

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



[CLNx.utoronto.ca](https://clnx.utoronto.ca)

STUDENT
LIFE

Career Exploration
& Education

Goals for our time together

- 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

Why use LinkedIn?

Opening Poll



LinkedIn

Join now

Sign in

Help and resources during the COVID-19 outbreak. [Learn more](#) >

Welcome to your professional community

Search for a job >

Find a person you know >

Learn a new skill >

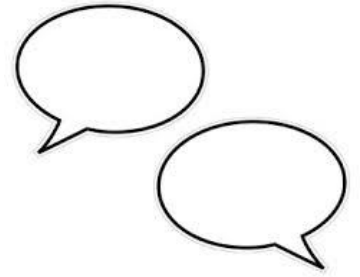




Value of a LinkedIn Profile

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

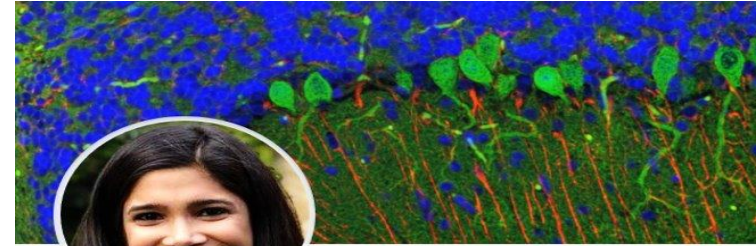
Physiotherapist | Mindfulness Meditation Facilitator | Chronic Pain Expert



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

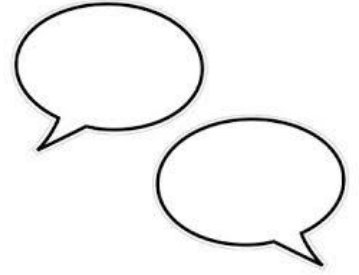
Registered Psychotherapist (Qualifying) | Private Practice in Psychotherapy and Counseling

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

A high-energy, results-oriented Career Educator and Coach with a wealth of HR consulting expertise. Occupational Psychologist with extensive assessment and coaching experience across financial services, I.T. & retail sectors. A natural educator with a passion for helping others learn and grow towards the achievement of tangible goals. Proven capabilities gaining credibility, connecting and building strong relationships, working with persons with disabilities.

Areas of Strength and Expertise:

Talent Sourcing & Acquisition | Educating & Facilitation | Interviewing & Assessment | Planning | Project Implementation | Persuasive Communicator | Coaching & Counselling | Career Guidance | Job Search Techniques | Social Media Strategies & Tools

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)



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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

