LinkedIn – Your Key to Virtual Networking

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https://coop.uottawa.ca/en
https://www.uottawa.ca/career-development-centre/
Why LinkedIn?

• Job market is changing more than ever
• There is a need to market your skills online
• Networking could lead to more opportunities and job prospects
• Connect
  – People working in the industry
  – Recruiters
  – Hiring Managers
• Research companies & Industries
  – Company Pages
  – Industries Groups
Housekeeping – Expectations during the call

- Please mute your Microphone when not talking.
- Use microphone buttons via the Teams toolbar
- Turn your camera OFF when not talking by simply clicking the camera icon in the Teams toolbar
- Since we are a large group, we will need to talk one at a time.
- Questions: Open the Chat Menu by clicking on the speech bubble in the tool bar to record your questions/comments. We’ll answer in the group discussion.

Note: This session is being recorded.
What is LinkedIn?

• A résumé that never sleeps!
• A place to find Jobs ANYWHERE
• A tool to network yourself into the career you want
Your Online Presence

• Your online presence communicates your values and brand quality.
• Complete a self-assessment of your online activities!
• Ask yourself, What are employers most concerned about? What can they find?
• 3 RED flags
  – TMI = Too Much Information, inappropriate behaviour and trolling comments
  – Pictures you wouldn't show grandma…
  – Speaking negatively about a past employer or opinion posts that do not match a company's values
Recruiters have rejected a candidate because of what they saw on a social networking site.
Basic Information Control

- **GOAL#1:** Control the first page of a Google search of your name by creating profiles on popular sites like Twitter, WordPress, Vimeo, Pinterest, YouTube, Facebook Pages, etc.
- Google your name to see what comes out!

**TIP:** Make it easy! Create a Blog based on your academic studies and professional ambitions
- Share interesting articles that explore values, discoveries, accomplishments, from trusted sites
- Have any A+ essays? Post abstracts of your work! You worked hard on those papers, use them!

**TIP:** You don't need to be active on all of the online services. Just use your full name and plaster your LinkedIn address to funnel visitors to your LinkedIn Profile.
Employers have hired a candidate because of what they saw about them online.
Privacy Settings

1. Block off access to any private life social media profiles and websites you have by changing the privacy settings. Let only your personal contacts see your activities!

2. Verify if social media websites allow Google and other search engine to find your personal profiles (limit or open permissions)

3. OPEN your LinkedIn privacy settings so everybody can find you
Quick Recap – Your Online Brand

- Remove those embarrassing online pictures of yourself!
- Delete provocative content and comments
- Change your privacy settings on Facebook, Instagram and other personal social media
- Build your Brand - Invest time in your online persona
- Link popular social media sites to your LinkedIn account to "funnel" traffic to your profile

Assume employers and recruiters will GOOGLE you!
...Consider this your risk management
Your Profile is your Personal Brand

Consider this: On the Internet, you are not you, you are a reflection of you, your better you, a character that represents you and your career goals...

“...The closest a person ever comes to perfection is when he fills out a job application form.”
Stanley Randall

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LinkedIn Top Tips

• Profile Pictures Speak a 1000 Words
• Post a Catchy Headline
• Education and Specializations
• Work Experience
• Recommendations and References
Profile Tips

• Professional picture with a smile! (90% more likely to click on your profile if you have a picture.)
• Your name is also part of your brand...
• Interesting Headline
• Proof of your awesomeness with Recommendations and Endorsements!
• Plenty of connections

TIP: By writing recommendations and endorsing past colleagues, LinkedIn will ask them to return the favour!
Profile Tips

• Add style with a cool background picture
• Summary:
  – What are your achievements, skills, education? In other words, What are you bringing to the table?
  – What are you looking for? What's your objective?
  – Call to action: How can LinkedIn members help you?
• Job descriptions should tell a story of achievements not a "can do" list of bullet points
• Keywords – be intentional!
Profile Examples

• ADD lots and lots of clickable media!
  – Portfolio
  – Papers
  – PowerPoints
  – PDFs
  – Pictures
  – Videos
  – Blog Post
  – Projects...

