Welcome to Developing Your LinkedIn Profile

We will start shortly. While you wait:

✓Please mute

✓Please turn off your video

✓Update your display name:

- Hover your cursor over the window with your video
- Click on the three dots in the top right corner
- Use the “Rename” function to display your name as it appear on CLNx (This is for registration purposes).

✓In the chat, share:

- Name and what is one question you would like to have answered about LinkedIn

Develop Your LinkedIn Profile

Mary McAuliffe, Career Educator
Career Exploration & Education

UNIVERSITY OF TORONTO

CLNx.utoronto.ca

STUDENT LIFE | Career Exploration & Education

Goals for our time together

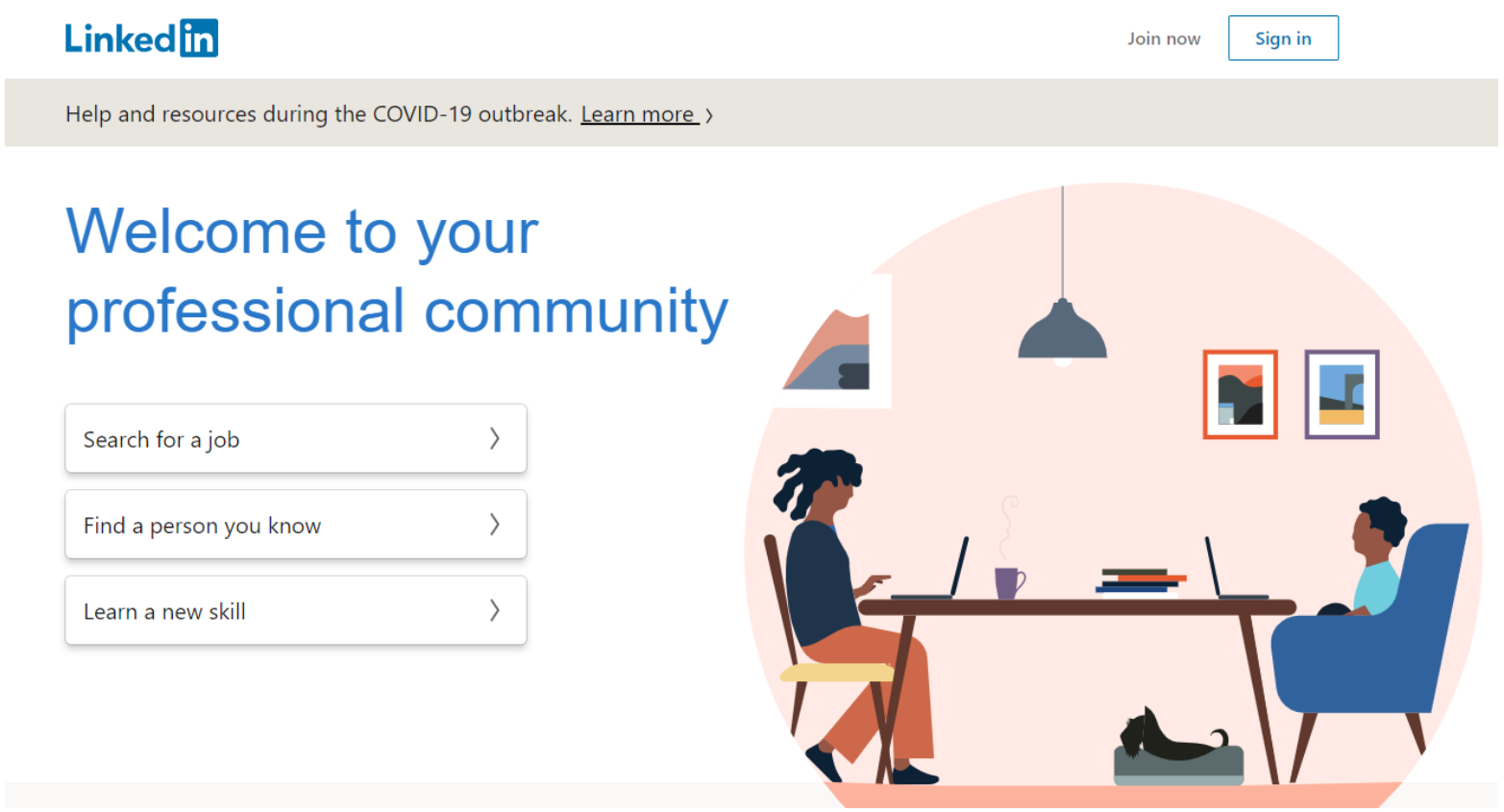
STUDENT LIFE | Career Exploration & Education

- Explore the uses of LinkedIn for career exploration and job searching
- Identify the elements of an ‘all-star’ LinkedIn Profile
- Understand how to use LinkedIn to create a network of professional contacts

UNIVERSITY OF TORONTO

Why use LinkedIn?

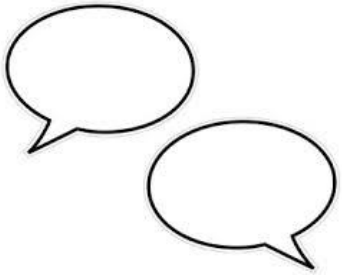
Opening Poll



Value of a LinkedIn Profile

1. Identify, contact & build a **network** of professional connections
2. Develop and maintain an **on-line presence** / professional brand
3. Conduct **research**
4. Attract **recruiters** and employer's attention
5. **Keep up to date** with news in your sector / field of interest
6. Apply for **Jobs** (& receive job alerts)

What makes a great profile?



Share in the chat – what are 5 things that make a great LinkedIn profile?

- **Headline**
- **Photo**
- **Summary**
- **Recommendations**
- **Complete all sections i.e. all-star profile**

Tip: Remember to personalize your URL!

