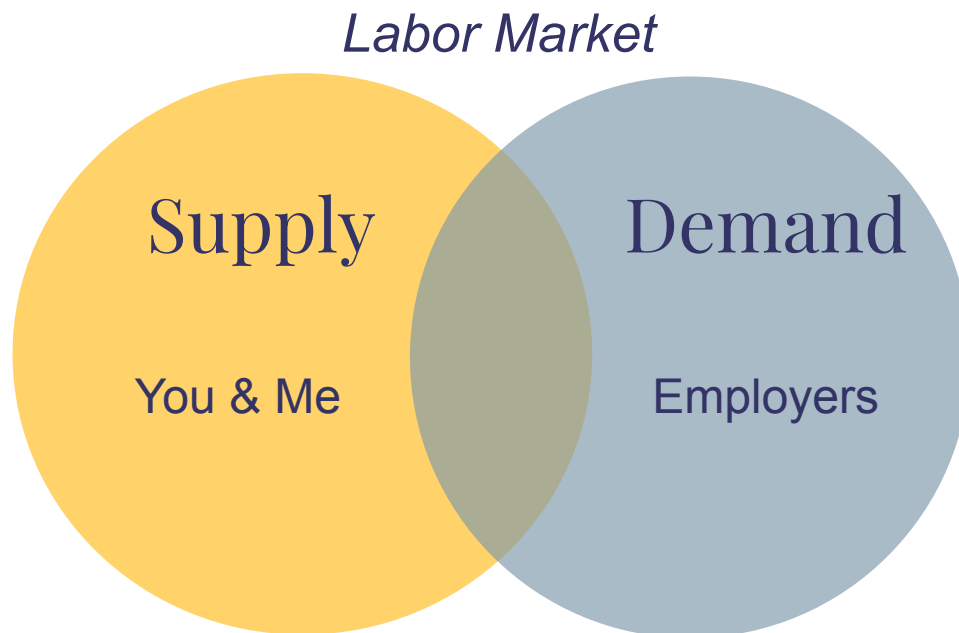
Why it's important

- **92%** of recruiters use LinkedIn to find job candidates
- **75%** of all hiring and line managers have successfully found candidates through LinkedIn
- As much as **80%** of jobs are never advertised; they are found through networking

LinkedIn = Supply Side

The supply side of the labor market is *You*.

- A place for employees / talent to “hangout”
- LinkedIn is a running ad of *You* to the world



The power of the platform is in the **second degree** connections

You are on LinkedIn



300 1st degree connections



(pretend all have an average of 300 connections each)



90,000 2nd degree connections



575 + Million
LinkedIn Members

Update Your Key Information

- Name
- Headline (140 characters)
- Photograph / Banner
- Location
- Industry


Here's a Visual



Add profile section ▼

More...



Hiranya (Hira) Fernando 

Career + Job Search Coaching, Student Support, Edtech, Finance, Banking, Tech & Product, Recruiting, Diversity, Talent

Washington, District Of Columbia · [500+ connections](#) ·

[Contact info](#)

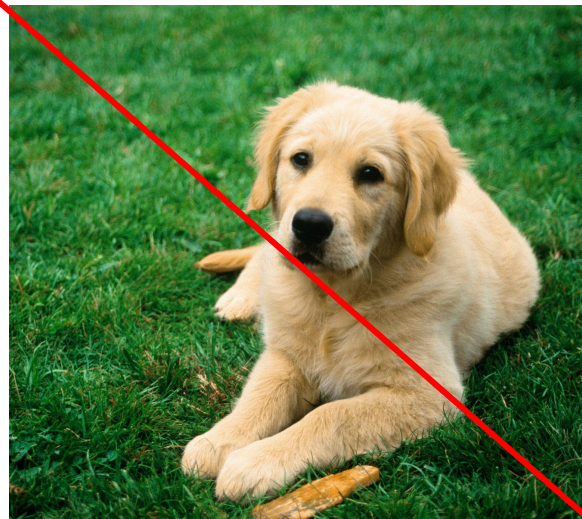


Careerly Networks



Wharton School, University of Pennsylvania

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.)

Keywords & SEO

- Use keywords everywhere

Tagline

Summary

Body



- People search for you by using keywords
- Figure out what they are for your industry and populate your profile with them

Remember: LinkedIn is a search engine optimized (SEO) tool

Your Summary

A few different ways to approach this:

- Focus on Skills and Competencies
- Focus on Accomplishments
- Write a Narrative: Your Story
- Do Something Creative and Fun (*this only works when certain elements are in play*)

End with a call to action (CTA)

Your Writing

- Avoid generic words that mean nothing, Saying you're 'passionate, creative and focused' says very little.
- Instead pick ONE, be specific, give an example or two of that trait.
- Use fact and figures. Quantify!
- Retain your unique "voice"; keep it relaxed but professional.

Your Goal

What do you wish to convey?

- You are a professional with ABC skills and X years of experience doing Y
- You have expertise in your industry / function:
 - Knowledgeable
 - Highly employable
- You're a helpful individual who shares valuable info, gives to their network, and an overall nice person to work with.

Shareable Experiences

- PARTICIPATION at conferences and events
- ACCESS to key industry folks, info, and resources
- EXPERTISE: articles, posts, but also commenting, giving feedback, and adding to others' threads and conversations.

Include images! Builds credibility + personality.



Thought Leadership

- **CERTIFICATIONS + LinkedIn Learning**

When you complete a course on LinkedIn Learning -> course certificate added to your profile. You can also send updates about new Certifications to your network

- **PUBLICATIONS**

The Publications section is one of the most under-used elements in LinkedIn profiles – therefore you can really stand out here! Written any White Papers, posted on a company blog, or written an article for your Alumni Magazine?



Recommendations

- Convey credibility and respect
- Ask bosses, direct reports, peers, mentors, clients, anyone you've worked with
- Start with just three recommendations. Gradually build to 10-12 over time.



Recommendations

How to ask for a recommendation:

- Offer to help with a draft or point form list
- Remind them of the projects you worked on, goals you accomplished, and key skills you used
- Always remember to say, *“Please feel free to adjust / edit as you see fit.”*
- Offer to return the favor – this is always good business practice

Skills Endorsements

- Way for your network to recognize your skills with one click
 - Less personal / less specific than recommendations
 - Therefore not as useful as recommendations
- However, having a high number of endorsements - the visual of that colorful mosaic - conveys a broad, albeit light, credibility



Building Your Network

- Connect immediately after a meeting or event; and make it

personal

- Send a customized message with your connect request

“Hi Michelle - 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 Sanjay,

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 and regards to the family,
Hetty

Keep it simple.
Stick to one "ask".