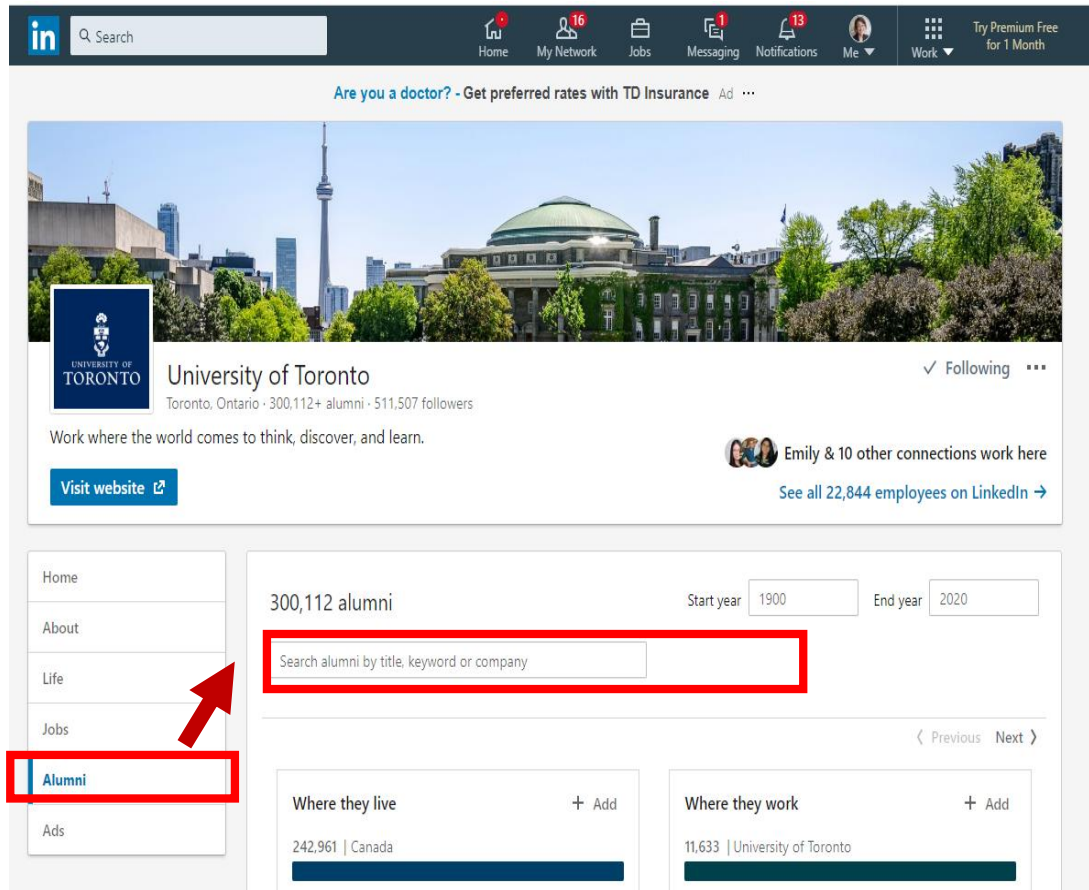
- Family, friends
- Professors, TA's, students, co-workers
- Can import your email contacts into LinkedIn
- Explore your connections networks to find more people
- Social media friends who you would feel comfortable with as colleagues

