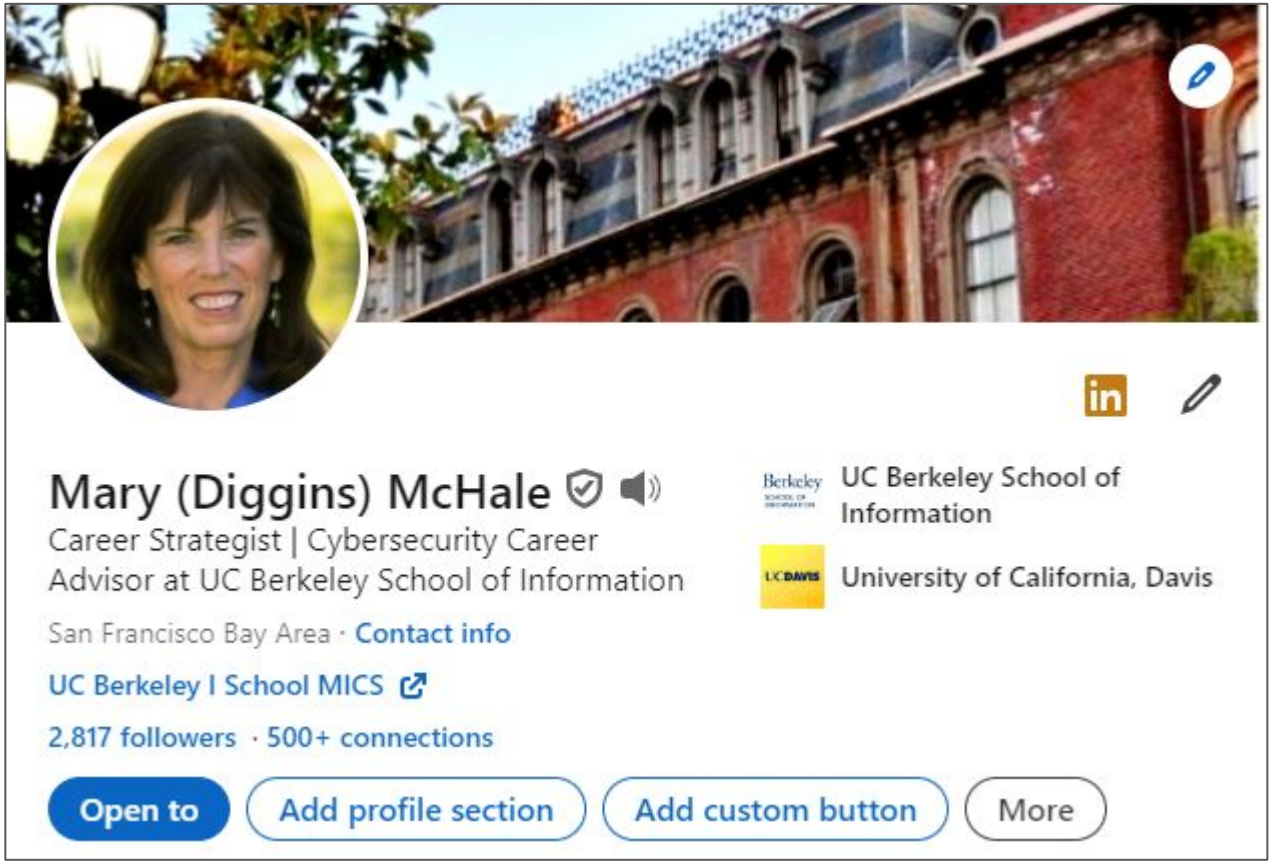
LinkedIn Tips & Tricks

Rebecca Andersen,
Sr. Director of Career Development

Berkeley SCHOOL OF INFORMATION

Your Presenter



Connect with me!

Agenda

1. Why LinkedIn
2. Your Brand on LinkedIn
3. Key Profile Components
4. Getting Found Hacks
5. Researching & Job Searching
6. Privacy

Why LinkedIn

LinkedIn by the numbers

Networking

- 1B+ users worldwide.
- 67 M+ Company pages

Job seeking / recruiting

- 55 job applications submitted every second to LinkedIn.
- 3 people hired every minute from LinkedIn.
- 70% of talent professionals say that virtual recruiting will be the new standard.
- 95% of Fortune 500 use LinkedIn Talent Solutions for recruiting.

Thought leadership

This doesn't mean you need to be an expert!

- Showcase your interest & involvement in a subject/domain by sharing content
- Demonstrate confidence and credibility

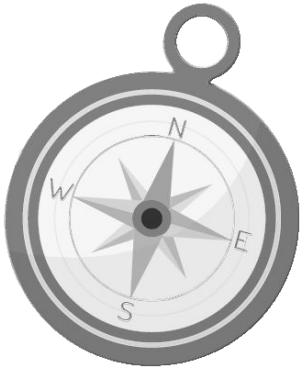
LinkedIn is a

professional & social

networking tool.

WHY SHOULD YOU BE ON LINKEDIN?

- Own your story
- Build meaningful connections
- Use LinkedIn as a research tool



Your Brand on LinkedIn

Build a Discoverable & Focused Profile

Human

21% More Time on Profiles with Images & Headline

Algorithms

$$\mathbf{W}_{\text{new}} = \left[\sum_{n=1}^{N}(\mathbf{x}_n - \overline{\mathbf{x}})\mathbb{E}[\mathbf{z}_n]^{\mathrm{T}}\right]\left[\sum_{n=1}^{N}\mathbb{E}[\mathbf{z}_n\mathbf{z}_n^{\mathrm{T}}]\right]^{-1}$$

$$\sigma^2_{\text{new}} = \frac{1}{ND}\sum_{n=1}^{N}\left\{\|\mathbf{x}_n - \overline{\mathbf{x}}\|^2 - 2\mathbb{E}[\mathbf{z}_n]^{\mathrm{T}}\mathbf{W}_{\text{new}}^{\mathrm{T}}(\mathbf{x}_n - \overline{\mathbf{x}}) + \mathrm{Tr}\left(\mathbb{E}[\mathbf{z}_n\mathbf{z}_n^{\mathrm{T}}]\mathbf{W}_{\text{new}}^{\mathrm{T}}\mathbf{W}_{\text{new}}\right)\right\}.$$

Keywords – 40x Connections

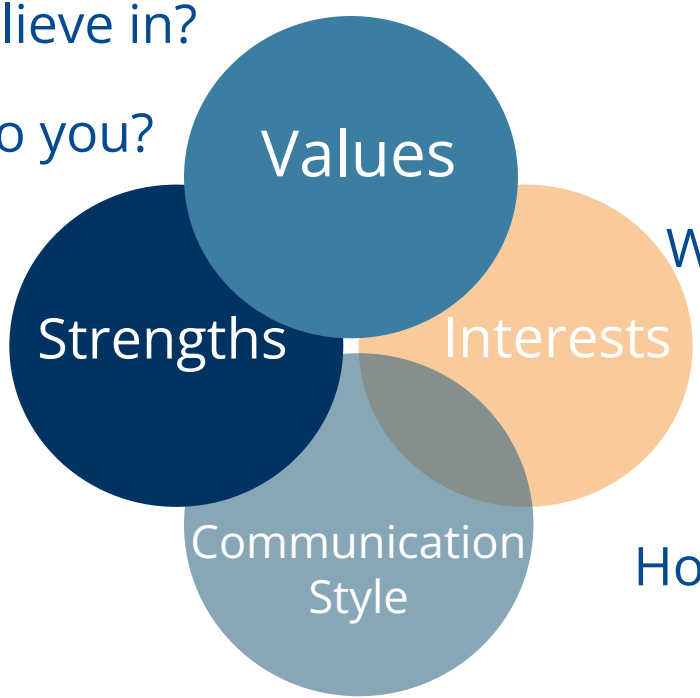
What Makes You, YOU?

What do you believe in?

What is important to you?

What are you good at?

What are you known for?



What are you interested in learning about?

What impact do you want to have?

How do you interact with the world?

How do you express yourself?

Your brand on LinkedIn

Profile
Activity*
Connections
Following
Groups

\+

= Your Brand

Key Profile Components

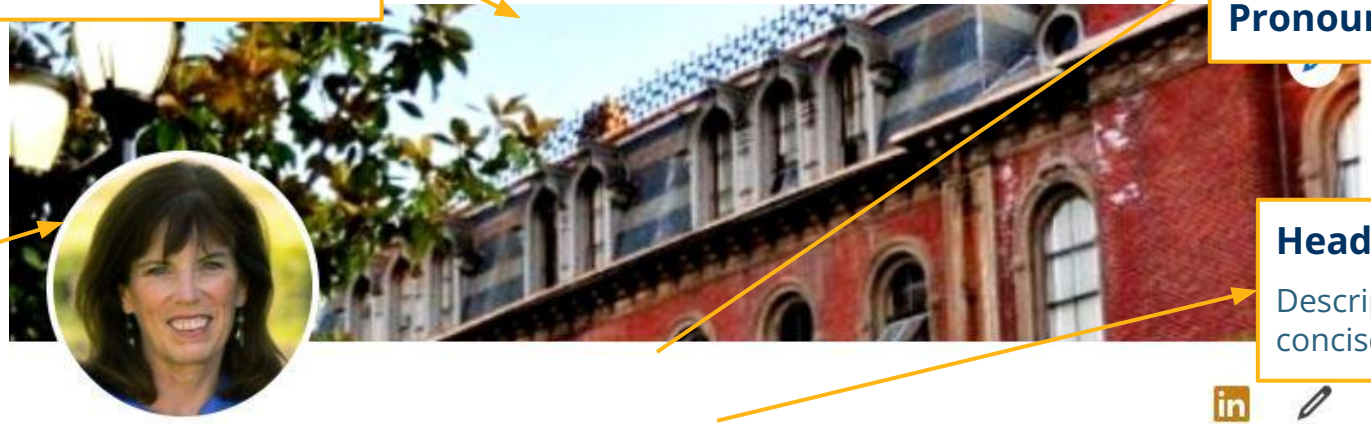
Background Banner

Supportive of your brand and interesting

Name Pronunciation & Pronouns

Profile Photo

Clear, shows YOU, well-lit,centered , industry appropriate



Headline

Descriptive, clear, concise & targeted

Open to Work

Select *Share w/ all LinkedIn members* to use photo frame

Select *Share w/ recruiters only* for no photo frame

Mary (Diggins) McHale

Career Strategist | Cybersecurity Career Advisor at UC Berkeley School of Information

San Francisco Bay Area · Contact info

UC Berkeley I School MICS

2,817 followers · 500+ connections

Open to | Add profile section | Ad

UC Berkeley School of Information

University of California, Davis

Contact Information

Email, website, github, etc.

