

## LinkedIn for Graduate Students

UTMAGS and the UTM Career Centre

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## Writing Your LinkedIn Headline and Summary

### LinkedIn Headline

- First thing that employers see when they search for you on LinkedIn
- Part of the “business card” which forms your first impression
- Your e-handshake intro
- Maximum of 120 characters (and three lines)
- The default setting is your most recent position e.g. “Barista at Starbucks”, “Co-op Student at Sanofi Pasteur”

### Components of a Strong Headline

1. **What’s the First Thing You Want to be Known For?** (Current education, job, expertise?)

Examples:

- Criminology Student
- Two years of experience working with a Professor
- Marketing Intern at ABC Inc.

2. **What’s the key thing that you bring to potential employers** (core skills or experience)

Examples:

- With two years of writing experience
- With demonstrated excellent interpersonal skills
- With specialized knowledge in health care and government services

3. **What are you looking for** (optional)?

- Looking to contribute to biotechnology research
- Seeking opportunities in technical writing

### Examples

- Project Coordinator who manages initiatives from ideation to implementation with a special interest in the Public Sector.
- University of Toronto graduate with MSc in biochemistry and years of writing experience seeking a science journalism position.

Your Headline: \_\_\_\_\_

## LinkedIn Summary

- Contains background information, examples of your qualifications and your goals
- Maximum is 2000 characters: it is generally recommended you keep it to approximately 600 characters
- Can include personal information (OK to use I/me statements)
- Should contain a value proposition (your strengths and how they relate to your readers' interests). This is similar information to a "Highlights of Qualifications" section reformatted for LinkedIn
- While it's important to highlight relevant skills, avoid overused statements such as "high achiever", "great team player". If these are important qualities or skills, ensure that you provide evidence statement (e.g. achieved 25% increase in sales, led a team of four)

### Tips for an Effective LinkedIn Summary:

1. Answers the question: Who Am I
2. Uses evidence
3. Avoids vague adjectives
4. Searchable by industry relevant skills and keywords
5. Shows personality, passion, helps owner stand out
6. References career interests / what's next

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## Critique of LinkedIn Summaries – Small group discussions

### Example #1:

I am a high energy, self-directed, results-oriented professional with a passion for strategy and communications. I am seeking a career in a high performing, innovative and creative business context that is in constant development, and build my career in a high competitive environment I can develop my vision, skills and career perspective.

My expertise is in business analysis and strategy. A curious and enthusiastic individual looking to be challenged on a daily basis I love interacting with others. I have diverse industry experience working in commercialization, research, and food sectors.

I hold a Master's degree in Management of Innovation from the University of Toronto as well as a Bachelor of Honors Science from the Ryerson University.

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Strengths:

Room for Improvement:

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## Example #2:

I initially majored in Biology and Psychology but quickly developed an interest in Statistics and Mathematics. For my Masters I studied Statistics, but quickly became enamored with Machine Learning. As a result of this I am currently working on a second Masters in Machine Learning at the Montreal Institute of Learning Algorithms hosted at the Université de Montréal. From my experiences I have a unique blend of interests, on top of many years of highly relevant research experience.

This is my tl;dr resume:

- Currently studying Machine Learning at the Université de Montréal
- Graduate from the University of Toronto Masters Degree program from Department of Statistical Sciences. cGPA: 3.9
- Experienced in Statistical Consulting. Consulted for Wellspring Cancer Center, Center for Addiction and Mental Health, Community Living, and Dr. Robert Gerlai's Lab at UofT.
- Experienced Data Scientist. Completed courses in Machine Learning, Probabilistic Graphical Models, Neural Networks and Applied Univariate and Multivariate Statistics.
- Strong complementary theoretical background. Evidenced by courses completed in Theoretical Statistics, Measure Theoretic Probability, Real Analysis, Topology, Computational Complexity Theory and Nonlinear Optimization.
- Previously worked at University of Toronto as a Sessional Lecturer
- See <https://mattscicluna.github.io/about/index.html> for more information

Strengths:

Room for Improvement:

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## Building Your Summary – A Worksheet (Fill in the blanks with your ideas)

### Part one: Who Are You?

How would you describe yourself in **one sentence** if an employer said “tell me about yourself” Note: you can choose to make this formal or personality based (as long as it’s professional). **Examples:**

*Formal*

My goal is to work towards helping the health of Canadians through drug development. I have learned so much about the impact of the pharmaceutical industry through my extensive volunteer work at South Park Hospital.

*Informal*

I was the classmate who always asked lots of questions. This natural curiosity has served me well in my research career.

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### Part Two: What Are Your Key Demonstrated Skills and Abilities

What are the top skills that you offer? What examples can you provide of where you demonstrated those skills? Review your Summary of Qualifications Section on your resume to see what stands out.

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### **Part Three (optional): Are there any unique/memorable facts that you wish to state?**

(e.g. I love travelling and experiencing new cultures. My favourite trip was when I toured Thailand and went Scuba Diving)

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### **Closing (Optional):**

(e.g. I am pursuing opportunities in regulatory affairs where I can contribute to a large research project).

