

How to fine tune your LinkedIn Profile

Our journey today



- ❖ What is LinkedIn
- ❖ Your profile on LinkedIn
- ❖ How to make connections
- ❖ Tips and Tricks
- ❖ LinkedIn Premium
- ❖ What is LinkedIn Not for?
- ❖ Reviewing a few profiles
- ❖ Q&A

What is LinkedIn?

Why is LinkedIn SO important?



Job Recruiters and Managers are on LinkedIn



LinkedIn will help you find a job faster because most hiring managers and recruiters are already using it

Your LinkedIn Profile Builds Trust and Credibility



A well written LinkedIn profile will give you credibility and will establish you as a trustworthy potential employee

Great Networking Opportunities



And the faster you start this networking, the better it will be down the line

You will Keep Yourself Up-to-Date on Job Openings



With a LinkedIn account, you will be able to continually keep an eye out for various job opportunities that will interest you.

Your profile in LinkedIn

Each profile in LinkedIn can have:

- Photo
- Headline
- About
- Experience
- Education
- Licenses & certifications
- Volunteer experience

Additionally:

- Skills & endorsements
- Recommendations
- Accomplishments
- Interests

Make sure that every section of your profile has been completed and that there are no blank spaces or obvious gaps.

Photo

Photo requirements

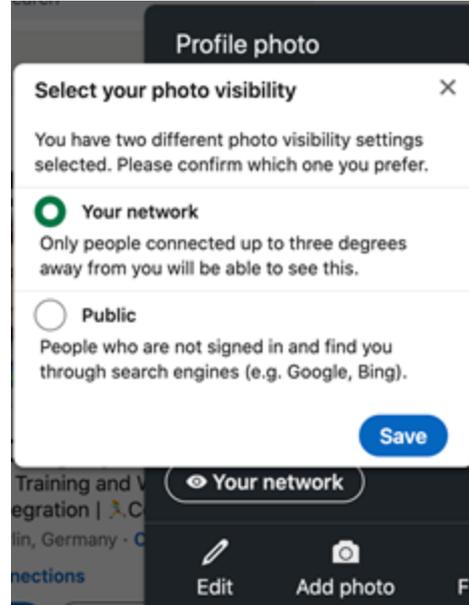
Choose a clear, friendly, and appropriately professional image.

If you have photo in action - use it! It's even more attractive

You can also choose the visibility of your photo:

- Only your network (up to 3 degrees)
- Public

You can also optimize Your LinkedIn Profile Background Photo



21x more profile views

9x more connection requests

Headline

Headline: how to tune?



By default, LinkedIn creates your **headline based on your current job title and company**. For example: “Web Developer at XYZ.”



You can use these 120 characters better, e.g. same info could be written in a different way:

Web Developer at XYZ | Full Stack Engineer | Front End Specialist | HTML5, CSS3, Bootstrap, JQuery, PHP

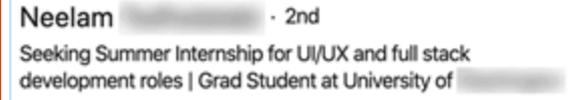
If you are looking for a job, then don't use Unemployed



Instead be specific. “**Experienced Web Developer seeking new opportunities**” is better than “unemployed,” but still reveals next to nothing about your skillset.

Without extensive professional experience, students should focus on the skills they've learned and would like to develop in an internship.

The word “internship” itself should also be included for any recruiters or department leads searching LinkedIn for potential interns.



Headline: how to tune?

Look for keywords in the job descriptions you're going after and, if they apply, **incorporate them in your headline.**

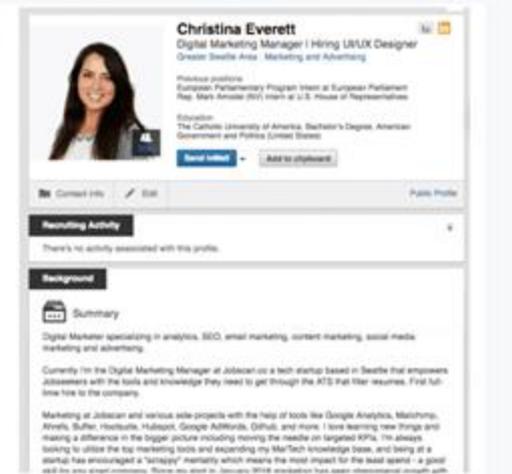
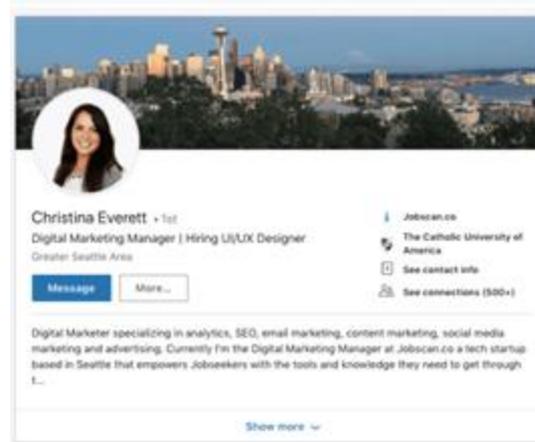
This helps your profile turn up in LinkedIn searches for those terms and shows your suitability for the positions you're seeking.

