LinkedIn & LinkedUp

How to Use LinkedIn to Help Your Career Goals

The Bookworms, Spring 2020
Team Leader: Nikki Garbett
Valerie Darling, Lauren DuBois, Vanessa Wilson

INFORMATION SERVICE OVERVIEW

Service

As LinkedIn Certified Professional Recruiters, we are working with the UNT Career Center and the UNT Libraries to provide an in-person and Zoom virtual training session for Library & Information Science graduate students on the creation and usage of a LinkedIn account.

The goals of our presentation are:

- To highlight the importance of building and maintaining a LinkedIn profile
- To show students how LinkedIn can facilitate industry connections
- To teach students how to utilize the platform to locate and apply for jobs

Audience

Graduate students who enrolled in UNT's College of Information in or after Fall 2019 are expected to include a LinkedIn account as part of their ePortfolio requirements for graduation.

Setting

- In-person training at UNT’s Discovery Park Library
- Concurrent virtual Zoom meeting
- Archived recording

LEARNING OUTCOMES

Learning Outcomes

By the end of the training session, attendees will be able to:

1. Identify the benefits of a LinkedIn profile and social media presence
2. Create a basic LinkedIn profile with contact information and work details
3. Customize their LinkedIn profile URL
4. Utilize their profile headline to capture attention
5. Expand social network reach by establishing connections
6. Join groups and follow pages and interests relevant to their career pursuit
7. Optimize settings to engage recruiters and attract new job opportunities
8. Look for and apply to jobs

INSTRUCTIONAL CONTENT

LinkedIn & LinkedUp

How to Use LinkedIn to Help Your Career Goals

Presented by Valerie, Nikki, Lauren, and Vanessa
Certified Professional LinkedIn Recruiters

in conjunction with
the UNT Career Center and the UNT Libraries
Summer 2020

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LEARNING OUTCOME 1:

BENEFITS OF USING LINKEDIN

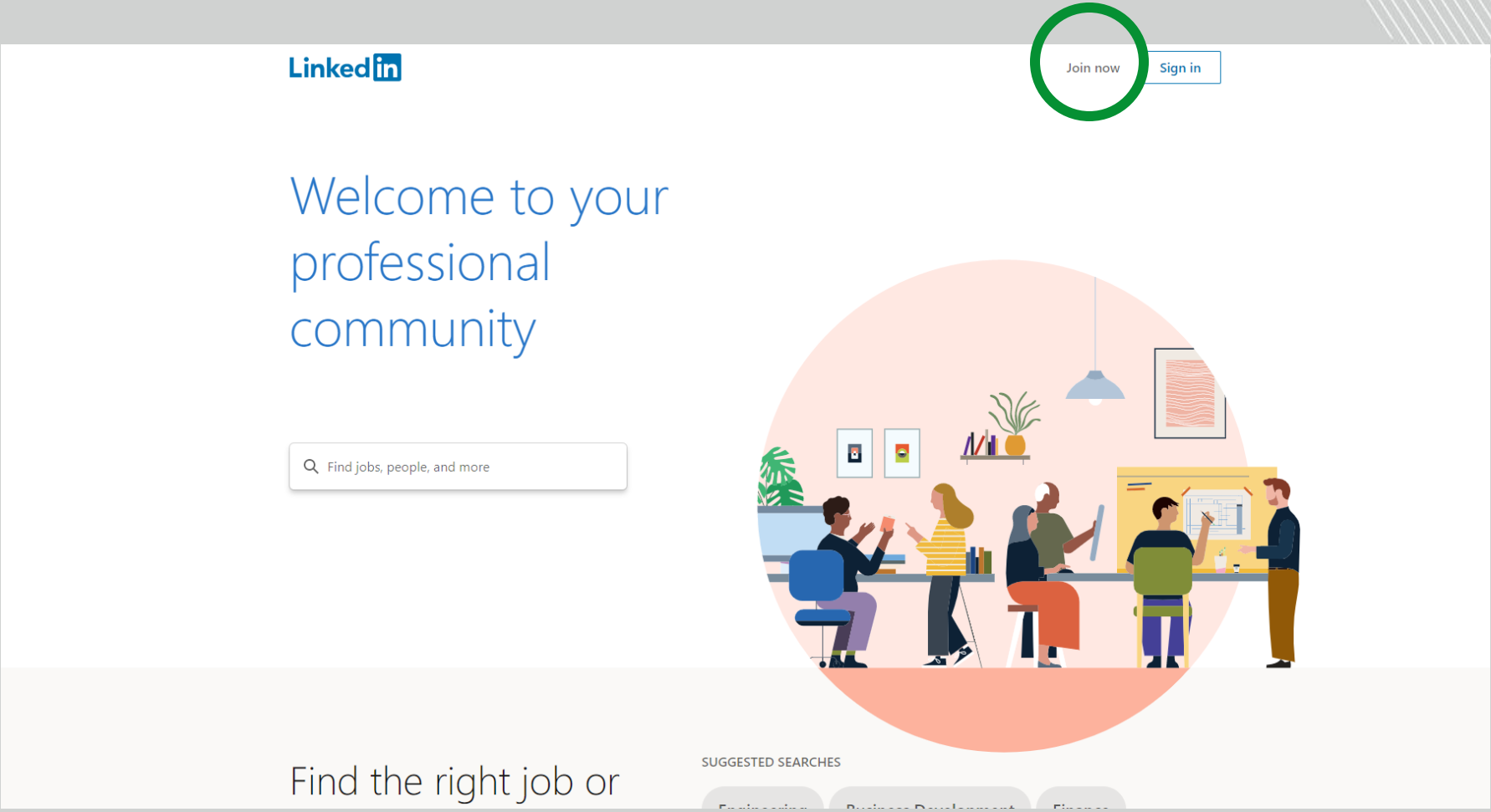
Benefits of Using LinkedIn

- Build a professional social media presence
- Join professional groups and associations with likeminded people
- Maximize visibility with recruiters and hiring agents
- Access LinkedIn's extensive job board
- Discover connections with classmates and past colleagues
- Influence your professional network
- Keep your resume up to date
- Advocate for yourself!

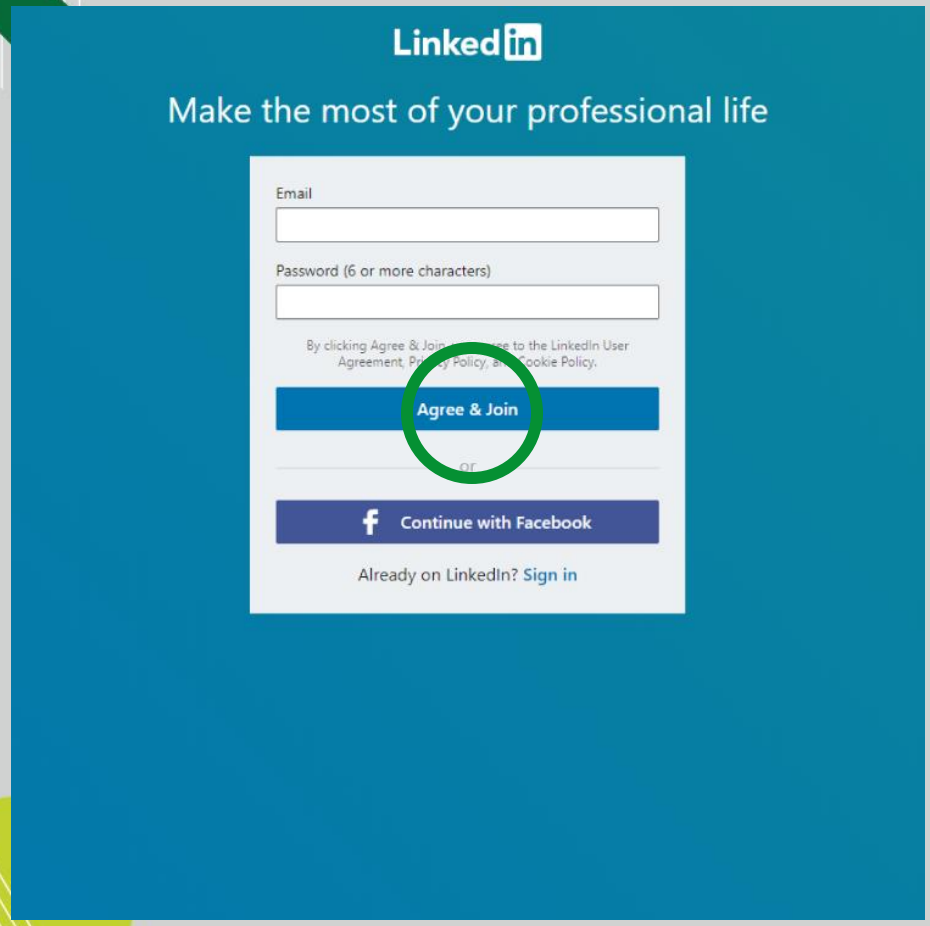
LEARNING OUTCOME 2:

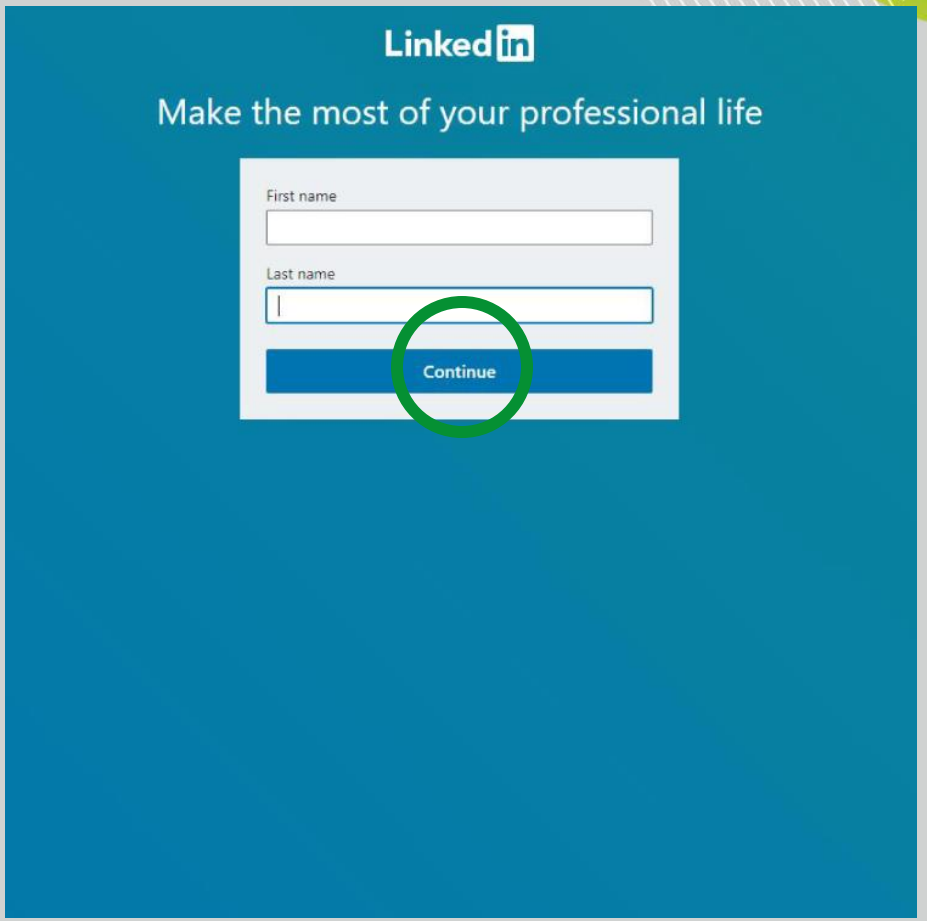
CREATING A BASIC LINKEDIN PROFILE

Creating a LinkedIn Account



Creating a LinkedIn Account





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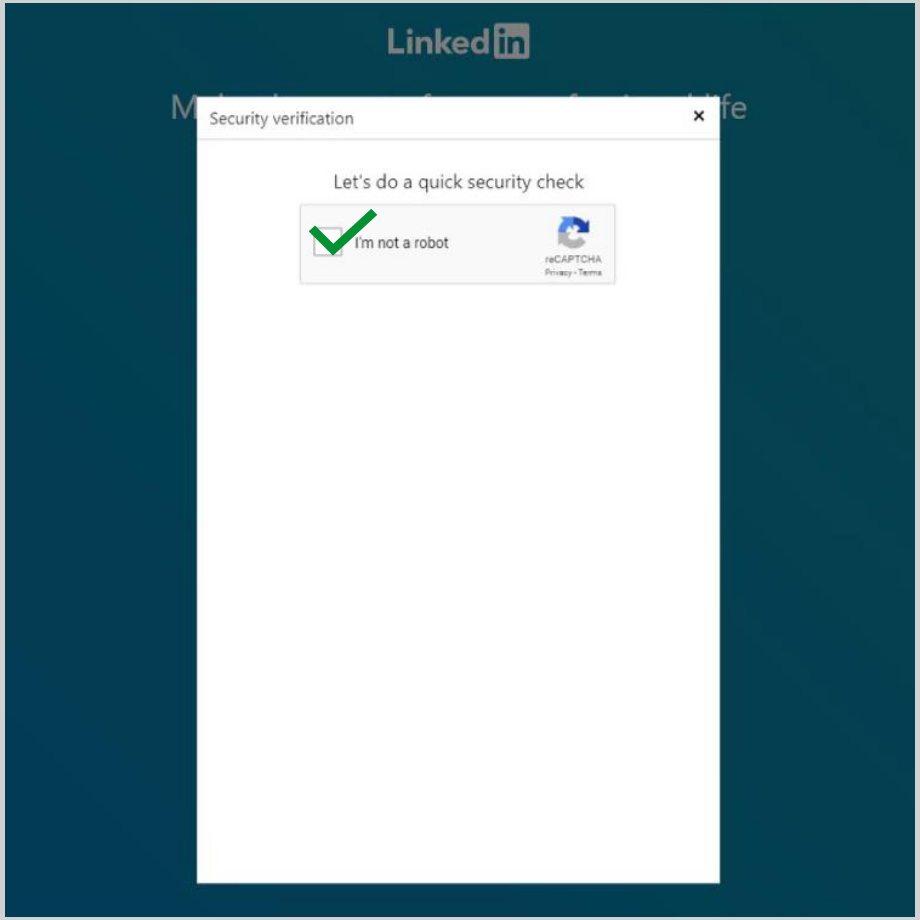
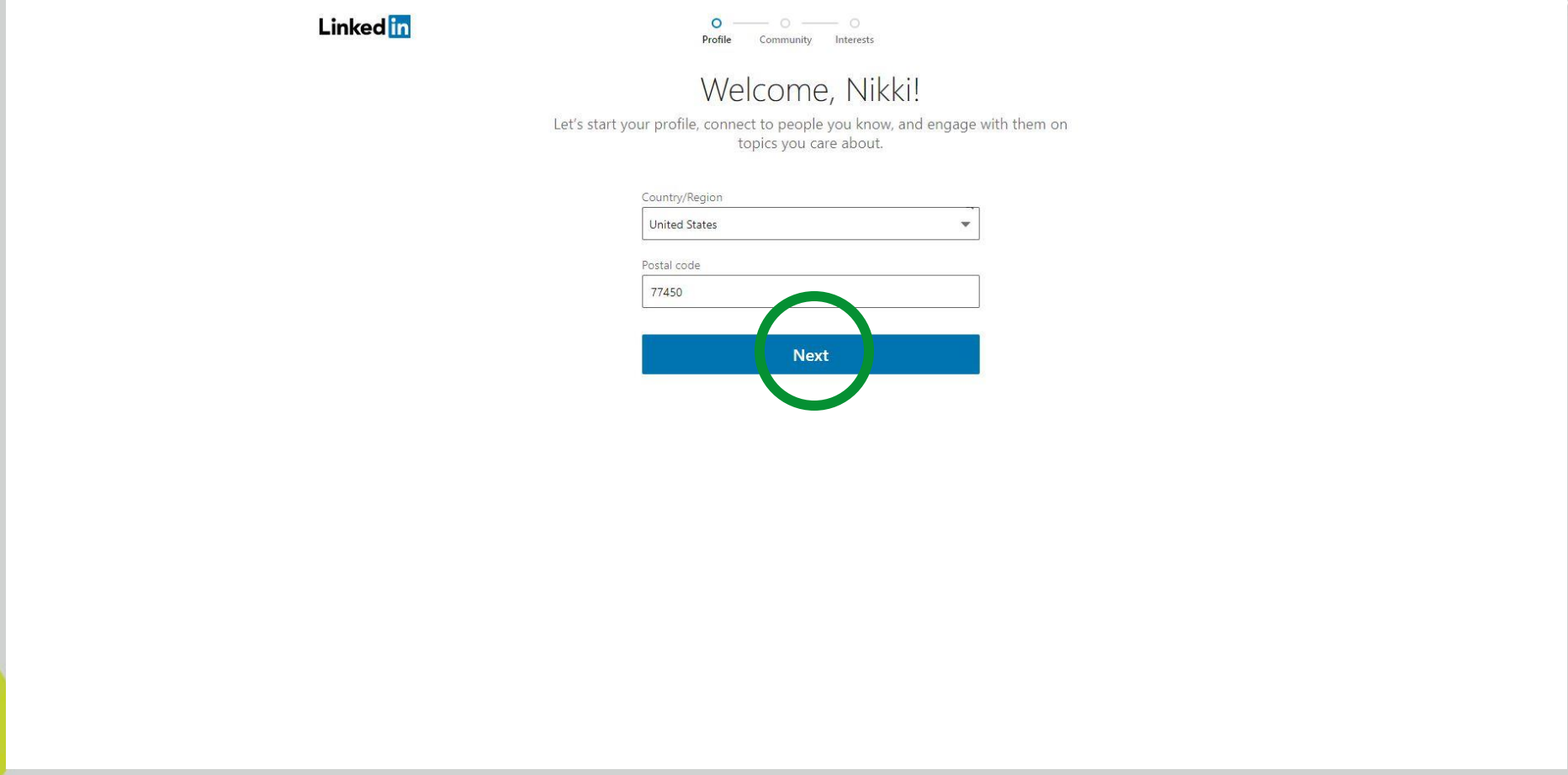
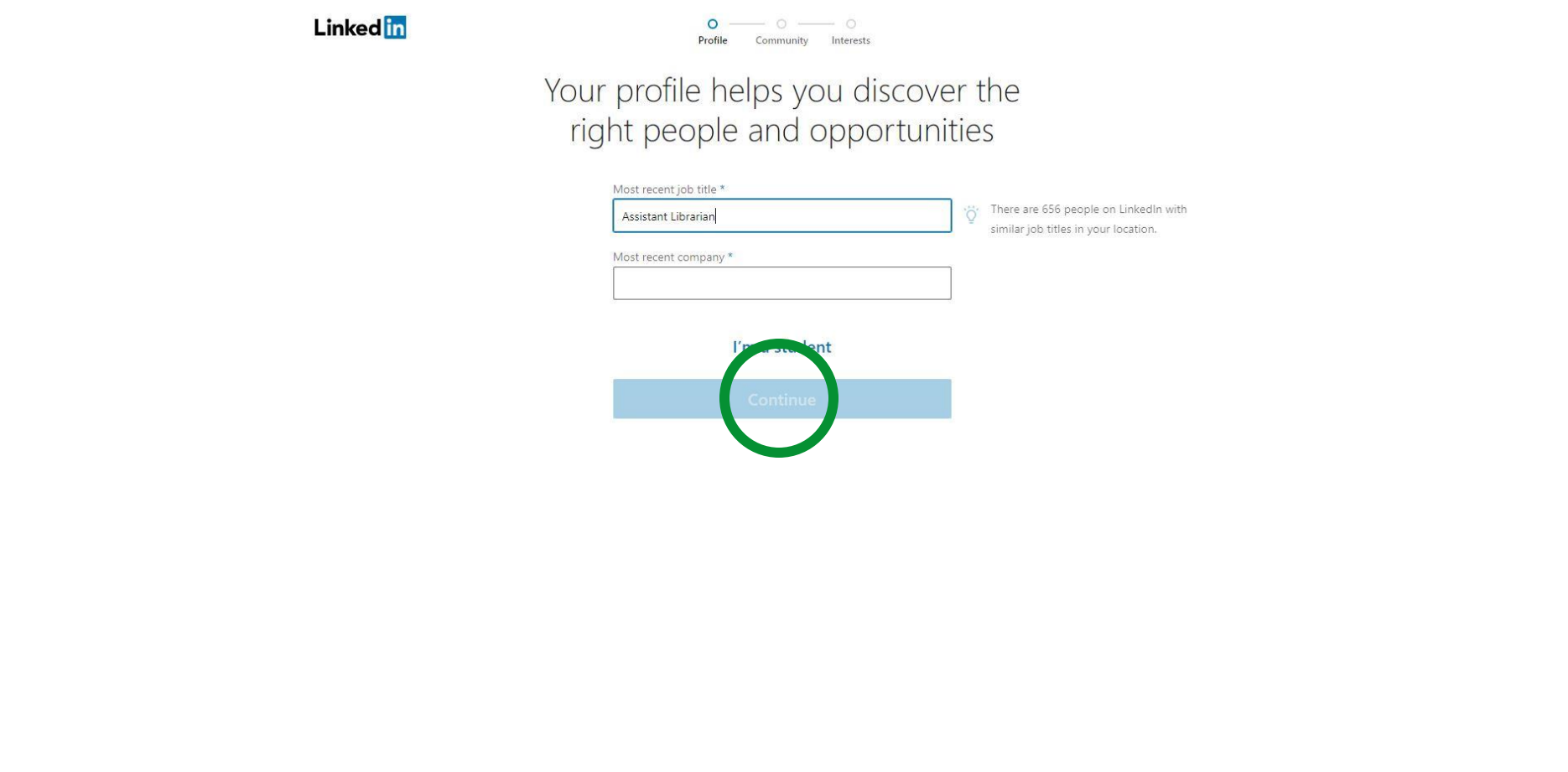


