



College of Engineering  
[engineering.wayne.edu](http://engineering.wayne.edu)

## Creating a LinkedIn Profile



**COLLEGE OF ENGINEERING  
CAREER RESOURCE CENTER**



# Engineering Career Resource Center

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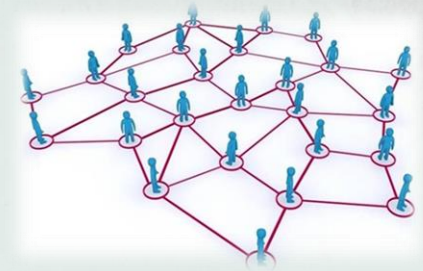
*Schedule Appointments via Handshake*

<https://wayne.joinhandshake.com>



# What is LinkedIn?

- Connect with people, groups, companies, organizations, and jobs to grow and enhance your professional network
- Dynamic, virtual resume
- Supplements your resume to show off your skills



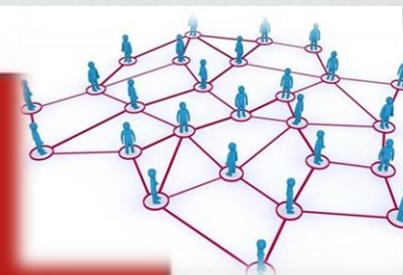
[Your Career Starts Here!](#)





The richest people  
in the world look for and  
build networks,  
everyone else looks  
for work

Robert Kiyosaki





# LinkedIn Stats

## LinkedIn FACTS AND STATS

LinkedIn ProfileWriter

[www.LinkedinProfileWriter.org](http://www.LinkedinProfileWriter.org)

### LinkedIn USER STATS

Average time a user spends monthly on LinkedIn



42%

of users update their profile regularly

35%

of LinkedIn users access the site daily

39%

of users pay for LinkedIn

The **HISTORY** of LinkedIn  
 LinkedIn launch date: **May 5 2003**  
 Date LinkedIn went public: **May 19 2011**

LinkedIn's reported user total goal:

**3 BILLION**

Total number of LinkedIn business pages:

**3 MILLION**

300 million people use LinkedIn

Geographic reach of LinkedIn: **200 countries**

64% of LinkedIn Users are outside the USA

The LinkedIn redesign has boosted social interactions **over 200 %**

**LinkedIn IN NUMBERS**

 <b>1.5 Million</b> Total number of LinkedIn groups	 <b>1 Billion</b> Total number of LinkedIn endorsements	 <b>2</b> Number of new LinkedIn members per second
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**OVER 25 Million** LinkedIn profiles are viewed every day

## INTERESTING LinkedIn FACTS

<b>11X</b> Increase in LinkedIn views by including a photo	<b>1 OUT OF 3</b> professionals on the planet are on LinkedIn	<b>Mashable</b> Company page with the most engaged following
<b>200</b> Conversions per min occurring in LinkedIn groups	<b>41%</b> Percentage of LinkedIn visits via Mobile	<b>1 IN 20</b> LinkedIn profiles belong to Recruiters

## BEST LinkedIn COMPANY PAGES 2013



# Registering

1. Go to [www.linkedin.com](http://www.linkedin.com)
2. Create an Account

**Note:** Before registering your account, make sure you have a professional sounding e-mail address.

Ex: [John.Doe@gmail.com](mailto:John.Doe@gmail.com) or [JaneADoe@gmail.com](mailto:JaneADoe@gmail.com)

A screenshot of the LinkedIn registration page. The page has a teal header with the LinkedIn logo and the text 'Make the most of your professional life'. Below the header is a white registration form with the following fields: 'First name', 'Last name', 'Email', and 'Password (6 or more characters)'. Below the password field is a line of text: 'By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy'. There are two buttons: a blue 'Join now' button and a blue button with the Facebook logo and the text 'Continue with Facebook'. Below the buttons is the text 'Already on LinkedIn? Sign in'. At the bottom of the form is the text 'LinkedIn Corporation © 2015'.



# Creating a Profile

## 5 Steps to Start your profile off right!

- Select “ME” from the areas on the top, then click “View Profile”
  - You will need to fill in your education, work experience, clubs, professional photo, skills, etc. to complete your profile.



