

# Welcome to LinkedIn Lab

We will start shortly. While you wait:



✓ Please mute

✓ 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:



- What is one question you would like to have answered about LinkedIn?

# LinkedIn Lab

Monday December 6 | 5:15 – 6:30PM

Joanne Lieu, Career Educator



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

STUDENT  
**LIFE**

Career Exploration  
& Education



# A Plan 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?

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 >



Up Next: Value of a LinkedIn Profile



# 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!**

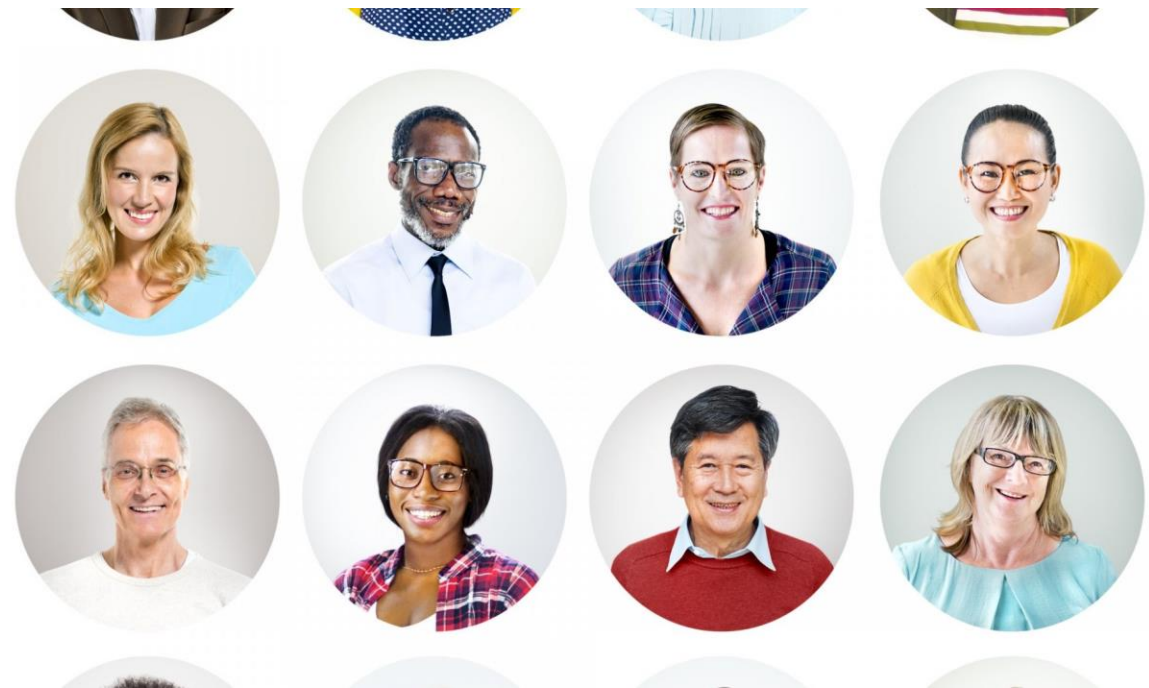
# Photo & Banner

## Photo

- Professional
- Alone
- No professional photographer needed

## Banner

- Professional
- Alone
- Customize to accentuate your branding



Getty Images



# Headline Samples: The good, the bad & others!

1. Public health policy professional, seeking entry-level positions
2. Knowledge Wrangler
3. Public Health | Operations | Strategic Planning | Qualitative Research
4. Masters of Public Health, 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) Purpose

How you professionally describe yourself

- What you have to offer?
- What are you known for?

# About Section (Summary)

- Only the first 3 lines are seen in searches (~250 characters)
- Incorporate key (searchable and industry specific) words

## 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 Section (Summary)

- Create short paragraphs or bullet points that are easily scan-able
  - Summarize your experience, value, skills, strengths, types of opportunities you are seeking, extra-curricular interests. No one way.
- Write for the job
  - You want
  - You have/role you are in
- Include accomplishment statements
  - Measurable metrics & results from projects/work experiences
- Utilize the digital space
  - Add links and media here to show your value (articles, projects, case studies)

# About Section (Summary) Samples

## Sample 1:

- > Over 1 year of editorial and leadership experience at academic journals & popular magazines
- > Proven record of science communication via successful research grants & presentation prizes
- > PhD research on assistive technology for lower-vision older adults

## Sample 2:

My passion for care-based approaches to psychosocial, palliative, and end-of-life care education has led me to being involved in spaces where I can create conversation on the importance of research-based approaches to ensure equitable health experiences. I strive to be a well-versed individual in a variety of areas I love, including arts, dance and writing. From my experiences in clinical research to my work with older adults, I have gained invaluable skills in time management, collaboration, and adaptability from interacting with 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.**

