LinkedIn Profiles:
Going Beyond the Basics to Get From Here to There

Laurie Burruss, lburruss@linkedin.com

Tue Sep 06
10 am - 11:00 am PST/ 1 pm - 2:00 pm EST
Panelists

Presenter: Laurie Burruss & Ryan Mac Taggert

Laurie Burruss
Education Innovation Advisor
LinkedIn Learning

Ryan Mac Taggert
Assoc. Director, Professional Learning
Educause
Agenda

1. Get Ready - Create Your LinkedIn Profile
2. Get Noticed - Grow Your Professional Skills
4. Get Connected - Accessing the LinkedIn Network & Resources
1. Create a LinkedIn Profile
Why LinkedIn?
OUR VALUE PROPOSITION

Connect to opportunity
The Power of LinkedIn

800M+ MEMBERS
57M+ COMPANIES
20M+ JOBS
50K+ SKILLS
90K+ SCHOOLS
Your profile, your story
Before you start:

➡ Pronouns

➡ Name pronunciation (on mobile app only)

➡ Open to > Add Section > More

➡ Your Dashboard (private to you) - You’re aiming for All Star

➡ Creator mode

➡ My Network

➡ Salary insights

➡ My items

➡ Add profile in another language
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OPEN TO WORK

Under Contact Info
Before you start:

➡ Edit your custom URL
➡ Edit visibility
➡ Public Profile badge

Activity
Every year, #dataisAWESOME is super inspiring so I created a video around some of my favorite quotes and takeaways after watching a bunch of a conference and...

Enhancing my creative skills with user experiences and user interface design. First step, wireframing, dictated by the creative brief, #designerMode ...

About
Laurie is currently the Education Innovation Advisor at LinkedIn, as well as an Adjunct Professor at USC Rossier School of Education, Design, and Innovation: Design in Digital Media. In addition, she is a professor emeritus at Pasadena City College. Since 2006, she has consulted in educational innovation for over 300 companies as well as universities. She advocates for academic initiatives, supports excellence in teaching and learning, and provides integration and implementation strategies for the use of digital media in the classroom. Laurie is a writer and speaker. Laurie encourages all forms of education and learning. Before coming to LinkedIn, she served as a professor in the Interactive Design program and as the director of the Pasadena City College Digital Media, serving the city of Los Angeles as a regional resource for collaboration between education, industry, and the community. Her passion is digital storytelling.

Experience
Education Innovation Advisor, LinkedIn, with #LinkedIn.com Contact
Jan 2020 - Present 1 year 10 months
Cambridge MA

Adjunct Professor
University of Southern California
Aug 2016 - Present 2 years 3 months
Los Angeles, California, United States

Design Pedagogy: DDS, LEED - Rossier School of Education, Design, and Innovation: Design in Digital Media

Professor
Otis College of Art and Design
Aug 2009 - Present 10 years
Los Angeles, United States
Business Seminar 1 (COM 416) - Living in the Real World

Adjunct Professor
ArtCenter College of Design
Jan 2017 - Present 3 years 10 months

Choose a badge from the options below, copy and paste the code (includes a link to your public profile)

Badge 1

Proper for embedding in main container of the page

Badge 2

Proper for embedding in side bar of the page
STEP 1

Add a photo

Members with a photo get up to:

- **9x** more connection requests
- **21x** more Profile views
- **36x** more messages
STEP 2

Add your industry

Members with industry information receive up to \(9x\) more Profile views.

More than 300K people search by industry on LinkedIn every week.
STEP 3
Draft a compelling summary

Your “elevator pitch”
Focus on career accomplishments and aspirations

40+ words

Engineer, designer, fabricator, & consultant in a variety of industries, including medical device industry, petroleum industry, & motorsports simulation. Now focused on Surgical Robotics. Also worked in drilling fluids/solids control in Oil industry. Founder of the SCTG on LinkedIn. Experience working as team member of early stage start-ups to fortune 500 corporations. Lead engineer on several medical device projects involving new treatments for cancer. Currently holds 11 US patents. Many years of OSHA training and experience.
STEP 4

Detail your work experience

Member with up-to-date positions receive up to:

5x more connection requests
8x more Profile views
10x more messages
Add examples of your work

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story
Add volunteer experience

Members who add volunteer experience and causes get up to 6x more Profile views than those without.
STEP 7
Add skills & get endorsed

Members who add 5 or more skills receive up to 17x more Profile views
Add skills & get endorsed

STEP 7

1st item that recruiters check

Members who add 5 or more skills receive up to 17x more Profile views
STEP 8
Request a recommendation

Recommendations help build you credibility and validate your skills
And don’t forget about…

LOCATION  EDUCATION  PUBLICATIONS  ACCOMPLISHMENTS
02
Get Noticed -
Grow Your Professional Skills
Transcripts vs Job Postings
Transcripts vs Job Postings

Courses & Subjects

A list of topics - no skills to search here.

