Leveraging LinkedIn
Introduction

Marlene Delanghe  Tracey Rollins  You
Advisor, Leadership and Career Development, Arts

I want to build my career
www.students.ubc.ca/career
Objectives and Outcomes

- The basic must haves of a Linked In profile
- The ways to create a more robust and positive profile
- How Linked In can be used for job search
- Leverage Linked In for network and contacts

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Linked In

1. is your brand
2. is relationship based
3. is interactive

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Why does your profile matter?

- 68% of companies report looking online when hiring
- 92% of North American companies use social media in job posting strategy
- 89% of North American recruiters use LinkedIn

Does your current profile help or hurt you?

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Who is on LinkedIn

Almost 20% of Canada's population is on LinkedIn (Population figures from Statistics Canada, 2013).

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Vancouver has the largest proportion of members in the Art Industry at 5.6%.

Job Function
- Entrepreneurship (11%)
- Operations (9%)
- Sales (9%)
- Arts/Design (6%)
- Education (6%)
- Admin (5%)
- Engineering (5%)
- Media & Comm. (5%)
- Consulting (4%)
- Finance (4%)
- Other (36%)

Company Size
- Small (<200)
- Large (>500)
Need Retractable Banners? - We work with you to size, upload and print your next ret

Marlene Delanghe
Principal at Career Solutions
Vancouver, Canada Area | Human Resources

Current Education
Career Solutions, University of British Columbia
University of Regina

Send a message

Background

Summary

Career Coach, Outplacement Consultant, and Trainer. 20+ years of experience assisting high potential professionals (IT Professionals, CTO’s, Accountants, CFO’s, HR Professionals, Sales Executives, Researchers, Engineers) land great jobs in great organizations. Job search strategist who coaches clients to follow an entrepreneurial and proactive approach that delivers results.

Deliver in-house training for managers/leaders on coaching and performance management to bring out the best in their staff, create healthy and productive environments that achieve organizational objectives.

Specializes: Career coaching, resume writing/development, job search strategy, branding, interview
Your Profile Picture
Perhaps the most important decision of your day.

The Goofy Close-up
You in exotic location/participating in extreme sport
Your baby picture (aww!)
You with significant other
The casual snapshot

Personal Info:
"OMG, like, haha ROTFL!!!!"

Activities:
"Been there, done that."

About me:
"I used to be cute... WHAT HAPPENED??"

Relationship:
"See? I'm not the only person who likes me."

Status:
"Like, whatever, I didn't just spend 3 hours trying to pick my profile picture."

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Not the brand you want

Less experience, overidentifying with student role

Confident

What brand do you want to communicate?

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Tracey Rollins
Experienced higher education and student affairs administrator, committed to student development and learning
Vancouver, Canada Area | Higher Education
Current
The University of British Columbia
Previous
CACUSS - Canadian Association of College and University Student Services, The University of British Columbia, Mount Royal University
Education
Bowling Green State University

Complete your profile Edit Profile

438 connections

Background

Summary
SUMMARY:
With over 15 years experience working in a wide diversity of student affairs roles and institutions, my work as an educator has been to facilitate student learning – from orientation and transition, leadership training and facilitation, advising and coaching, program facilitation, and career development.

Experience

Headline = Key real estate
What makes sense for you?
-Job title- if it gives a good idea of your role & goals.
Otherwise, don’t use!
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Headline

Community building leader who is enhancing people potential at Vancity.

Manager Business Development at HIECO Limited

Aspiring ..... industry researcher with passion for ....

Psychology Graduate, Specializing in Survey Design. Interested in Market Research and Analysis

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Edit your url

www.students.ubc.ca/career
Tracey, take control of how you appear in public search results.

Tracey Rollins
Experienced higher education and student affairs administrator, committed to student development and learning
Vancouver, Canada Area | Higher Education
Current
Student Development Officer, Arts at The University of British Columbia
Education
Bowling Green State University
University of Alberta
Simon Fraser University
Recommendations
3 people have recommended Tracey
Connections
438 connections

Tracey Rollins' Summary
SUMMARY:
With over 15 years experience working in a wide diversity of student affairs roles and institutions, my work as an educator has been to facilitate student learning – from orientation and transition, leadership training and facilitation, advising and coaching, program facilitation, and career development.

Tracey Rollins' Experience
Student Development Officer, Arts
The University of British Columbia
Educational institution; 10,000+ employees; Higher Education Industry

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Customize Your Public Profile
Control how you appear when people search for you on Google, Yahoo, Bing, etc.
Profile Content
- Make my public profile visible to no one
- Make my public profile visible to everyone
- Basics
  - Name, industry, location, number of recommendations
- Picture
- Headline
- Summary
- Current Positions
  - Show details
- Past Positions
- Volunteer Experiences & Causes
- Languages
- Skills
- Education
  - Show details
- Additional Information
  - Groups
- Interested In...

Your public profile URL
www.linkedin.com/in/traceyrollins
Customize your public profile | View your public profile

Slide 17
Make Your Profile More Robust

1. Create a Strong **Summary**  
   *(below photo & headline)*

   a. Who You are

   b. The **Value** You Provide

   c. Something Personal (but not too personal...)