Up Next: Recommendations

# Recommendations

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

[Forbes \(2019\)](#)

- 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)



shutterstock.com • 1470612767

[The Vault \(2018\)](#)

# Networking: Making Connections

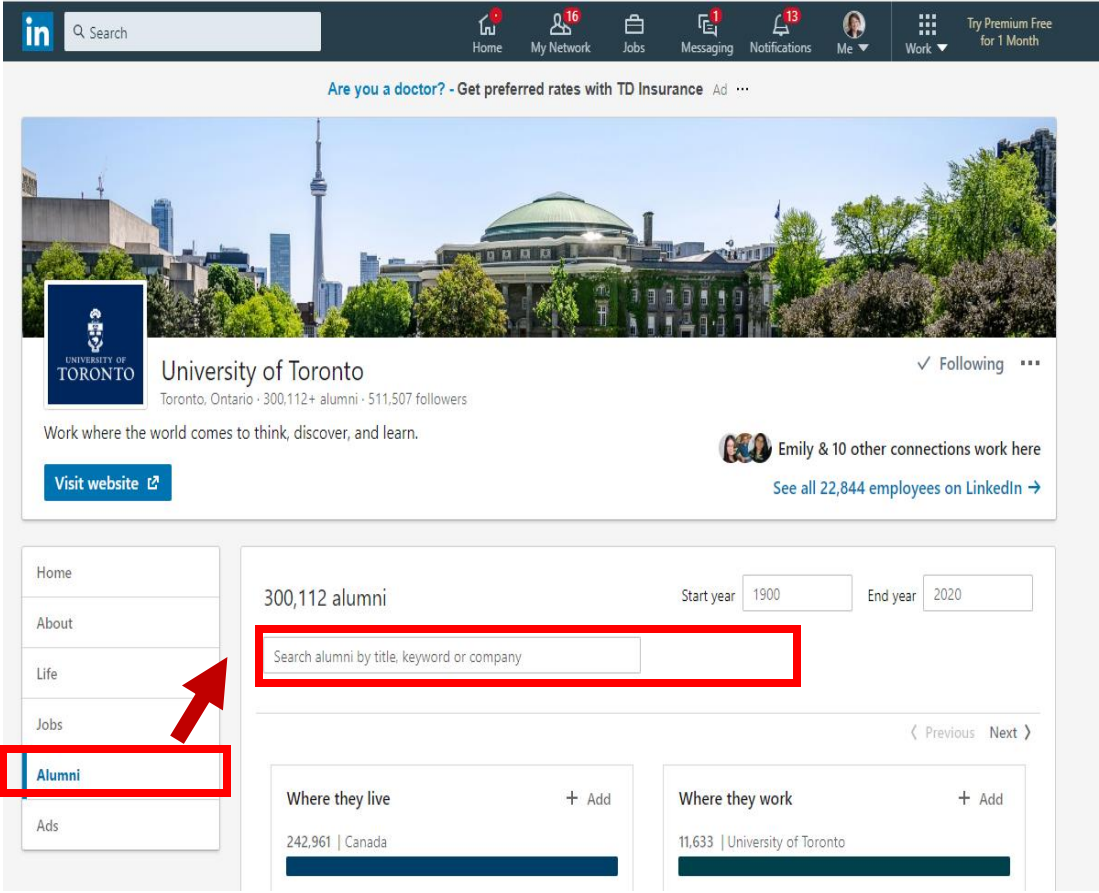
## 1st Level Contacts You've met & interacted