Skills

A list of skills - that fall into 3 buckets.
Professional - Interpersonal - Technological
Let’s meet Mathew

PSU Senior Student - graduating by end of 2022 - seeking internship

Mathew

Penn State University
Graduating December 2022
Seeking internship
JOB POSTINGS: Mathew

Highlight the skills:
• Professional
• Interpersonal
• Technological
SKILLS ANALYSIS: Mathew

Categorize the skills:

- Professional
- Interpersonal
- Technological

Add to your LinkedIn Profile

Add & Update Profile Sections

- Intro
- About
- Background: Work, Education, Volunteer Experiences
- Skills
- Accomplishments
- Additional Information: Request a recommendation

### Software Engineer Skills – 3 job positions (internships) – Mathew, PSU

<table>
<thead>
<tr>
<th>Expertise (14)</th>
<th>Professional (27)</th>
<th>Technical (17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Science</td>
<td>Team work</td>
<td>Object-oriented programming</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>Peer-to-peer communication</td>
<td>C++</td>
</tr>
<tr>
<td>Software Engineering</td>
<td>Team building</td>
<td>C#</td>
</tr>
<tr>
<td>Software development principles</td>
<td>Collaboration</td>
<td>Java</td>
</tr>
<tr>
<td>Real world projects</td>
<td>Oral, written &amp; visual communication skills</td>
<td>Windows</td>
</tr>
<tr>
<td>Engineering principles</td>
<td>Complex Problem solving</td>
<td>MS Visual Studio</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>Customer’s needs addressed</td>
<td>JIRA</td>
</tr>
<tr>
<td>Basic programming</td>
<td>Diverse community connection</td>
<td>Jenkins</td>
</tr>
<tr>
<td>Cyber security &amp; secure systems</td>
<td>Innovation</td>
<td>Confluence</td>
</tr>
<tr>
<td>AI</td>
<td>Product quality</td>
<td>Git</td>
</tr>
<tr>
<td>Data Science</td>
<td>Product design</td>
<td>Bitbucket</td>
</tr>
<tr>
<td>Cloud Computing</td>
<td>Design, development &amp; testing of software</td>
<td>Collaboration tools</td>
</tr>
<tr>
<td>Network building</td>
<td>Creativity</td>
<td>Slack</td>
</tr>
<tr>
<td>IoT Sensors</td>
<td>Seeks feedback</td>
<td>Office 365</td>
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<tr>
<td>Time management</td>
<td>Google Suite</td>
<td></td>
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<tr>
<td>Data structures</td>
<td>Data lifecycle management</td>
<td></td>
</tr>
<tr>
<td>Algorithms</td>
<td>Dev Ops</td>
<td></td>
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<tr>
<td>Algorithms</td>
<td>Microservices</td>
<td></td>
</tr>
<tr>
<td>Motivation</td>
<td>Product Research</td>
<td></td>
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<tr>
<td>Focus</td>
<td>App development</td>
<td></td>
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<tr>
<td>Detail oriented</td>
<td>Gamer, hacker</td>
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<tr>
<td>Follow instructions</td>
<td></td>
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<tr>
<td>Data lifecycle management</td>
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<tr>
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</tbody>
</table>