UC Berkeley School of Information

Your network is here!

Craft a memorable headline with keywords

- Makes it happen!
- TA in Statistics
- UX Design Student
- Cybersecurity Cloud Architect
- ML + Data Eng Student @ UC Berkeley
- PM Student @ UC Berkeley
- Data Science Graduate Student @ UC Berkeley
- Software Engineer, Costco

Headline styles

Impact Statement

- Creating accessible + delightful ux design solutions for AI

List Style (skills, strengths, or domains)

- Cybersecurity Leader I Biotech + Healthcare

Career Changer

- Product Manager leveraging engineering + data science background

Job Title

- Data Scientist @ Stripe

Job Title: Helping X do Y (value proposition)

- UX Researcher: helping SAAS companies understand user needs + business opportunities

About section: engage your audience!

- Who you are as a professional and a person
- Why you do this work
- Tell your story, connect the dots
- Include key skills/areas of expertise, tech skills and certifications
- Use relevant keywords

Your “about” = your brand story

I am building skills in / focusing on…..(the what)

I really like / I’m interested in / I value …..(the how - talk about your strengths, values, or communication style)

For / impacting….(the audience - tell a bit about your interests)

And this means….(the change or difference you are making / can make)

(ASK) Reach out if you are looking for help with / if your company values / I’d love to chat if you are interested in having X impact….(ask a question!)

Skills include: (this is a great way to list keywords)

Use keywords + make it skimmable

Keywords: search words people use to find YOU

- Know your “keywords” – use job postings and other LI profiles as a guide.
- Don’t overdo it! Be honest and accurate, don’t “stuff” your profile with buzzwords.
- Write your profile for REAL PEOPLE, not search engines.
- Less ‘professional’ and more personality!

Sample about section

About

👋🏽Hi there, thanks for landing here! I'm currently pursuing my Master of Information and Data Science at the UC Berkeley School of Information (graduating 2021). I'm excited about building products at and researching the intersections of AI, social justice, and brain science.

🤦🏽‍♀️At a glance, here are some things I've deeply enjoyed working on:
- Currently a Data Science fellow with the D-Lab, working to support UC Berkeley students, staff, and faculty with statistical analysis, data science, and intelligent research design for computational social science applications
- First and sole Product Manager at Umba where I drove product development, beta-tested, and led the rollout of 5 core digital bank product features creating a brand new product experience for total active base of 300,000+ Kenyan users
- Built sustainable, trauma-informed healing programs reaching and supporting 400+ survivors of sexual violence & first-responders on the UC Berkeley campus

🌱My research interests include investigating, preventing, and healing longitudinal behavioral health impacts. My approaches to data science and healthcare are informed by principles of transformative justice, ethical AI, and radical transparency.

P.S. if we haven't met yet, please leave a note in your connection request!

Sample about section

About

Talented Cybersecurity Engineer experienced in utilizing technology to solve complex problems in government organizations.

Excellent communicator to tech and non-technology savvy team members to improve the cybersecurity defense for small government agencies.

Proactively identifies and analyzes opportunities to utilize technology to streamline business systems and processes.

Liaison between public and private sectors to optimize cybersecurity in systems and networks.

Currently completing a Master of Information and Cybersecurity at the University of California, Berkeley

CERTIFICATIONS
Security+, CompTIA
CISSP
Master of Information and Cybersecurity

TECHNOLOGY SKILLS AND TOOLS
Programming: Python
Security: IBM QRadar, Splunk, Qualys, FortiGate, Dark Trace, CrowdStrike, Flashpoint, GitLab, Proofpoint
Operating Systems: Windows 10, Windows Server, Ubuntu, Centos, Red Hat Enterprise Linux, Kali Linux

Sample about section

About

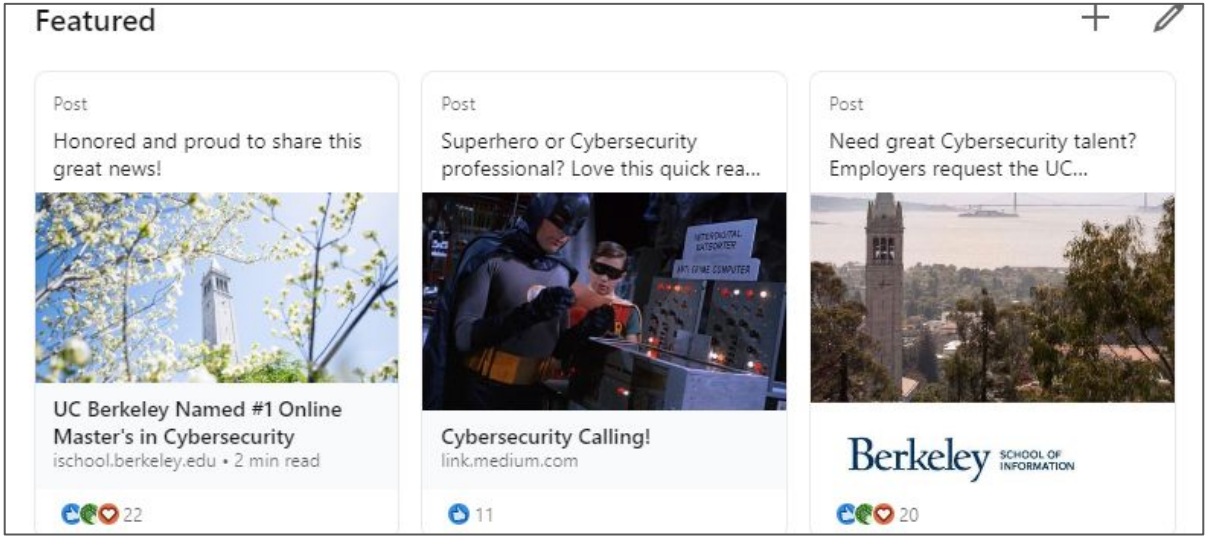
I am a builder who is most at home when working with teams to co-create the future through strategic plans and innovative programming with impact in learning, organizational, and leadership development.

I love messy problems spaces, having started my career in engineering and now working to further equity ...see more

Top skills

Career Development • Strategic Relationships • Program Management • Leadership • Employee Engagement

Featured Section

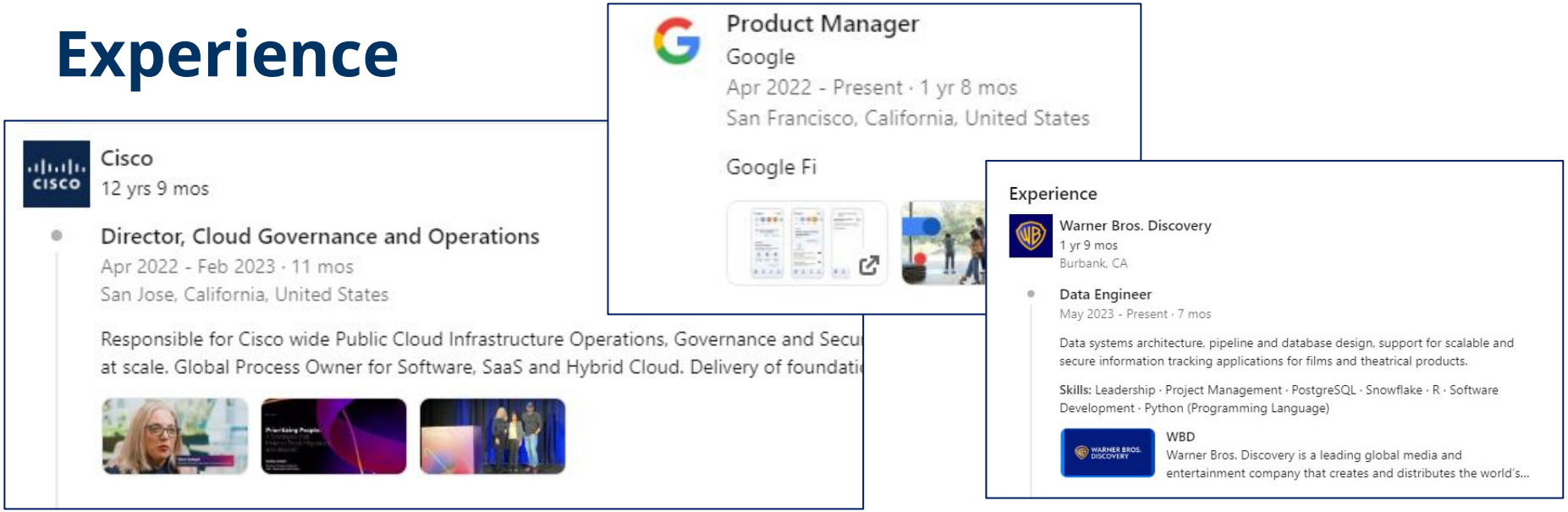


Showcase your work visually - a mini portfolio that goes beyond resume!