Photo & Banner

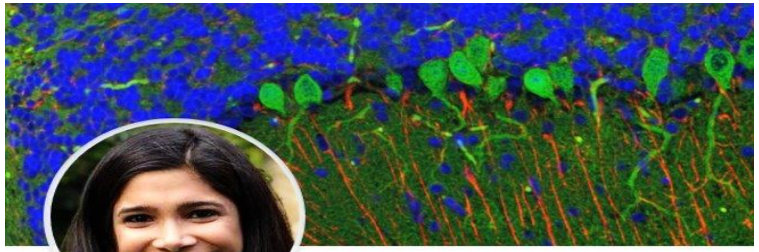
Message More...

Shrey Vazir · 3rd

Physiotherapist | Mindfulness Meditation Facilitator | Chronic Pain Expert

Altum Health - University Health Network

University of Toronto



Tayyaba Jiwani, PhD · 1st

Science Writer & Editor | Neurobiology Researcher

United Kingdom · 157 connections · Contact info

Message More...

Savannah (Shuying) Li · 1st

Knowledge Management | Information Architecture | Design Thinking | Empowerment

Canada · 500+ connections · Contact info

University of Toronto

Message More...

John Sendim, MPS, RP(Qualifying) · 1st

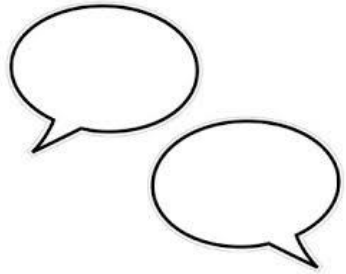
Registered Psychotherapist (Qualifying) | Private Practice in Psychotherapy and Counseling

Canada · 500+ connections · Contact info

Private Practice in Psychotherapy and...

University of Toronto - Victoria University

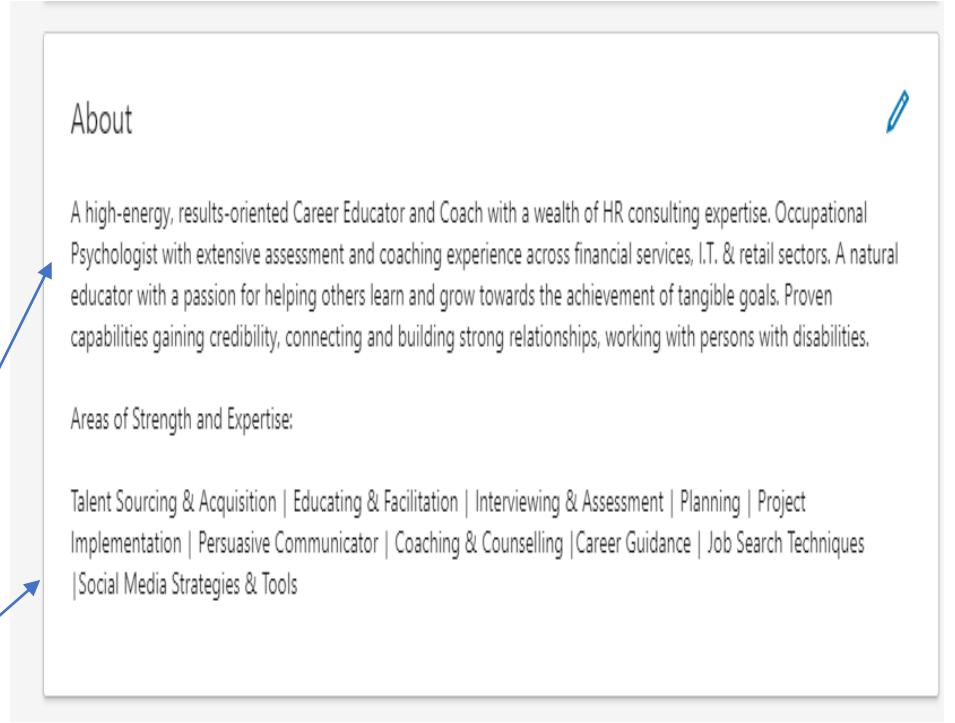
Headline Samples: The good, the bad & others!



1. Creative professional, seeking entry-level positions
2. Knowledge Wrangler
3. Career Coach | Instructional Design | Social Media Marketing | Research
4. Masters Financial Insurance, U of T, open to opportunities
5. Public health professional interested in the intersection of health, social determinants, policy and social justice

About Section (Summary)

How you professionally describe yourself – what you have to offer, what you are known for,
YOUR PROFESSIONAL BRAND.



- ✓ **Only the first 3 lines are seen in searches (~250 characters)**
- ✓ **Incorporate key (searchable and industry specific) words**
- ✓ **Short paragraphs – or bullet points – that are easily scan-able (summarise your experience & value, skills & strengths, types of opportunities you are seeking, extra-curricular interests). No one way.**
- ✓ **Write for the job you WANT, as well as the job you have / role you are in**
- ✓ **Include measurable metrics & results from projects/work experiences – ACCOMPLISHMENT STATEMENTS**
- ✓ **You can also add links and media here to show your value (articles, projects, case studies)**

About: Samples

Sample 1:

> Over 10 years of editorial and leadership experience at academic journals & popular magazines
> Proven record of science communication via successful research grants & presentation prizes
> PhD & postdoctoral research defining genetic mechanisms of brain development & cancer

Sample 2:

My passions for anatomical science and the rapidly-evolving field of healthcare has led me to pursue a double major in Physiology and Health and Disease. I strive to be a well-versed individual in a variety of areas I love, including arts, dance, writing, and photography. From my experiences in clinical research to my work with youth in hands-on discovery learning, I have gained invaluable skills in time management, collaboration, and adaptability from interacting with a broad spectrum of students and professionals. I ultimately strive to bridge my science background with my creativity in all of the endeavours I pursue.

There is no one way to write this section but ensure you can be found, and your professional identity is clear.

Recommendations

"Recommendations, skills and endorsements are a way of demonstrating social proof on LinkedIn for you and your abilities."