2nd Level Contacts

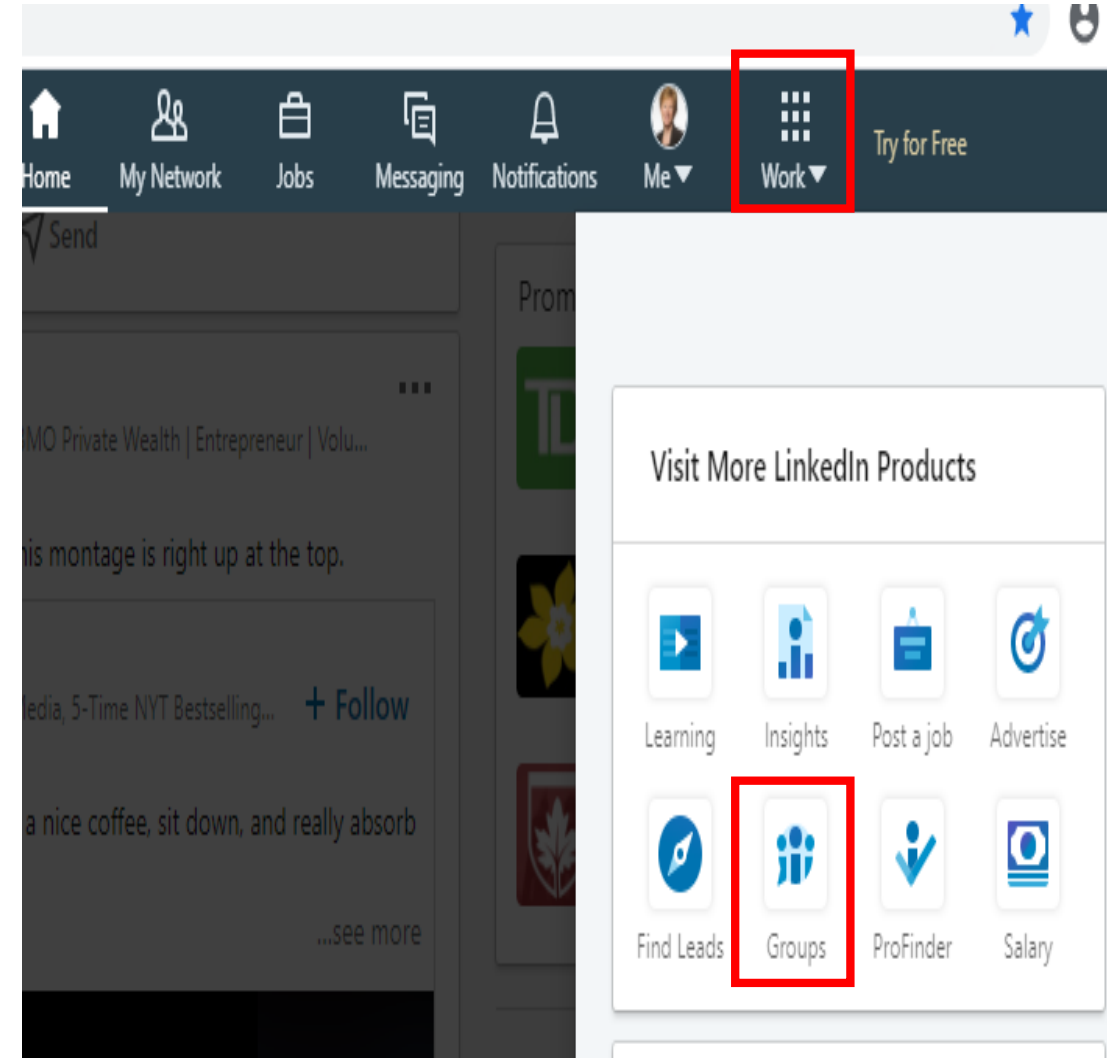
You need an introduction

- 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



The screenshot shows the LinkedIn profile of the University of Toronto. In the left sidebar, the 'Alumni' tab is selected and highlighted with a red box. A red arrow points to this tab. In the main content area, the 'Alumni' section is displayed, showing '300,112 alumni'. Below this, there is a search bar labeled 'Search alumni by title, keyword or company', which is also highlighted with a red box. The search bar is flanked by 'Start year' (1900) and 'End year' (2020) filters. Below the search bar, there are two sections: 'Where they live' (242,961 | Canada) and 'Where they work' (11,633 | University of Toronto).



The screenshot shows the LinkedIn navigation bar. The 'Work' icon, represented by a grid of dots, is highlighted with a red box. A dropdown menu is open, showing various LinkedIn products. The 'Groups' icon, represented by three stylized figures, is highlighted with a red box. Other products shown in the dropdown include Learning, Insights, Post a job, Advertise, Find Leads, ProFinder, and Salary.

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:

The screenshot shows the LinkedIn 'Privacy' settings page. The top navigation bar includes the LinkedIn logo, 'Back to LinkedIn.com', and a user profile picture. The main content area is divided into three tabs: 'Account', 'Privacy' (which is selected and underlined), and 'Ads'. On the right side, there is a user profile card for 'Fran Sardone' with a 'View Profile' link. Below the profile card is a dropdown menu with the following options: 'Settings & Privacy', 'Premium subscriptions settings', 'Help Center', 'Language', and 'Sign out'. The 'Privacy' tab is expanded, showing several sections: 'Manage active status' (with a subtext 'Choose who can see when you are on LinkedIn'), 'Share job changes, education changes, and work anniversaries from profile' (with a subtext 'Choose whether your network is notified'), 'How others see your profile and network information', 'How others see your LinkedIn activity' (highlighted with a blue bar), 'How LinkedIn uses your data', 'Job seeking preferences', and 'Blocking and hiding'. At the bottom of the 'Share job changes...' section, there is a toggle switch labeled 'Yes' and a large purple text overlay that says 'Change to NO for today'. Three purple arrows are overlaid on the image: one points from the 'Settings & Privacy' option in the dropdown menu to the 'Privacy' tab; another points from the 'Privacy' tab to the 'How others see your LinkedIn activity' section; and a third points from the 'How others see your LinkedIn activity' section to the 'Change to NO for today' toggle.

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

Back to LinkedIn.com

Account

Privacy

Ad

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Who can see your last name

Representing your organization and interests

Profile visibility off LinkedIn

Microsoft Word

Choose how you want your name to appear

Choose if we mention you with content about your employers or other content you publicly expressed an interest in

Choose how your profile appears via partners' and other permitted services

Should we show information from your profile to users of permitted services such as Outlook?[Learn more](#)

Yes

Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word.