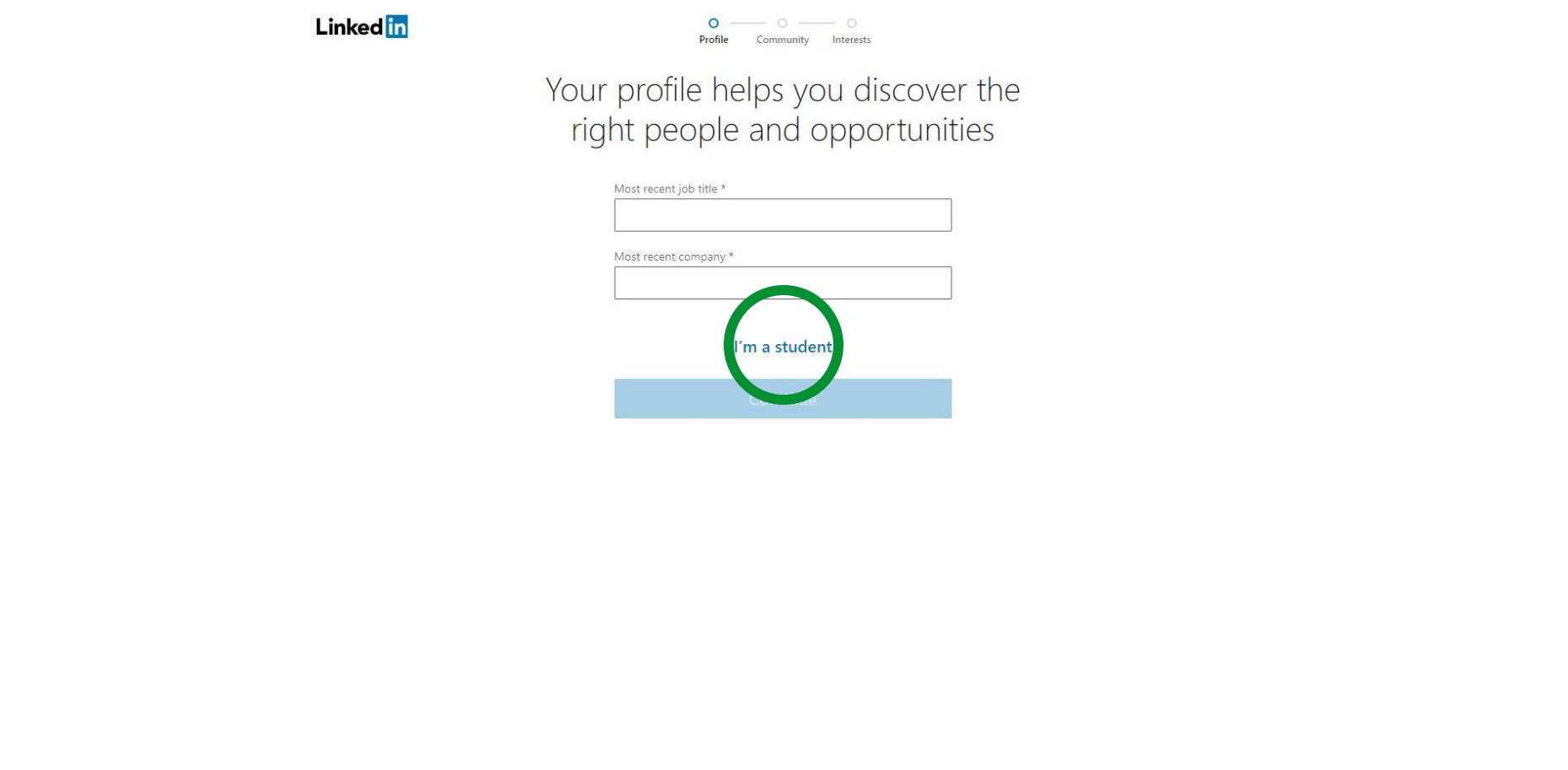
Updating Your Linked Profile



Updating Your Linked Profile with Work Experience



Updating Your Linked Profile for Students



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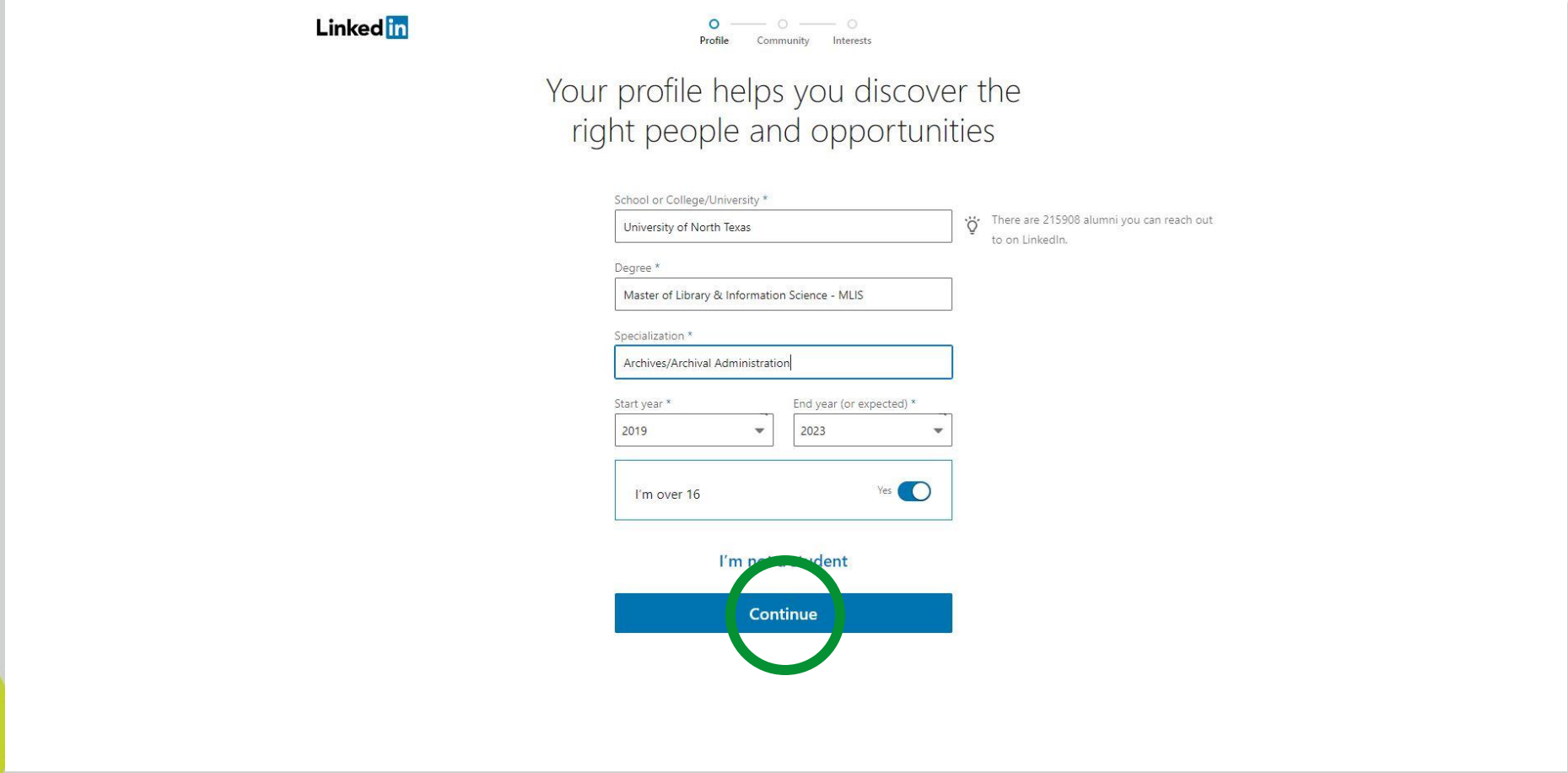
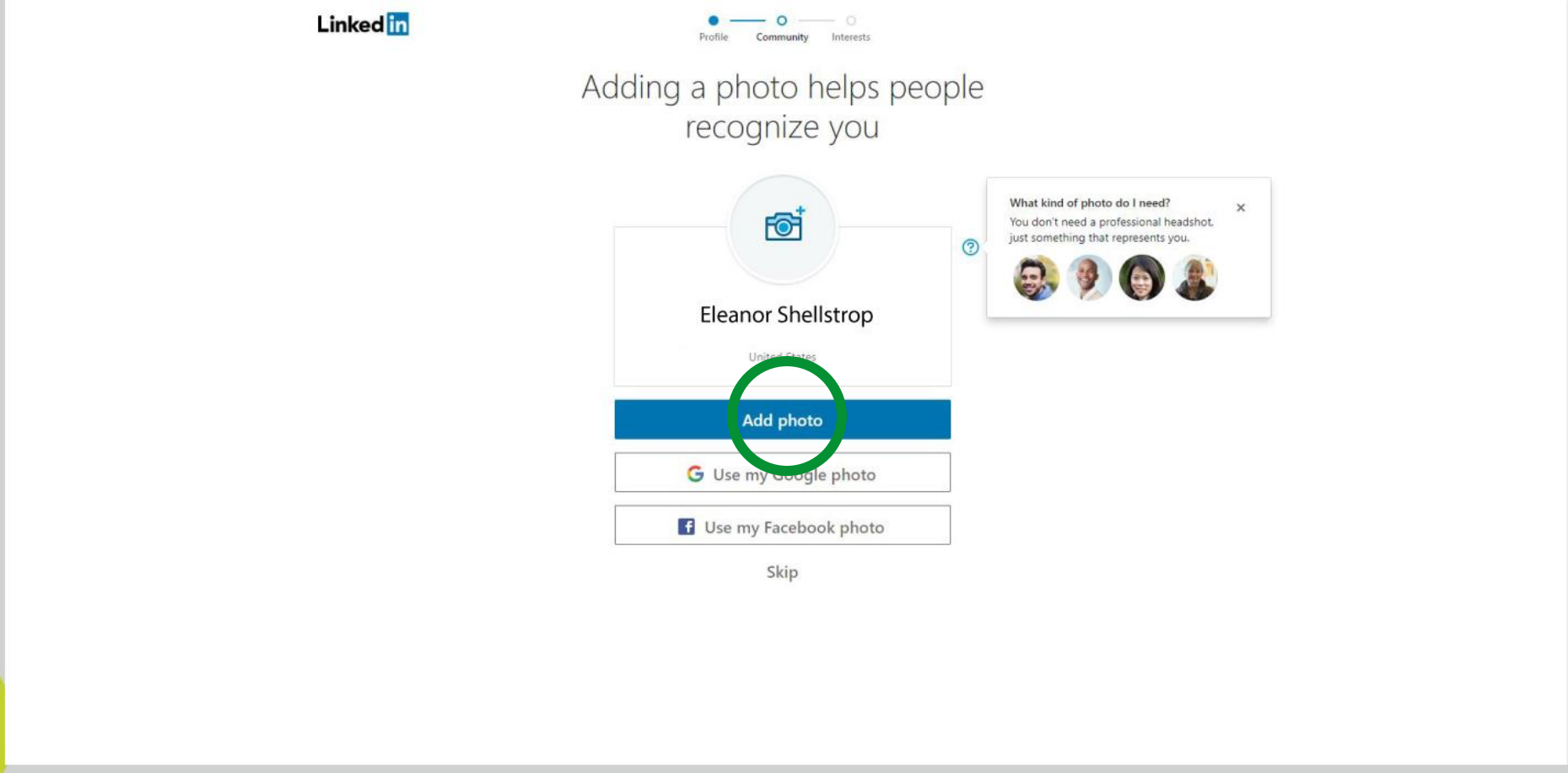
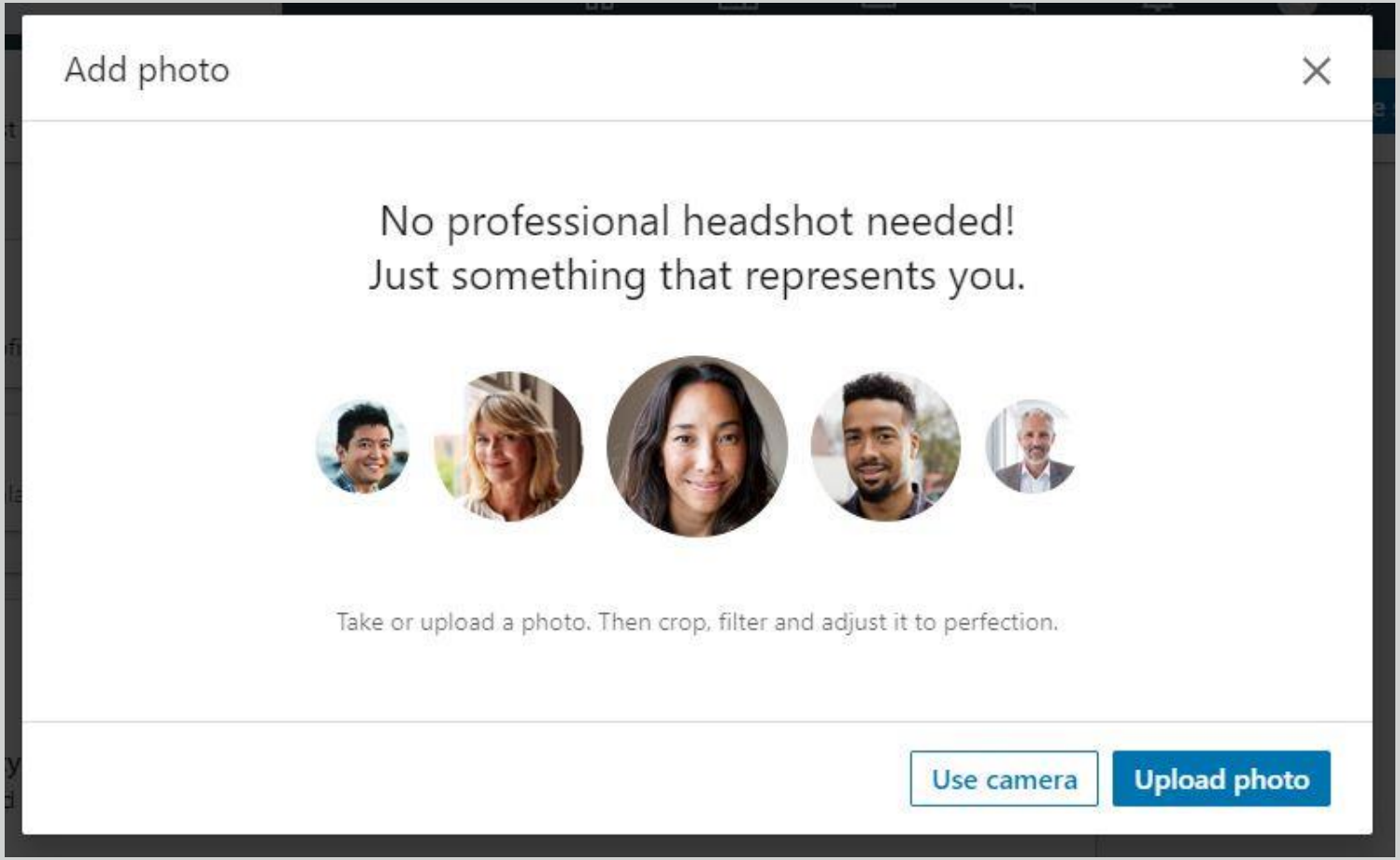