# Creating a Profile

For additional help, videos & resources use the  
[Student Guide!](#)

Or visit:

<https://students.linkedin.com/>

and

<https://blog.linkedin.com/topic/linkedin-for-students>

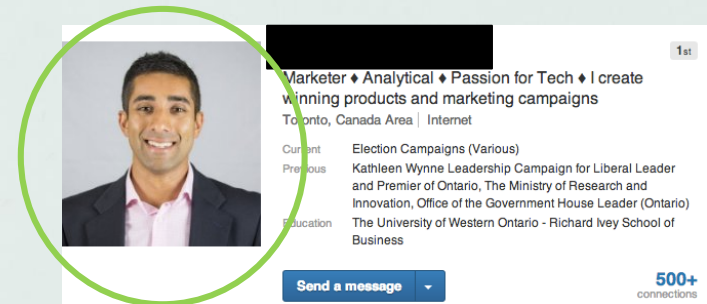




# Picture

## Choosing a picture on LinkedIn

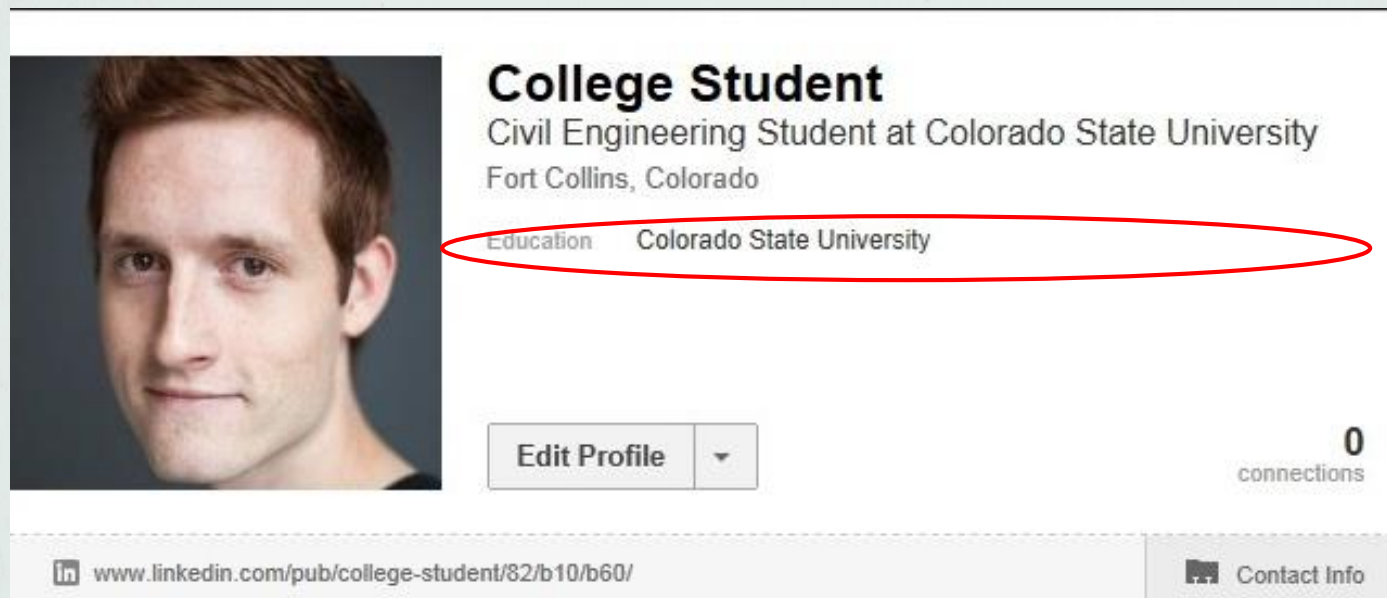
- LinkedIn profile is used primarily for career networking. This means your picture should be ***professional***.
- Photo = 21x more likely to be found in searches





# Professional Headline

Your professional headline will either default to your current work title, or you may select the edit icon next to your headline (below your name) to insert your own headline.