Change

Change

Close

Change

Full

Yes



Yes

Yes

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

 Back to LinkedIn.com 

AccountPrivacyAdsCommunications

Channels
Preferences
Groups
LinkedIn messages

Channels

Notifications on LinkedIn Change
Manage the alerts you receive in the Notifications tab

Email frequency Change
Choose what types of emails you wish to receive from LinkedIn

Preferences

Who can send you invitations Change
Choose who can send you invitations to connect
Everyone

Messages from members and partners Change
Let us know what type of messages you'd prefer to receive
InMail

Read receipts and typing indicators Change
Choose whether or not you want to send and receive read receipts for your messages
On

Messaging reply suggestions Change
Choose if you want to see recommended replies when responding to a message
Yes

Job Board

Accounting in Toronto, Ontario, Canada
3,773 results

Job alert Off

General Accountant Promoted
The Nationwide Group
Markham, Ontario, Canada
Maintain relationship

General Accountant
The Nationwide Group · Markham, Ontario, Canada


All jobs filters


Clear Cancel Apply

Date Posted	LinkedIn Features	Job Type	Company
<input type="radio"/> Past 24 hours (156)	<input type="radio"/> Under 10 Applicants (2,438)	<input type="radio"/> Full-time (3,231)	<input type="text" value="Add a company"/>
<input type="radio"/> Past Week (893)	<input type="radio"/> In Your Network (427)	<input type="radio"/> Contract (240)	<input type="radio"/> McCain Foods (3)
<input type="radio"/> Past Month (2,600)	<input type="radio"/> Easy Apply (275)	<input type="radio"/> Temporary (98)	<input type="radio"/> FreshBooks (8)
<input checked="" type="radio"/> Any Time (3,773)		<input type="radio"/> Part-time (91)	<input type="radio"/> Finance Professionals Inc. (2)
		<input type="radio"/> Internship (57)	<input type="radio"/> Lannick (10)
		<input type="radio"/> Volunteer (7)	<input type="radio"/> Motion Specialties Inc (2)
		<input type="radio"/> Other (2)	

Industry	Job Function	Experience Level	Title
<input type="text" value="Add an industry"/>	<input type="text" value="Add a job function"/>	<input type="radio"/> Internship (63)	<input type="text" value="Add a title"/>
<input type="radio"/> Computer Software (592)	<input type="radio"/> Finance (1,948)	<input type="radio"/> Entry level (1,243)	<input type="radio"/> Account Manager (15)
<input type="radio"/> Financial Services (1,949)	<input type="radio"/> Accounting/Auditing (1,216)	<input type="radio"/> Associate (1,136)	<input type="radio"/> Accounting Manager (36)
<input type="radio"/> Accounting (566)	<input type="radio"/> Sales (1,070)	<input type="radio"/> Mid-Senior level (611)	<input type="radio"/> Accounting Clerk (59)

Job seeking preferences



Back to LinkedIn.com

Account

Choose whether we can make some of your data available to trusted services for policy and researchPrivacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Job seeking preferences

Let recruiters know you're open to opportunities

Change

Share that you're open and appear in recruiter searches matching your career interests

Sharing your profile when you click apply

Change

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply

No

Stored job applicant accounts

Change

Manage which third party job applicant accounts are stored on LinkedIn.

Saving job application answers

Change

Choose if you'd like for LinkedIn to save the information you enter into job applications.