Areas to continue to update on LI Profile

- Volunteer
- Multiple Languages
- Special Projects
- Publications (Written thesis, articles, etc)
- Media (JPG, URL links to websites, Videos, animations, data visualizations, etc)
- Media (JPG, URL links to websites, Videos, animations, data visualizations, etc)
- Media (JPG, URL links to websites, Videos, animations, data visualizations, etc)
- Banner image updated
- Great head shot
- About – 150 words Brand Statement – What skills and values you bring, what you work on and where you want to go (aspirational). A personal brand statement says something about your expertise, what makes you unique, and what you will bring that is of benefit both now and in the future. Short and to the point but tell it like a story – NO BULLETS. [https://www.engineering.com/JobArticles/ArticleID/10245/Building-a-personal-brand-as-an-engineer.aspx](https://www.engineering.com/JobArticles/ArticleID/10245/Building-a-personal-brand-as-an-engineer.aspx)
- Work Experience should precede Education
- Recommendations
- Posts – short, article, video (do 3 before) the panel
- Honors & Awards -
- AME Student Leader Training Conference
- Mercedes Benz Scholarship by MBRDI
- Research Project: Electroactive polymers in cell simulation
- Project: Composites with Indian Army
- Leads ASME Cummins Student Section
BEFORE: Mathew

1. Replace generic background image
2. Update to current job title (the one you’re seeking)
3. Rewrite About as a story - who, what, why, where (branding statement - 150 words)
4. Add Featured section - Posts, Articles, Links, Media. (make it visual)
5. No Activity - Connections & Posts (start posting & networking)
6. No Licenses & Certifications (upload a LIL Course Certificate, etc)
7. No Volunteer Experience listed.
8. Under reporting in Skills & Endorsements (in sync with your aspirational job postings)
9. 2 Recommendations listed from professors.
10. Accomplishments not listed - Publications, Projects, Honors & Awards, Languages, etc)
BEFORE: Mathew

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# Mathew's Updated Skills - Reflecting his desired job qualifications

<table>
<thead>
<tr>
<th>Industry Knowledge</th>
<th>Tools &amp; Technologies</th>
<th>Interpersonal Skills</th>
<th>Other Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Skills</strong></td>
<td></td>
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</tr>
<tr>
<td>AB</td>
<td>Industry Knowledge</td>
<td>Tools &amp; Technologies</td>
<td>Other Skills</td>
</tr>
<tr>
<td>Software Development</td>
<td>Endorse</td>
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<tr>
<td>Information Security</td>
<td>Endorse</td>
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<tr>
<td>Computer Engineering</td>
<td>Endorse</td>
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<td>Object Oriented Design</td>
<td>Endorse</td>
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<td>Network Security</td>
<td>Endorse</td>
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<tr>
<td>Database Design</td>
<td>Endorse</td>
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<tr>
<td>Web Design</td>
<td>Endorse</td>
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<tr>
<td>User-centered Design</td>
<td>Endorse</td>
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<tr>
<td>Network Design</td>
<td>Endorse</td>
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<tr>
<td>Customer Experience</td>
<td>Endorse</td>
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<tr>
<td><strong>Skills</strong></td>
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<td>Tools &amp; Technologies</td>
<td>Other Skills</td>
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<tr>
<td>Java</td>
<td>Endorse</td>
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<tr>
<td>JavaScript</td>
<td>Endorse</td>
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<td>PHP</td>
<td>Endorse</td>
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<tr>
<td>HTML</td>
<td>Endorse</td>
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<tr>
<td>MySQL</td>
<td>Endorse</td>
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<td>SQL</td>
<td>Endorse</td>
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<td>Microsoft Word</td>
<td>Endorse</td>
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<td>Microsoft PowerPoint</td>
<td>Endorse</td>
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<td>Microsoft Excel</td>
<td>Endorse</td>
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<td>Git</td>
<td>Endorse</td>
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<td>GitHub</td>
<td>Endorse</td>
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<tr>
<td>Figma (Software)</td>
<td>Endorse</td>
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<td><strong>Skills</strong></td>
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<td>Other Skills</td>
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<tr>
<td>Communication</td>
<td>Endorse</td>
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<td>Teamwork</td>
<td>Endorse</td>
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<td>Presentation Skills</td>
<td>Endorse</td>
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<td>Time Management</td>
<td>Endorse</td>
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<td>Constructive Feedback</td>
<td>Endorse</td>
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<td>Problem Solving</td>
<td>Endorse</td>
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<td></td>
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<td>Tools &amp; Technologies</td>
<td>Other Skills</td>
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<td>Security Analysis</td>
<td>Endorse</td>
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<td>Security Risk</td>
<td>Endorse</td>
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<td>Internet of Things (IoT)</td>
<td>Endorse</td>
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<tr>
<td>Cross-team Collaboration</td>
<td>Endorse</td>
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<tr>
<td>Technological Innovation</td>
<td>Endorse</td>
<td></td>
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<tr>
<td>High degree of initiative</td>
<td>Endorse</td>
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<tr>
<td>Outcome Focused</td>
<td>Endorse</td>
<td></td>
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<td>DevOps</td>
<td>Endorse</td>
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<tr>
<td>Product Research</td>
<td>Endorse</td>
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<tr>
<td>Queen</td>
<td>Endorse</td>
<td></td>
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<tr>
<td>Android Studio</td>
<td>Endorse</td>
<td></td>
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</tbody>
</table>
AFTER: Mathew