Forbes (2019): https://www.forbes.com/sites/forbescoachescouncil/2018/03/14/when-it-comes-to-linkedin-recommendations-skills-and-endorsements-matter/#61a85c137d6c

- Online references
- Act as 'proof' of your credentials
- Can help to get the attention of the reader
- When asking, be specific in your request (what key skills do you want to have highlighted)

Read more here (The Vault, 2018):
https://www.vault.com/blogs/networking/pros-and-cons-of-linkedin-recommendations-according-to-10-hiring-managers

Networking: Making Connections

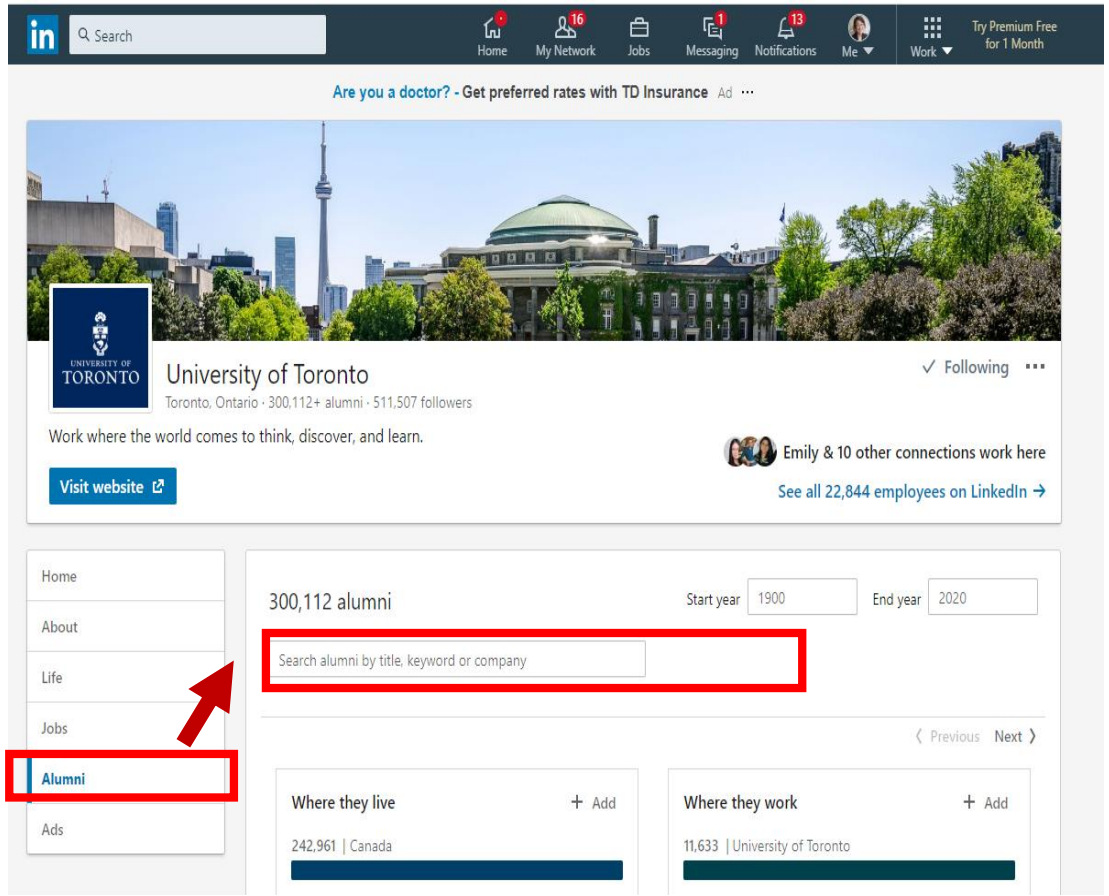
1st Level Contacts
You've met & interacted

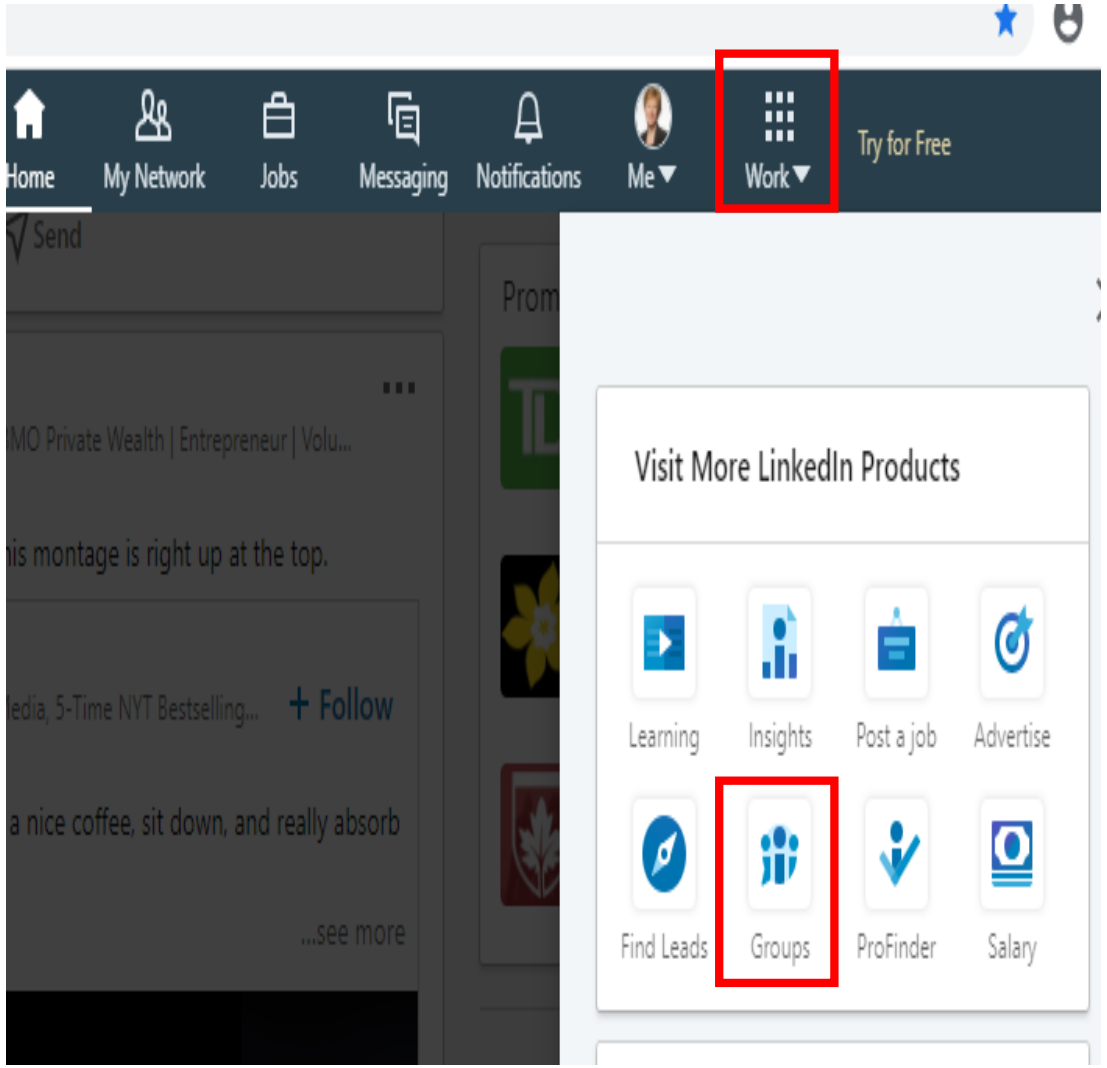
- Family, friends
- Professors, TA's, students, co-workers
- Can import your email contacts into LinkedIn
- Explore you connections networks to find more people
- Social media friends who you would feel comfortable with as colleagues

