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# Stand out in a digital world: Make your LinkedIn profile 100% complete

November 2011  
UBC Career Services



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## Did you know.....

"Users with complete profiles are **40 times more likely** to receive opportunities through LinkedIn."


(source: LinkedIn)



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## Background information:

What is LinkedIn?  
Why is LinkedIn important?



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## Learning Objectives

By the end of this 1 hour workshop, you will....

1. Assess the completeness and effectiveness of your current LinkedIn profile
2. Identify the gaps in your profile which need to be completed
3. Improve at least one section of your profile
4. Create a plan to continue to construct your profile at home until it is 100% complete

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## Workshop Agenda

Log in to LinkedIn and go to profile section  
Assess completeness of profile

**10 steps to a complete LinkedIn profile:**

1. Photo
2. Tag line/headline
3. Summary
4. Position history
5. Education
6. Connections
7. Recommendations
8. Websites/twitter/blogs
9. Personal info and public profile
10. Other tips

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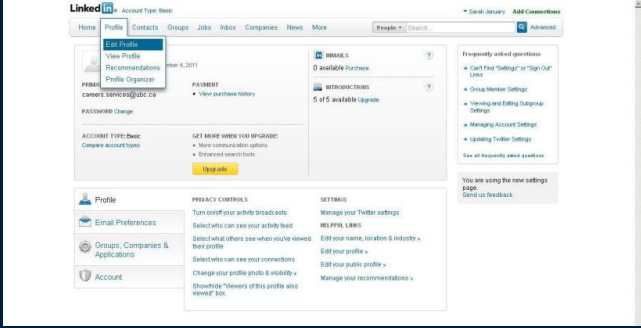
## Go to LinkedIn and Log In



**www.linkedin.com**

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## Edit Your Profile



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## Photos on LinkedIn

Create brand recognition with your photo

What is a good photo for your professional brand?



- Photo of you, not somebody else
- Clear image where you are the focus
- Basic background
- Professional feel

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## Adding a photo

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Francis Opportunity - Francis Opportunity Science in Indonesia & Langley, BC - Nov 9 & 10 - From Pippa Murphy's Canada

What is your current position?

Current: **Student at The University of British Columbia**  
 Vancouver, Canada Area - Nonprofit Organization Management

15% profile completeness

Profile Completion Tips (click to track)

- Add your location (45%)
- Add your specialties (45%)
- Add your education (45%)
- Ask for a recommendation (45%)

Jobs by LinkedIn Members

Fundraising Event Experts  
Free ebook: 6 Steps to Making Your Fundraising Event a Great Success

Municipal Holiday Calendar  
Trust the leaders. Providers of Municipal Grade Holiday Decorations

Network for Good: over 200 members in LinkedIn

Download Decorations for free 20 members on LinkedIn

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## Upload a photo from your computer

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Edit My Profile View My Profile Go back to Edit My Profile

Current Photo

Upload a Photo  
You can upload a JPG, GIF or PNG file (file size limit is 4 MB)

Browse

Upload Photo or Cancel

By clicking "Upload Photo", you certify that you have the right to distribute this photo and that it does not violate the User Agreement.

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## Crop your photo if necessary

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Edit My Profile View My Profile

To the left is what your profile photo will look like.

To make adjustments, you can drag around and resize the yellow square below. When you are happy with your photo click the "Save Photo" button.

Current Photo

Help Center About LinkedIn Corporation © 2011

Your photo will be cropped to fit the proportions of the yellow box.

Use your mouse to adjust your photo. You can zoom in, move side to side or up and down.

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## Choose visibility and save

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Edit My Profile View My Profile

Your picture has been saved.

Current Photo

Upload a Photo  
You can upload a JPG, GIF or PNG file (file size limit is 4 MB)

Browse

Upload Photo or Cancel

By clicking "Upload Photo", you certify that you have the right to distribute this photo and that it does not violate the User Agreement.

In addition to users' messages, my profile photo is visible to...

My Connections

My Network

Everyone

Remember to SAVE settings

Choose who can see your photo

Save Settings

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## Headlines

What is a headline? What is it used for?

What is a standard headline?