Wow! In just 2 weeks...

1. Great background/Open to work
2. Up-to-date About
3. Featured images & links
4. Activity is up! From 129 to 165 connections
5. Experience with added images
6. Licenses & certifications
7. Volunteer Experience
8. Skills & endorsements - logical hierarchy
9. 3 Posts
10. Newly added - Joined 2 groups
Wow! In just 2 weeks...

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3. Featured images & links
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Top Soft Skills for 2021

**Soft Skills**
Cognitive ability, workplace behaviors, & emotional intelligence

**Hard Skills**
Specialized & technical knowledge of your trade
Learn the most in-demand skills among employers to prepare for the workforce - 2022

### Top 5 soft skills

<table>
<thead>
<tr>
<th>Rank</th>
<th>Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Communication</td>
</tr>
<tr>
<td>2</td>
<td>Critical Thinking &amp; Problem Solving</td>
</tr>
<tr>
<td>3</td>
<td>Empathy</td>
</tr>
<tr>
<td>4</td>
<td>Adaptability</td>
</tr>
<tr>
<td>5</td>
<td>Social Influence</td>
</tr>
</tbody>
</table>

### Top 10 hard skills

<table>
<thead>
<tr>
<th>Rank</th>
<th>Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SQL (Structured Query Language)</td>
</tr>
<tr>
<td>2</td>
<td>Basic Coding</td>
</tr>
<tr>
<td>3</td>
<td>Project Management</td>
</tr>
<tr>
<td>4</td>
<td>Google Analytics</td>
</tr>
<tr>
<td>5</td>
<td>Digital Marketing</td>
</tr>
<tr>
<td>6</td>
<td>Machine Learning</td>
</tr>
<tr>
<td>7</td>
<td>Cloud Computing</td>
</tr>
<tr>
<td>8</td>
<td>Blockchain</td>
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<tr>
<td>9</td>
<td>App Development</td>
</tr>
<tr>
<td>10</td>
<td>Artificial Intelligence</td>
</tr>
</tbody>
</table>

Source: LinkedIn Data, Last 12 months. For internal, non-commercial use only. Provided under license from LinkedIn and subject to the LinkedIn Subscription Agreement and Service Terms.
Which of these top 10 skills for 2025 do you have?

67%

Employers are willing to hire someone with a lot of soft skills & a lack of hard skills

- Analytical thinking & innovation
- Active learning & learning strategies
- Complex problem-solving
- Critical thinking & analysis
- Creativity, originality, & initiative
- Leadership & social influence
- Technology use, monitoring & control
- Technology design & programming
- Resilience, stress tolerance & flexibility
- Reasoning, problem-solving & ideation

World Economic Forum: Top 10 Skills of Tomorrow
https://www.weforum.org/agenda/2020/10/top-10-work-skills-of-tomorrow-how-long-it-takes-to-learn-them
03 Get Posting
Your Personal & Professional Brand
Individuals create posts to promote their services and promote their personal brand.
Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK

Updates
Share links, articles, videos, audio recordings, images, quotes or anything else your followers might be interested in

Publishing
Deeply explore topics that matter to you, then watch the comments to see your impact
POSTS

linkedin.com/feed

- Photo
- Video
- Event
- Write article
- Stories (New Feature)
Brand Storytelling

• Every story has a hero. Every story has a plot.

• Applying to core principles of human perception & thinking in stories, you’ll hook readers & get a positive emotional response from them.

• Reflect human values in stories, & make sure your brand’s global goal resonates with them.

• Stories need to be unexpected but yet relevant to your brand.
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• Reflect human values in stories, & make sure your brand’s global goal resonates with them.