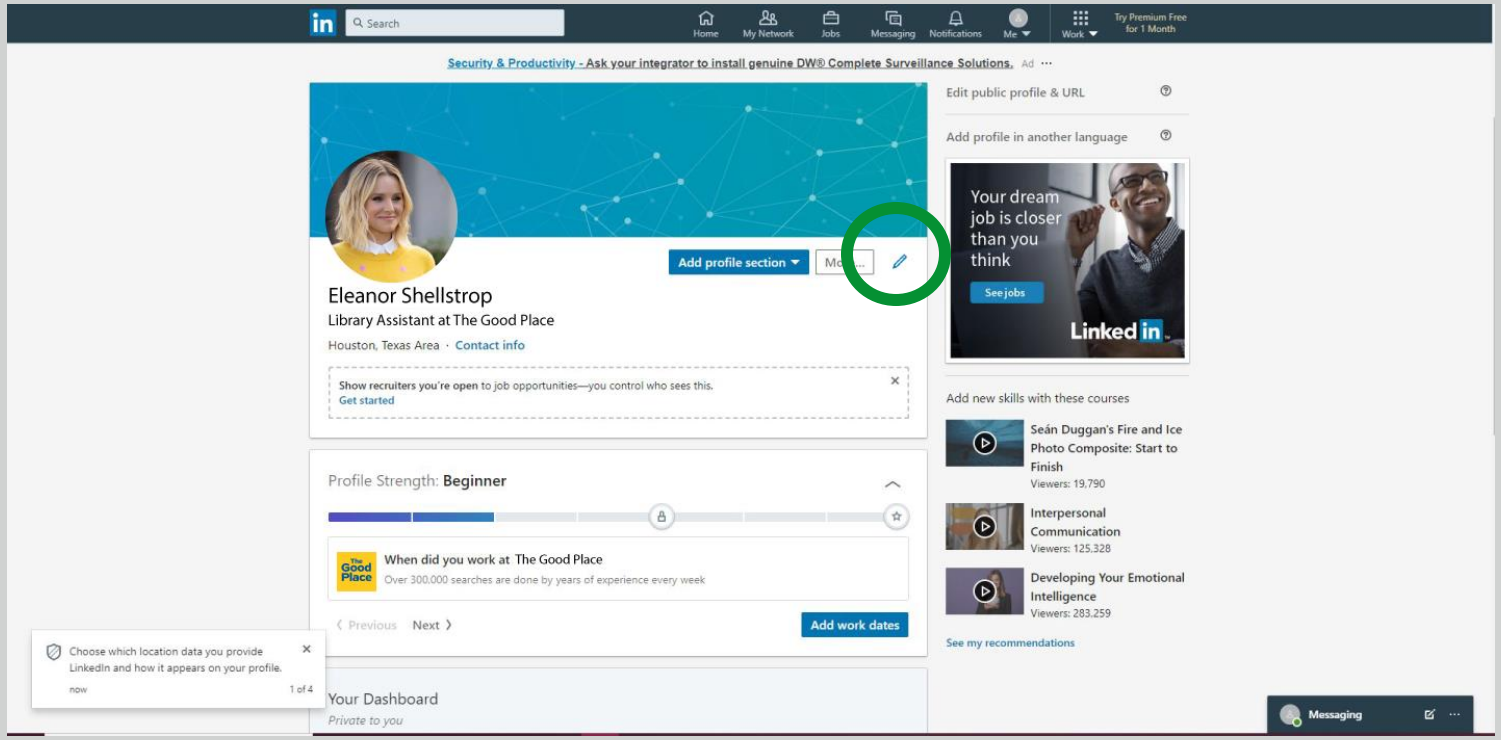
Adding a Profile Picture



Adding a Profile Picture



Updating Your Profile



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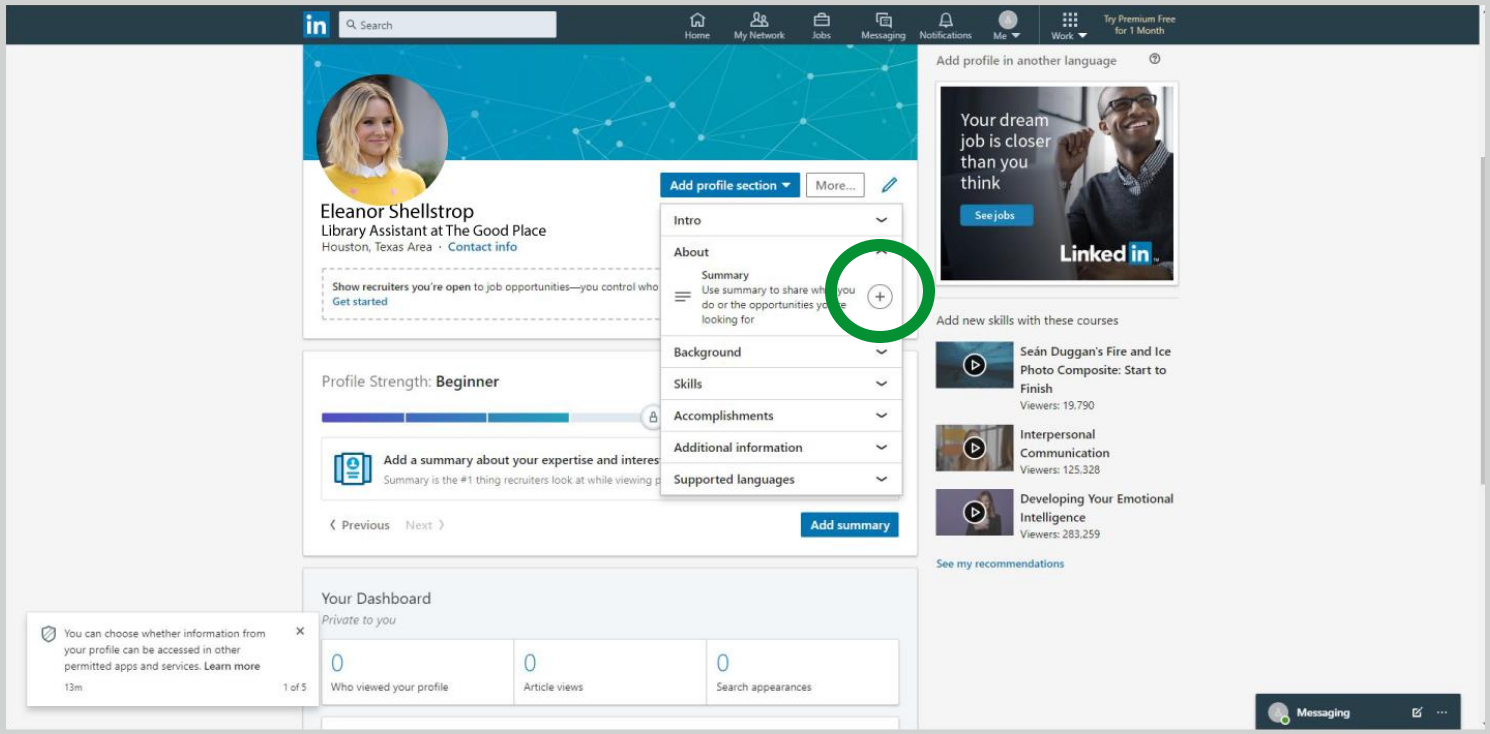
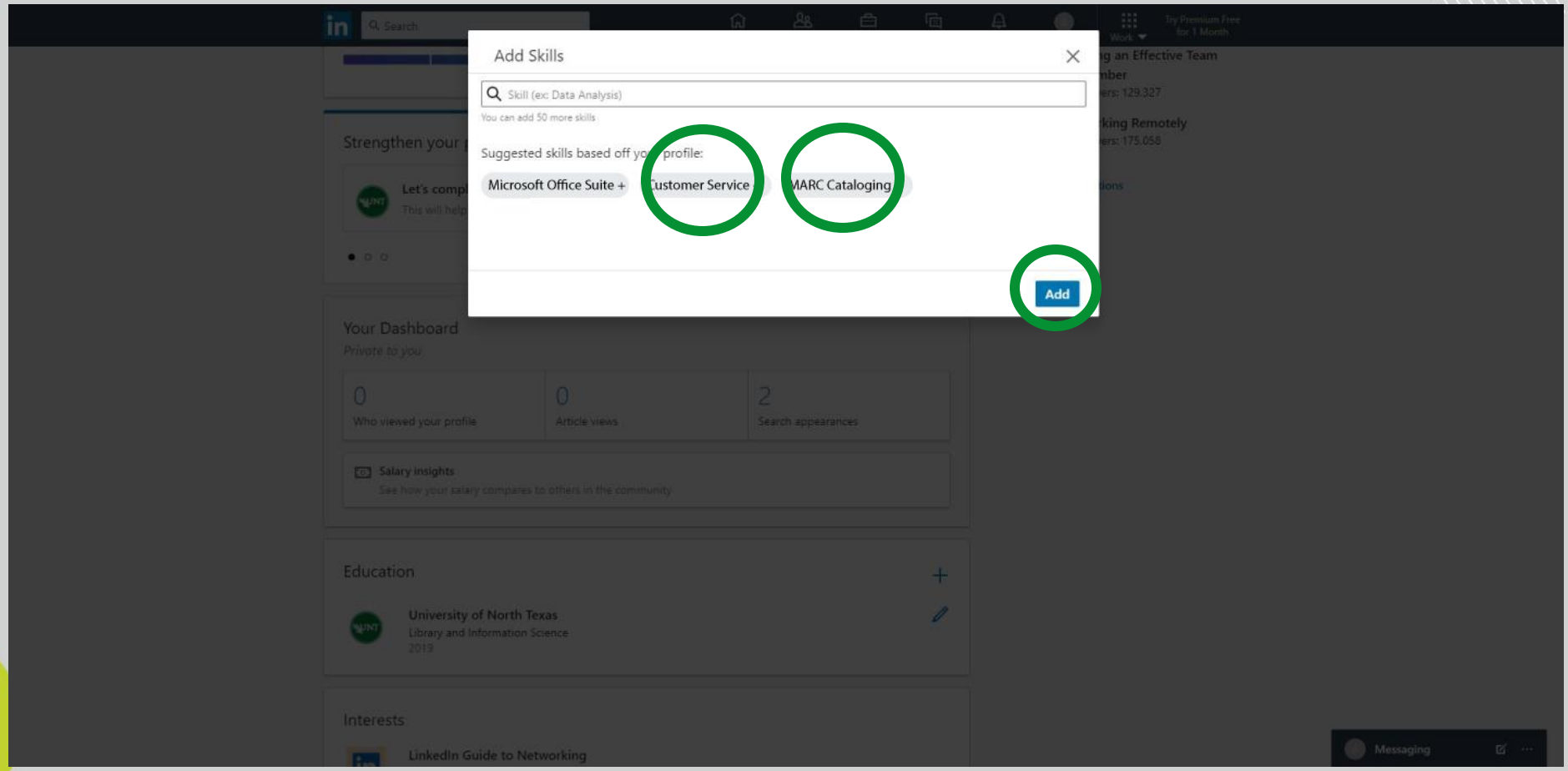
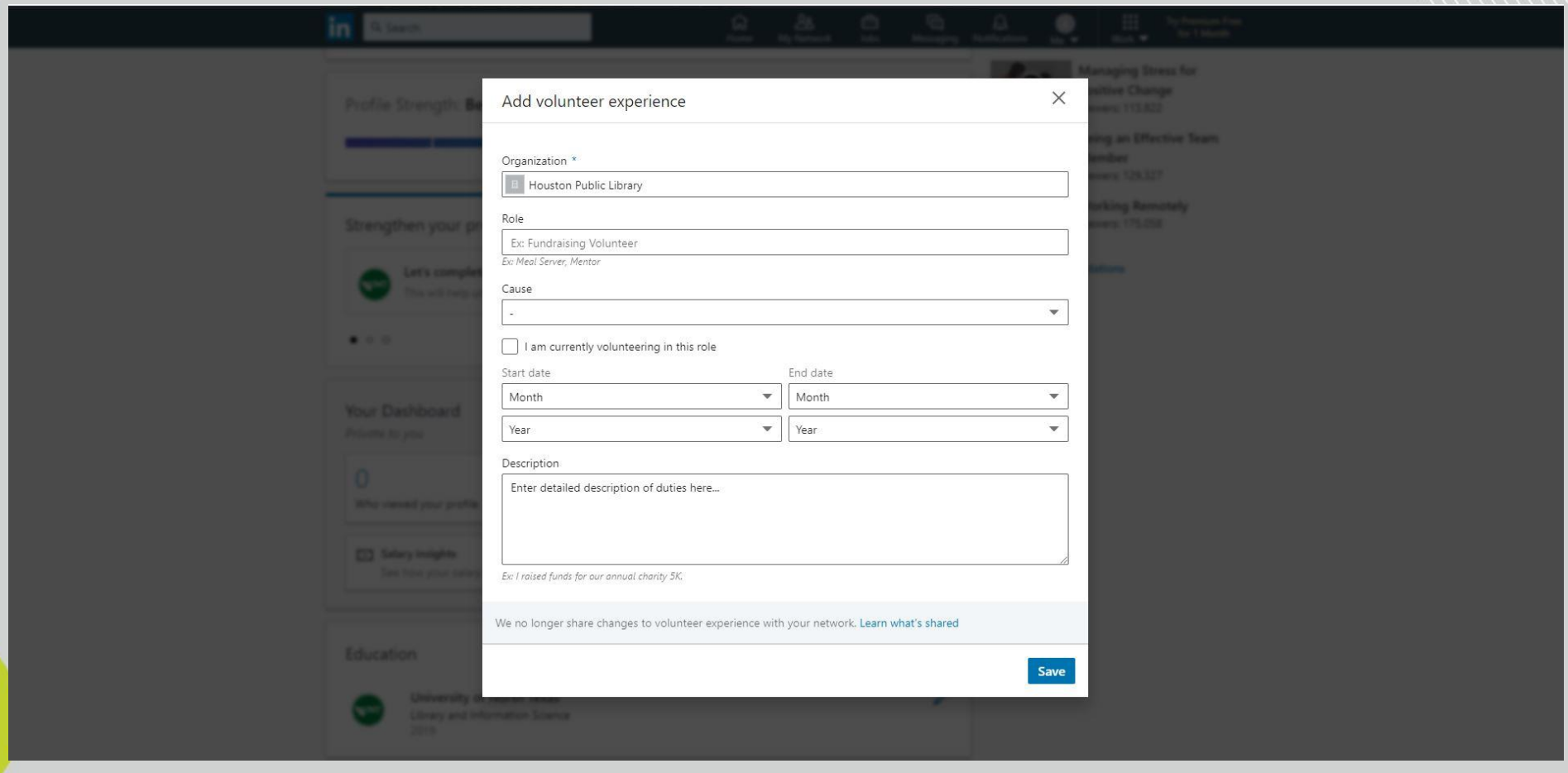


