

# LinkedIn Workshop/ Creation





# Ice Breaker

**What are you looking forward  
to learning today?**

# What is LinkedIn?

- Professional Social Network
  - Job Search
- Grow your personal brand, business



# 01 Recruiters



# Recruiters

A person whose job is to find people to interview and eventually find a fit for the company they're sponsoring. They have "secret/special menus" on LinkedIn to view:

- Your Headline & Summary
- Your Skills
- Your Activity

And the most important thing: the audience won't miss the point of your presentation



# LinkedIn Sections: The Basics

Profile Picture: Headshot &  
Background Photo



A screenshot of a LinkedIn profile for 'The Intern Project'. The profile picture is a circular logo with the text 'TheInternProject', 'PRMISE LAFUND', and '#OPENTOWORK'. The background photo is a collage of several headshots of diverse individuals. The profile name is 'The Intern Project (They/Them)'. The bio reads: 'Preparing LA students for success in college, career, &amp; life. Educator, Mentor, Professional, Career Skill Building Program, Internship program.' The location is 'Los Angeles, California, United States' and there is a 'Contact info' link. It shows '6 connections' and three buttons: 'Open to', 'Add profile section', and 'More'. At the bottom, there are two sections: 'Open to work' with the subtext 'Coordinator roles' and an edit icon, and 'Find potential clients by showcasing the services you provide.' with a close icon.

- Use headshot that looks friendly, professional. You are 12x more likely to be seen with a photo.
- Add background photo that underscores your brand. Search Google images for LinkedIn background images for your area of interest, or create your own.

# What Would Your Headline Be?



**Who are you?**

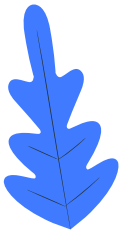


**What are you  
passionate  
about?**



**How do you  
make an  
impact?**

Include any key words for an industry/ profession they want to enter



# LinkedIn Sections: About You

## Summary

- Write in first-person
- Show Personality, your value, how you want to make an impact
- Address: who you are, who you help, how you help, key traits you possess or want to possess
- What are you MOST passionate about
  - great accomplishments, strengths within that field..
  - Be concise, Be concise, Be concise!





# LinkedIn Sections: About You

## Example

### About

Identifying myself as the first-generation immigrant in United States has largely shaped my unique perspectives and aspirations. I understand how it feels to be financially/food insecure or without opportunity and go above and beyond when an opportunity arises. I take great pride in persistence, diligence, and empathy. This is why I love finance and its functions as societal tools that allow individuals/corporations to overcome financial hurdles and accelerate growth.

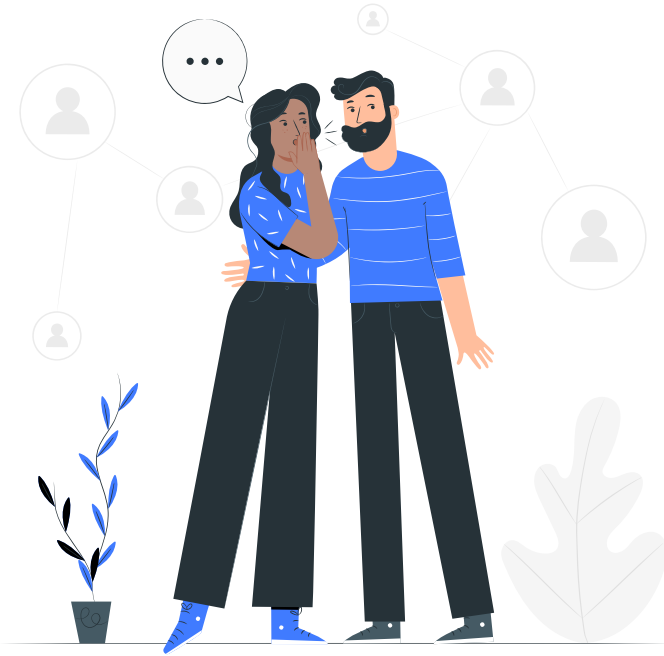
I also credit my resourceful working style for my love of piano. Life has taught me to seek out opportunities, whether or not they are risky. As a recipient of piano scholarship for four years in a consecutive row, this lesson has made me better in the long run.

Please feel free to contact me via LinkedIn. I'm always looking forward to an insightful conversation over coffee, or

# LinkedIn Sections: About You

## Other Tips

- List expertise, key words, interest or detail key skills across the bottom.
  - Review job descriptions for skills. (Makes it easier to find you!)
- Include AKA/common misspellings of your name so recruiters can find you in a search.
- For career switchers or those with minimal experience, include relevant coursework that will be considered key words during a recruiter search.