• Added media will get their own web address which can then be added to your resume!
Want more profile examples and tips?

- LinkedIn profile checklists – LinkedIn has tons of great resources and tips to optimize your profile
- Look at other profiles to get ideas
And finally, BE ACTIVE!

- Post and share articles of interest
- Write articles
- Share your professional achievements
- Like and congratulate achievements of others
Online Networking 101

"Hi, I'd like to add you to my professional network on LinkedIn."
Online Networking 101

• Be strategic and selective with whom you connect
• Build on relationships you already have by using the automatic email and phone contact search
• Do your research BEFORE connecting – if you can find the information on the internet, DON’T ASK!
• Socialize with a job focus to gather information about a company, possible job openings, student co-op positions and key gatekeepers
• It takes time to build connections. Be patient and always polite/professional!

TIP: People who love their jobs also love talking about their jobs. Break the ice with new contacts by asking for career advice or directly about their responsibilities. What do you have in common!!
Your LinkedIn Network

3rd Degree

2nd Degree

1st Degree
Online Networking 101

• Ask valued contacts to be your references and if they can introduce you to others
• Join groups, associations and companies related to your field of work
• Find something in common (person, interest, uOttawa education) to help break the ice with a new connection or prospective employer
Connection Tips

• By clicking the Connect button, you will be asked how you know the person.
• ALWAYS add a personal message and tell them why you want to connect! It's usually because you want to learn something or offer your skills and knowledge...
• NOTE: When you're not connected to someone you cannot send them messages (called in-mail). *The trick to send them your questions is to invite them to connect so you have to engage them!*
More on Creating Contacts from Scratch

- Build a list of who you want to work for; use existing lists, websites, networks, etc.
- Search and find
  - Follow the company
  - Here are 5 individuals who are connected to you through someone you know
  - Ask a contact to introduce you to an employee
Join the CO-OP LinkedIn and uOttawa Alumni Group

• Click here to join! Now with over 2000+ members, odds are you have a connection somewhere
• See who’s a member and how they connect to you and your objectives
• Contribute! Let others know you have ideas
• Connect with members that have completed interesting placements
Don’t Forget - LinkedIn Job Board

• Check the jobs tab
• DON'T QUIT! SEARCH, CONNECT AND KEEP APPLYING!
Final Recap

• Verify: Grow your network by linking your social media accounts to your LinkedIn
• Tailor: Invest time in your profile and online presence
• Showcase your skills and achievements by showing what you can do through a portfolio
• Connect and apply: Connect with leaders in your field, find opportunities and apply intentionally!
Final Recap

22 LinkedIn Tips

1. Must Do: Keep Your Profile Basics Updated!
2. Only Use Professional Photos
3. Brand Your Profile With a Background Photo
4. Write a Ridiculously Good Summary
5. Terminate Those Typos
6. Use Keywords With Intent
7. Neat Trick: Pick the “Other” Website Option
8. Personalize Your LinkedIn Profile URL
9. Own Your Media
10. Add Shiny New Sections to Your Profile
11. Tidy Up Your Endorsements
12. Connect With People You Don’t Yet Know
13. Personalize Invitations to Connect
14. Publish Amazing Posts
15. Find and Join Groups
16. Find People Through Search and Advanced Search
17. Stalk Users Openly or Stealthily
18. Remember Where and When You Met What’s-His-Name
20. Use (but Don’t Abuse) Status Updates
21. Be Positive
22. Ask for Recommendations
Where can you find us?

Career Development Centre
Book an appointment by emailing us at cdc@uOttawa.ca
Chat with us on Google Hangouts!
(Add chatwithcdc@gmail.com to your contacts.)

COOP Office
Book an appointment by emailing us at coop@uOttawa.ca