   ![I want to build my career](www.students.ubc.ca/career)
Summary – Example #1

Industry Focus

Entrepreneurial executive with broad spectrum expertise in innovation and technology commercialization in the areas of pharmaceuticals, biotechnology and nutritional health. Interested in business development and investment analysis.

Experience
- Commercialization and Product development
- Market Analysis and competitive intelligence
- Technology and innovation management
- Strong understanding of financial and risk analysis
- Stakeholder engagement and management
- Career coach for PhDs in life science and health related disciplines
- Mentor for biotech and pharma start-ups

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Summary – Example #2

Academic Focus

Understand the audience you're targeting

Summary

I have international experience in risk assessment and policy analysis in investment, politics, economy and energy in the Asia Pacific. I have consulted for the World Bank, governments and private firms.

In my academic life my main research agenda is in the areas of democracy, new media and social change in Asia. I have extensive teaching experience in comparative politics, globalization, security and digital politics.

Specialized Skills: Qualitative and quantitative analysis, statistical analysis, risk reporting, cost management, policy analysis, project management, program evaluation, survey, social media, blogging, policy reporting, communication

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Make Your Profile More Robust

2. Strengthen “Experience” Section

- Ensure “Experience” is Accomplishment Based
  (see mini tutorial for graduate students on: students.ubc.ca/career/resources/resumes)

- Tell Us and Show Us: Add related papers, projects, portfolios, video clips

- Get Recommendations
  [Handwritten note: If recommender isn’t on LinkedIn, can still add in “experience”]

Showcase!

These are VERY strong credibility.
Make Your Profile More Robust

3. Interact Outward
   • How is your portfolio interacting outward?
   • Who are you endorsing?
   • Who are you following?
   • What groups do you belong to?
   • Are you posting content?

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Check in

Courses: Choose those that are specifically relevant

Check out Matthew Heaney

Transferability:
Include a variety of roles. Don't think about job title but what you did.
Focus on the language &

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Using Linked In to find people, companies and jobs

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Think of your LinkedIn as a tool. The more functions a tool tries to fulfill, the less well it can accomplish those functions.

**Manager Strategic Programs**

Vancity - Vancouver, BC

Posted 4 days ago

Apply on company website

**Contact the job poster**

Reach out for more information or to follow up on your application.

Shayne Sankar
Talent Consultant at Vancity

Send Initail

**People you know at Vancity**

Reach out to your connections for a referral.

You

John Ham

**Vancity**

Regional Manager Community

Vancity

Vancouver, Canada Area

Posted 6 days ago

I want to build my career

www.students.ubc.ca/career
Make your profile stand out with a custom background
Try an image that represents your school, profession, or cause you care about.
Recommended size: at least 1400 x 425 pixels

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Experienced higher education professional, passionate about student development and learning
Vancouver, Canada Area | Higher Education
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CAUSS - Canadian Association of College and University Student Services, The University of British Columbia, Mount Royal University
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"Find Alumni"

I want to build my career
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Director of Operations and Research, Earth Renu Energy Corporation

Senior Consultant at NATIONAL Public Relations

Sustainability Reporting Analyst at BC Housing
Analyst, Social Responsibility at Teck Resources Limited

Staff Scientist and Project Manager at BC Cancer Agency

Technical Officer, Alliance for Health Policy & Systems Research, World Health Organization

Strategy and Corporate Development at Parkland Fuel Corporation

Research Project Coordinator, Centre for Global Child Health at The Hospital for Sick Children

Director, Yale Sustainable Food Program

Global Markets Analyst at FPInnovations

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Activity

Take 5 min:
- Go to your LinkedIn profile and under ‘Connections’ – ‘Find Alumni’
- Do at least one filter, perhaps two
- Jot down at least three companies or job titles that would be of interest to you
- Report back at least one

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Network with LinkedIn

1. Connections

- Connections are not the same as “Friends”
- Learn to ask but it’s **how you ask**
- Do not use the standard wording provided by LinkedIn - personalize the “ask”
- Some people will and some won’t

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Network with LinkedIn

Standard LinkedIn Wording

I'd like to add you to my professional network on LinkedIn.

Avoid This Wording

Personalize Your Request

It was great to meet you at the recent SBN event. You provided many helpful tips – thank you. Shall we connect via LinkedIn?

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Network with LinkedIn – cold ask

Standard LinkedIn Wording

I'd like to add you to my professional network on LinkedIn.

Avoid This Wording

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Personalize Your Request

I came across your profile on LinkedIn as an alumni of UBC. I am completing my PhD in ... with focus in.... I am really interested in exploring this career field and I would really appreciate it if you would be able to meet to chat about this exciting career area.
Network with LinkedIn

2. Social Intelligence is Key

- Connections are just the first step
- Think “relationship establishment” & “relationship development.”
- Find ways to build and maintain the relationship without “stalking”. (remember... interact outwardly)
- LinkedIn is powerful but only ONE strategy

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Linked In

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I want to build my career
www.students.ubc.ca/career
- Informational interviews (1x month)
- Research companies (1x week)

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