Adding Skills



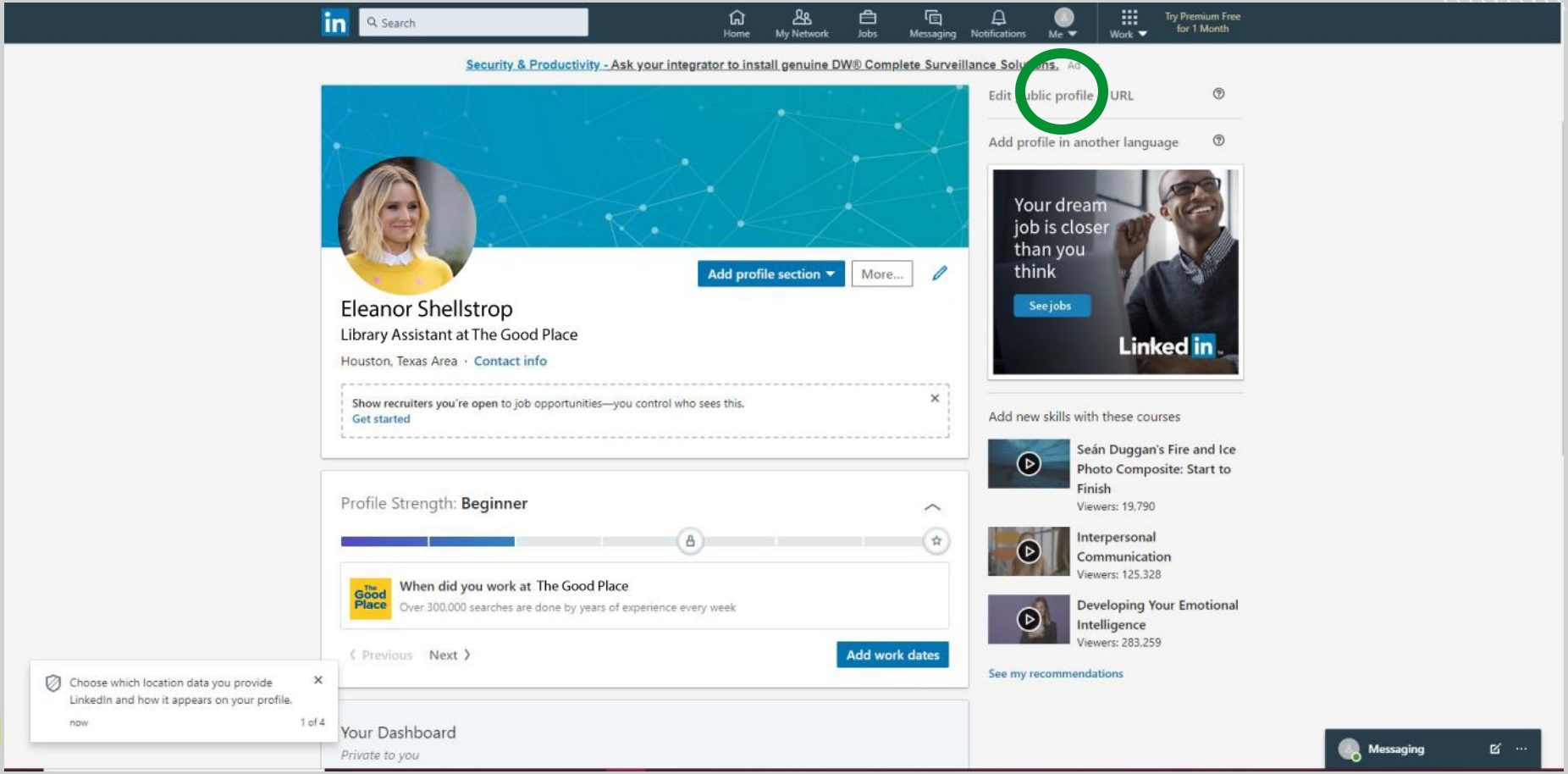
Adding Volunteer Experience



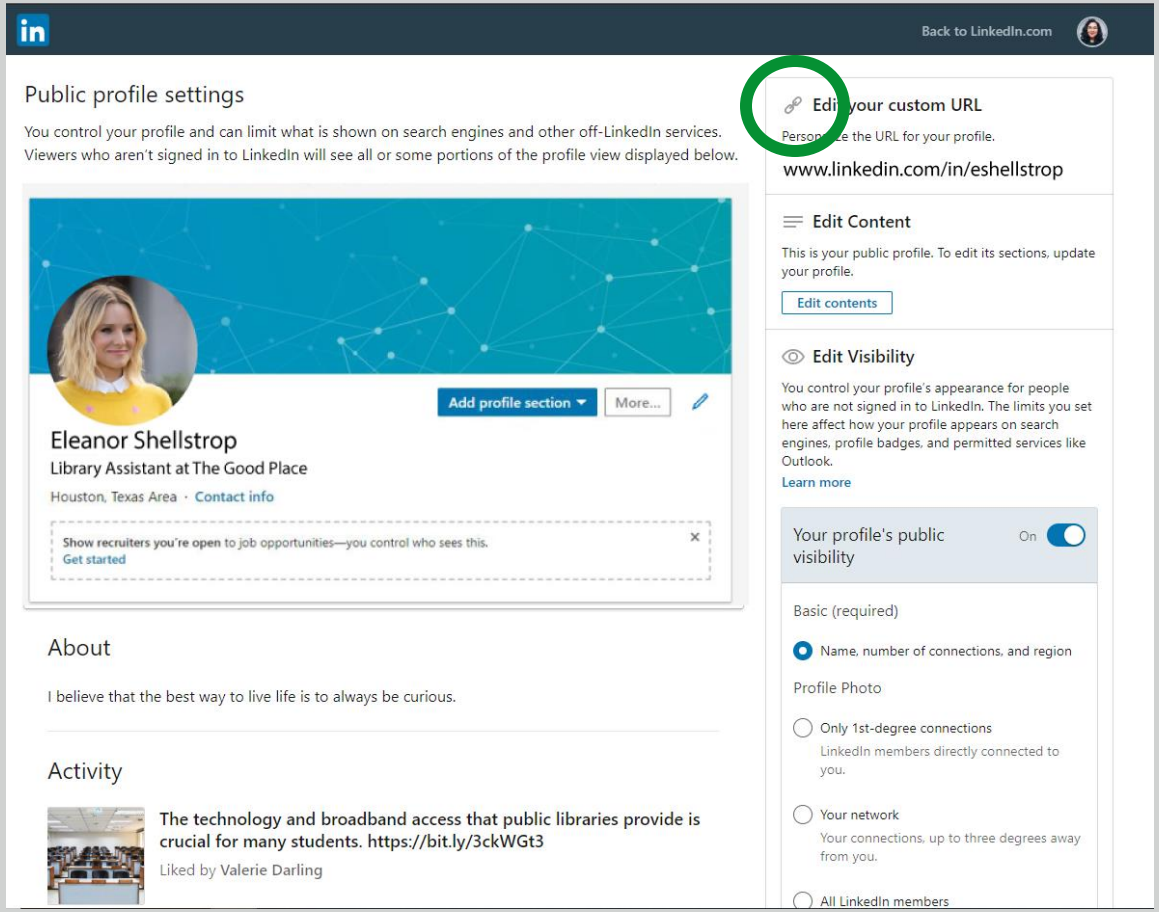
LEARNING OUTCOME 3:

CUSTOMIZE PROFILE URL

Customizing Your Profile URL



Customizing Your Profile URL

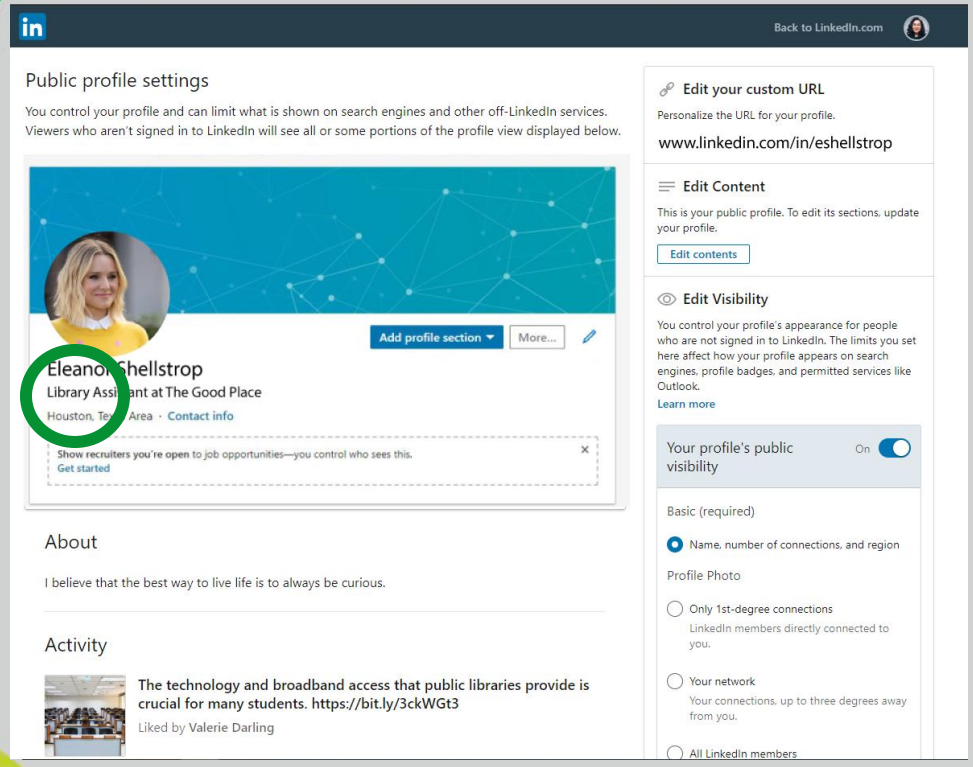


Personalizing your URL makes it easier for others to find you and looks cleaner on your resume and/or business card.

LEARNING OUTCOME 4:

UTILIZE PROFILE HEADLINE TO CAPTURE ATTENTION

Utilize Your Headline



- Getting noticed on LinkedIn starts with your public headline. This is your first impression!
- The default setting is your current job title – <u>add to this</u>
  - Maximize the 120-character limit
  - Use dividers to separate phrases or thoughts
  - Include industry keywords
  - Create opportunities by emphasizing what you can bring to the table

Capture Attention

Instead of…	Try…
Student	Library Science Student / Seeking Summer 2020 Archival Internship Opportunities
IT Analyst	Driven Information Specialist / Diligent Research Analyst / Team Player
Teacher	Teacher | Literacy Advocate | Anticipated MLIS Graduate 2021 | Open to Library Program Development Opportunities
Unemployed	Project Manager in Transition / 5+ Years' Experience in Streamlining Workflow Processes / Lean Six Sigma Green Belt
Library Intern	Library Intern | Helping the local public library manage and grow their social media presence since 2019
Cashier	Customer Service Clerk / Passionate About User Experience & Information Organization / MLIS Grad December 2020

LEARNING OUTCOME 5:

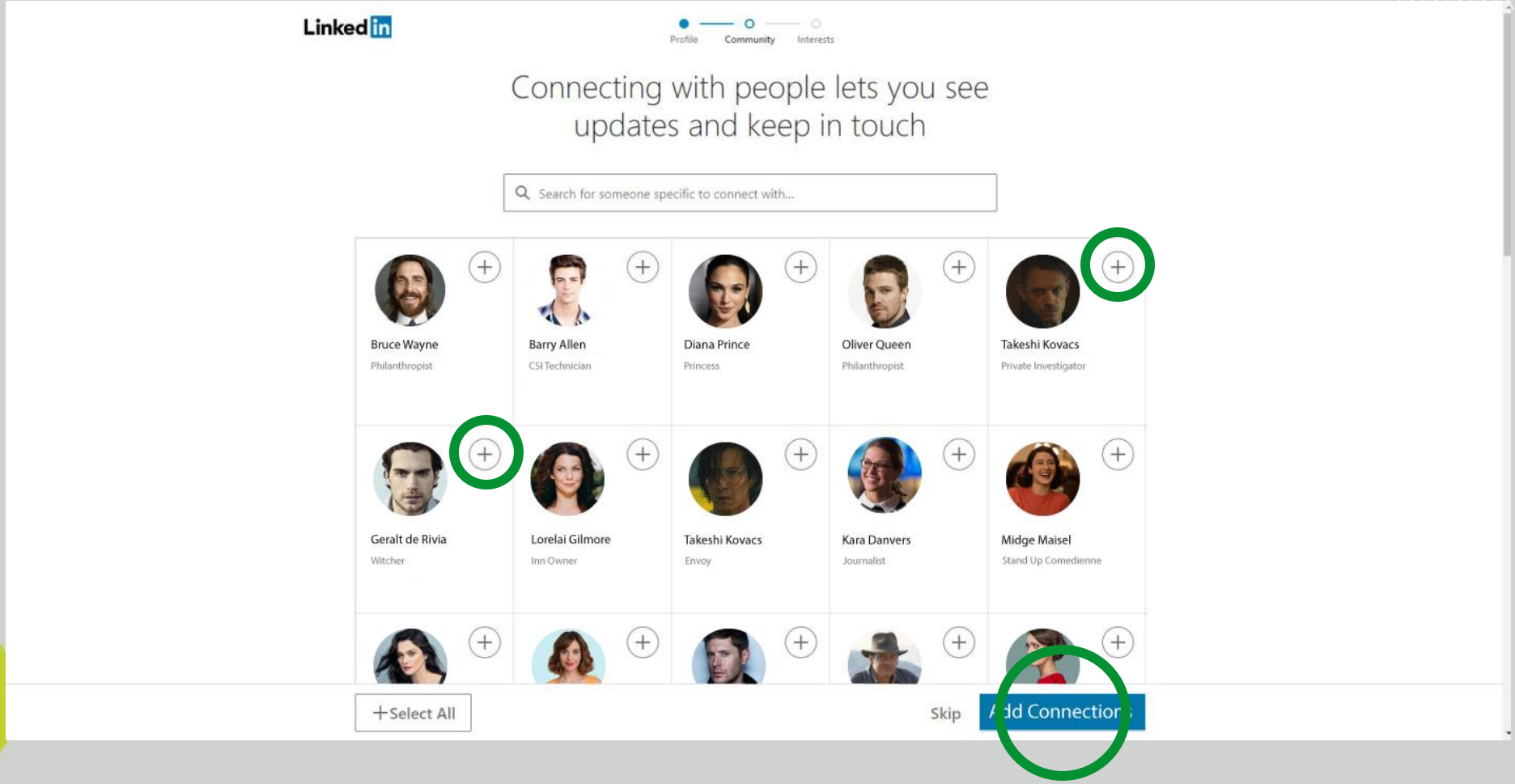
EXPAND SOCIAL NETWORK

Who Should You Connect with on LinkedIn?