About

About: why it's very important

The LinkedIn profile summary is one of the first things people see when they visit your profile.

When most users visit your profile, they'll see the first 300 characters or so of your summary (and can then click "Read More" to open up the full description).



About: how to tune?

1. Start strong (by default, LinkedIn shows only the first three lines of your profile summary before readers have to click to see more) and grab the readers attention.
1. Don't be afraid to inject some personality into your writing.
1. Brag about your accomplishments (don't forget to use specific data and awards!).
1. Keep it readable with short paragraphs or bullet points.
2. Use a “call to action” at the end.

Experience

Experience: how to tune?



Important: The goal is to showcase your career trajectory, not exhaustively list every job, Don't show the jobs that you've done many years ago.

Link your Job to the company

When you add a job on LinkedIn, you are asked for the name of the company that you worked for. If they have a profile on LinkedIn, then LinkedIn will link your job to that company and show the company's logo on your profile. You will then show up as an employee who

Start with an overview

Use 2 or 3 sentences to give the reader an overview of what your job entails, including some facts and figures. So if for example you are a manager, who do you manage, what do you manage, budget?

Experience: how to tune?



Use keywords

Research the keywords that you should include for each job. If in doubt, take a look at your actual job description and the essential and desirable skills required for the job you are doing and review the profiles of your colleagues and peers.

Frontload your achievements

So instead of saying "Promoted to my current position where I excelled in sales, increasing them by 12% in the first year." Try "Increased sales by 12% in the first year following my promotion"

Education. Licenses & certifications

Education, Licences & Certifications: how to do?



Pretty easy:

- This is very relevant. Highlight BA, MA, MBA
- Highlight courses/projects you were involved in and certificates
- Add publications and articles

Don't forget to add ReDI School

School *

Degree

Field of study

Start Year End Year (or expected)

Year Year

Grade

Activities and societies

Ex: Alpha Phi Omega, Marching Band, Volleyball

Description

Volunteer experience

Volunteer experience - what is this?

This is the great way to enhance your profile. if you don't have much work experience yet

- Enhance your professional story and LinkedIn's brand
- Stand out from other applicants
- Show a personal approach
- Make a positive impact

Add volunteer experience ✕

Organization*
Ex: Red Cross

Role*
Ex: Fundraising Volunteer

Cause
Please select

I am currently volunteering in this role

Start date
Month Year

End date
Month Year

Description
Ex: I raised funds for our annual charity 5K.
0/2,000

[Save](#)

Skills & Endorsements

Skills, Endorsements - what is this?