2nd Level Contacts
You need an introduction

- People in your 1st Level Contacts' lists
- People who work at organizations on your target list
- Professionals whose career paths interest you

Building Your Network: Alumni, Groups & Companies





Invitations – People you have/haven't met

Stuart,
It was nice meeting you (virtually) at the alumni dinner on Wednesday. Thank you for taking the time to be there. I enjoyed talking to you about how you got started in your career and appreciate the advice you provided about staying positive while job hunting. It would be great to stay in touch as I consider my options after graduation.

Lisa Zhang

Dear David,
I'm a 3rd year UofT Chemistry student and I'm considering my options after graduation. I see you graduated from Chemistry at UofT and have held roles across a few different industries. I would appreciate the opportunity to learn how you got started in your career and if you have any advice as I consider my future.
Thank you for taking the time to consider this request.

Sakita Holley

Maintaining Your Network

- Update your status as appropriate
- Articles & Activity
  - Share a post / write an article
  - Comment on industry-specific articles, add value
- Use introductions to grow your connections
- Lend a (virtual) hand

Remember: Be Strategic

Job Searching

- Job alerts on job board
- Follow companies on your wish list
- Optimize profile using hashtags and settings (to be more easily found by Employers / Recruiters)
- Skills Matching & Building
- Display References (recommendations)
- Network: (Access “Hidden” Job Market)

Career Exploration

- Explore industry profiles
- Research graduate career paths (Alumni Finder)
- Connect with professionals for informational interviews (networking)
- Build network of contacts
- Engage in professional interest groups (Groups)
- Identify industry trends

Additional Tips

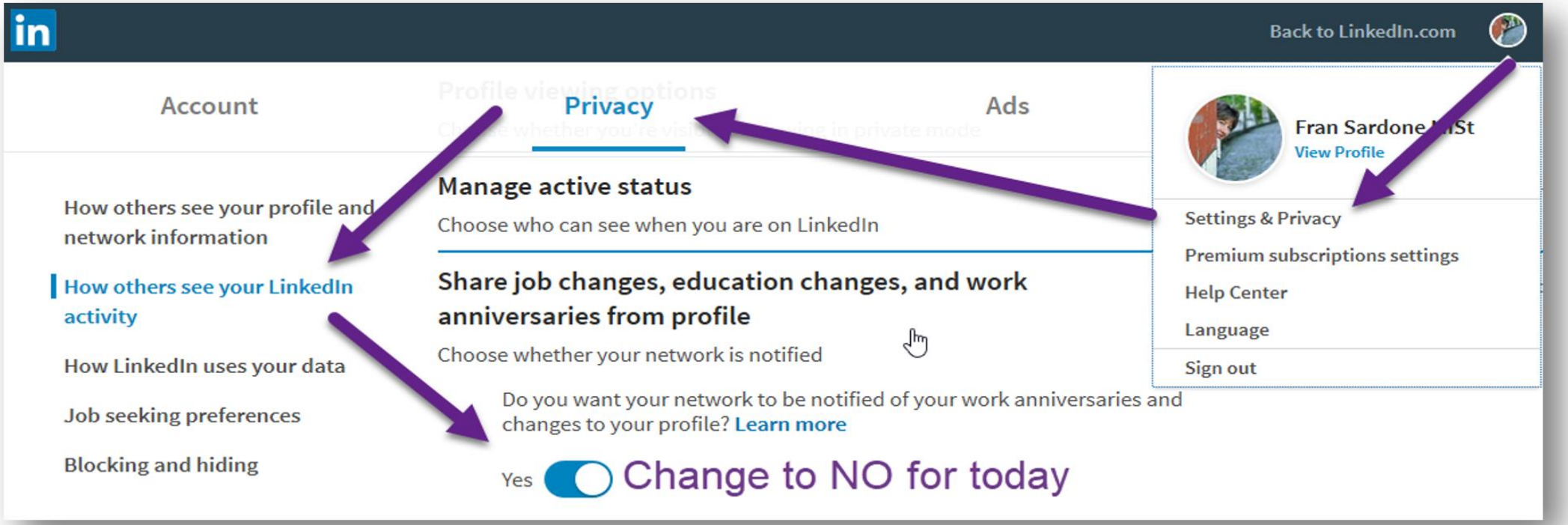
- ✓**Personalize your URL**: >Me >View Profile >Edit public profile & URL
- ✓Prioritize **key skills** and have them **endorsed**
- ✓Join **LinkedIn Groups** and actively participate >