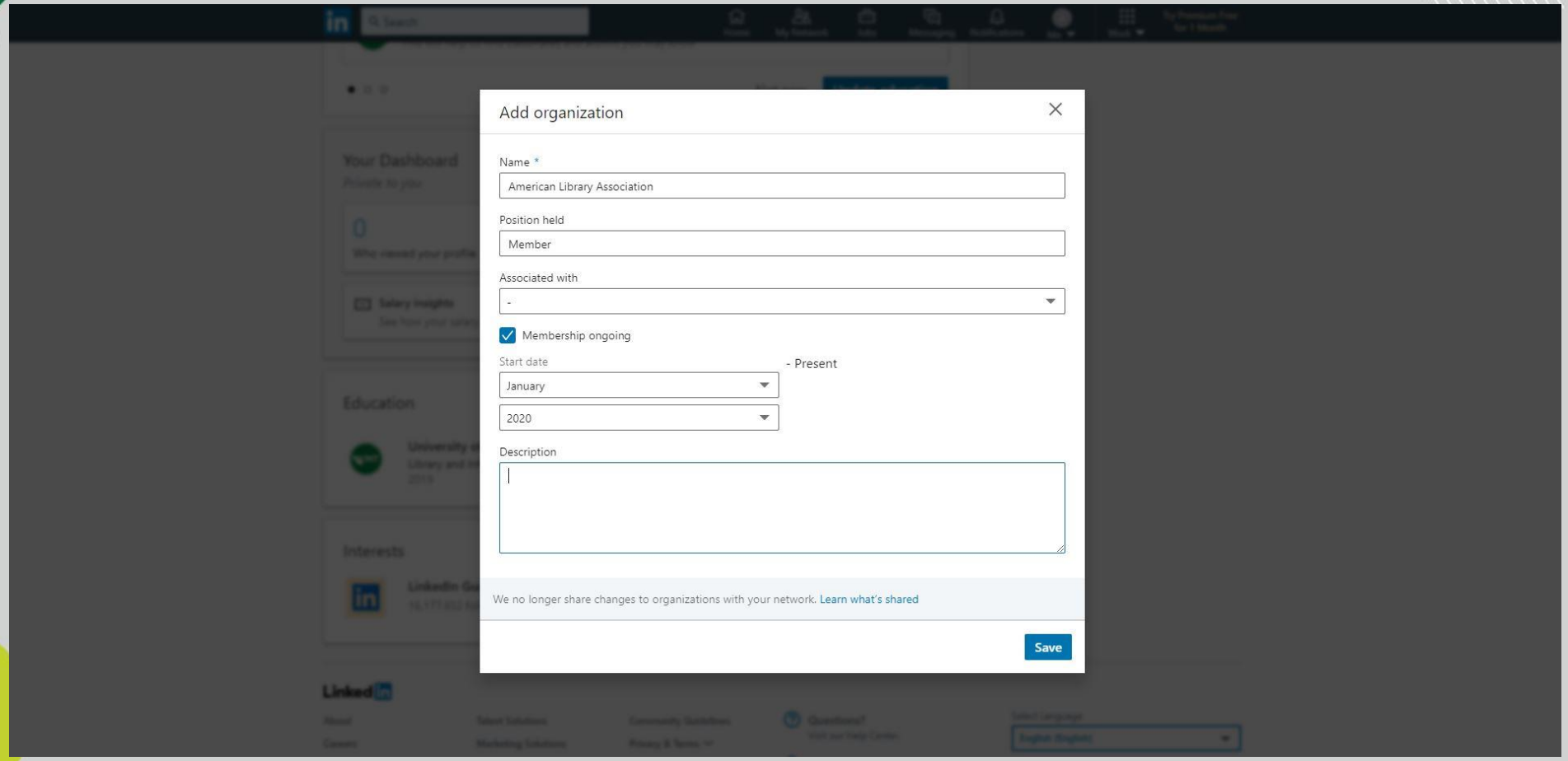
1. Classmates – Stay in touch after graduation. These are your industry peers (and may be your market competition!)
2. Professionals you already know – former and current colleagues, your manager or boss, etc.
3. Professionals you would like to know – people who are in your desired industry, field experts, professors, potential mentors.
4. Companies/Associations in your field – These affiliations show your commitment to the profession and business pages often post articles to keep you updated on industry news.
5. Friends and family – You can still gain job market insight, foster new connections, and find opportunities across different industries.

You never know who may end up helping you or you might end up helping during your career journey.

Adding Connections



Adding Professional Organizations



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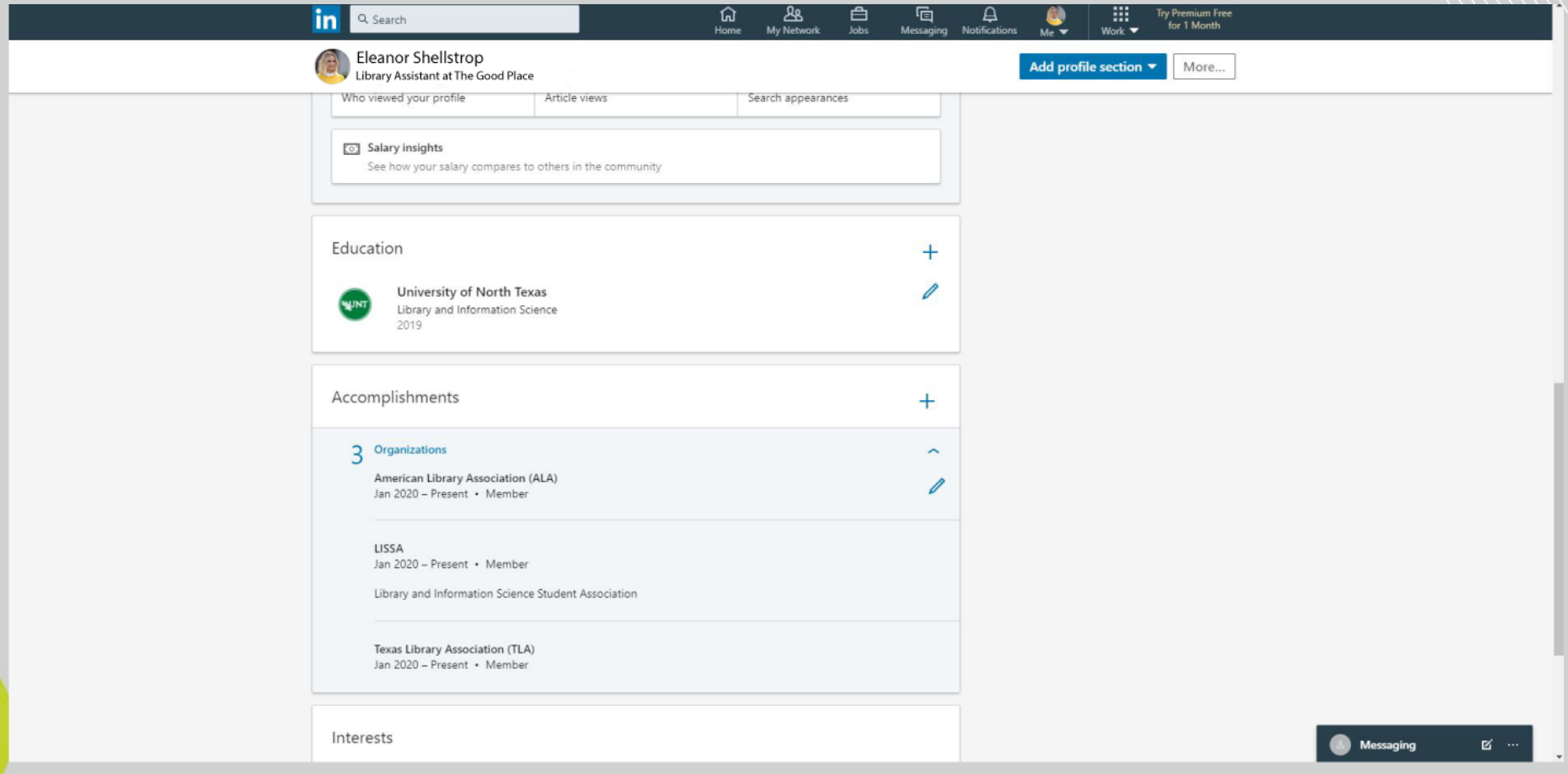
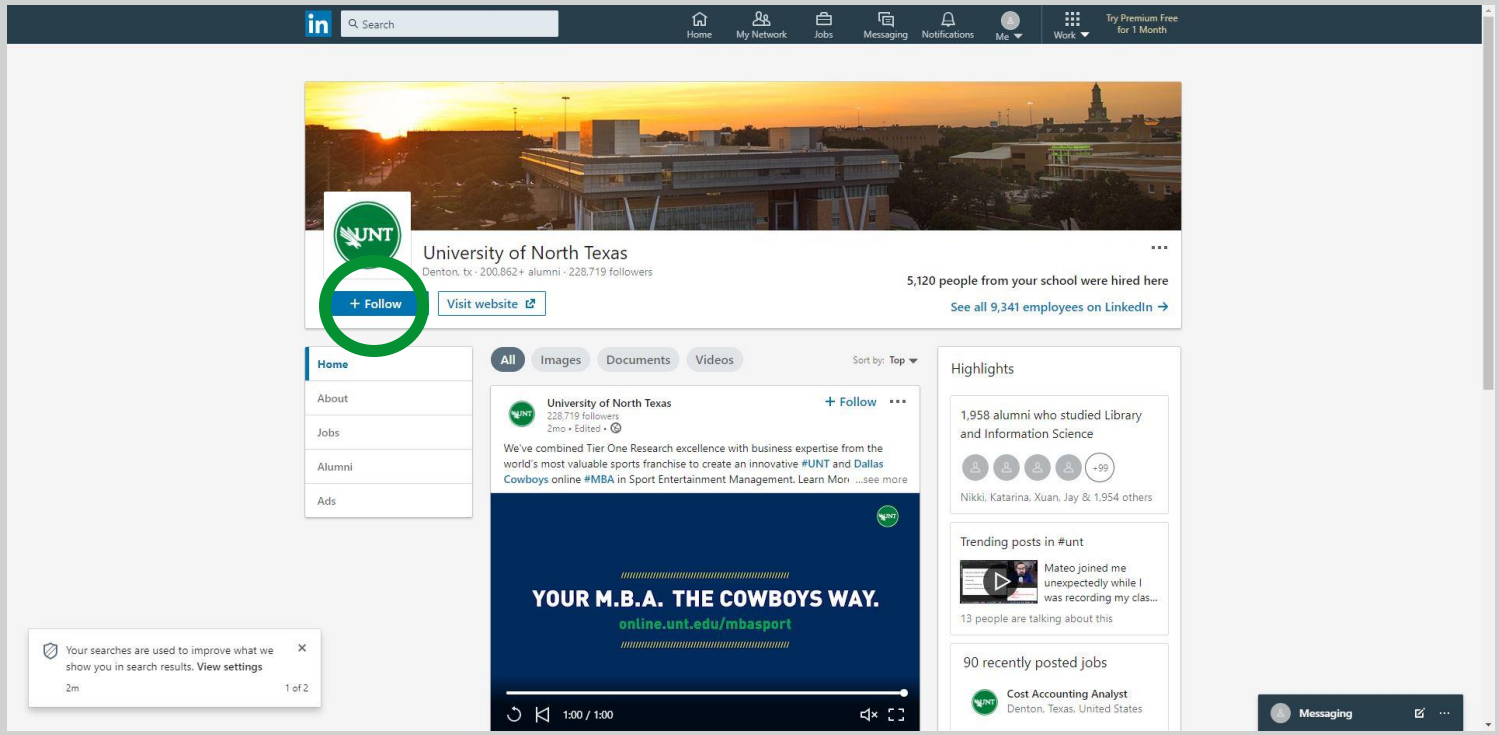