Can include:

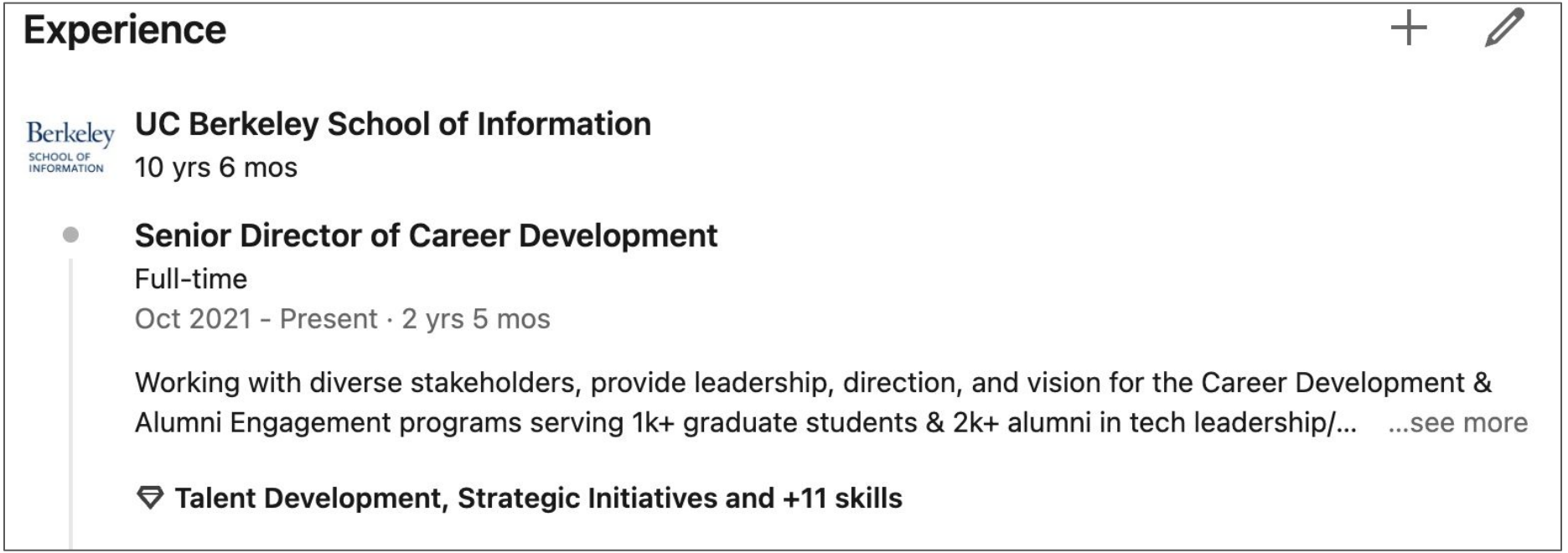
❑ **recent LI posts** ❑ **Articles** ❑ **External media** ❑ **Documents** ❑ **External URL's**

Experience



- Content needs to appeal to people and algorithms!
- Show your value and accomplishments. Only first 2 lines of text show unless *See More* is clicked.
- Add white space to make it easy to skim
- Add media for interest and credibility
- Consider the "industry" (changing to meet your target industry)

Experience section: add skills!



Experience section: add Media

SAP SuccessFactors
5 yrs
Hybrid

Product Manager III
Full-time
Apr 2023 - Present · 1 yr 4 mos

Delivered cross-platform experience and cybersecurity in full-cycle development of mobile applications.
...
...see more

Global Award Winner for Driving Consumption 2023
Nominated and awarded Global Driving Consumption 2023 winner for SAP products out of 100,000+ employees.

Product Manager II
Oct 2021 - Apr 2023 · 1 yr 7 mos

Collaborated with premier customers to identify and strategically implement new requirements, to lead to the onboarding of 300,000+ new users over a two year period....
...see more

Education

Education

UC Berkeley School of Information

Master's degree, Information and Cybersecurity

Jan 2022 - Aug 2023

Cryptography for Cyber and Network Security, Beyond the Code: Cybersecurity in Context, Software Security, Network Security, Operating System Security, Privacy Engineering, Web Application Security, Capstone

Skills: Autopsy · Burp Suite · EnCase · Wireshark · Python (Programming Language) · Writing · IT Project Leadership

MICS Immersion 2023

Education

UC Berkeley School of Information

Master's degree, Information Science/Studies

Activities and societies: Career and Alumni Relations Chair

Winner : Dr. James R. Chen Award for Best Capstone Project

Education

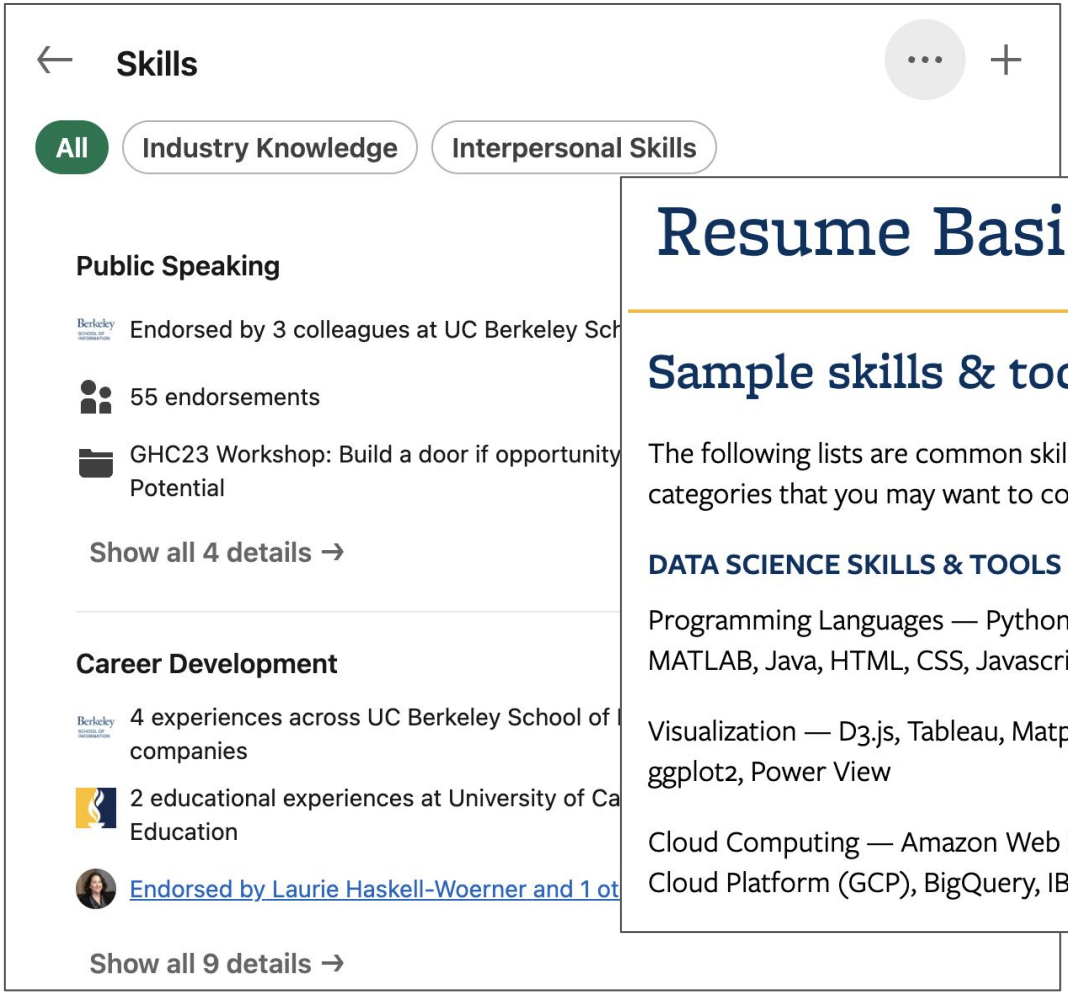
UC Berkeley School of Information

Master's degree, Data Science (MIDS)

Jan 2023 - Jan 2025

Coursework: Experiment Design, Probability Theory, Python for Data Science, Data Engineering, Time Series / Panel Data / Categorical Response, Applied Machine Learning, Machine Learning at Scale (Distributed Systems /...

Skills



Resume Basics

Sample skills & tools

The following lists are common skills and tools within various job categories that you may want to consider including on your resume.