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## A Short How-to Guide for LinkedIn (As of Nov 21, 2017)

### Add a Skills Section

If you don't have any skills listed on your profile, the **Featured Skills & Endorsements** section won't appear. To add this section and a skill:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. Click **Add new profile section** on the right rail.
4. Select **Skills** from the dropdown.
5. Type the name of a skill in the **Skill** text box and select it from the dropdown list that appears. Once selected, it will automatically be added to your list of skills.

### Add Skills to an Existing Skills Section

Once the **Featured Skills & Endorsements** section has been added to your profile, you can include more skills at any time. To add more skills:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. Scroll to the **Featured Skills & Endorsements** section of your profile.
4. Click **Add a new skill**.
5. Type the name of a skill in the text box and select it from the dropdown list that appears. Once selected, it will automatically be added to your list of skills.

### Request Recommendations

#### From a Connection's Profile Page:

1. Navigate to the connection's profile page.
2. Click the **More** icon in the top section of the profile.
3. Select Request a **recommendation**.
4. Fill out the **Relationship** and **Position at the time** fields of the recommendations pop-up window, and click **Next**.
5. You can change the text in the message field, and then click **Send**.

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## From Your Profile Page:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Select **View profile**.
3. Scroll down to the **Recommendations** section and click **Ask to be recommended**.
4. Type the name of the connection you'd like to ask for a recommendation in the **Who do you want to ask?** field.
5. Select the name from the dropdown that appears.
6. Fill out the **Relationship** and **Position at the time** fields of the recommendations pop-up window, and click Next.
7. You can change the text in the message field, and then click **Send**.

**Note: Recommendations** section of your profile displays **once** you give or receive a recommendation (that isn't hidden).

## Find Companies

- If you know company's name, type into the **Search** bar. For example: Hostess Brands.
- If you don't know company name, enter partial name or characteristics associated with company. For example: Hostess. If you can't see the result you're looking for, click on the **Companies** tab to filter search results.
- To search multiple companies, type your search criteria into the **Search** bar. For example: snack cakes. Click on the **Companies** tab at top of page to view all companies that fall within your search criteria.

## Find People

- Type the person's name into the **Search** bar. Then, select the member from the suggestions in the dropdown or click the **Search** icon to run the search.  
OR
- Click on **My Network** tab (top navigation bar), and scroll down to the **People you may know** section.  
OR
- If you don't know the full name of the person you're searching for, use keywords to enter information that you know about them, such as company or job title. For example: Editor The Kansas City Star.  
OR
- You can search for multiple people by typing your search criteria into the search bar. For example: finance Toronto. Click on the **People** tab to filter results.

## Search Schools for Alumni

1. Type school name into the **Search** bar, then select the school from the suggestions in the dropdown. For example: University of Toronto.
2. Click on the **See alumni** button on the school's page.
3. (Optional) Search or filter the results by different categories: year attended or graduation year, locations, companies, and industries; click on **Next** to filter alumni by area of study and skills.
4. Scroll down to see a list of alumni.

## Find and Join Groups

### By Name of Keyword:

1. Type keywords or group name into the **Search** bar. Then, select the **Groups** tab on the search results page.
2. Click "**Ask to join**" button under the group description to request membership.

### Recommended for you by LinkedIn:

1. Click the **Work** icon in the top right of your homepage and select **Groups** from the dropdown. Then click **Discover** to view suggested groups.
2. Click "**Ask to join**" button under the group description to request membership.

## Search for Jobs

1. Click the **Jobs** icon at the top of your homepage.
2. In the left **Search** box, type a job title, keyword, or company name. Note: you can use Boolean search modifiers to help refine your search. Then, click **Search**.
3. Use the filters to further refine your search by location, company, experience level, date posted, job type and more.
4. Click a job title to view the job details.

### Create and Manage Job Alerts:

1. To the right of LinkedIn's job search results page, click **Create search alert** button.
2. Select how often you'd like to receive an email alert about new jobs that fit your specific search parameters.
3. Access your job alerts by clicking on the **Jobs** icon at the top of your homepage, and click **Manage alerts** under the **Search** box at the top of the page to manage or delete search alerts.

## Search Tips for LinkedIn

From: Using Boolean Modifiers When Searching for Jobs on LinkedIn, To Refine Results Source:

<https://www.linkedin.com/help/linkedin/answer/73838>

- NOT searches: Type the word NOT (capital letters) immediately before a search term to exclude it from your search results. For example, "NOT accountant" or "programmer NOT manager". This typically limits your search results.
- OR searches: Type the word OR (capital letters) to see results that include one or more items in a list such as "sales OR marketing". This typically broadens your search results.
- AND searches: Type the word AND (capital letters) to see results that include all items in a list. This typically limits your search results.
- Note: The "+" and "-" operators are not officially supported by LinkedIn. Using AND in place of "+" and NOT in place of "-" makes a query easier to read and guarantees that we'll handle the search correctly.
- Keep in mind that you can also use quotation marks to search for an exact phrase such as "product manager". Please note that LinkedIn search only supports standard quotation marks, and we do not support wildcard "\*" searches.