A screenshot of a LinkedIn profile for a 'College Student'. The profile includes a profile picture of a young man, the title 'College Student', and the text 'Civil Engineering Student at Colorado State University Fort Collins, Colorado'. Below this, the 'Education' section is highlighted with a red oval, showing 'Colorado State University'. At the bottom, there is an 'Edit Profile' button with a dropdown arrow, a '0 connections' indicator, and a URL: 'www.linkedin.com/pub/college-student/82/b10/b60/'. A 'Contact Info' button is also visible in the bottom right corner.

**College Student**  
Civil Engineering Student at Colorado State University  
Fort Collins, Colorado

Education Colorado State University

Edit Profile

0 connections

[www.linkedin.com/pub/college-student/82/b10/b60/](http://www.linkedin.com/pub/college-student/82/b10/b60/) Contact Info

\*For job seekers, you may want to make your professional headline similar to an objective statement. *Ex: "Civil Engineering Graduate Student at Wayne State University seeking a position working within a larger state-operated department of transportation."*



# Summary

Your summary on LinkedIn is essentially your “Elevator Pitch”. Summaries are a great way to quickly catch the attention of recruiters.

To write a great summary follow these suggestions from LinkedIn experts:

## **1.Utilize Keywords!**

- i. Use the “[How You Match](#)” function to identify strong keywords
- ii. *Use the keywords in the description of your major accomplishments: Example “Leveraged Lean Six Sigma for process improvement and 31% cost savings on manufacturing production line upon promotion to Director of Manufacturing Operations”*

## **2.Avoid Dense Paragraphs**

- i. Use short, easy-to-read sentences or bullet points (sparingly)
- ii. Example: “After my recruitment as XYZ Company’s first COO, I led 500+ reports to deliver:
  - \*\$32M revenue improvement from new sales channels
  - \*Strategic alliances with manufacturing and supplier partners
  - \*M&A integration for acquisition of AB Company”

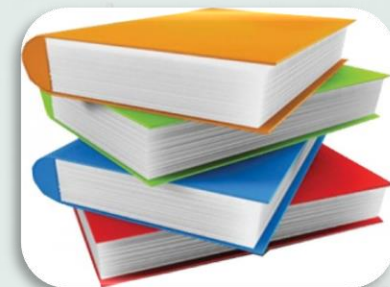
## **3. Give your ROI (Return on Investment)**

- i. What problems will you solve for the company? How are you unique?
- Example: *I’ve earned quick promotions for improving software revenue reporting, trimming headcount 28%, and implementing new IT systems... preparing me for a Controller role in the tech industry.*
  - As IT Operations and NOC Manager, I’m considered a go-to expert for global connectivity strategy, eliminating 24% in vendor costs and improving bandwidth between Frankfurt and Chicago offices.”*



# Education

- Include all of your education *after* high school/secondary school.
- Make sure to include the name of the institution, your program, and your level of education (undergrad, graduate, PhD)
- *You will also have the option for including published/non-published work project to your LinkedIn if you choose – this can include engineering projects you completed for a course. This can be done using the “ADD MEDIA” icons.*





# Work Experience

Include the company, your title, and your main responsibilities for all of your current/previous jobs.

Make sure to describe 4-6 duties you had at each role. Describe these duties using powerful action verbs just like on your resume.

– Example: If part of your job was to fill out documents and enter data into the computer using Excel you could write, *“Documented all findings and entered data into MS Excel.”*

– You can also add samples of your work, if you chose. This can be done using the “ADD MEDIA” icon.

\*Having your 2 most recent positions makes your profile 12x more likely to be found



## Experience

### Community Experience Manager

Dailybreak Media

October 2009 – Present (4 years 2 months) | Boston, MA



At Dailybreak, formally CampusLIVE, Jack concentrates on building community, improving user experience, and raising brand awareness. Directly reporting to VP of Marketing, Jack focus his efforts on user facing communication though digital media, customer care, creating quality experiences.