No

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

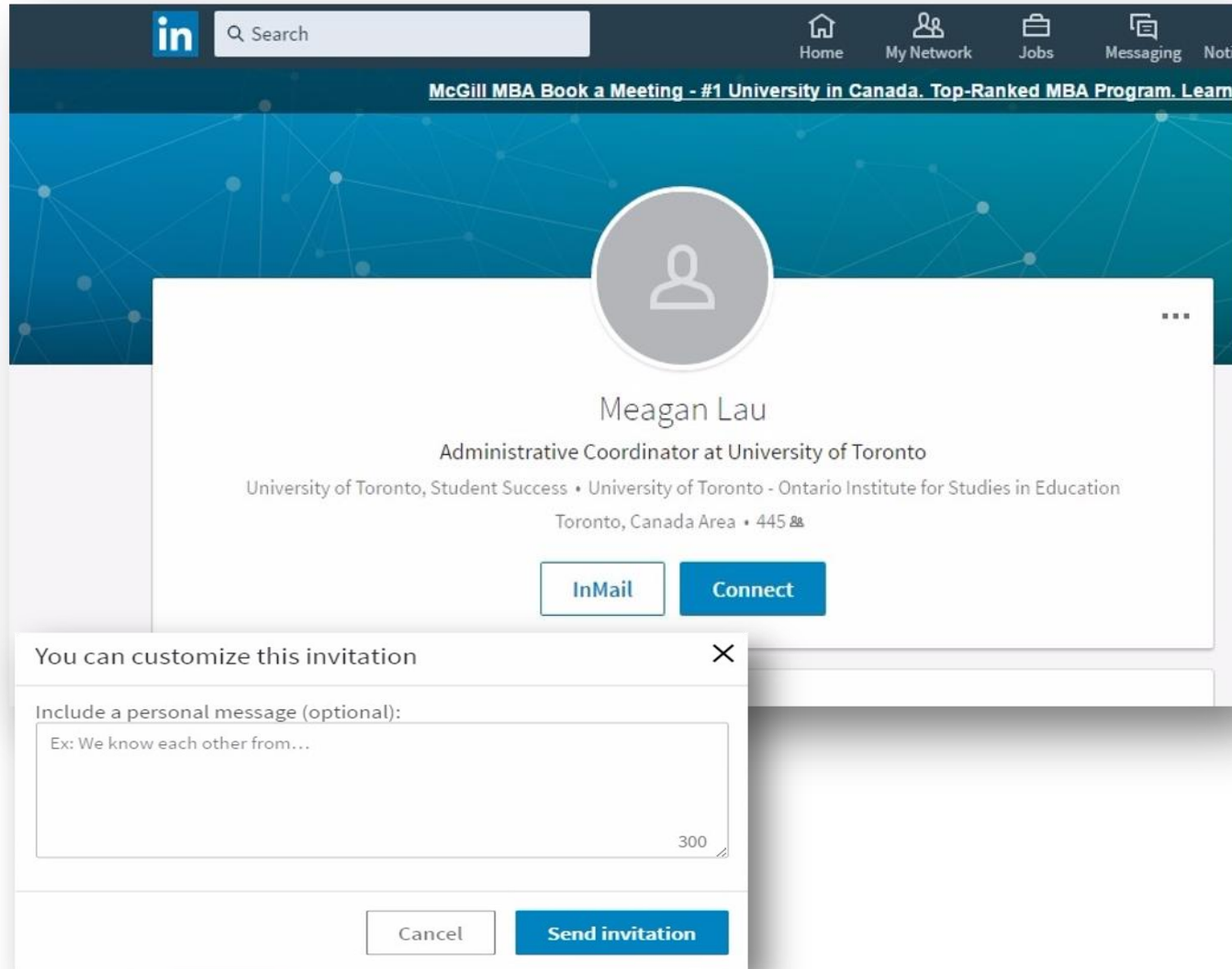


Requesting a Recommendation from your profile

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



The image shows a LinkedIn profile for Meagan Lau, Administrative Coordinator at University of Toronto. The profile card includes her name, title, and location, with 'InMail' and 'Connect' buttons. A pop-up window titled 'You can customize this invitation' is overlaid, featuring a text area for a personal message (optional) with a 300-character limit, and 'Cancel' and 'Send invitation' buttons.

LinkedIn interface showing a profile for Meagan Lau, Administrative Coordinator at University of Toronto. The profile card displays the name, title, and location (University of Toronto, Student Success • University of Toronto - Ontario Institute for Studies in Education, Toronto, Canada Area • 445). Below the profile card are buttons for 'InMail' and 'Connect'.

A pop-up window titled 'You can customize this invitation' is overlaid on the profile card. It contains a text area for a personal message (optional) with a placeholder text 'Ex: We know each other from...' and a character count '300'. At the bottom of the pop-up are buttons for 'Cancel' and 'Send invitation'.

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

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