• Stories need to be unexpected but yet relevant to your brand.
Brand Storytelling

- Every story has a hero. Every story has a plot.
- Applying to core principles of human perception & thinking in stories, you’ll hook readers & get a positive emotional response from them.
- Reflect human values in stories, & make sure your brand’s global goal resonates with them.
- Stories need to be unexpected but yet relevant to your brand.
Content Keys to Remember!

- Focus on quality.
- Be consistent.
- Experiment.
- Be authentic.
- Make it actionable.
NEXT STEPS: Set yourself apart

Persist & Persevere & Post

Make it **relevant**.

Tell your story.

Tailor your experiences to make your outward bound efforts a “**good fit**”

Remember **networking**.

Stay **focused** on your core strengths
04

Get Connected

Grow Your Network
Accessing the LinkedIn Community & Resources
“Careers are a jungle gym, not a ladder.”

Sheryl Sandberg
COO, Facebook
Your professional brand is the key to all new opportunities, to build your brand and set yourself up for success.
Networking Strategies

- Make your profile stand out - it’s your Personal Brand.
- Connect with people & interact.
- Post engaging content.
- Join LinkedIn Groups.
- Follow companies & heroes.
Find and join groups
Participate in discussions related to your industry
Find and join groups
Participate in discussions related to your industry
Discover content relevant to you
Gain insights from top industry leaders

LinkedIn influencer is a megaphone for the world’s top minds to broadcast their thoughts to the largest group of professionals ever assembled

Deepak Chopra
Founder, Chopra Foundation

Barack Obama
The President of the United States

Bill Gates
Co-chair, Bill & Melinda Gates Foundation

Angela Ahrendts
Senior VP Retail & Online, Apple

Jim Kim
President, The World Bank

Mary Barra
CEO, General Motors

Narendra Modi
Prime Minister of India

300+ Influencers are CEOs, Chairmen or Founders

230+ Influencers are published authors

~347M Professionals are on LinkedIn
**What are your next steps?**

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<td><strong>Be flexible.</strong></td>
<td><strong>Lean on your L&amp;D Department.</strong></td>
<td><strong>Focus on gaining new skills.</strong></td>
<td><strong>Give yourself time to strategize.</strong></td>
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- Patience
- Perseverance
- You’re in the middle of a “wait and see” period.
- Consider jobs “near” but not exact to what you want.
- No job is forever!

- Make an appointment your Professional Services in L&D.
- Head to your LinkedIn University Page to connect with alumni & current employment data
- Contact & network with your alumni, and/or current colleagues.

- As one video engineer said to me, “Tell your [employees] to learn the new stuff. We hire for what we don’t know & in what we don’t have experience.”
- Add to your “soft skills.”
- Follow companies & evolving roles.

- Think short term.
- Discover a new career path.
- Leverage your previous experiences.
- Build on your career development plan.
Recap:

1. Personalize
2. Specialize
3. Get visual
4. Get creative
5. Optimize
6. Showcase
7. Get social
8. Join communities, groups
9. Post, post, & post again
10. Boost your profile’s presence
04
Opportunity to Engage
Update: Mathew today!

Mathew Rogers

Penn State University | Software Development, Computer Engineering

I am excited to announce that I have accepted an offer with Oppenheimer & Co. Inc. as an Information Technology Intern this summer. Thank you to everyone who helped me throughout this process. I'm looking forward to this amazing opportunity and can't wait to start!

Reactions

Celebrate | Comment | Share | Send

Give your good wishes...

Most relevant

Rita Griffith [She/Her] - 1st
Asst. Director, Student Professional Development at Penn State Un...

Congratulations! You will be great!

Like | Reply

Oppenheimer & Co. Inc.

Welcome to the team, Mathew!

Like | Reply

Ronni Reich - 3rd+
No longer at Oppenheimer

 соглашаться с вами.
Data that tells the value of networking on LinkedIn

4X
Applying to a job within the first 10 minutes after receiving a LinkedIn job notification can increase your chances of hearing back by up to 4X.

9%
A LinkedIn member with a LinkedIn Learning certificate added to their profile is 9% more likely to get hired than a member without one.