DATA SCIENCE SKILLS & TOOLS

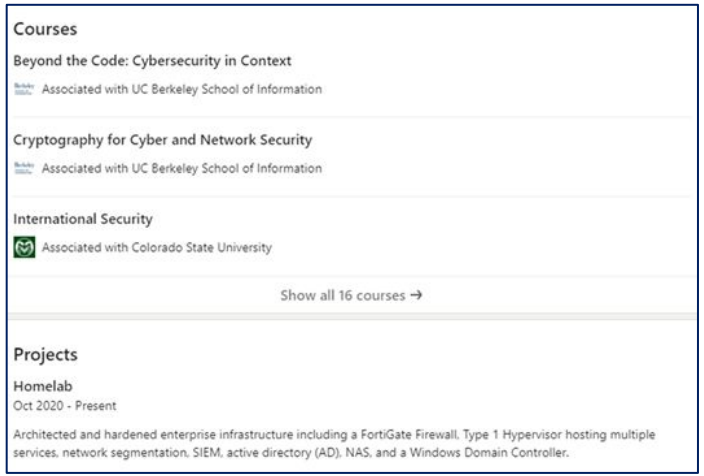
Programming Languages — Python [could include libraries], R, SQL, MATLAB, Java, HTML, CSS, Javascript, C++, VBA, SAS

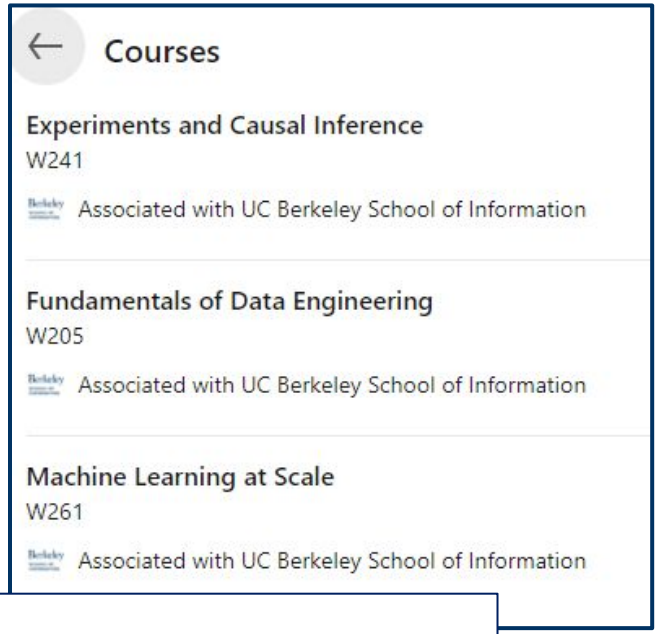
Visualization — D3.js, Tableau, Matplotlib, Plotly, Bokeh, ggplot, ggplot2, Power View

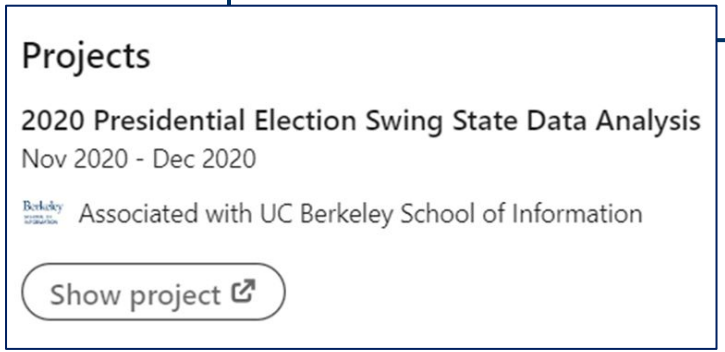
Cloud Computing — Amazon Web Services (AWS), Azure, Google Cloud Platform (GCP), BigQuery, IBM Softlayer, DigitalOcean

Courses + Projects

- Adds depth to your profile
- Showcases key skills/experience







Power of media

Media Increases Time on Profile 21%

- Featured
- Experience
- Education
- Volunteer

Chief Technology Officer
LucasFilm
Dec 2007 – Mar 2011 · 3 yrs 4 mos

As Chief Technology Officer, on the executive leadership team, Richard oversaw the company's technical operations, and was responsible for development and execution of the technology strategy for Industrial Light & Magic, Skywalker Sound and LucasArts, amongst other high profile businesses within the Lucasfilm groups.

Keynote speaker for nVidia Developer ...

X Prize with Peter Diamandis

Sr. Director
Apple Computer
Aug 2001 – Dec 2007 · 6 yrs 5 mos

Enlisted by the CEO to join the company and lead projects to brii
newly launched Mac OS X. Managed and grew teams evangelizin
development environments. Created a task force to work hand in
applications to new Mac OS. Created the internal Tech Marketing
drive presentation & demonstration strategies for all Pro Apps ar

- Defined and managed annual 'Hollywood Summit' meetings wi
- Collaborated with engineering defining next generation operati
- A CEO selected press spokesperson for new product launches
- Appeared in 8 keynote presentations with the CEO

see less

Jony, me & Steve

Featured

Macworld Keynote

The launch of Maya on Mac OS X with Steve Jobs

Other Sections

Licenses & Certifications ~ Honors & Awards ~ Volunteering
Publications ~ Organizations

- Relevant
- Recent or Ongoing
- Use org logos

This

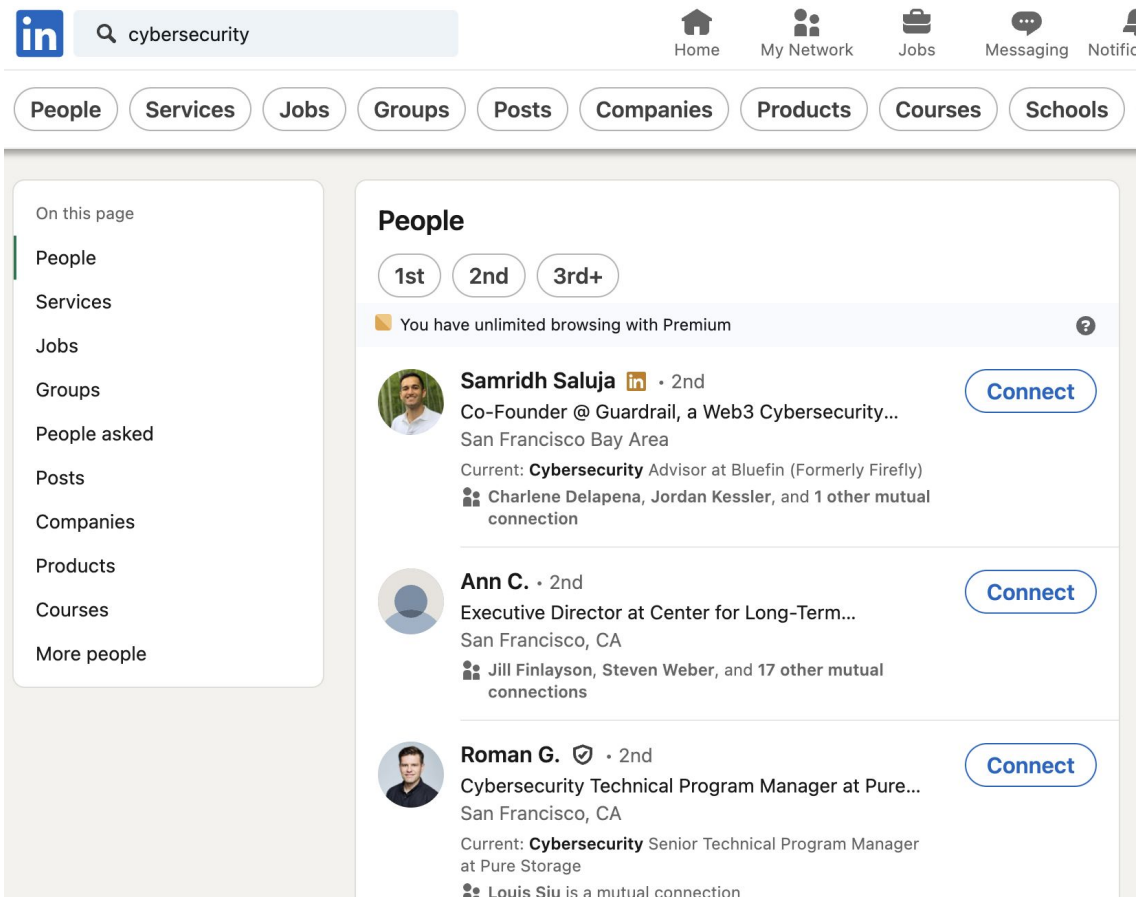
Not this!