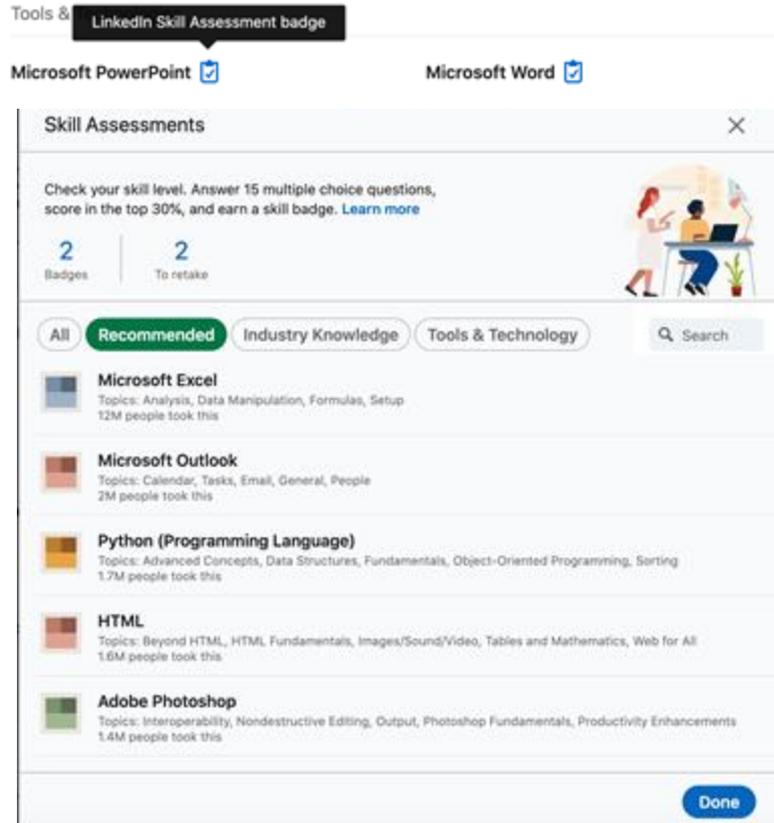
- **Add relevant skills and technologies to your profile** - they also act as keywords & increase your visibility (4x)
- **Actively ask for endorsements and recommendations and always return the favour**
- Also mention skills from outside of your daily tasks
- Look at other profiles for inspirations

Skills, Endorsements - how to tune?

A **skills assessment** is an online test that enables you to demonstrate the level of your skills, and display a **Verified Skills badge** on your profile.

Data shows that candidates with verified skills are **around 30% more likely to be hired** for the roles they apply for – and displaying proof your abilities strengthens your personal brand more generally as well.

Displaying the results of your skills assessments is entirely voluntary.



The screenshot shows the LinkedIn Skill Assessments interface. At the top, there are tabs for 'Tools & Technology' (selected) and 'Industry Knowledge'. Below these are 'Microsoft PowerPoint' and 'Microsoft Word' with checkmarks. The main section is titled 'Skill Assessments' and includes a call to action: 'Check your skill level. Answer 15 multiple choice questions, score in the top 30%, and earn a skill badge. [Learn more](#)'. It also shows '2 Badges' and '2 To retake'. Below this is a search bar and a list of skill categories: 'All', 'Recommended' (highlighted), 'Industry Knowledge', and 'Tools & Technology'. The list includes:

- Microsoft Excel**: Topics: Analysis, Data Manipulation, Formulas, Setup. 12M people took this.
- Microsoft Outlook**: Topics: Calendar, Tasks, Email, General, People. 2M people took this.
- Python (Programming Language)**: Topics: Advanced Concepts, Data Structures, Fundamentals, Object-Oriented Programming, Sorting. 1.7M people took this.
- HTML**: Topics: Beyond HTML, HTML Fundamentals, Images/Sound/Video, Tables and Mathematics, Web for All. 1.6M people took this.
- Adobe Photoshop**: Topics: Interoperability, Nondestructive Editing, Output, Photoshop Fundamentals, Productivity Enhancements. 1.4M people took this.

A 'Done' button is visible at the bottom right.

Recommendations

Recommendations - what is this?

A recommendation is a commendation written by a LinkedIn member to recognize your work.

You can [request recommendations](#) **from your 1st-degree connections** you work with or have worked with.

If a connection writes you a recommendation, **you'll be notified via a message from the sender on LinkedIn. You can [accept, dismiss or ask for revision of the recommendation](#).**

Once you've accepted a recommendation from your connection, **it'll be [visible to your network by default](#).** You can [hide a recommendation](#) you've accepted.

Recommendations - how to ask for it?



Example of the message to ask a recommendation

Hi [Name],

I hope you're having a great week!

I want to let you know how much I enjoy working with you, as well as how much I value your insights and feedback. I've especially enjoyed collaborating with you on [project you worked on together].

I have a small request for you. I aim to keep my LinkedIn profile updated to provide an accurate picture of my skills and experiences. With that in mind, I'd love if you could write me a LinkedIn recommendation that highlights my skills in [area] and [area].

I'd be happy to write you a recommendation in return. Just let me know if there's something specific you'd like me to call attention to.

Would you feel comfortable writing a recommendation of this kind for me? Of course, no pressure either way.

All the best,

[Your Name]

Accomplishments

Accomplishments: how to tune?

If you have **projects, patents, organizations, honors & awards** - then accomplishment part is the best place to out that information.

And you need to bring people from top of your page to the bottom and here is info how you can do that:

put info in About section that more detailed info is in Accomplishment section, e.g.