Community Experience Manager [July 2012 to Present]

Primarily Responsibilities:

- Grew Dailybreak Facebook community to more than 25,000 Likes and to more than 7,000 Twitter followers in 6 months, post rebrand.
- Oversight of day to day community experience and engagement, (i.e.- execution of social media strategy, creation of social media assets, etc.)
- Collaborative work with Chief Product Officer to make user facing product improvements through qualitative data, using such tools as, NPS surveys, phone/In person interviewing, creation of user personas, etc.
- Assistance in Dailybreak iOS and Android Q&A testing for mobile application launch.



# Skills and Endorsements

Make sure you are adding skills that you have that are *relevant* to the job(s) you are applying for.

Skills can include computer programs you use, mathematical skills, soft skills (communication, teamwork, etc.), analytical skills, or more specific skills to a particular engineering discipline (Ex: oscilloscope, flow meters, etc.)

*\*Your connections can endorse you for your top skills, showing employers and others who view your profile that you are highly skilled in those areas.*

Most endorsed for...

6	jQuery	
4	Hibernate	
3	Java	
3	Grails	
3	XSLT	
3	AJAX	
3	XHTML	
3	JavaScript	
3	JSON	
3	HTML 5	

Jakob also knows about...

3	CSS	2	SQL	2	Java Enterprise Edition	2	OOP	2	XML	2	Flex
1	Object Oriented Design	1	JDBC	1	Struts	1	JSF	1	Log4j		
1	JCR	OSGI	Maven	Continuous Delivery	See 1+ >						

These should match the keywords of the jobs you want!



# Recommendations

[Recommendations on LinkedIn](#) are essentially like letters of recommendations for your work, experience, etc.

- Ask your connections for recommendations. Once written, your recommendations will appear on your LinkedIn Profile.
- Ask current/former bosses, co-workers, classmates whom you did projects with, etc.



# Connections

Once your profile is complete, begin searching for contacts you may know through schools, work, extracurricular activities, etc.

- This includes professors, classmates, coworkers, supervisors, etc.

*\*Remember, these are professional connections only!*

1. Connect with your contacts in a professional way using the “Connect” button next to their profile.

1. Having 50 or more connections aids in the developing an “All-Star” profile. AKA “More connections = more ‘important’”

**NOTE:** Any time you view another person’s LinkedIn profile they will get a message saying, “(Your Name) visited your profile.”

Connect

Send InMail







# Groups, Companies

LinkedIn allows you to join groups and follow companies, leaders, important people, etc.

You can join groups related to your field of study and your career interest.

Follow companies you may be interested in working for, or companies that are doing things you may want to hear about related to your education work interests.

- Posts from companies, groups, etc. that you follow will (along w/ the connections you have) populate your “news feed” each time you sign onto LinkedIn.

A screenshot of the LinkedIn search results page for companies. The page is titled "Companies Home" and "Search Companies". The search results are sorted by "Relevance" and show 2,478,763 results. The first three results are IBM, Microsoft, and Deloitte. Each result includes the company logo, name, industry, location, employee count, follower count, and job postings. The IBM result shows "Greater New York City Area | 10,001+ employees | 630,875 followers" and "634 job postings". The Microsoft result shows "Greater Seattle Area | 10,001+ employees | 462,239 followers" and "5,241 job postings". The Deloitte result shows "Greater New York City Area | 10,001+ employees | 285,795 followers". On the left side, there is a "Refine By" section with "Location" and "Job Opportunities" filters. The "Location" filter is set to "All Locations" and includes options for "United States (656611)", "United Kingdom (152522)", "Netherlands (97980)", "Canada (68789)", and "Greater New York City Area (60239)". The "Job Opportunities" filter is set to "Hiring on LinkedIn (23796)".



# Groups, con ....

- Join as many groups as possible (50 maximum)
- Join groups related to your:
  - Education
  - Work
  - Area of expertise
  - Industry
  - Passions
  - Social causes
  - Interests
- When you are a member of a group on LinkedIn you can automatically connect with the other members of that group (opening up many more connections)



# Other Important Tips

1. Your LinkedIn account is a “*living document*” change it as you change.
2. Include the linkedIn link on your resume
3. Complete the “extra” info that you might not have room for in your resume:

Volunteer Experience, Honors & Awards, Organizations, Courses, Test Scores, Language, etc.