- 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

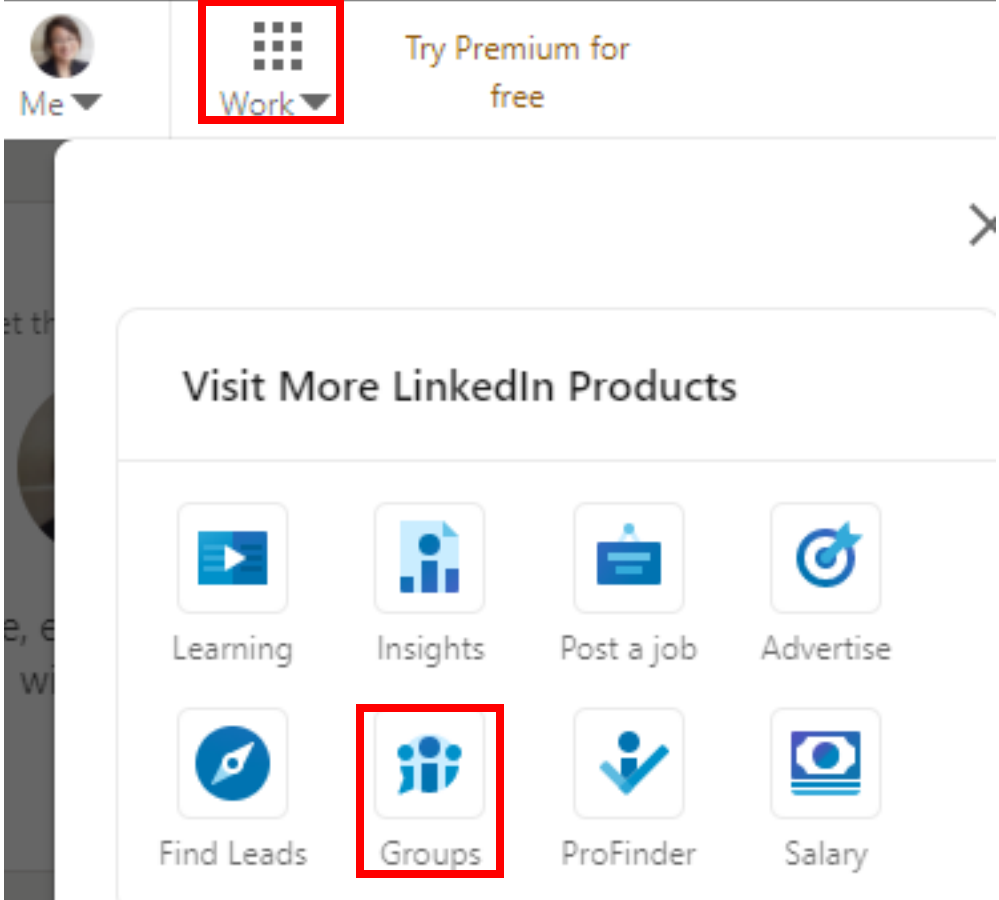
## 2nd Level Contacts You need an introduction

- People in your 1<sup>st</sup> 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 for the University of Toronto. The top navigation bar includes Home, My Network (16), Jobs, Messaging (1), Notifications (13), Me, and Work. Below the navigation is a search bar and a promotional banner for TD Insurance. The main header features the University of Toronto logo, name, location (Toronto, Ontario), and follower count (300,112+ alumni, 511,507 followers). A 'Visit website' button is present. On the left, a sidebar menu has 'Alumni' highlighted with a red box and an arrow pointing to the main content. The main content area shows '300,112 alumni' with filters for 'Start year' (1900) and 'End year' (2020). A search bar for alumni is highlighted with a red box. Below are sections for 'Where they live' (242,961 | Canada) and 'Where they work' (11,633 | University of Toronto).



The screenshot shows the LinkedIn navigation menu. The 'Work' icon is highlighted with a red box. Below the navigation bar is a 'Visit More LinkedIn Products' section with a grid of icons: Learning, Insights, Post a job, Advertise, Find Leads, Groups (highlighted with a red box), ProFinder, and Salary.

Up Next: Invitations: People You Have/Haven't Met

# 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 first year MPH Epidemiology student and I'm considering my options after graduation. I see you graduated from the MPH program 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

Up Next: Maintaining Your Network





# 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
- Discover your earning potential
- Skills matching & building
- Display recommendations
- Optimize profile using hashtags and settings (to be more easily found by Employers / Recruiters)
- Network (Access “Hidden” Job Market)

## Career Exploration

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



# Thank You - Q & A

To ask a question...

- ✓ Unmute
- ✓ Turn on your video if you like
- ✓ Use the chat

Before you leave...

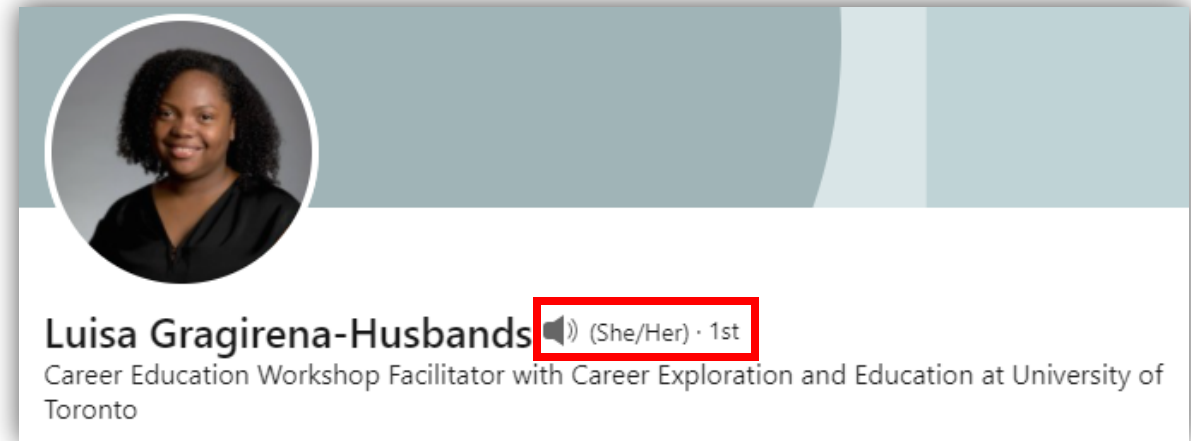
- ✓ In the chat (centre, bottom of screen):
  - What has been your key take away from today's session?