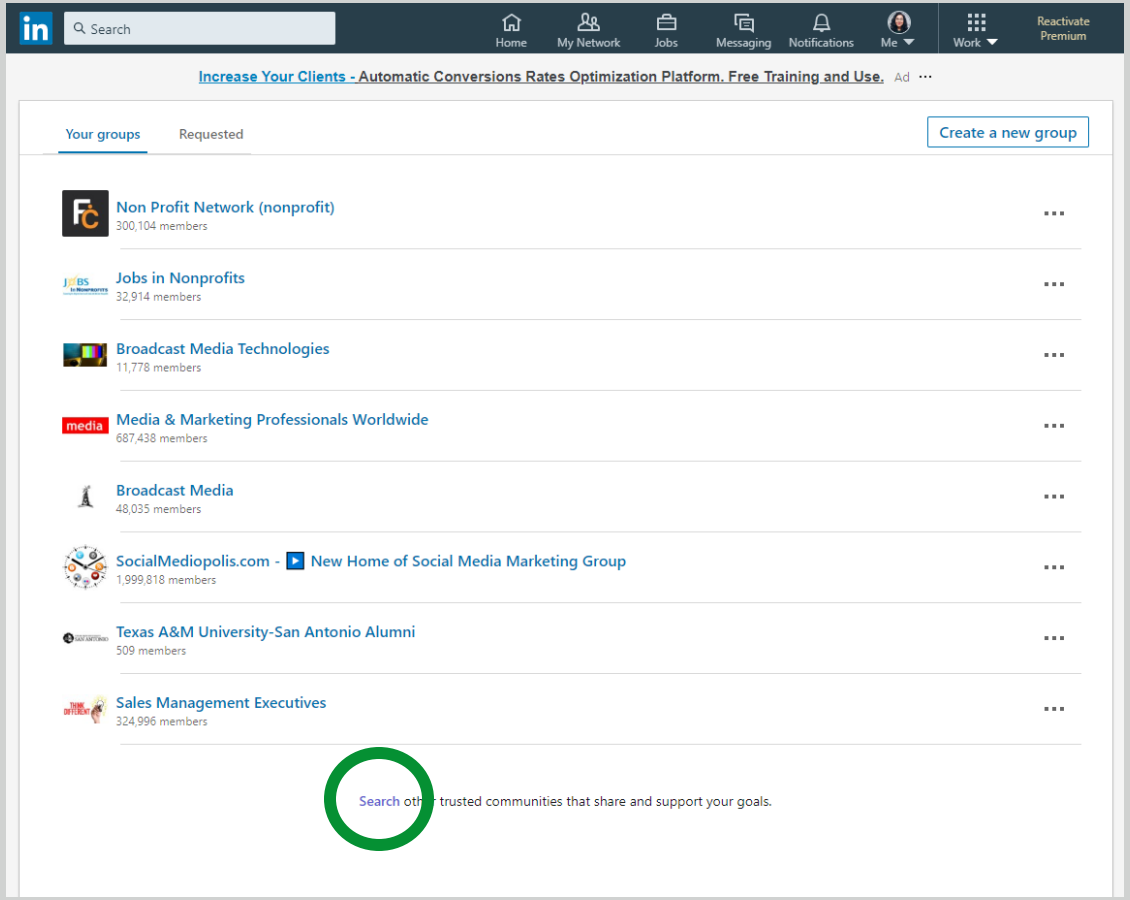
LEARNING OUTCOME 6:

JOIN GROUPS AND FOLLOW PAGES

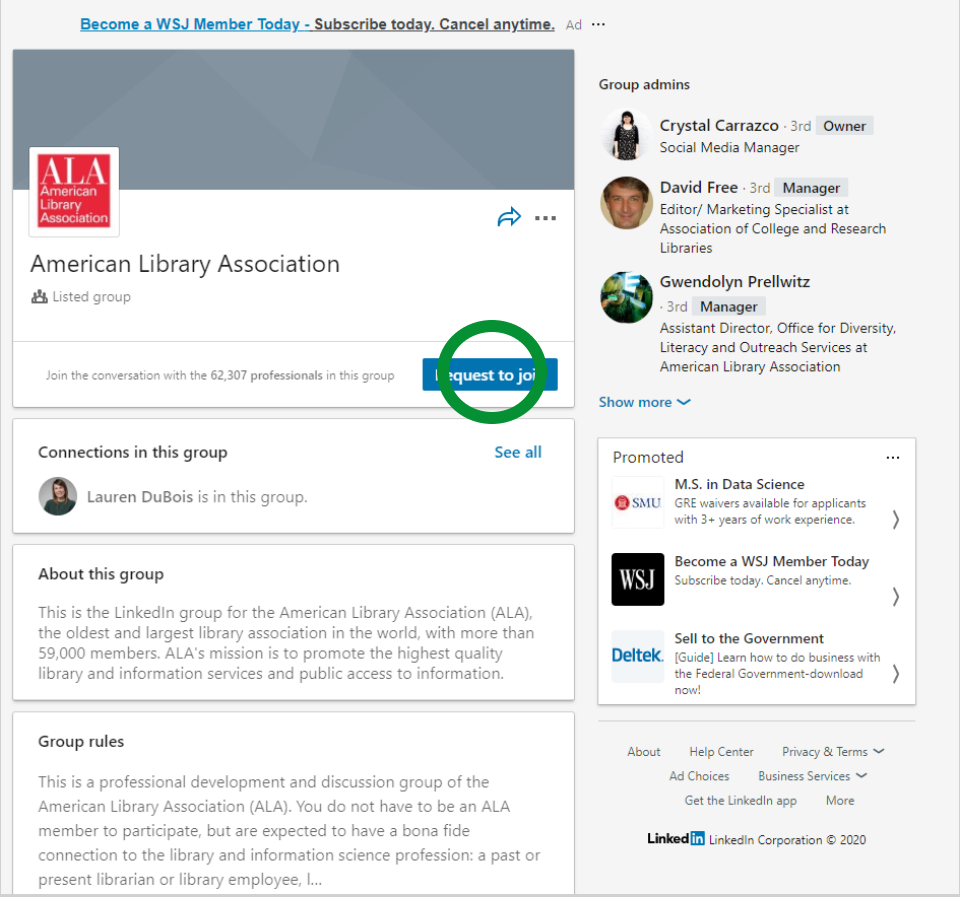
Following Pages



Adding Groups



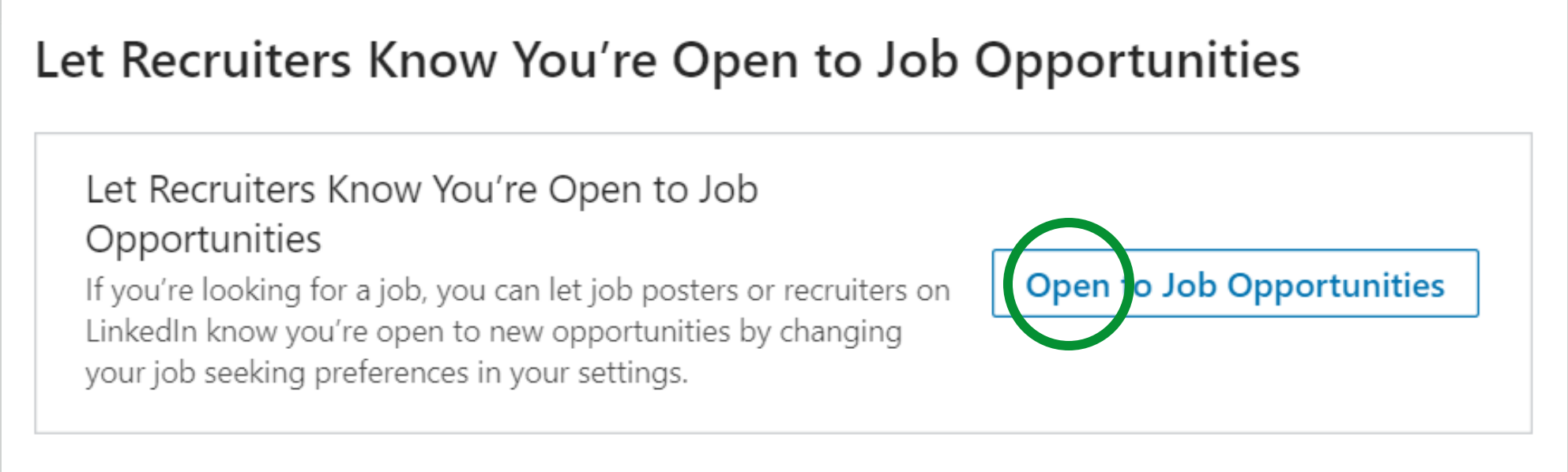
Adding Groups



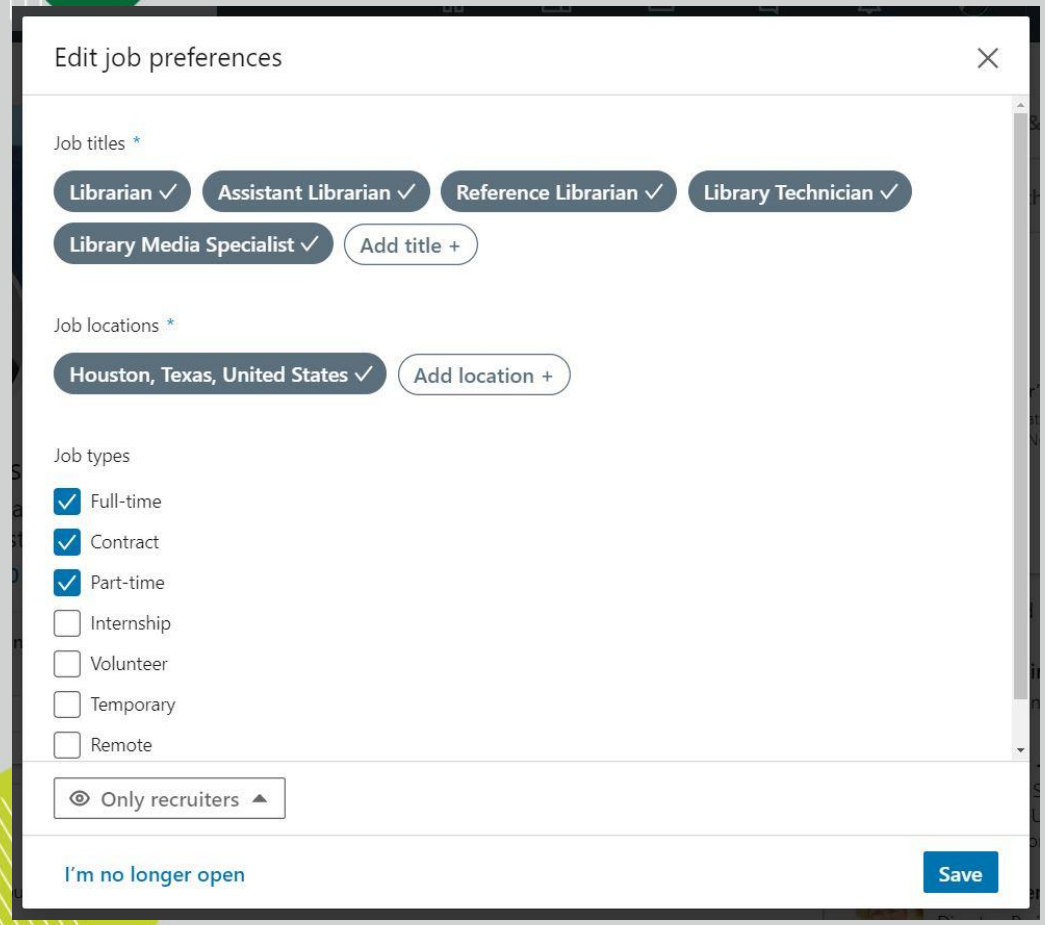
LEARNING OUTCOME 7:

OPTIMIZE SETTINGS TO ENGAGE JOB RECRUITERS

Optimize Your Profile Settings



Optimize Your Profile Settings

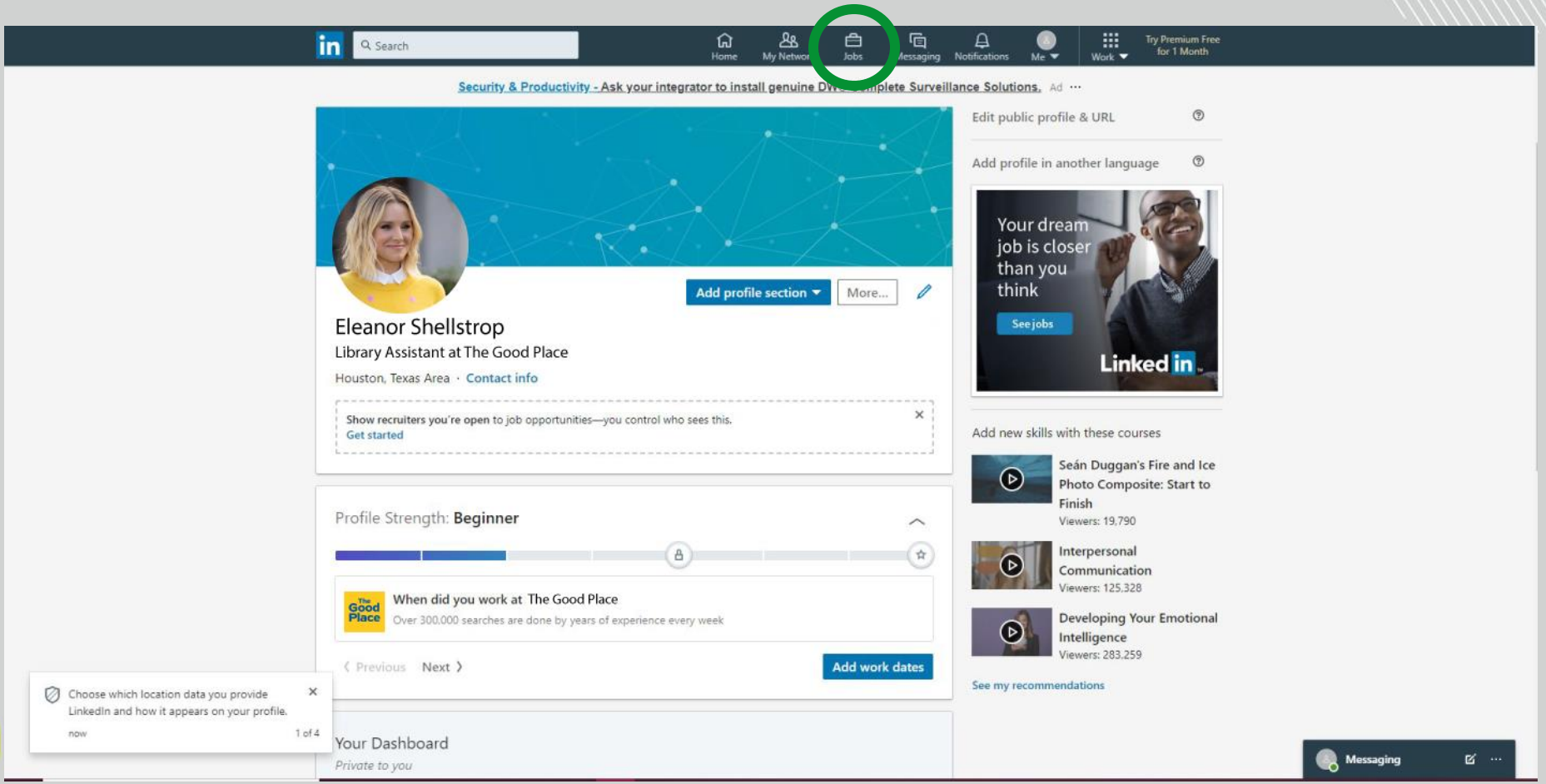


- Once selected, recruiters will be directed to your LinkedIn profile when they perform job hunts.
- You can set further job preferences to narrow the recruiter pool.
- Users may choose whether this setting is visible to recruiters only or to all LinkedIn users. (Helpful if you are currently employed!)
- If you change your mind, simply change the setting to "I'm no longer open."