## Commercial Use Limits on LinkedIn

- There is a limit how many people searches you can do on the standard, free LinkedIn account and Career and Premium Essentials plans. The limit is reset on the first of every month. Here's how it works:
- If you reach the commercial use limit, your activity on LinkedIn indicates that you're likely using LinkedIn for commercial use, like hiring or prospecting. This limit is calculated based on your search activity since the first of the calendar month.
- Specific activities that contribute to the limit include:
  - Searching for LinkedIn profiles on LinkedIn.com and mobile.
  - Browsing LinkedIn profiles using the People Also Viewed section located on the right side of a profile.
- These activities do not count toward the limit:
  - Searching profiles by name using the search box located at the top of every page on LinkedIn.com
  - Browsing your 1st-degree connections from the connections page.
  - Searching for jobs on the jobs page.
- You'll see a warning as you approach the limit. Your free monthly usage resets at midnight PST on the 1st of each calendar month. We are not able to display the exact number of searches or views you have

left and we also cannot lift the limit upon request. Also note that the warning that you are approaching the limit may not display if you run through the full amount of searches or views too quickly.

- You can always upgrade to one of LinkedIn's Premium account plans to increase the number of profile searches and views you have available:
- Premium Business
- Recruiter
- Sales Navigator
- Note: Our Career and Premium Essentials plans still include the commercial use limit.
- NOTE: Consider keep track of profile names or URLs of profiles which you know you'll want to come back to many times (career path research and reaching out to connect) rather than doing a search through the people search engine

## LinkedIn Profile Dos

- ✓ Personalize your LinkedIn public profile URL ie: <https://ca.linkedin.com/in/felicitymorgan>
- ✓ Include a professional looking photo
- ✓ Have at least 2 recommendations from various sources
- ✓ Include interests at the bottom of your profile
- ✓ Proofread and re-proofread your profile for typos and grammatical errors
- ✓ Protect your privacy online!

## LinkedIn Profile Don'ts

- Have less than a 100% complete profile
- If your profile is not ready, don't make it live!
- Set it and forget it
- Neglect LinkedIn groups
- Invite people you don't know at all to join your LinkedIn network
- Accept every invitation to connect without checking the profile

- Forget to personalize the default invitation to connect message

## Reaching Out to Requesting Information Interviews

<http://careerenlightenment.com/linkedin-inmail-templates>

Copy and Paste, then customize the template that fits your situation

- **For Students Getting Info Interviews:**

Your message to your target person:

Dear Mr. Picone,

I am an MBA student at XXX University, interested in entering the XXX industry when I graduate in the Spring of 20xx.

Looking over your current and past positions within the XXX industry, I thought you would be an excellent person to ask questions about (*Your target company*) and the industry in general.

Having worked at XXX as a research technician for X years, I am now looking to advance my career in a different direction, and work on the *business end* within the *pharmaceutical industry*.

I would very much like to set up a time to speak with you, either over the phone or in person. Please let me know if this is possible. I can be reached at GK@bu.edu and 888.555.1212.

Thank you for your time,

Gitta Kwainted

## Your Message to the Person Introducing You:

Gary,

I'm interested in setting up an information interview with *Michael Picone*, one of your connections on LinkedIn.

I would like to ask him about both his experience at (*Target Company*) and in the industry in general. I

would very much appreciate it if you would forward my message to Mr. Picone.

Thanks for your help,

Gitta Kwainted

## For Professionals Getting Info Interviews:

Dear Mr. Picone,

I obtained your name through the (*name the common LinkedIn group or network*) on LinkedIn. I have been working at (*name last position*) and I am in the process of making a career transition.

It would be helpful for me to ask you questions about your experiences as an (*name role*) for (*target company*).

I promise not to take more than 15 minutes of your time.

I am not expecting to discuss a particular employment position but I would appreciate being able to talk with you on an informational basis.

What is the best way to reach you this week?

I have Thursday at 9 and Friday at 2pm available. I thank you in advance.

Regards,

Gitta Kwainted

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## **For Professionals Connecting with a Hiring Manager:**

Hi *Christina*,

I ran across your profile on LinkedIn because I'm looking for *Marketing* opportunities at (*target company*).

I've been following the fast growth of the company over the last 3 years and want to see if there may be a place for me to help out.

I know there may not be open opportunities at the moment, just so I'm not wasting your time or mine, I'd love a chance to speak with you about the company and see if I might, one day, be a fit.

I received an (*name your degree*) from XXX University, and spent the last 3 years working in *sales and marketing* for (*name past company*). I specialized in (*your elevator pitch*).

I promise not to take any more than 15-20 minutes of your time. Will you have some time this week for a chat? I have Thursday at 9 and Friday at 2pm available.

Looking forward to your reply,

*Gitta Kwainted*