# Appendix A

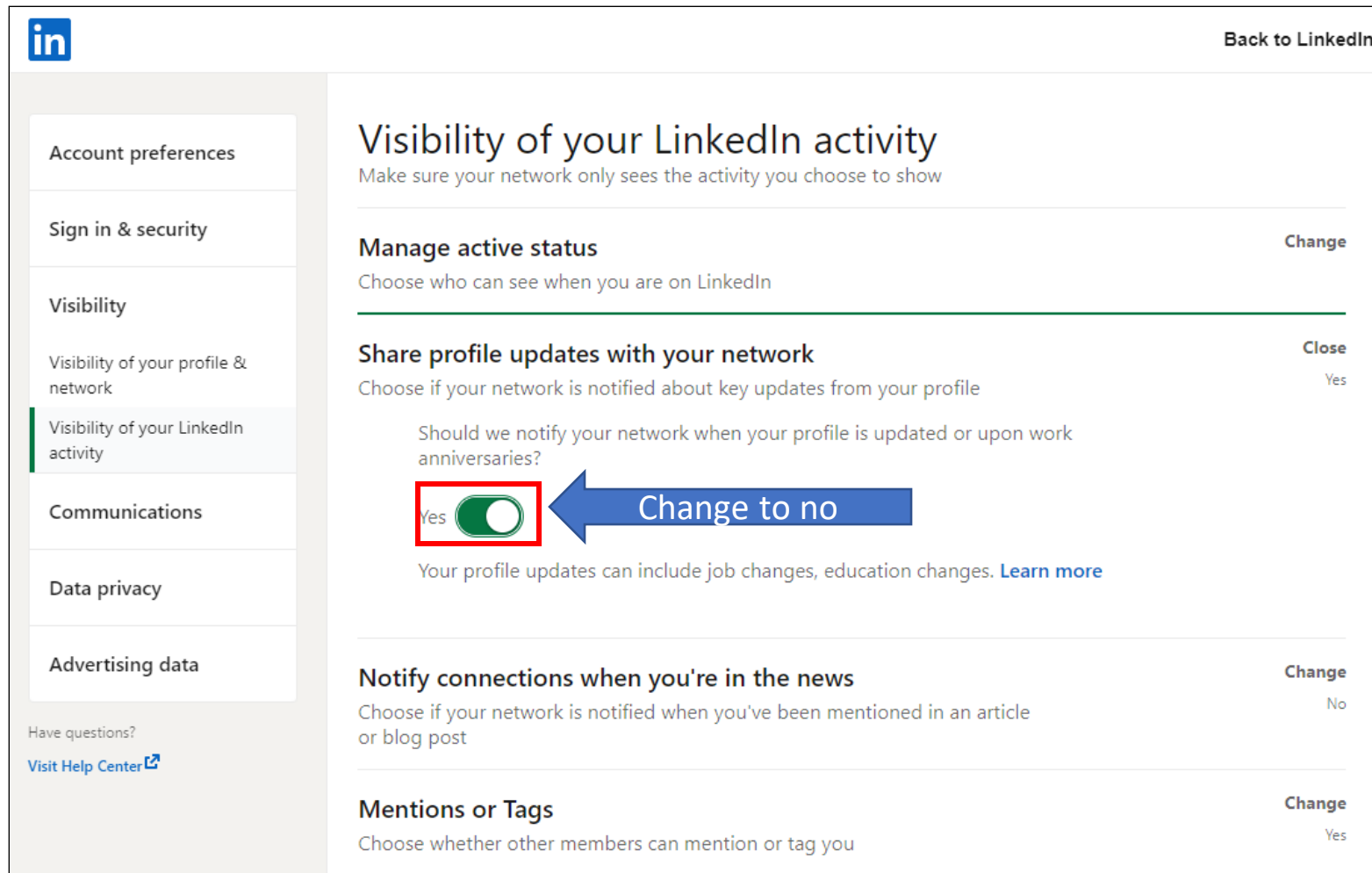
Features on LinkedIn

# Recording and Displaying Your Name Pronunciation and Pronouns on Your Profile

1. Log onto your LinkedIn iOS/Android mobile app.
2. Click the **Me** icon at the top of your LinkedIn homepage.
3. Click **View profile**.
4. Click the **Edit** icon in your introduction section.
5. Click the **+ Add Name Pronunciation**.
6. Click the drop-down **Pronouns**.