*remember to stay professional and neutral when liking and following on LinkedIn. (Ex: Liking “Budweiser Beer” on LinkedIn w/o working in the food and beverage industry may look unprofessional)*





# Using LinkedIn to Find a Job

## Build an Effective LinkedIn Presence:

### Complete your Profile

- Demonstrates quality of work, details, programs, projects, etc. Use keywords, etc.
  - \*A profile that is not “All-Star” by LinkedIn’s standards is not visible in LinkedIn search results as complete profiles

### Have a strong network

- Shoot for the 500+ category when trying to have your profile seen

### Daily Activity in LinkedIn Groups



# Connecting w/ Recruiters

- Utilize the “Advanced Search” option
- Send an Introductory Message:
  - Keep it short, professional, and related area of specialty. \*Tailored to each
  - *"As an emerging software developer engaged in a search for new positions within the Detroit area, I am interested in finding out more about the positions you source. I've recently completed an assignment Takata, and my intent is to build relationships within the software engineering community. I look forward to connecting!"*
- Maintain Contact (like their posts, comment on content, touch base if you apply for a job with them)



# Forbes Tips!

- **1. Be secretive.** When you're updating your LinkedIn profile, it can annoy your contacts if they're alerted to every little change. When you're in edit mode, head to your privacy controls. Turn off activity broadcasts and change the setting for "select who can see your activity feed" to "only you."
- **2. Be opportunistic.** Join groups that will let you connect with people who are in your target audience but are not contacts. Being part of the group gives you permission to reach out to them and invite them to join your network. You don't need to upgrade to Premium to do so.
- **3. Be redundant.** Know the top five strengths for which you want to be recognized and use them in your profile – repeatedly. If your top skill is project management, describe your project management proficiency in your summary as well as in multiple experience descriptions. This will help the right audience find you.
- **4. Be ungrateful.** Ask your contacts to endorse you for only your top skills. Having the highest number of endorsements for your signature strengths will influence those who are looking at your profile. Have the courage to delete or reject the endorsements that aren't central to how you want to be known.
- **5. Be stingy.** Only give recommendations and endorsements to those whom you genuinely admire. When you recommend other people, their reputation is seen an extension of your values.
- **6. Be lazy.** Reuse and repurpose the content you already have available. This amplifies your message and delivers brand consistency. Communicating different forms of the same content in distinctive ways helps reinforce your messages within your brand community. Convert your Blog posts into activity updates and embed whitepapers and articles in your profile.



# Forbes Tips!

- **7. Be greedy.** Don't follow the LinkedIn formula of creating one experience entry for each job title you have held. Take the space you need to communicate your accomplishments by creating multiple entries for every role you have performed within each job title. It's OK to have overlapping dates. See how I did it in [my profile](#).
- **8. Be a groupie.** Don't limit the number of groups you join. Join groups related to your area of expertise, industry, alumni, passions, social causes, and other aspects of your identity. This gives you access to more people who matter to your brand. Plus, when others look at your profile, they can learn about your brand by looking at your groups. Always select groups that are highly active and have a lot of members.
- **9. Be promiscuous.** Ignore LinkedIn's advice to only accept connection requests from people you know. That helps sell Premium, but it doesn't help you get found. LinkedIn's search algorithm favors those who are in your network. That means when people are looking for what you have to offer, the results of their searches are displayed with 1<sup>st</sup> level connections first, then 2<sup>nd</sup> level connections and so on.
- **10. Be a chameleon.** Don't assume others know how you spell your name or know that you've changed your name. Include all known misspellings, previous names, nicknames and aliases in your summary. I include this: AKA/Common misspellings: Bill Arruda, Will Arruda, William Aruda, Will Aruda.
- **11. Be invisible.** Fly under the radar when you're using LinkedIn to check out your employees or poach talent. To keep your agenda hidden, change your viewing setting to "anonymous" in "Select what others see when you've viewed their profile."
- **12. Be verbose.** Know the character limit for each section and use every character. This gives you the opportunity to repeat keywords that are critical to being found.
- **13. Be opinionated.** Integrate your point of view (POV) into your summary and experience where appropriate. Join groups where you can share your POV as it relates to your area of expertise. It's a great way to distinguish yourself from competitors.