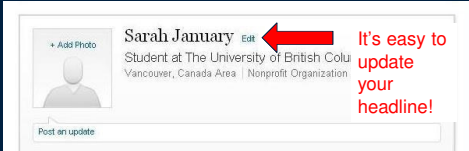
How can I stand out with my headline?

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## How to change your headline

Avoid using a generic headline assigned by LinkedIn.


This type of headline will be shared by too many other people (i.e. will not help you stand out).



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## Descriptive and Effective Headlines

Create a short summary description of yourself and the types of connections you are seeking through LinkedIn




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## Writing a Summary Section

Create a highlight of your qualifications

Summarize with enough detail to understand your main skills



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## Experience

Experience + Add a position

**Educator (Volunteer)** Edit  
**Evergreen Foundation**  
 September 2010 – Present (1 year 3 months)  
 Provide a brief description | Ask for recommendations

**Day Camp Leader** Edit  
**YWCA**  
 June 2010 – August 2010 (3 months)  
 Provide a brief description | Ask for recommendations

**Camp Counsellor** Edit  
**Big Cove Camp**  
 June 2009 – August 2009 (3 months)  
 Provide a brief description | Ask for recommendations

Don't wait until you are looking for work  
 Update your experience regularly

Add more info!

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## Position History/Experience

Write accomplishment statements:  
 Verb + task = result

Emphasize skills using specific verbs

Include a result to show your accomplishments

Experience + Add a position

**Educator (Volunteer)** Edit  
**Evergreen Foundation**  
 September 2010 – Present (1 year 3 months) | Evergreen Foundation  
 Planned and participated in public education and fundraising events for a non-profit organization that promotes pollution reduction.  
 Promoted Evergreen's programs and services by distributing information and literature at the Vancouver Green Day conference.  
 Increased public awareness on issues of recycling and air pollution by talking with potential donors during fundraising drives.  
 Ask for recommendations

**People and Plants Biology Class 3rd Year Level** Edit  
**UBC**  
 September 2010 – December 2010 (4 months)  
 Discussed topics such as the role of people in the origin, evolution, and dispersal of food, drug and economic plants, and the influences of plants on human societies.  
 Presented poster topic on the use of cedar by First Nations communities as a means of economy.  
 Ask for recommendations

**Day Camp Leader** Edit  
**YWCA**  
 June 2010 – August 2010 (3 months) | YWCA Vancouver  
 Supervised summer day camps for youth ages 7-10. Focus was on outdoor activities including hiking, kayaking, and orienteering.  
 Connected children to nature by creating innovative, week-long, "Stup a Tree" program where children adopted and cared for a tree.  
 Enriched children's summer experience by designing activities that were fun, interactive, and educational.  
 Ask for recommendations

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## Added Sections

Add Sections x

**Featured**  
Overview

**Sections**

- Certifications
- Courses
- Honors and Awards
- Languages
- Organizations
- Projects
- Patents
- Publications

**Enhance your Professional Profile**

Select a section or application from the left to preview and add it to your profile.

**WordPress**

Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.

[Show preview](#)

Have ideas for new sections?  
[Send us feedback >](#)

[Close Window](#)

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## Coursework

List relevant coursework you have completed

Courses Edit + Add a course | x

**Bachelor of Science, Major in Biology; Minor in Environmental Sciences**  
**The University of British Columbia**

- People and Plants Biology Class 3rd Year Level

Note, there is no option to describe your accomplishment in this section

This section appears above the education section in your profile

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## Position History/Experience

Include relevant coursework in your "experience" section

LinkedIn will automatically organize your experience into chronological order (most recent will be at the top of the list)

Experience + Add a position

**Educator (Volunteer)** [Edit](#)  
**Evergreen Foundation**  
 September 2010 – Present (1 year 3 months) | Evergreen Foundation  
 Planned and participated in public education and fundraising events for a non-profit organization that promotes pollution reduction.  
 Promoted Evergreen's programs and services by distributing information and literature at the Vancouver Green Day conference.  
 Increased public awareness on issues of recycling and air pollution by taking with potential donors during fundraising drives.  
[Ask for recommendations](#)

**People and Plants Biology Class 3rd Year Level** [Edit](#)  
**UBC**  
 September 2010 – December 2010 (4 months)  
 Discussed topics such as the role of people in the origin, evolution, and dispersal of food, drug and economic plants, and the influences of plants on human societies.  
 Presented poster topic on the use of cedar by First Nations communities as a means of economy.  
[Ask for recommendations](#)