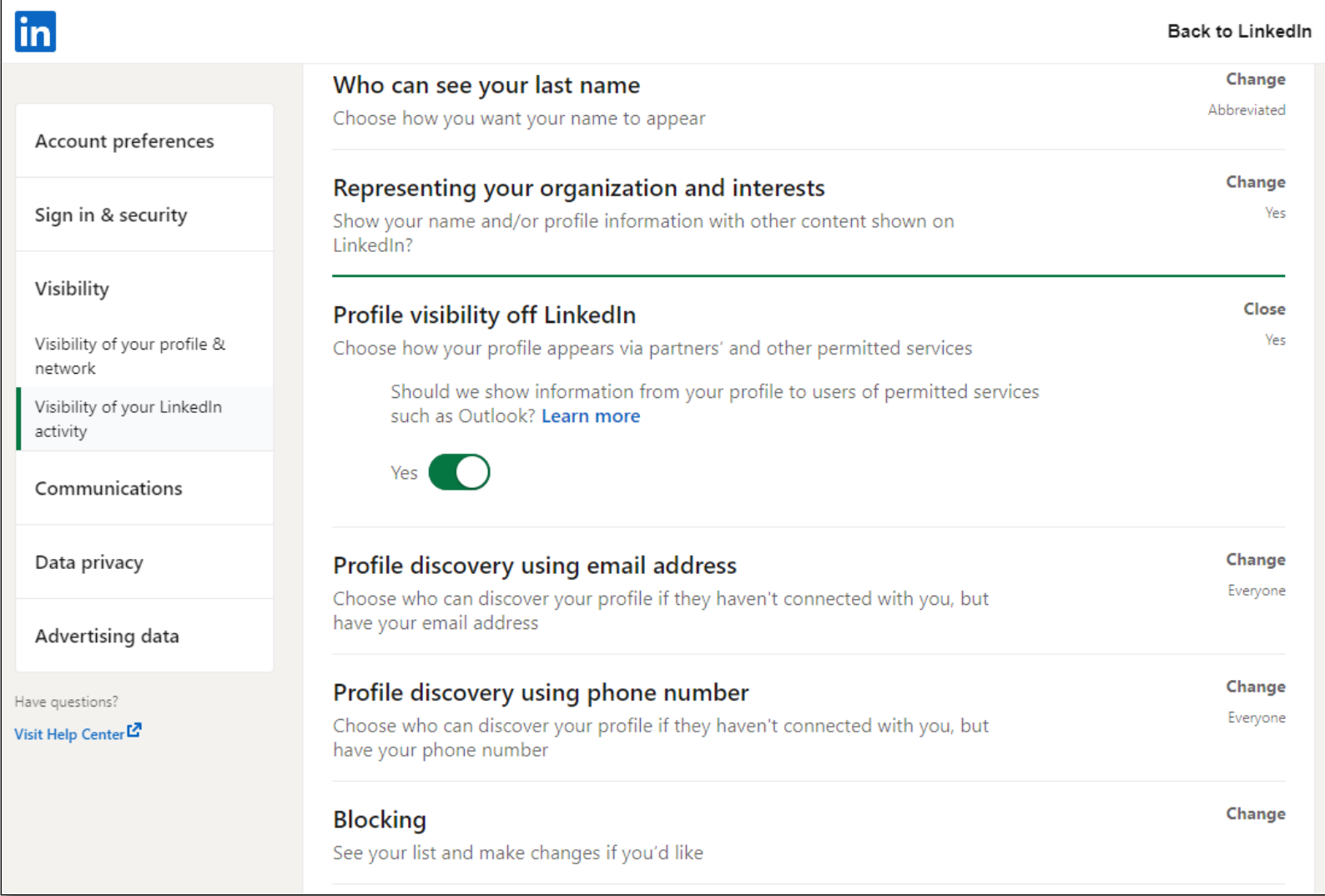
# Settings: Before Updating Your Profile



The screenshot shows the LinkedIn settings page for 'Visibility of your LinkedIn activity'. The left sidebar contains navigation options: Account preferences, Sign in & security, Visibility (selected), Visibility of your profile & network, Visibility of your LinkedIn activity, Communications, Data privacy, and Advertising data. The main content area is titled 'Visibility of your LinkedIn activity' with the subtitle 'Make sure your network only sees the activity you choose to show'. It features several sections: 'Manage active status' with a 'Change' link; 'Share profile updates with your network' with a 'Close' link and a 'Yes' option. A red box highlights the 'Yes' toggle switch, which is currently turned on. A blue arrow points from the text 'Change to no' to the toggle switch. Below this is a link to 'Learn more'. The next section is 'Notify connections when you're in the news' with a 'Change' link and a 'No' option. The final section is 'Mentions or Tags' with a 'Change' link and a 'Yes' option. The top right corner has a 'Back to LinkedIn' link.