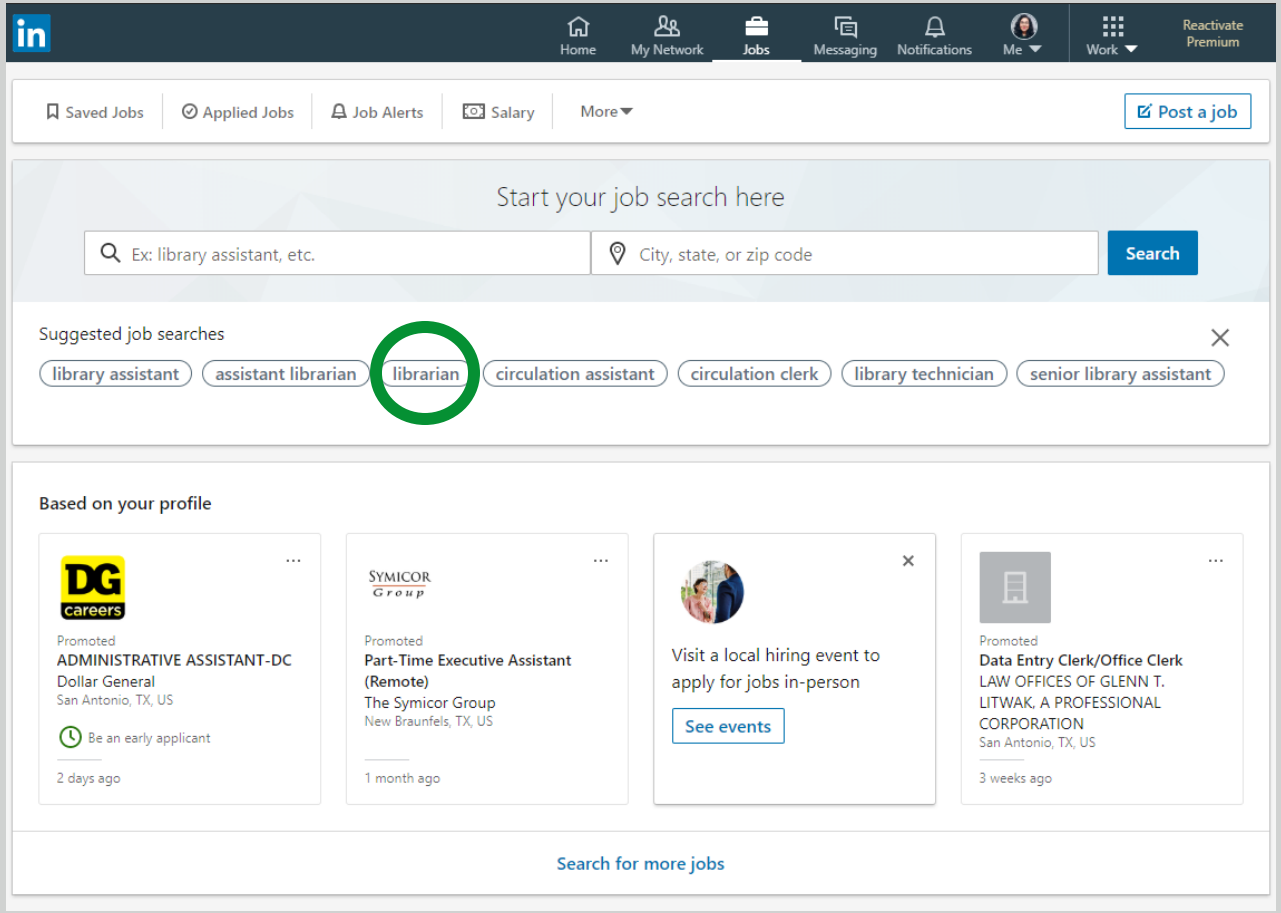
LEARNING OUTCOME 8:

LOOK AND APPLY FOR JOBS

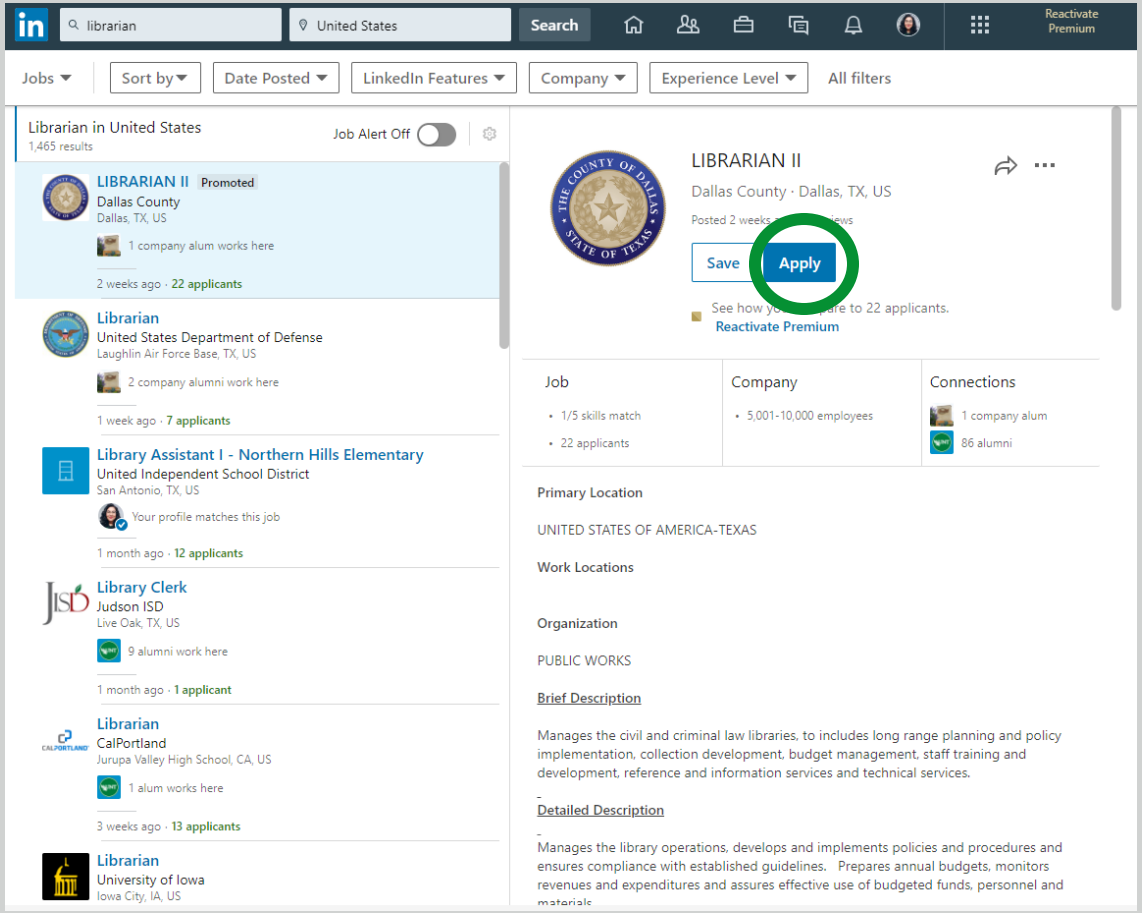
Looking for Jobs



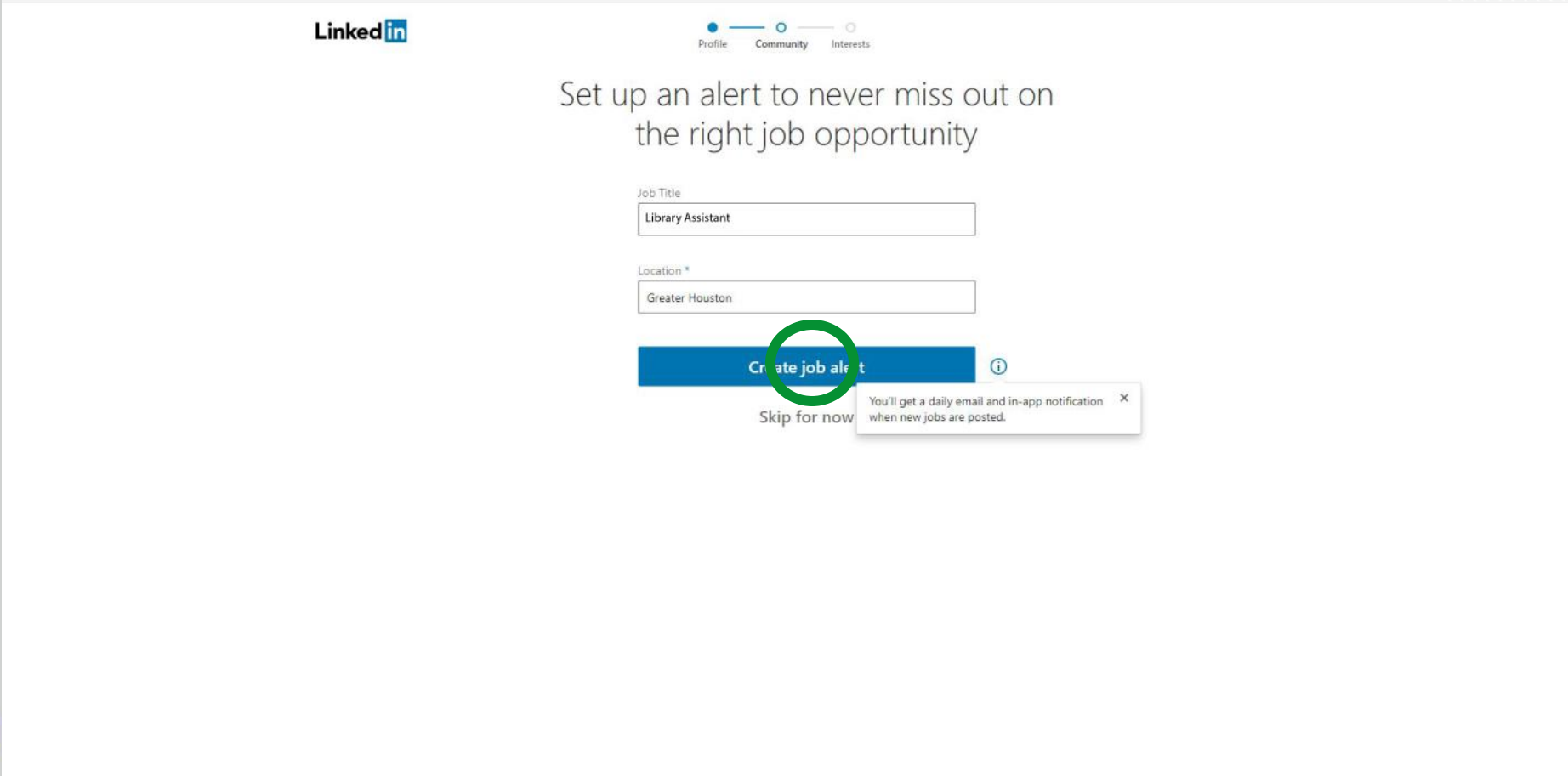
Looking for Jobs



Applying for Jobs



Setting a Job Alert



CLOSING SUMMARY

Closing Summary

- LinkedIn is a free yet powerful platform to manage your professional identity, maximize job opportunities, and connect with likeminded individuals.
- By following the guidelines presented today, you will be taking important steps toward building the best online representation of your professional self.
- We encourage you to explore the site further for additional benefits and opportunities to advance your career.

QUESTIONS?

THANK YOU FOR JOINING!

Please note: You will be contacted via email to complete brief surveys regarding this training session. Your feedback will be utilized to evaluate the effectiveness of this service. Thank you in advance for your participation.

Additional questions? Comments?
Please contact us at LinkedInLinkedUp@gmail.com

END INSTRUCTIONAL CONTENT

REFERENCES

References

Fabiano, J. (2020, January 6). *7 examples of LinkedIn headlines that will get you noticed in 2020*. Ladders. https://www.theladders.com/career-advice/linkedin-headline-to-get-you-noticed

Hoffman, A. (2014, December 3). *How to turn your LinkedIn headline from blah to memorable.* LinkedIn. https://www.linkedin.com/pulse/20141203191548-87071991-your-linkedin-headline/

LinkedIn. https://www.linkedin.com/