“If you would like to read about my outstanding projects in Landscape Architecture, scroll down to *Accomplishments.*”

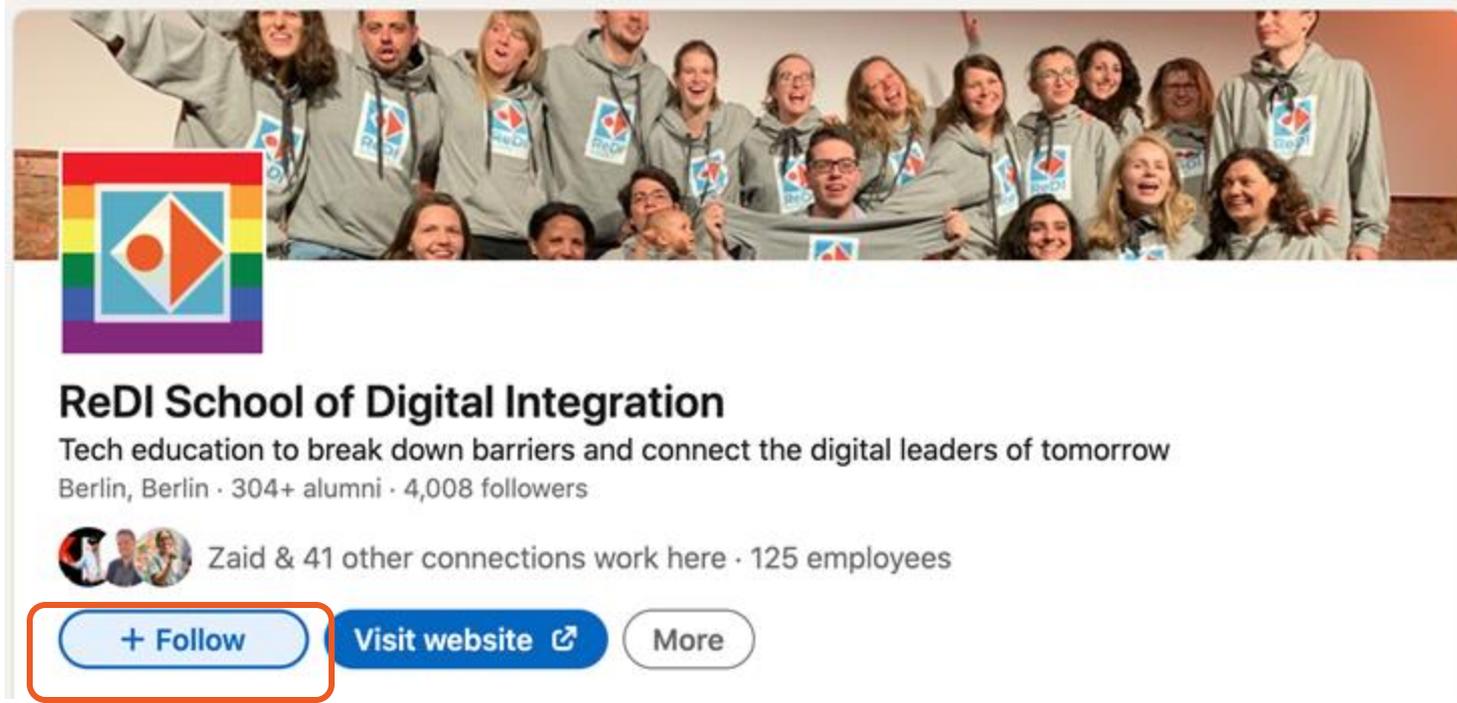
“I’m proud of the patents I own in the field of medical devices. They’re listed in my *Accomplishment* section below.”

Interests

Interests: How to use?

Go to the page of the organization/relevant influencers for your industry that you wish to add to your interests.

On the page of the organization you want to follow, click the “+Follow” button (the Blue one) nestled beside the Visit Website option



The image shows a screenshot of a Facebook profile page for 'ReDI School of Digital Integration'. At the top is a large photo of a diverse group of people wearing grey hoodies with the ReDI logo. Below the photo is a square profile picture featuring a rainbow border and the ReDI logo. The page title is 'ReDI School of Digital Integration' with the tagline 'Tech education to break down barriers and connect the digital leaders of tomorrow'. It lists 'Berlin, Berlin · 304+ alumni · 4,008 followers'. Below this, it says 'Zaid & 41 other connections work here · 125 employees'. At the bottom, there are three buttons: a blue '+ Follow' button (highlighted with a red border), a blue 'Visit website' button with an external link icon, and a grey 'More' button.