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



The screenshot shows the LinkedIn 'Settings: Privacy | Profile Visibility' page. On the left is a navigation sidebar with the LinkedIn logo at the top and a 'Back to LinkedIn' link. The sidebar contains menu items: 'Account preferences', 'Sign in & security', 'Visibility' (with a sub-item 'Visibility of your LinkedIn activity' highlighted), 'Communications', 'Data privacy', and 'Advertising data'. Below the sidebar are links for 'Have questions?' and 'Visit Help Center'. The main content area is divided into sections: 'Who can see your last name' (set to 'Abbreviated'), 'Representing your organization and interests' (set to 'Yes'), 'Profile visibility off LinkedIn' (set to 'Yes' with a toggle switch), 'Profile discovery using email address' (set to 'Everyone'), 'Profile discovery using phone number' (set to 'Everyone'), and 'Blocking'.

**Who can see your last name** Change  
Abbreviated  
Choose how you want your name to appear

**Representing your organization and interests** Change  
Yes  
Show your name and/or profile information with other content shown on LinkedIn?

**Profile visibility off LinkedIn** Close  
Yes  
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

**Profile discovery using email address** Change  
Everyone  
Choose who can discover your profile if they haven't connected with you, but have your email address

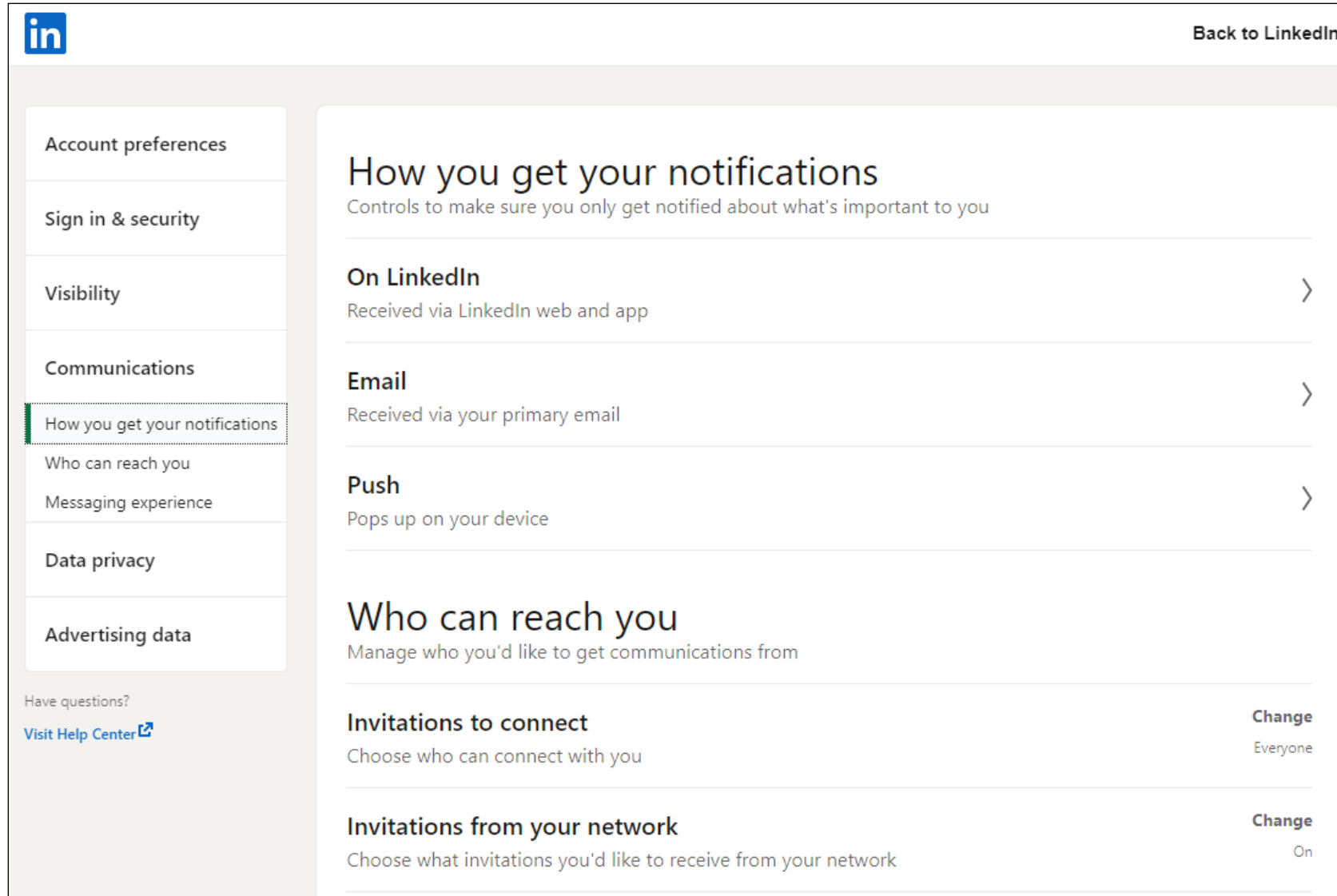
**Profile discovery using phone number** Change  
Everyone  
Choose who can discover your profile if they haven't connected with you, but have your phone number