Getting Found Hacks

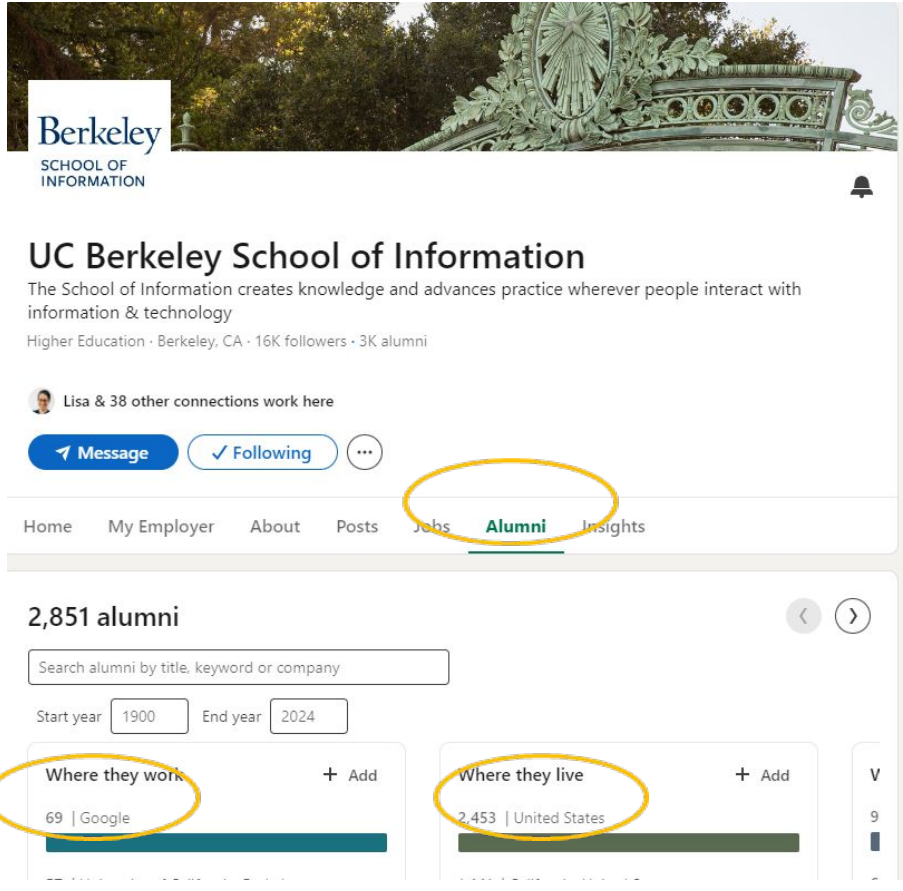
Connections + Groups = NETWORK

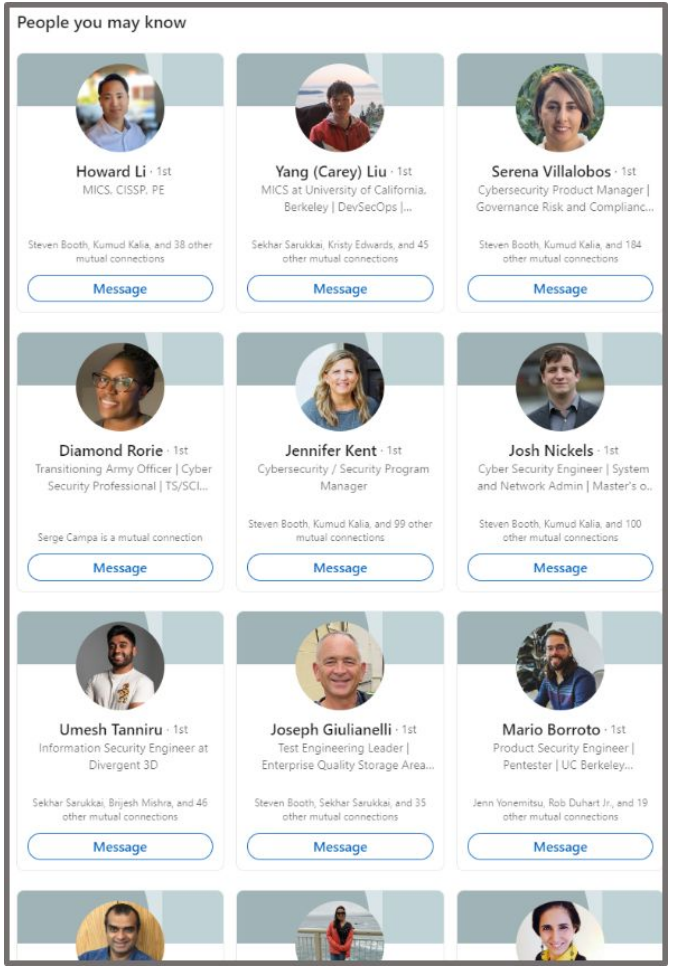
Getting Found Hack

Your Network Makes a HUGE Difference!



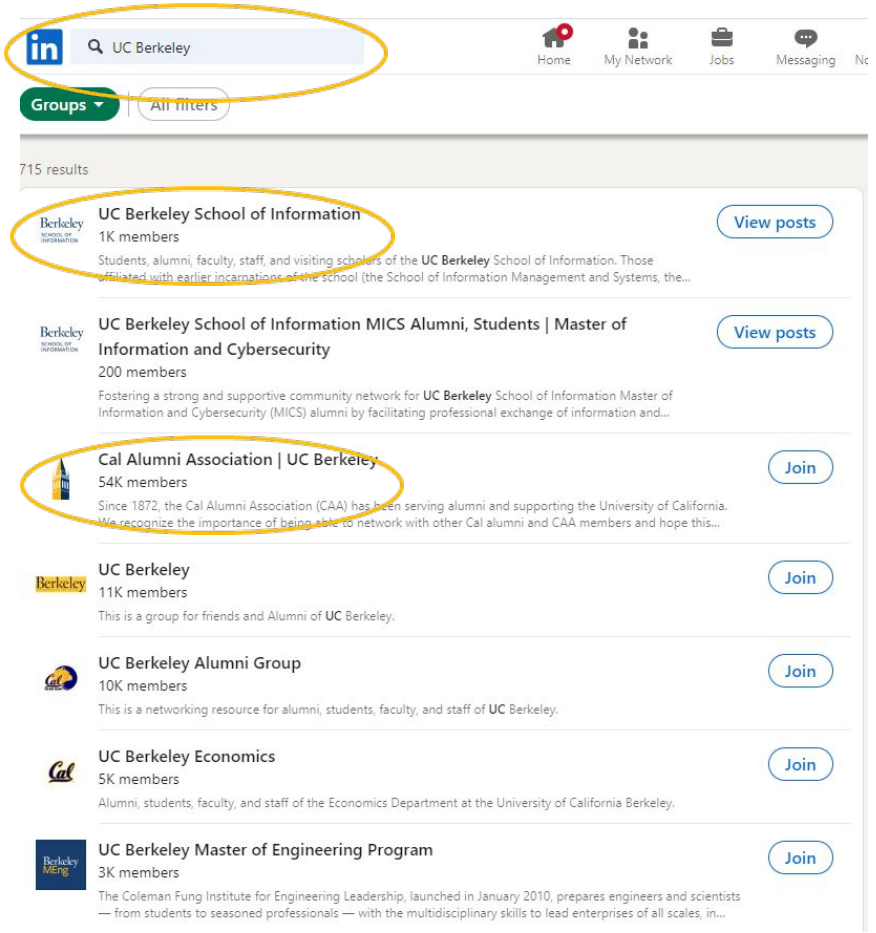
Build your I School network



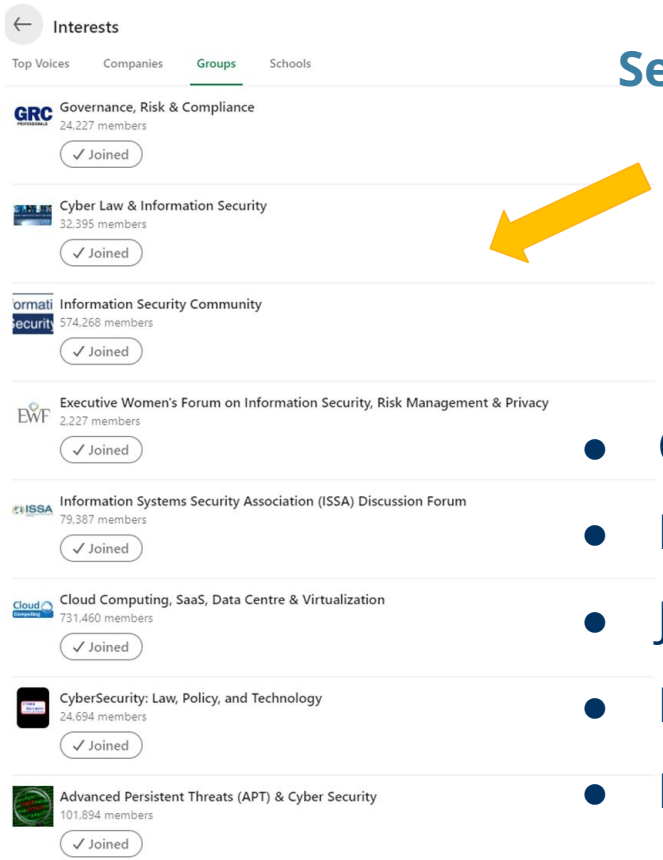


Grow with alumni groups

- Connect with alumni
- Join alumni groups
- Best networking opportunities

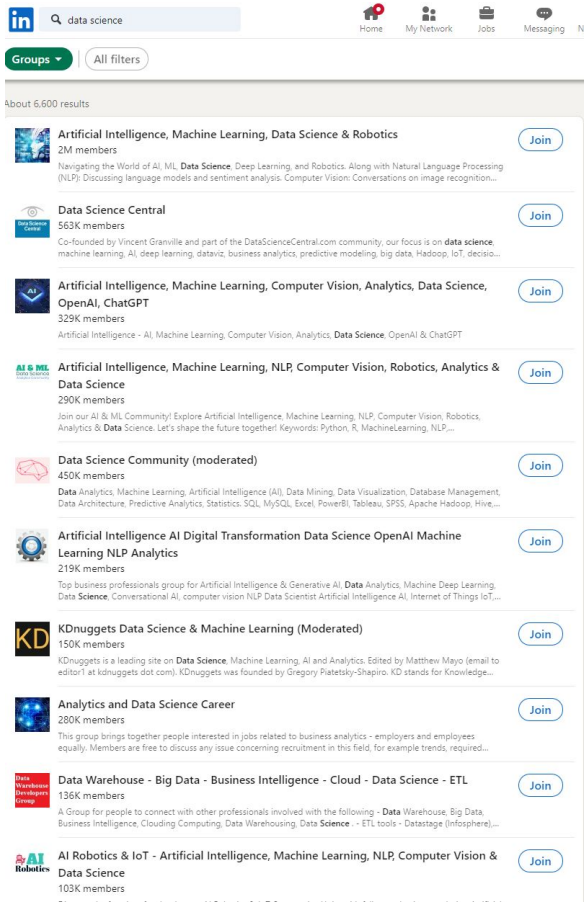


Networking hacks- Groups!