# LinkedIn Section: Work Experience

## Work Experience

- Better way to tell career story
  - Who you are & how you got to where you are
  - Experience/Position title is 100 characters.  
Optimize to include keywords
- Provide detail, keywords in descriptions. There is no penalty for length, so
  - use as much space as you need.
  - Study job descriptions.
  - Integrate multimedia where appropriate.
- Per position
  - Use 2-3 sentences of greatest accomplishments, or projects

# LinkedIn Sections

## Experience



### Ex Intern

LA Promise Fund · Part-time

Jan 2021 - Present · 1 yr 2 mos

During the program I was exposed to different professions and careers to build up workforce skills. As an intern, I attended bi-weekly workforce sessions to increase knowledge of work- based learnin ...see more



#### THE INTERN PROJECT

The Intern Project provides an opportunity for students to grow and for businesses to: Build a diverse pipeline of future talent Cultivate a healthy and supportive workplace...



### LA RAMS TIP Intern

Los Angeles Rams · Part-time

Jan 2021 - Present · 1 yr 2 mos

The LA Rams internship provided me with the opportunity to showcase many many talents within business & marketing. I was able to manage sports games and assemblies while building con ...see more



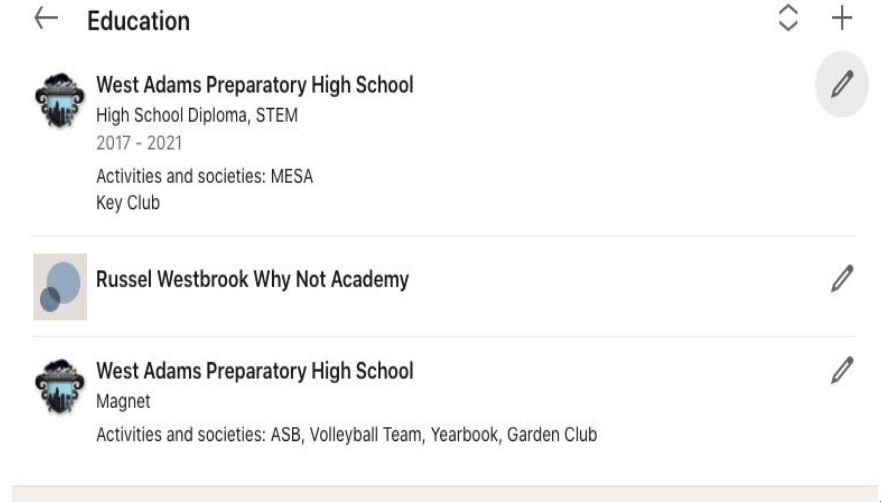
#### THE INTERN PROJECT

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# LinkedIn Sections: Education


## Education


- College - list all degrees
- Detailing courses will demonstrate when you may not have experience but the course key words will help position you in a specific area. There is a separate section for coursework but you can double dip.
- Can list any awards or honors you received from the school
- Can include classes, certificates you received
- Add clubs, extracurricular activities
- Can all be relevant to the position




The screenshot shows the LinkedIn 'Education' section. At the top, there is a back arrow, the word 'Education', and a plus sign. Below this, there are three education entries, each with a profile picture icon, the school name, degree details, dates, and activities. The first entry is for West Adams Preparatory High School, listing a High School Diploma in STEM from 2017-2021, with activities in MESA and Key Club. The second entry is for Russel Westbrook Why Not Academy. The third entry is for West Adams Preparatory High School, listing a Magnet program with activities in ASB, Volleyball Team, Yearbook, and Garden Club. Each entry has an edit icon on the right.

← Education +

 **West Adams Preparatory High School**  
High School Diploma, STEM  
2017 - 2021  
Activities and societies: MESA  
Key Club

 **Russel Westbrook Why Not Academy**

 **West Adams Preparatory High School**  
Magnet  
Activities and societies: ASB, Volleyball Team, Yearbook, Garden Club



**Use Connections To  
Your Benefits**



# Posting on LinkedIn

## Posting 101

- Know your audience
- Content types:
  - New Positions
  - Work anniversaries
  - Supporting an organization
  - Training/Seminar Participation
  - Lessons learned
- Be authentic, be yourself
- Trend of emojis
- Hashtag use, tagging
- Be intentional

# Let's write about me section:

1. Describe what makes you tick
  - a. Passions, ideals, beliefs
2. Explain your current role
  - a. Ex student/ learner/ beginning to explore
3. Highlight any main achievements or defining moments
  - a. Successes/ memorable experiences
4. Tailor / Craft to the industry/ job you are interested in
  - a. Use keywords for that job/ industry
    - i. Look at the job description and see what words pop up the most or google it
5. Include expertise section/ specialities that relate to your industry/ job
6. Show your character
  - a. Share personal interest
7. Write in first person





# Let's Get Started

- **Complete your profile!**
  - **Users with completed profiles are 40x more likely to receive opportunities**
- **Minimize adjectives and emphasize verbs**
- **Study profiles of others in the field you are targeting**
- **Let recruiters know you are open for opportunities**
- **Click the jobs icon in the navigation bar at the top of the homepage**



# Reminders!

- Submit required paperwork (onboarding forms)
  - You can use TIP website as a resource for forms, reminders, schedule, checklist & deadlines
    - Sign up for our TIP Field Trip on July 25th!
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# Questions?