>Groups >Search
- ✓Increase your profile visibility by becoming an active contributor. Use # **hashtags**
- ✓Turn on **job alerts** (settings) and leave notes for recruiters >Me >View Profile >Add Profile Section >Intro >Looking for job opportunities

Appendix A

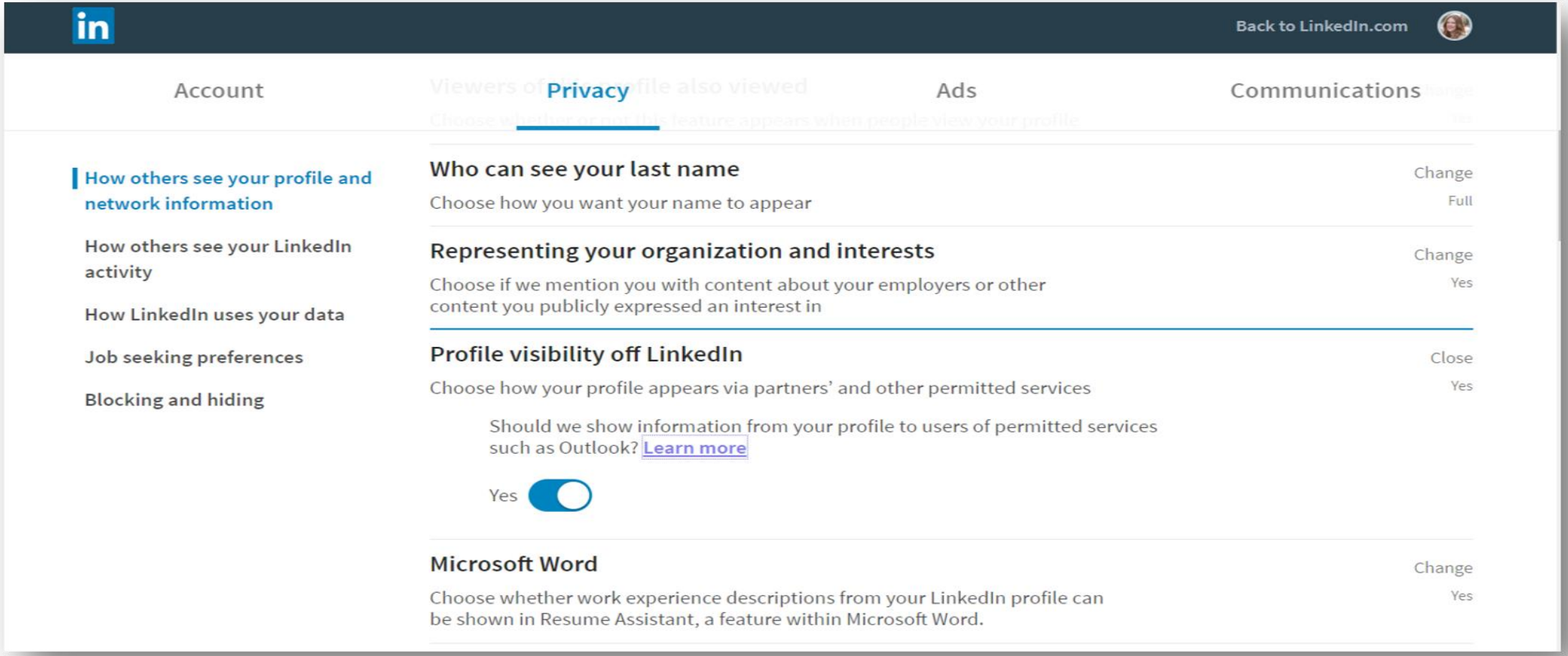
Features on LinkedIn

Updating Your Profile:



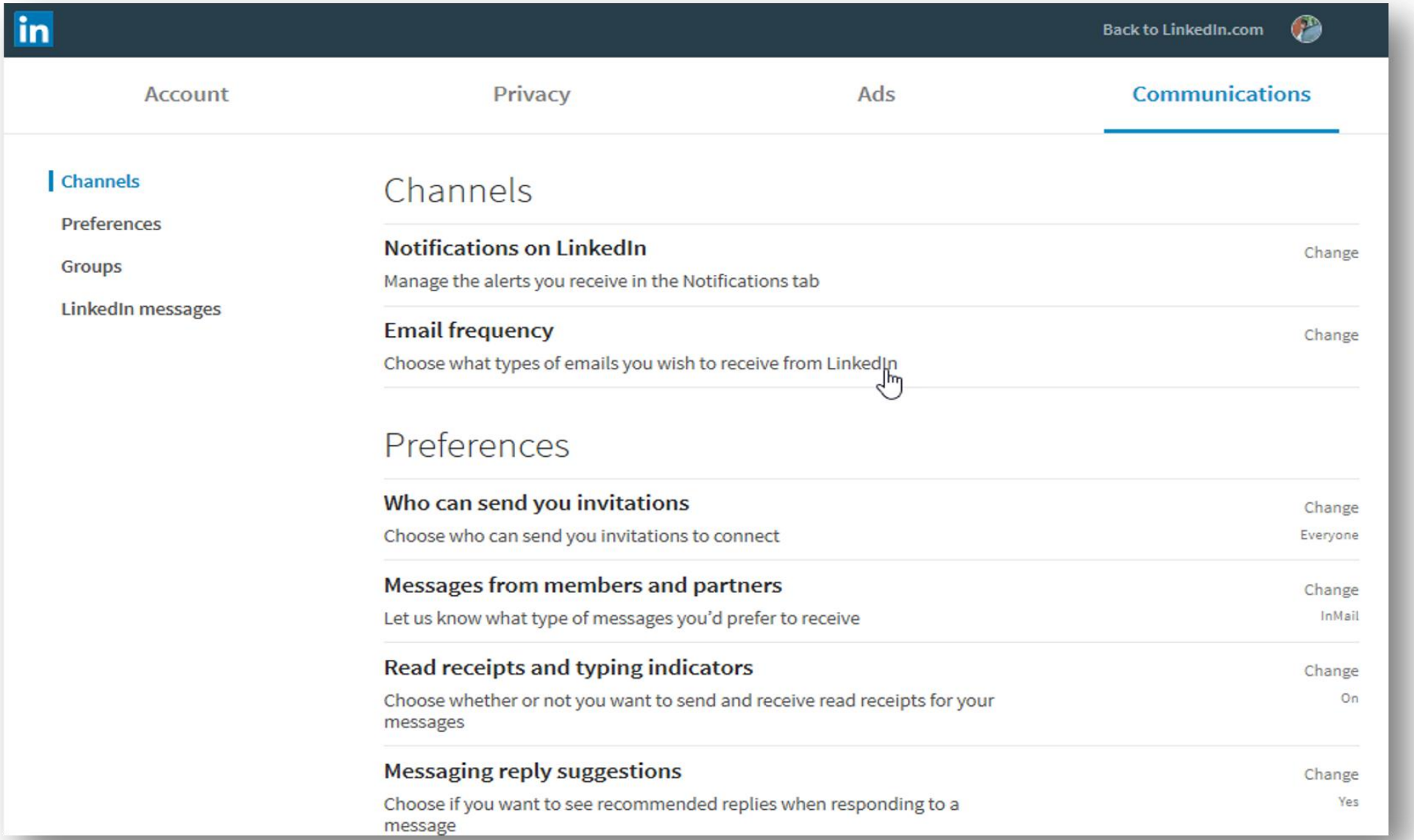
Before making major changes to your profile, turn your profile visibility settings to **Off** so that your network does not receive lots of notifications of your changes. When finished, turn your settings back on so that your connections can see significant updates, such as your graduation, skills upgrades, new job, promotions etc.

Settings: Privacy | Profile Visibility

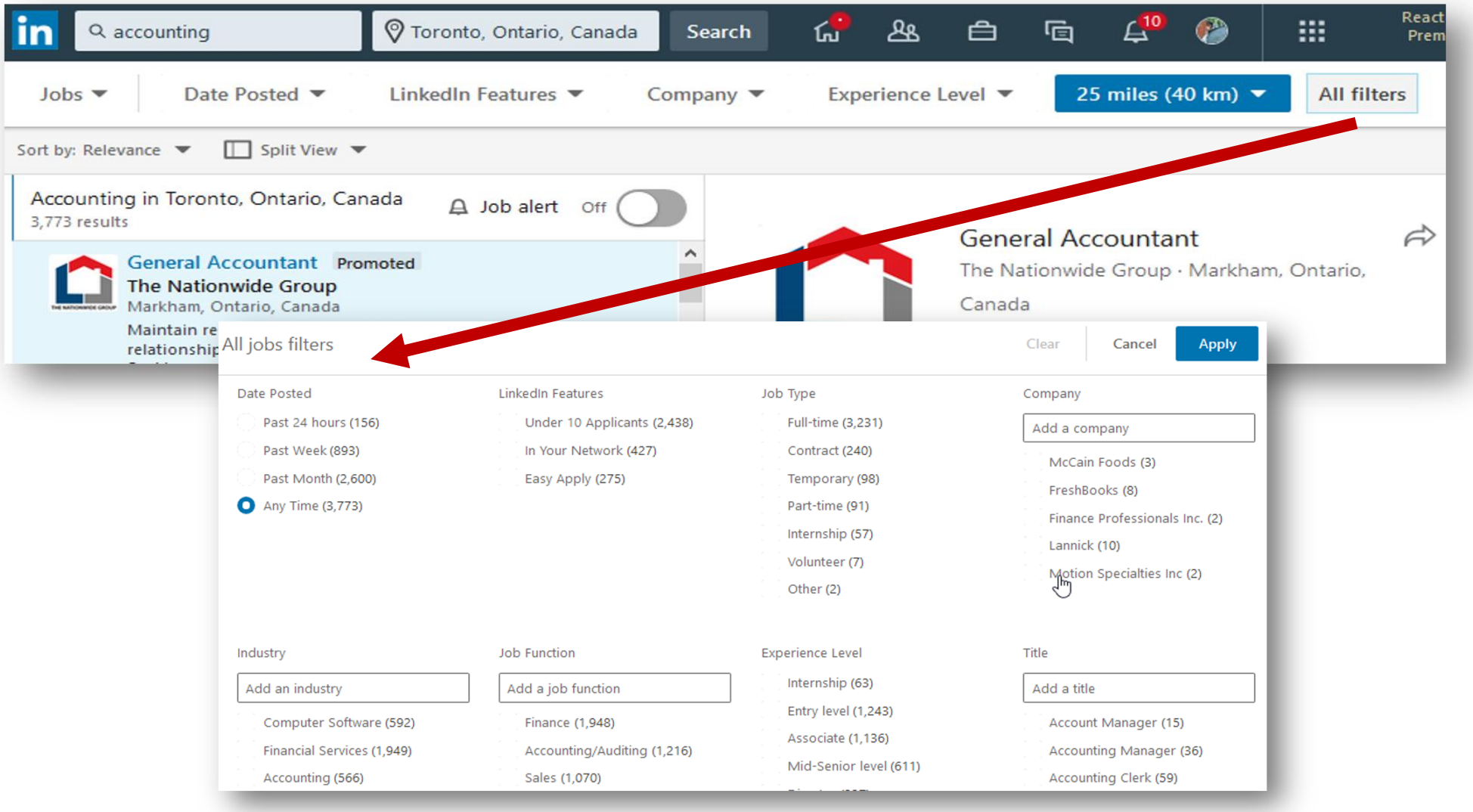


Privacy: "Profile visibility off LinkedIn"
Public Profiles can be found through search engines. You may prefer to limit the visibility of your profile information outside of LinkedIn