**Day Camp Leader** [Edit](#)  
**YWCA**  
 June 2010 – August 2010 (2 months) | YWCA Vancouver  
 Supervised summer day camps for youth ages 7-10. Focus was on outdoor activities including hiking, kayaking, and orienteering.  
 Connected children to nature by creating innovative, week-long, "hug a Tree" program where children adopted and cared for a tree.  
 Enriched children's summer experience by designing activities that were fun, interactive, and educational.  
[Ask for recommendations](#)

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## Volunteer Experience

Describe volunteer experiences which showcase relevant, transferable skills

Demonstrate passion and interest through "Causes I care about" or "Organizations I Support"

Volunteer Experience & Causes + Add a volunteer position | X

**Member** [Edit](#)  
**UBC Debate Team**  
 Human Rights  
 September 2009 – March 2010 (7 months)  
 Participated in various debating competitions with student team throughout the province and across Canada.

**Causes I care about:** [Edit](#)

- Health
- Politics

**Organizations I support:** [Edit](#)

- BC Federation of Mountain Clubs, UBC Debate Team

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## Education

Your education section will link to other areas of your profile such as "activities and societies" or "courses" sections.

Education + Add a school

**The University of British Columbia** [Edit](#)  
 Bachelor of Science, Major in Biology, Minor in Environmental Sciences  
 2010 – 2013 (expected)

**Activities and Societies:** UBC Debating Team, BC Federation of Mountains Club

This education is associated with:

- 1 Course

No recommendations for this education | [Request Recommendations](#)

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## Making a connection

LinkedIn Account Type: Basic

Home Profile **Contacts** Groups Jobs Inbox Companies News More

People Search...

Connections Imported Contacts Profile Organizer Network Statistics Add Connect

Show contacts with new connections

Showing 0 of 0 connections

**You can easily import your connections from your email contact list**

**Use the search function to find people you know or want to connect with**

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## Asking for a connection

Write a message that indicates how you know them and why you want to connect

Avoid the standard personal note.

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## Invite Karly to connect on LinkedIn

How do you know Karly?

- Colleague  
Educator (Volunteer) at Evergreen Foundation
- Classmate
- We've done business together
- Friend
- Other
- I don't know Karly

Include a personal note: (optional)

Hello Karly,  
I enjoyed meeting you last week at the Tn-Mentoring Kick-off event. I would like to add you to my LinkedIn network and continue our discussions about what you did after graduating with a BSc in Biology.

Best regards,  
Sarah January

Important: Only invite people you know well and who know you. Find out why.

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## Recommendations

Provide evidence to back up your claims of good work

Demonstrate that other people believe in you and want to work with you again

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## Asking for recommendations

Request endorsements for specific work.

Create a personalized email instead of using the template.

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## Writing a recommendation request

Include details including:

- Specific projects
- Transferable skills

Subject: [Reference request]

Hello Irene,

I'm emailing you today to request an endorsement for my work with the YMCA Summer Camp Program. I'm hoping you would be able to write a brief recommendation about my involvement organizing the "Hug a Tree" program. Through our interactions at YMCA, I hope you can write about my organizational skills as well as capacity to work with children to inspire them to connect with nature.

If you have any questions, let me know.

Thank you for your consideration.

Best regards,  
Sarah January

Note: Each recipient will receive an individual email. This will not be sent as a group email.

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## Additional info on your profile

### Connect your profile with other online sources

### Utilize your professional persona through blogs, e-portfolios or twitter

Groups and associations can be useful to connect to others who share the same interest

Additional Information

- Websites: + Add
- Twitter: + Add
- Interests: + Add
- Groups and Associations: + Add
- Honors and Awards: + Add

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## Personal info and public profile

It is up to you how much information you would like to share online.

Ensure you have some method for people to contact you

It is not required to share information such as:

- Phone number
- Address
- Birth date
- Martial status

Personal Information [Edit](#)

- Phone: + Add
- Address: + Add
- IM: + Add
- Birthday: + Add
- Marital status: + Add

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## Other tips

Its not enough to create a LinkedIn profile and never use/update it

Use LinkedIn to research companies