How to make connections

Connections

- Can help with job applications, information and networking with peers and groups
- Build strong network for your own growth (make sure you have at least 50 connections)
- Quality vs quantity – choose wisely
- **Connect with co-workers, co-students, teachers**
- **Connect with people you met on meet-ups and conferences**
- If you don't know person, but want to connect - send a note with a connection request (be polite and professional)



Include a personal message (optional):

Hi Peter,
I would love to connect to see your updates and the industry news (if you wouldn't mind of course :)
Have a nice day!

160 / 300

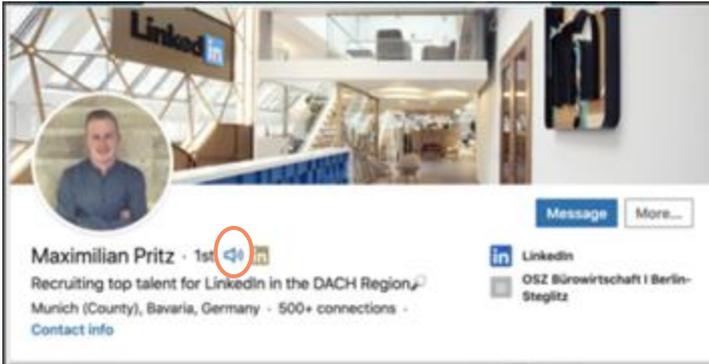
Cancel

Send invitation

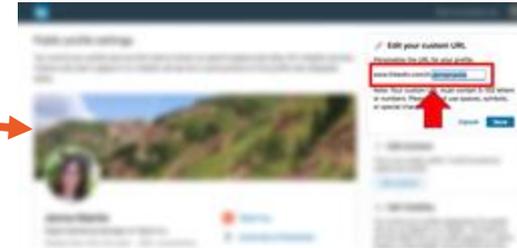
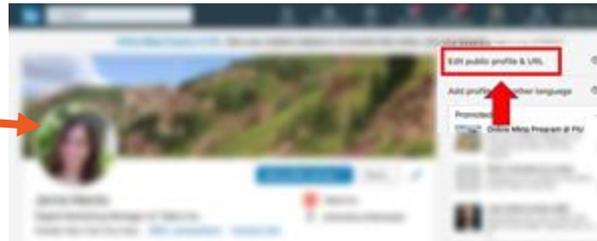
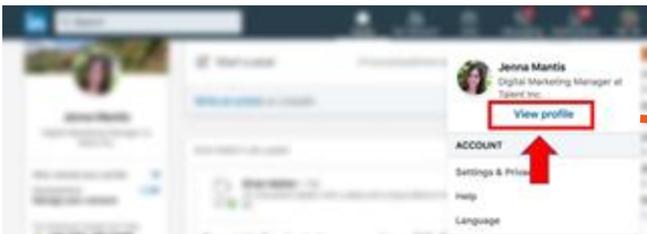
Tips and Tricks

Name pronunciation and URL customisation

- Record how to pronounce your name and display that on your profile



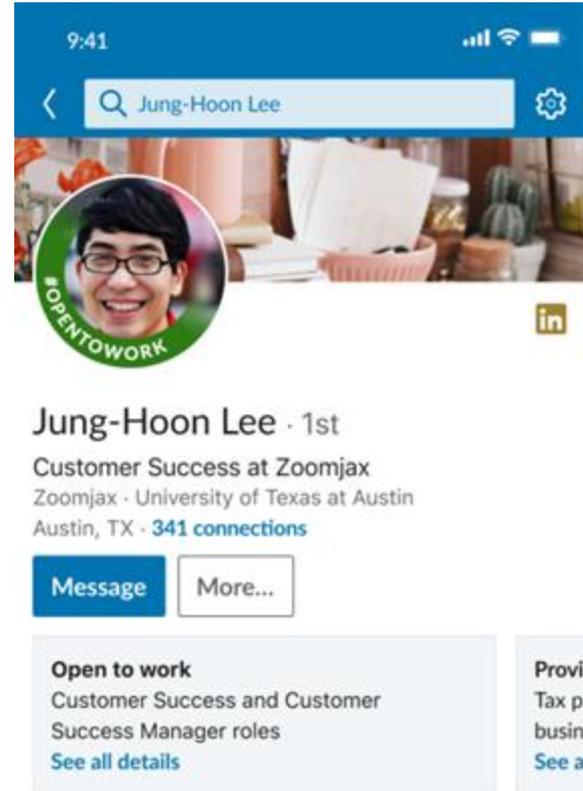
- Customise your profile's URL



Enable #OpenToWork feature



1. Go to your profile and under your picture click:
“Show recruiters you’re open to work”
2. Fill in your job preferences such as location and job type
3. Click the “choose who sees that you’re open” to select if you want to keep this to recruiters, or if you want to add a badge to your profile that everyone can see