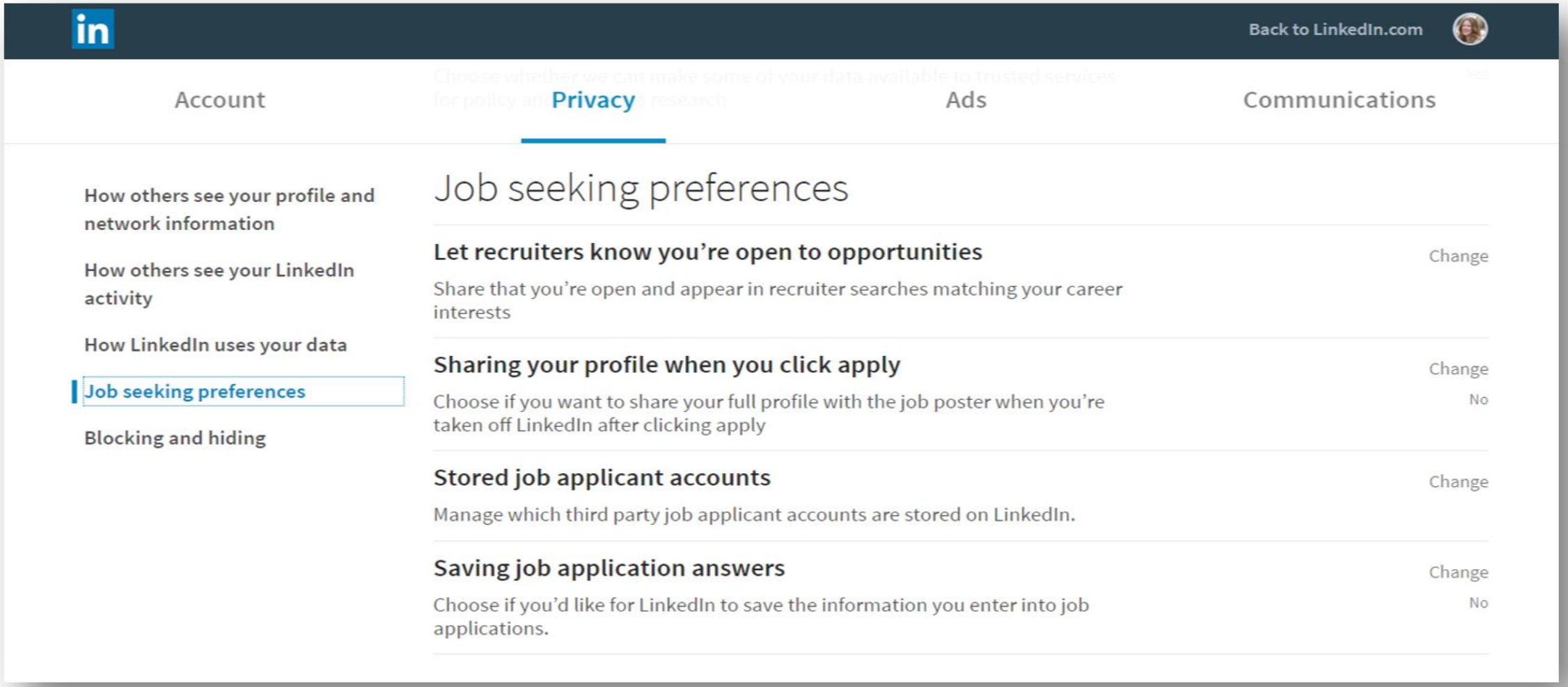
Settings: Communication



Job Board


accounting
Toronto, Ontario, Canada
Search
10
Jobs
Date Posted
LinkedIn Features
Company
Experience Level
25 miles (40 km)
All filters
Sort by: Relevance
Split View
Accounting in Toronto, Ontario, Canada
3,773 results
Job alert
Off
General Accountant
Promoted
The Nationwide Group
Markham, Ontario, Canada
General Accountant
The Nationwide Group · Markham, Ontario, Canada
All jobs filters
Clear
Cancel
Apply
Date Posted
Past 24 hours (156)
Past Week (893)
Past Month (2,600)
Any Time (3,773)
LinkedIn Features
Under 10 Applicants (2,438)
In Your Network (427)
Easy Apply (275)
Job Type
Full-time (3,231)
Contract (240)
Temporary (98)
Part-time (91)
Internship (57)
Volunteer (7)
Other (2)
Company
Add a company
McCain Foods (3)
FreshBooks (8)
Finance Professionals Inc. (2)
Lannick (10)
Motion Specialties Inc (2)
Industry
Add an industry
Computer Software (592)
Financial Services (1,949)
Accounting (566)
Job Function
Add a job function
Finance (1,948)
Accounting/Auditing (1,216)
Sales (1,070)
Experience Level
Internship (63)
Entry level (1,243)
Associate (1,136)
Mid-Senior level (611)
Title
Add a title
Account Manager (15)
Accounting Manager (36)
Accounting Clerk (59)