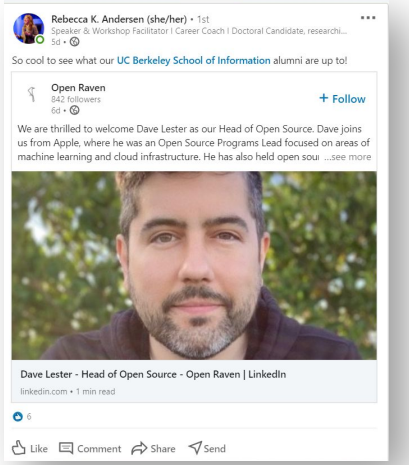
Search by skill/role or colleagues

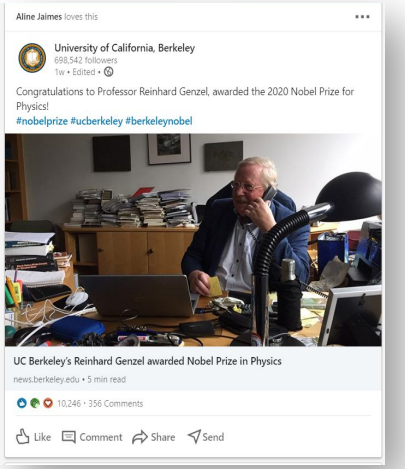
- Connect with leaders
- Industry news updates
- Job opportunities
- Become 2nd degree
- Raises you in searches

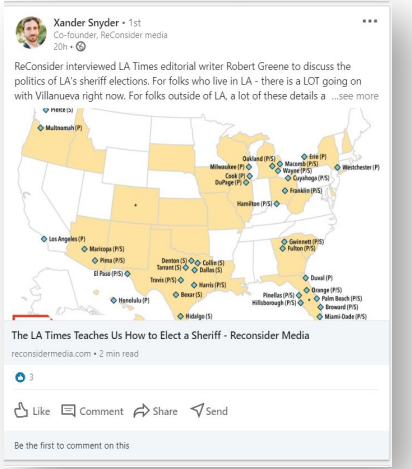


Researching & Job Searching

Research: your feed



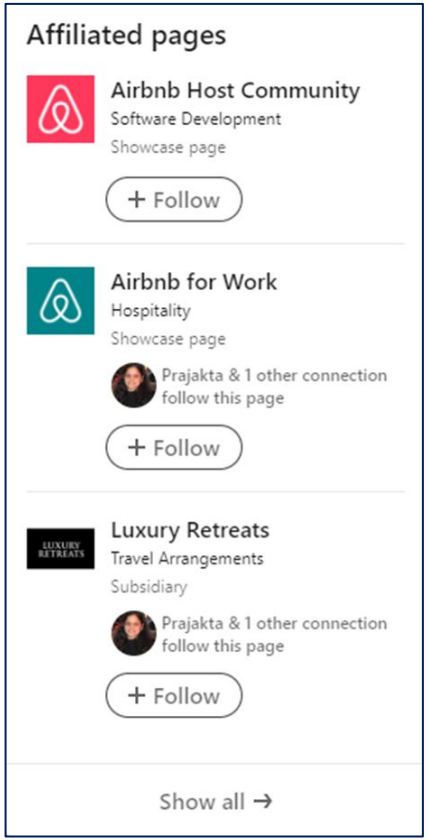


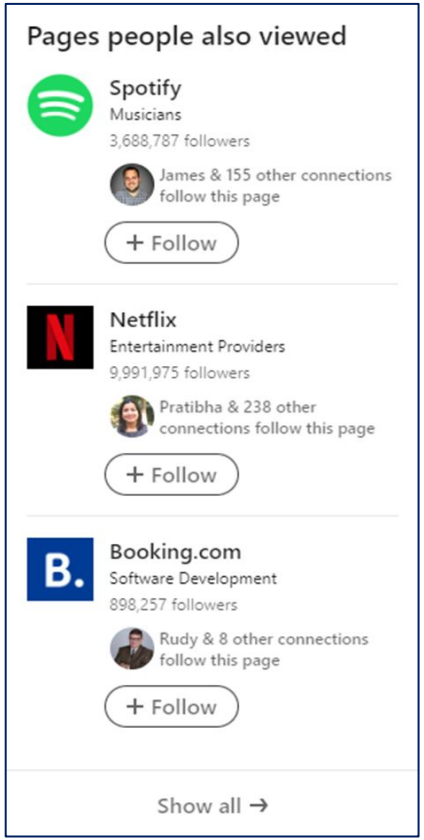


- Connect with people you know and trust
- Follow people you want to hear from but don't know personally ("Top Voices")
- Follow companies & their leaders
- Follow hashtags
- Comment, react, and share posts

