Office of Corporate Linkages and Placements

Estd. 1990

# Introduction to LinkedIn™

# Learning Outcomes

By the help of these guidelines you will be better able to understand how:

1. To build great profile on LinkedIn.
2. To build your professional network.
3. To gain industry insights using LinkedIn tools.

# LinkedIn

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- LinkedIn is the top online site for professional, social and career networking.

- As of 2020, LinkedIn had more 660 million members in more than 200 countries, including executives from all of the Fortune 500 companies

# Is LinkedIn Important?

- Most HR professionals use LinkedIn.
- It’s an easy way to be prepared for the interview.
- It’s a way to make professional contacts.
- You can be recruited through your LinkedIn profile.

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# LinkedIn can be used to:

- Research jobs and industries.
- Exchange information or advice.
- Locate and contact professionals.

Additionally, LinkedIn lists job, internship, and volunteer opportunities. 79% of job opportunities are posted on at least one social network, and 77% of those are posted on LinkedIn.

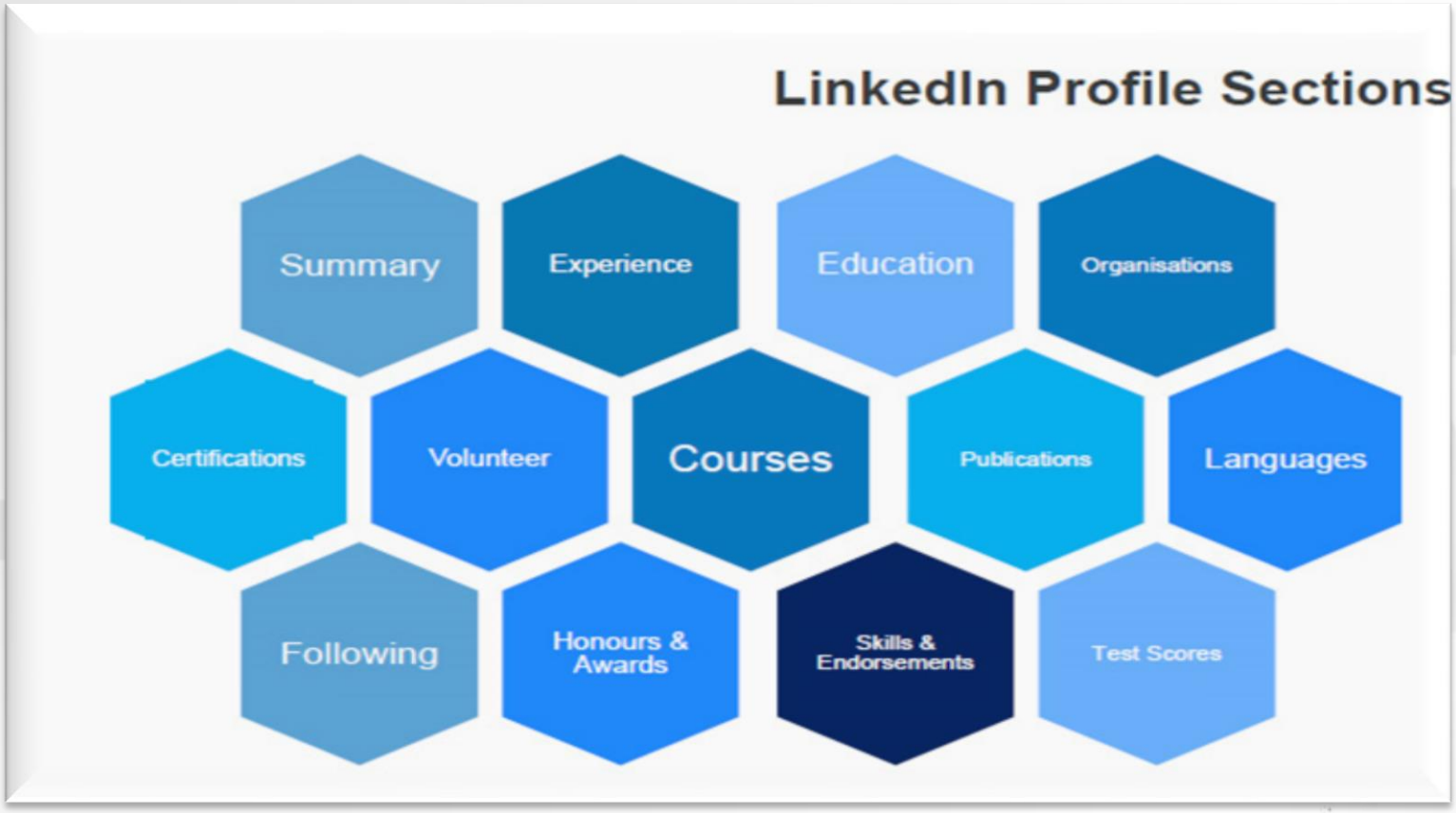
Essential
LinkedIn
Profile Checklist

*Your profile is the first meeting of your brand to your key audience.*

# Goals

You should have these two goals with your LinkedIn profile:

- Search engine optimize (SEO) and visibility.
- To send a unique branding message that clearly aligns with your career/business goals.