Job seeking preferences



Profile Sections

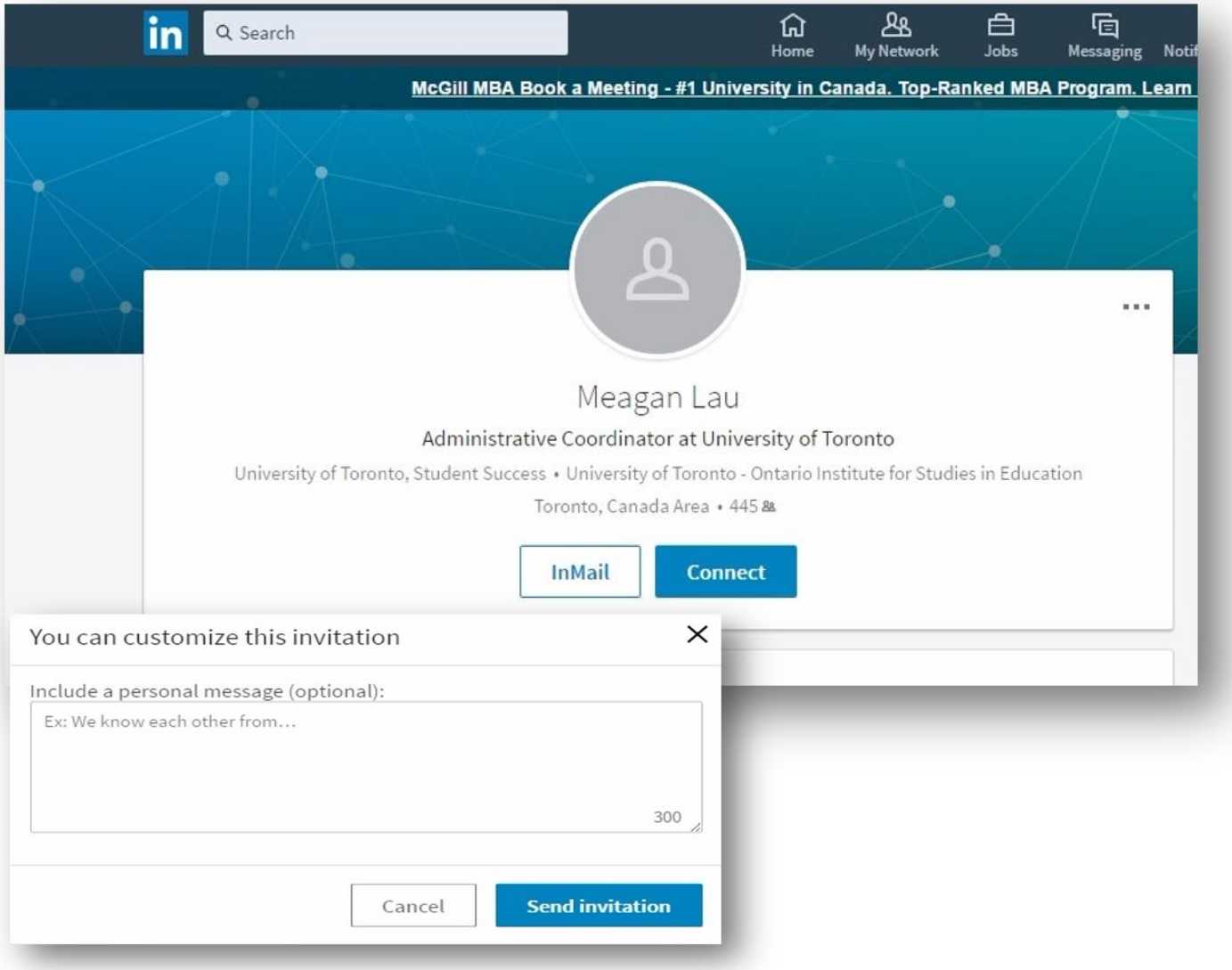
- **Education**
  - Post-secondary only; include subjects taken, skills developed
  - Can include Activities & Societies
- **Experience (paid or unpaid, incl. volunteer)**
  - Use accomplishment statements and keywords
  - Include transferable experiences
- **Accomplishments**
  - Publications | Courses | Languages | Awards etc.
- **Interests**: Groups | People | Organizations
- **Skills & Endorsements (important)**
  - Can add up to 50 skills – aim for top 5-8 key skills
  - Use key words relevant to roles & industry
  - Get connections to endorse

Requesting a Recommendation from your profile

1. Click the Me icon at the top of your **LinkedIn** homepage.
2. Select View profile.
3. Scroll down to the **Recommendations** section and click “Ask for a recommendation”.
4. Type the name of the connection you'd like to **ask for a recommendation** in the Who do you want to ask?

Note: You will be able to review the recommendation (and request changes) before posting it to your profile

Invitations to Connect



- 300 Characters
- Brief salutation
- Self introduction
- Why you would like to connect
- Mutual benefits
- Thank you

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Appendix B

Additional Career Resources

Additional Resources (Register on CLNx)

- **Know Your Skills Workshop – Oct. 26th 3 – 4pm**
- **Career Chat: Networking – Oct. 29th 12.30 – 1.30pm**
- **Mock Interview with Employers Event – Oct. 29th 5 – 6pm**
- **Resume & Cover Letter Workshop – Oct. 20th 1.30 – 2.30pm**
- **Navigating Career Uncertainty W'shop – Nov. 2nd 1.30 -2.30pm**
- **Future of Work Conference – Nov. 19th**

Career Educator 1:1 Appointments: book on **clnx.utoronto.ca**

Current Career Services

- 1:1 appointments online with a Career Educator through MS Teams
- Online appointments can be booked through CLNx (**clnx.utoronto.ca**)
- Online workshops - CLNx Events calendar
- Online Career Chats (listed on CLNx calendar)

Questions or concerns, please email careercentre@mail.careers@utoronto.ca

Be Well

- Find answers to frequently asked questions about coping with stress, residence, help for international students and safety abroad from the Office of the Vice Provost, Students.
- U of T My SSP: Call 1-844-451-9700 or download the app at the Apple App Store or Google Play. Immediate counselling support is available in 35 languages and ongoing support in 146 languages.
- Good2Talk Student Helpline: Call **1-866-925-5454** Professional counseling, information and referrals helpline for mental health, addictions and students well-being.
- Anishnawbe Health Toronto Mental Health Crisis Line: Call 416-360-0486