Job Search

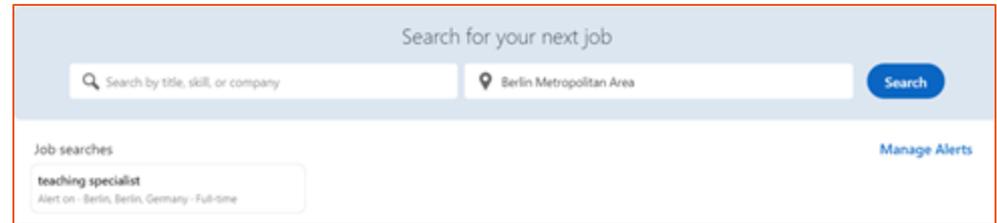


- **Job Search**

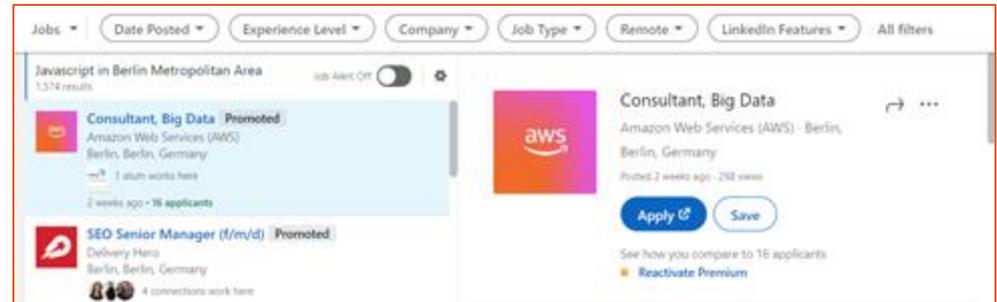
Click on Jobs



Put company name/title/skill and location



Use filters



Share relevant content and comment

It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them.

Sharing relevant content with your network is one of the most accessible ways of doing this.

You can make a start by keeping a close eye on your LinkedIn feed, and sharing content that you find genuinely interesting – and that aligns with your point of view.

Well-expressed comments also enable you to share a broader range of content. It might be that you don't agree with a point of view but still find it interesting, for example

LinkedIn Premium

LinkedIn Premium: Career features



InMail messages.

Easily connect with hiring managers.



Show your interest in an open role with InMail. It's 2.6x more effective than emails alone

Turn profile views into new opportunities.



See who's viewed your profile over the last 90 days.

Sharpen your skills.



Access over 15,000 expert-led LinkedIn Learning courses to hone your skills or learn something new.

LinkedIn Premium: Career features: Prices

Join the millions of LinkedIn members using Premium to get ahead.
Start your free 1-month trial today.

Career

Get hired and get ahead

- Stand out and get in touch with hiring managers
- See how you compare to other applicants
- Learn new skills to advance your career

Select plan

Business

Grow and nurture your network

- Find and contact the right people
- Promote and grow your business
- Learn new skills to enhance your professional brand

Select plan

Sales

Unlock sales opportunities

- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects

Select plan

Hiring

Find and hire talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires

Select plan

After your free month, pay as little as €29.49* / month.

Cancel anytime. We'll remind you 7 days before your trial ends.

After your free month, pay as little as €44.25* / month when billed annually

Cancel anytime. We'll remind you 7 days before your trial ends.

What is LinkedIn Not for?

Linkedin is NOT FOR:

- LinkedIn is not Facebook, and not Tinder!
- Don't use wrong Photo - don't include your kid, your cat, your dog, your significant other, your latest vacation
- Don't write something about sensitive topics, like politics, religion.
- Don't criticize others or comment negatively
- Don't post content that is not professional
- Don't ignore LinkedIn messages
- Don't send spam messages
- Don't ask new connections or people you don't know to endorse you

Time to review your profiles.