**Blocking** Change  
See your list and make changes if you'd like

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



The screenshot shows the LinkedIn 'Settings: Communication' page. On the left is a navigation menu with options: Account preferences, Sign in & security, Visibility, Communications, How you get your notifications (highlighted), Who can reach you, Messaging experience, Data privacy, and Advertising data. The main content area is titled 'How you get your notifications' with a subtitle 'Controls to make sure you only get notified about what's important to you'. It lists three notification methods: 'On LinkedIn' (Received via LinkedIn web and app), 'Email' (Received via your primary email), and 'Push' (Pops up on your device). Below this is the 'Who can reach you' section with the subtitle 'Manage who you'd like to get communications from'. It includes 'Invitations to connect' (set to 'Everyone') and 'Invitations from your network' (set to 'On'). A 'Back to LinkedIn' link is in the top right corner. At the bottom left, there is a link to 'Visit Help Center'.

**in** Back to LinkedIn

**Account preferences**

**Sign in & security**

**Visibility**

**Communications**

**How you get your notifications**

**Who can reach you**

**Messaging experience**

**Data privacy**

**Advertising data**

Have questions?  
[Visit Help Center](#)

## How you get your notifications

Controls to make sure you only get notified about what's important to you

**On LinkedIn** >  
Received via LinkedIn web and app

**Email** >  
Received via your primary email

**Push** >  
Pops up on your device

## Who can reach you

Manage who you'd like to get communications from

**Invitations to connect** **Change**  
Choose who can connect with you Everyone

**Invitations from your network** **Change**  
Choose what invitations you'd like to receive from your network On



# Settings: Job Seeking Preferences

The screenshot shows the LinkedIn settings page for Job Seeking Preferences. On the left is a navigation menu with the following items: Account preferences, Sign in & security, Visibility, Communications, Data privacy, Job seeking preferences (highlighted with a red box), and Other applications. The main content area is titled 'Job seeking preferences' with the subtitle 'Privacy controls for job seeking activity on LinkedIn'. It contains three sections: 'Job application settings' with a 'Change' link; 'Sharing your profile when you click Apply' with a 'Change' link and a 'No' option; and 'Commute preferences' with a 'Change' link. The LinkedIn logo is in the top left, and a 'Back to LinkedIn' link is in the top right.

**in** Back to LinkedIn

**Account preferences**

**Sign in & security**

**Visibility**

**Communications**

**Data privacy**

How LinkedIn uses your data

**Job seeking preferences**

Other applications

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## Job seeking preferences

Privacy controls for job seeking activity on LinkedIn

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**Job application settings** Change

Choose what information LinkedIn saves when you submit a job application.

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**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

---

**Commute preferences** Change

Set commute times and get job recommendations based on your preferences

# Job Board

The screenshot shows a LinkedIn job board search for 'accounting' in 'Canada'. The top navigation bar includes the LinkedIn logo, search bar, location, search button, home, network, and profile icons. A red box highlights the briefcase icon (Jobs) and an arrow points to the 'All filters' button. Below the navigation bar are filter buttons for 'Jobs', 'Date Posted', 'Experience Level', 'Company', 'Job Type', 'Remote', 'Easy Apply', and 'All filters'. The main content area displays a list of job results on the left and a detailed view of a 'Fundraising Coordinator' position in the center. A filter panel is open on the right, showing options for 'Sort By' (Most recent, Most relevant), 'Date Posted' (Any Time, Past Month, Past Week, Past 24 hours), 'Experience Level' (Internship, Associate, Director, Entry level, Mid-Senior level, Executive), and 'Company' (MNP, Randstad Canada). The 'Show results' button is highlighted in blue.

Accounting in Canada  
16,546 results

Job Alert Off  ⚙️

**Fundraising Coordinator**  
Emily Carr University of Art and Design  
Vancouver, BC  
6 alumni work here  
Promoted

**Assistant to the Dean, Faculty of Professional Studies**  
University of the Fraser Valley Giving  
Abbotsford, BC  
Your profile matches this job  
Promoted • 5 applicants

**the Administrative Coordinator, Office of Residence Education & Programs (OREP)**  
Western University  
London, ON  
2 connections work here  
Promoted • 5 applicants

**Disability Studies Research Lab Coordinator**  
Ryerson University  
Toronto, ON  
769 alumni work here  
Promoted • 8 applicants

**Faculty and Graduate Programs**

**Fundraising Coordinator**  
Emily Carr University of Art and Design  
Part-time · Associate  
201-500 employees · High school  
6 school alumni  
See recent hiring trends for free  
Actively recruiting  
Apply [↗](#) Save

Two Year Part-Time (60%) Fixed-Hours to be Determined  
Grade 7 (\$36,201 to \$48,268 per year)

Applications are invited for a Fundraising Advancement team in support of philanthropic and strategic priorities with the Manager to develop, implement and special fundraising campaigns and other initiatives. The successful candidate will prepare the stewardship reports and donor-funded scholarship awards.