4X
On LinkedIn, applicants are nearly 4x more likely to get a job at a company where they have connections.
What can I do today?
Top 3 Qualities for Job Seekers

Creativity  Innovation  Resourcefulness
Part 2: EDUCAUSE Quick Talk
Sep 13, 2022  1 pm - 3 pm ET

Breakout rooms: A personalized & interactive opportunity to workshop and optimize your profile with a LinkedIn expert and a group of peers.

LinkedIn Profile Checklist. pdf

The Ultimate LinkedIn Profile Cheat Sheet
https://www.leisurejobs.com/staticpages/18285/the-ultimate-linkedin-cheat-sheet/
Questions & Answers
Resources: Navigating the Challenges of Today’s Job Market

FREE LEARNING PATH of 11 courses

Build a job search strategy
- Recovering from a Layoff
- Recession-Proof Career Strategies
- A Career Strategist's Guide to Getting a Job
- Finding a Job
- 10 Ways to Stay Motivated While Job Hunting

Lean on your professional network
- Learning LinkedIn
- Digital Networking Strategies
- Digital Body Language

Improve your interviewing skills
- Writing a Resume
- Video Interview Tips
- Engage the Likability Effect in the Job Search

Connecting to opportunity with LinkedIn

1. Your Profile, Your Story
   - See your profile as your story
   - Getting Started: Profile quick tips

2. Profile Photo, Headline, and Industry
   - Use your profile to build your brand
   - Create a photo that represents you
   - Craft a standout headline
   - Keep your industry and location current

3. Profile Summary
   - Who are you? Creating your profile summary
   - Take action: Create a summary that introduces you

4. Experience
   - Showcase your accomplishments with work experience
   - Take action: Craft your work experience
   - Show and share your path
Resources

The Skills Companies Need Most in 2020 · And How to Learn Them, Deanna (Lazzaroni) Pate. https://learning.linkedin.com/blog/top-skills/the-skills-companies-need-most-in-2020and-how-to-learn-them


THE ECONOMIC GRAPH
How LinkedIn's Economic Graph is Helping to Close the Skills Gap, Guy Berger, Economist @LinkedIn [video] - http://www.slideshare.net/linkedin/how-linkedins-economic-graph-is-helping-to-close-the-skills-gap

THE SKILLS GAP
Resources

The Skills Companies Need Most in 2020 - And How to Learn Them, Deanna (Lazzaroni) Pate.  
https://learning.linkedin.com/blog/top-skills/the-skills-companies-need-most-in-2020-and-how-to-learn-them

Links for Hiring During COVID-19, Lily Li.  

THE ECONOMIC GRAPH  
How LinkedIn’s Economic Graph is Helping to Close the Skills Gap, Guy Berger, Economist @LinkedIn [video] - http://www.slideshare.net/linkedin/how-linkedins-economic-graph-is-helping-to-close-the-skills-gap

THE SKILLS GAP  
The 25 Skills That Can Get You Hired in 2016, by Soahn Murthy  
January 12, 2016  
https://blog.linkedin.com/2016/01/12/the-25-skills-that-can-get-you-hired-in-2016
10 LinkedIn Learning courses
That help you become career-ready.

1. Job Hunting for College Grads
2. Rock Your LinkedIn Profile
3. Professional Networking
4. J.T. O’Donnell on Making Recruiters Come to You
5. Expert Tips for Answering Common Interview Questions
6. Managing Stress and Building Resilience While Job Hunting
7. Resume Makeover
8. Jodi Glickman on Pitching Yourself
9. Turning an Internship into a Job
10. Career Advice from Some of the Biggest Names in Business

See more
Higher Education Resources

University Pages - Alumni
• LinkedIn University Page Example: University of Southern California | Students & Alumni
  https://www.linkedin.com/edu/university-of-southern-california-17971

• University Pages – Frequently Asked Questions for Administrators
  https://www.linkedin.com/help/linkedin/answer/38582

• Introducing LinkedIn University Pages, by Christina Allen, August 19, 2013
  https://blog.linkedin.com/2013/08/19/introducing-linkedin-university-pages

For Higher Ed Professionals
https://university.linkedin.com/higher-ed-professionals
• Quick Tip Sheets & Posters
• Presentations
• University Page Materials
• Videos

For Students
https://university.linkedin.com/linkedin-for-students
• Videos
• Quick Tip Sheets
Thank you

Laurie Burruss lburruss@linkedin.com