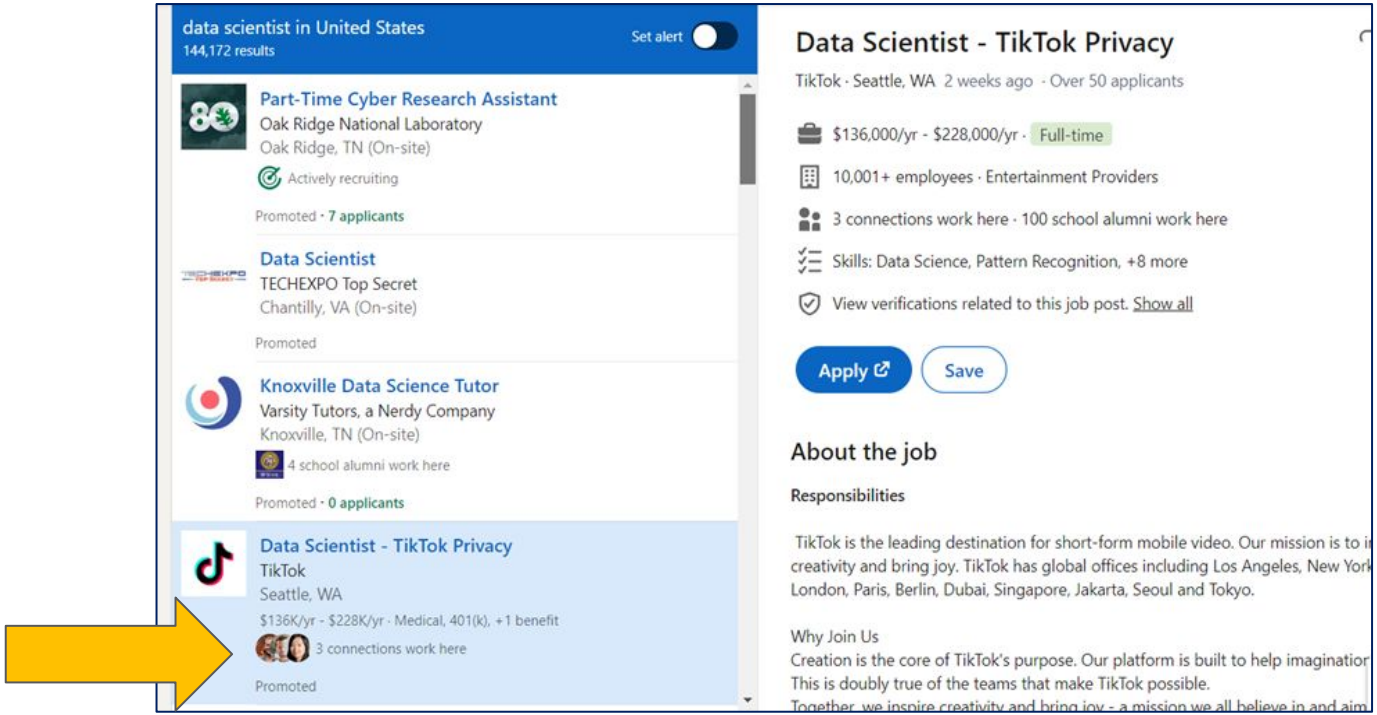
Research: company pages

Research: company pages

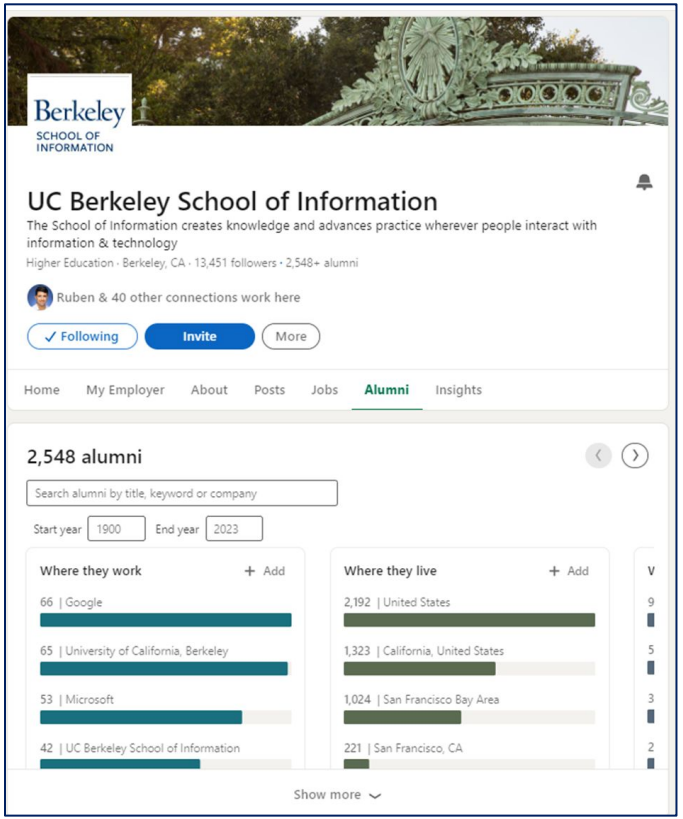




Job searching: referrals

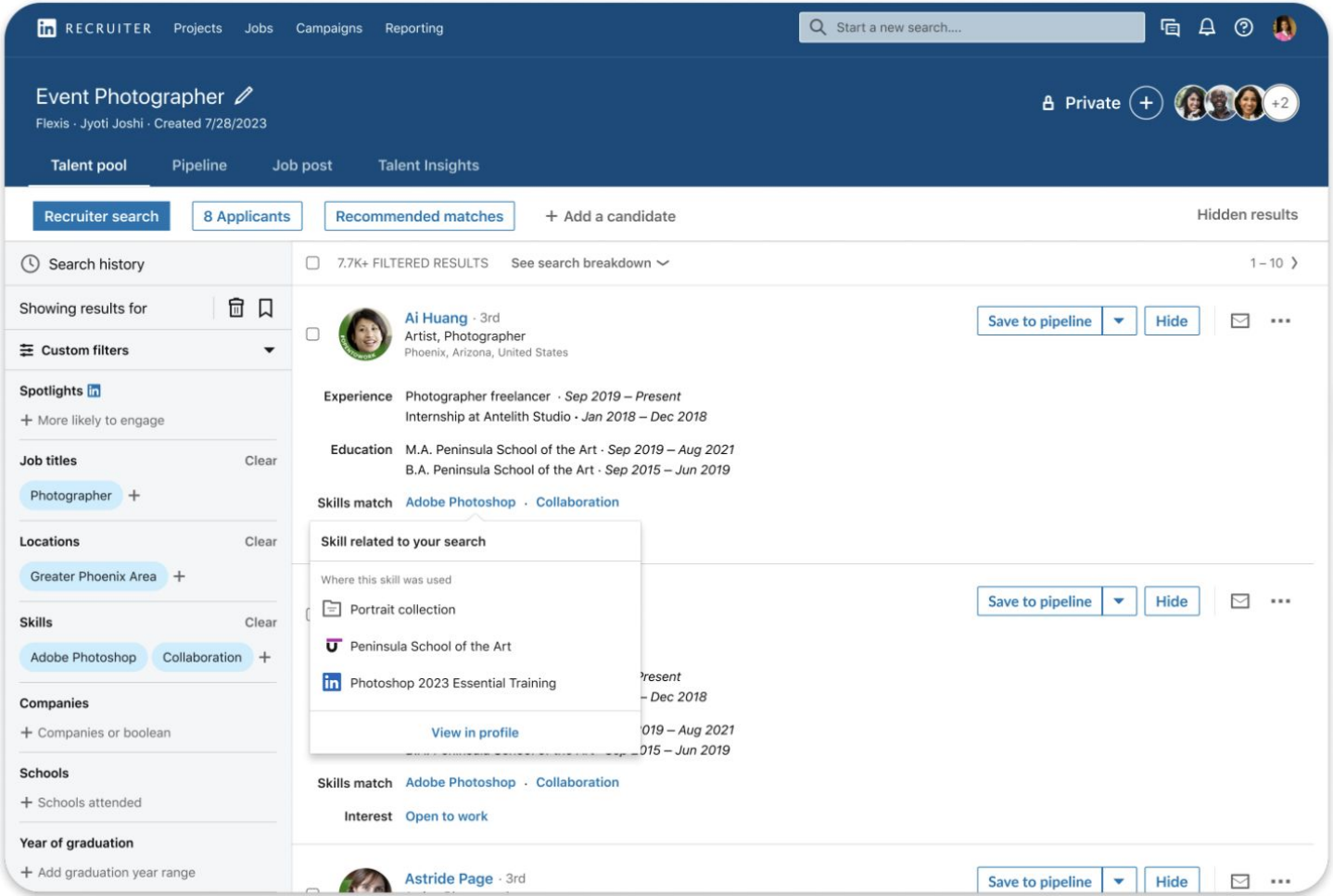


Job searching: referrals



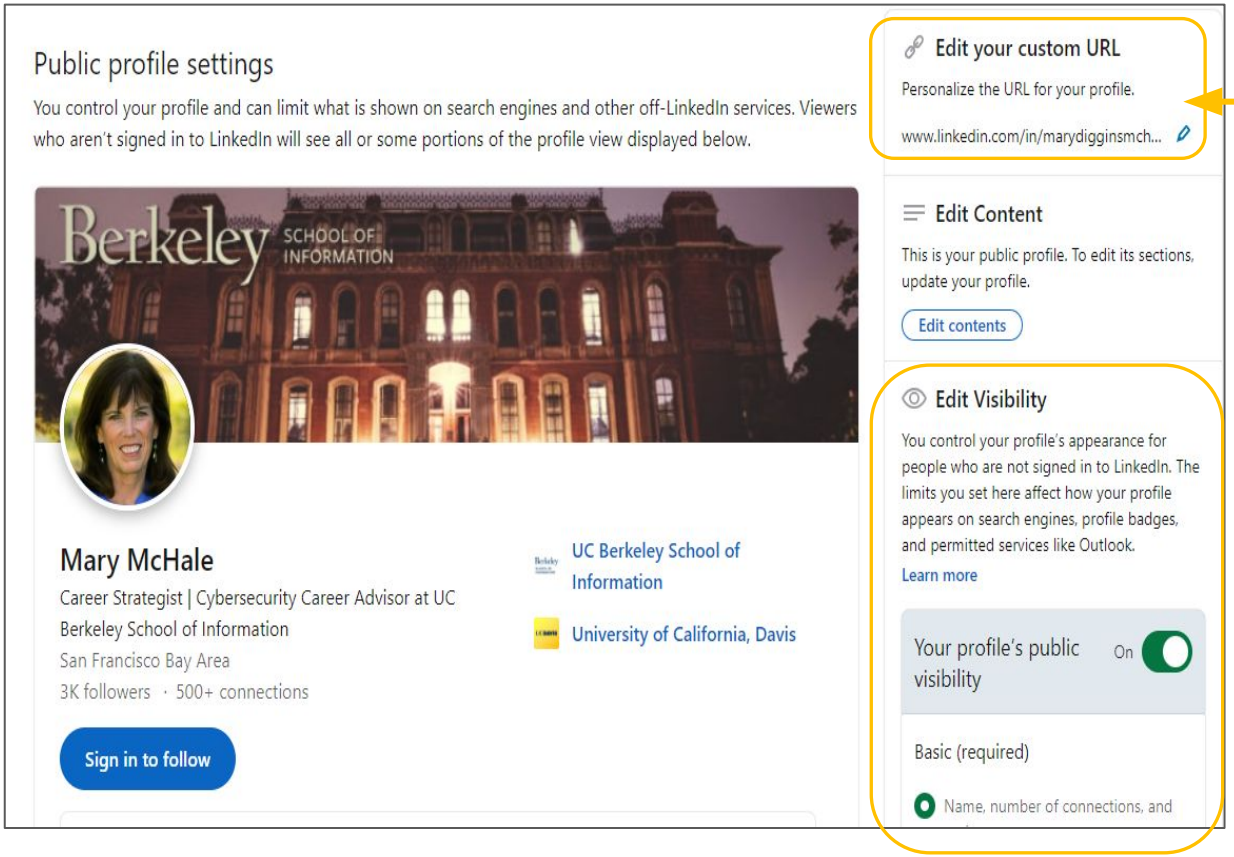
Job searching: key takeaways

- Optimize your profile toward your target job
- Max out the Skills section with relevant skills (up to 100!)
- Turn on *Open to Work* settings for recruiters only; update your work preferences
- Search your network for referrals (2nd degree connections!)