Filter only Jobs by

Sort By  
 Most recent  Most relevant

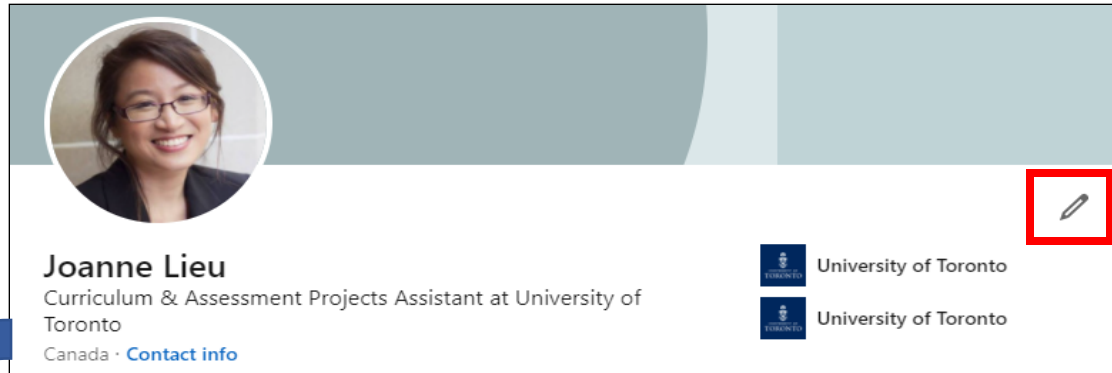
Date Posted  
 Any Time  Past Month  
 Past Week  Past 24 hours

Experience Level  
 Internship  Entry level  
 Associate  Mid-Senior level  
 Director  Executive

Company  
 MNP  Randstad Canada

Reset [Show results](#)

# Creating Your Digital Badge for a Website



**Joanne Lieu**  
Curriculum & Assessment Projects Assistant at University of Toronto  
Canada · [Contact info](#)

University of Toronto  
University of Toronto



Contact info

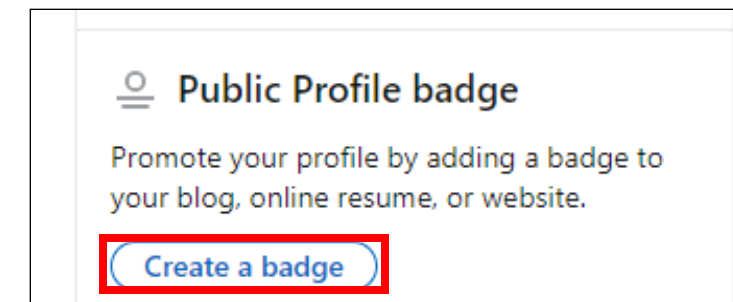
Profile URL, Email, WeChat ID

Save



← Edit contact info

Profile URL  
[linkedin.com/in/joannelieu](https://www.linkedin.com/in/joannelieu)



**Public Profile badge**

Promote your profile by adding a badge to your blog, online resume, or website.

Create a badge

# 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

# Invitations to Connect

The screenshot shows the LinkedIn interface. At the top, there is a search bar and navigation icons for Home, My Network, Jobs, Messaging, and Notifications. Below the navigation bar, there is a banner for McGill MBA. The main profile area shows a placeholder for a profile picture, the name Meagan Lau, and her title Administrative Coordinator at University of Toronto. Below the name, there are two buttons: InMail and Connect. A dialog box titled 'You can customize this invitation' is open in the foreground. It contains a text input field for a personal message with a 300 character limit and a 'Send invitation' button.

LinkedIn interface showing a profile for Meagan Lau, Administrative Coordinator at University of Toronto. The profile includes a placeholder for a profile picture, the name Meagan Lau, and her title. Below the name, there are two buttons: InMail and Connect. A dialog box titled 'You can customize this invitation' is open in the foreground, showing a text input field for a personal message (optional) with a 300 character limit and a 'Send invitation' button.

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



# 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

# Appendix B

Additional Career Resources

# Career Exploration & Education Online

Check out [clnx.utoronto.ca](https://clnx.utoronto.ca) for the following:

- Online one-on-one advising appointments
- Online workshops
- Online Career & Alumni Chats
- Job Boards – Still Active
- Work Study Program
- Job Shadowing Program
- CLNx Resources
- [Online Chat Tool](#)

Questions or concerns, please email  
[careercentre@mail.careers.utoronto.ca](mailto: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