RECRUITER
Projects
Jobs
Campaigns
Reporting
Start a new search....
Event Photographer
Flexis · Jyoti Joshi · Created 7/28/2023
Private
+2
Talent pool
Pipeline
Job post
Talent Insights
Recruiter search
8 Applicants
Recommended matches
+ Add a candidate
Hidden results
Search history
Showing results for
Custom filters
Spotlights
+ More likely to engage
Job titles
Clear
Photographer
Locations
Clear
Greater Phoenix Area
Skills
Clear
Adobe Photoshop
Collaboration
Companies
+ Companies or boolean
Schools
+ Schools attended
Year of graduation
+ Add graduation year range
7.7K+ FILTERED RESULTS
See search breakdown
1 – 10
Ai Huang · 3rd
Artist, Photographer
Phoenix, Arizona, United States
Save to pipeline
Hide
Experience
Photographer freelancer · Sep 2019 – Present
Internship at Antelith Studio · Jan 2018 – Dec 2018
Education
M.A. Peninsula School of the Art · Sep 2019 – Aug 2021
B.A. Peninsula School of the Art · Sep 2015 – Jun 2019
Skills match
Adobe Photoshop · Collaboration
Skill related to your search
Where this skill was used
Portrait collection
Peninsula School of the Art
Photoshop 2023 Essential Training
View in profile
Save to pipeline
Hide
Skills match
Adobe Photoshop · Collaboration
Interest
Open to work
Astride Page · 3rd
Save to pipeline
Hide

Privacy on LinkedIn

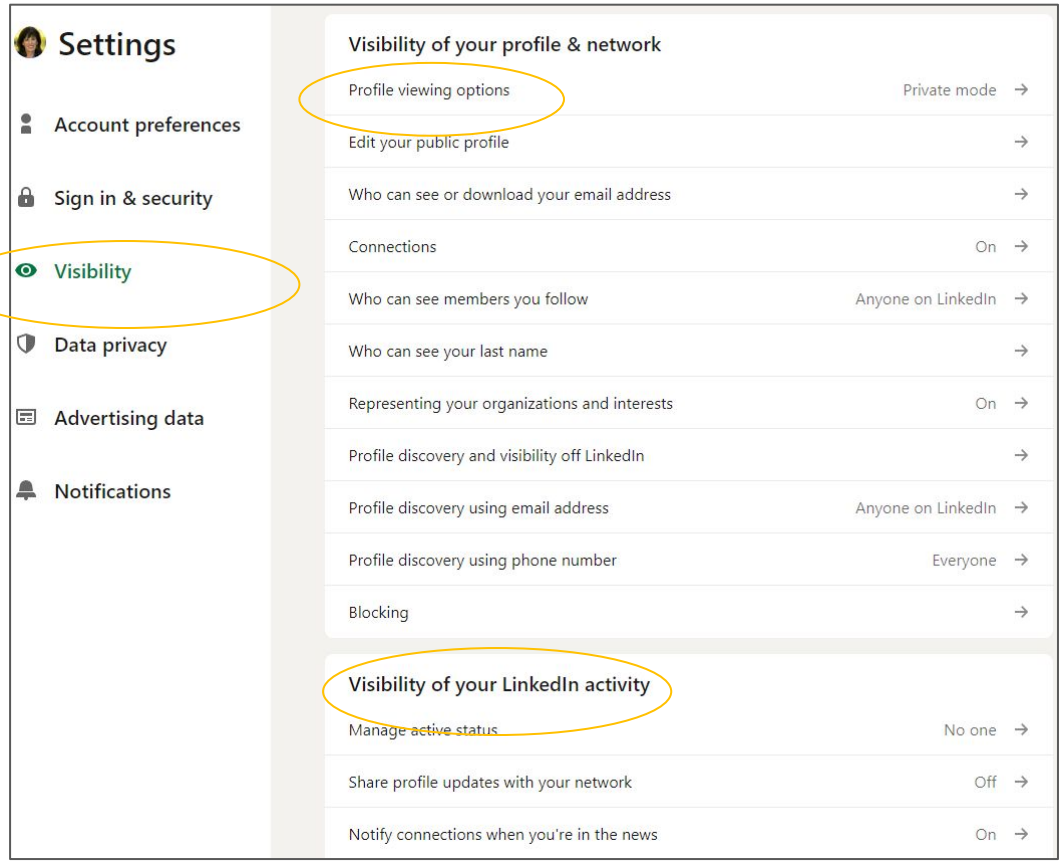
Profile settings + privacy

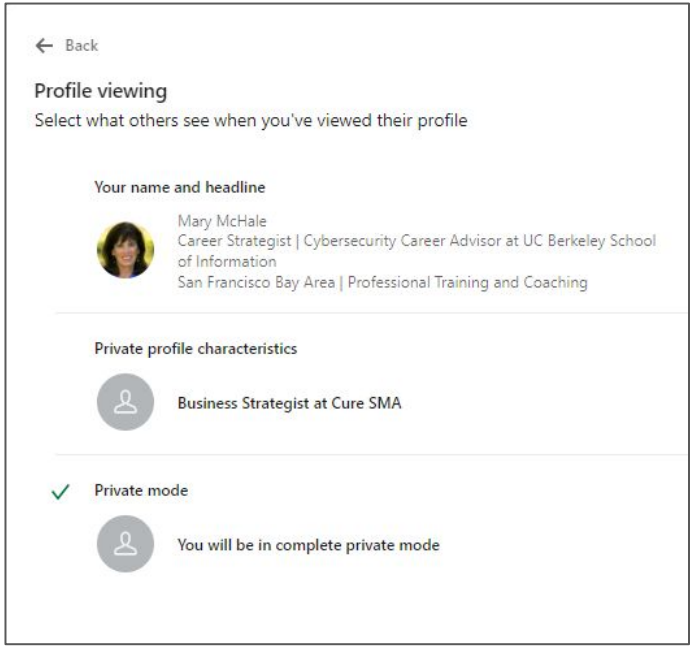


Use this to edit URL

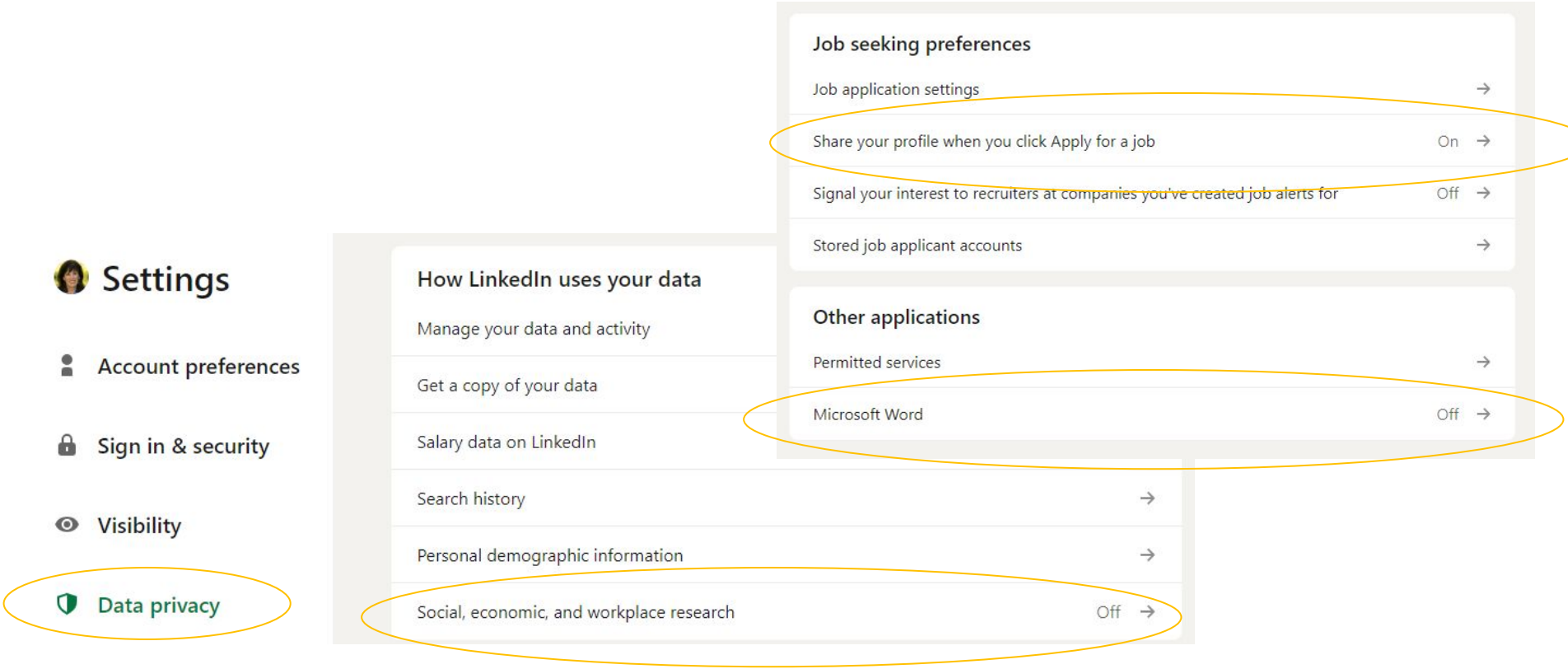
Use this section to choose what parts of your Profile are visible

Settings + privacy





Settings


Settings
Account preferences
Sign in & security
Visibility
Data privacy
How LinkedIn uses your data
Manage your data and activity
Get a copy of your data
Salary data on LinkedIn
Search history
Personal demographic information
Social, economic, and workplace research
Off
Job seeking preferences
Job application settings
Share your profile when you click Apply for a job
On
Signal your interest to recruiters at companies you've created job alerts for
Off
Stored job applicant accounts
Other applications
Permitted services
Microsoft Word
Off

Career Advising Appointments

www.ischool.berkeley.edu/careers/students/advising

LinkedIn Profile/Resume/Cover Letter Reviews

www.ischool.berkeley.edu/careers/students/resumereview