LinkedIn Profile Sections
Summary
Experience
Education
Organisations
Certifications
Volunteer
Courses
Publications
Languages
Following
Honours & Awards
Skills & Endorsements
Test Scores

# YOUR TOPFOLD – the all-important identifying headline

- Professional (looking) headshot-with, smile!
- Headline- specific and informative to your audience
- Custom URL
- Background image- industry specific, if possible
- Contact information

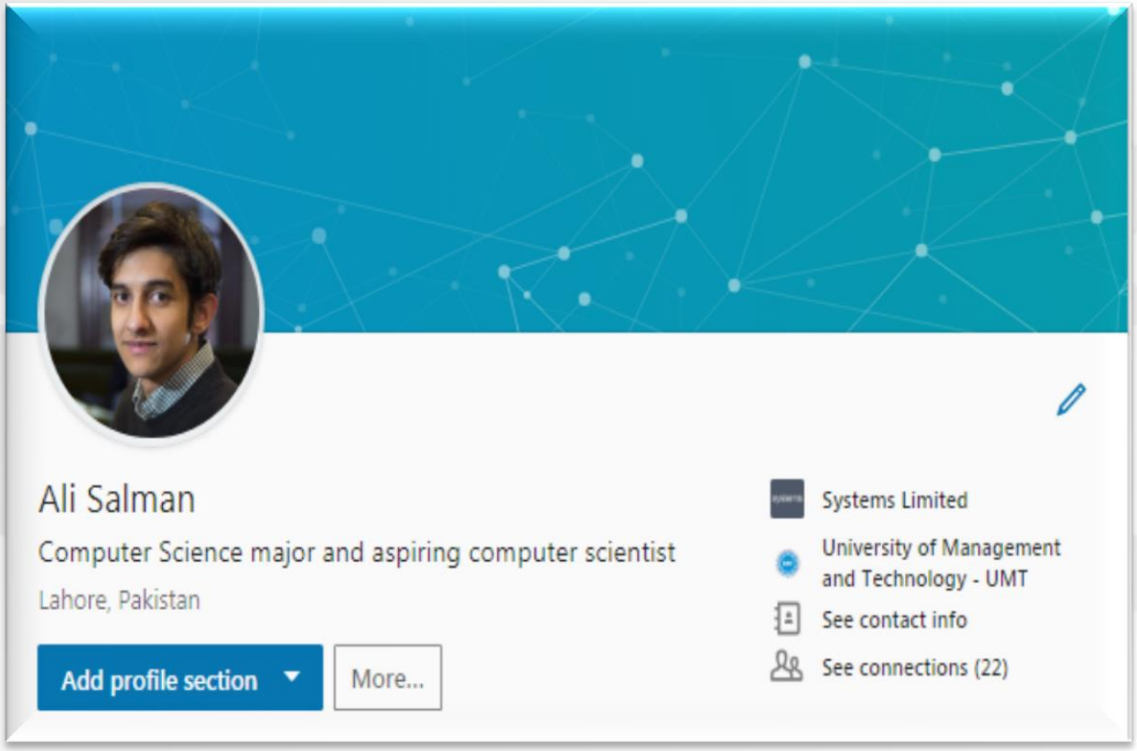
# Did you know?

- You are 11 times more likely to have your profile viewed if there is a photo

- You'll want to make a **good first impression** on anyone who views your profile, and a big part of that is the picture you choose. You should opt for a professional-looking photo rather than a casual shot.

Picture

Headline



# 2. SUMMARY - Your personal introduction (story) written in first person

- Who you are, type of position you're looking for. Key words.
- Your LinkedIn profile summary is a chance to put your best foot forward, especially if you are interested in new job opportunities.
- LinkedIn has a character limit for this section, and you want to make the most of it. Write a 30 seconds elevator pitch describing who you are, what you do and how you do it.
- Attach your resume and other relevant media

SUMMARY

I'm a 7th semester student at UMT, starting to look for roles in Software Industry. As a computer Science major I'm fascinated with the latest data science trends, and mobile applications.

As such, I have taken lots of programming and data science courses and have interned with Systems Limited. Now i would like to put that experience to good use , analyzing tomorrow's up and coming companies.

Show less

# EXPERIENCE – Field related first

- List all related experience in the field in which you wish to work (doesn't have to be paid employment: enterprise, senior design, class projects, research)
- Add relevant rich media
- Add your employment history (non-industry/field related)
- In Description area: highlight your technical, teamwork, leadership, communication & customer service skills

Experience

## Experience

**Internship**
Systems Limited
Jul 2018 – Present · 9 mos
Lahore, Pakistan

Responsibilities:
• To study the hardware, controller and sensors used for automation

Accomplishments:
• Practical knowledge of controllers and sensors used at industrial level

crisil-rating.jpg

**Professional Freelancer**
Nextbridge Ltd.
May 2016 – Present · 2 yrs 11 mos
lahore

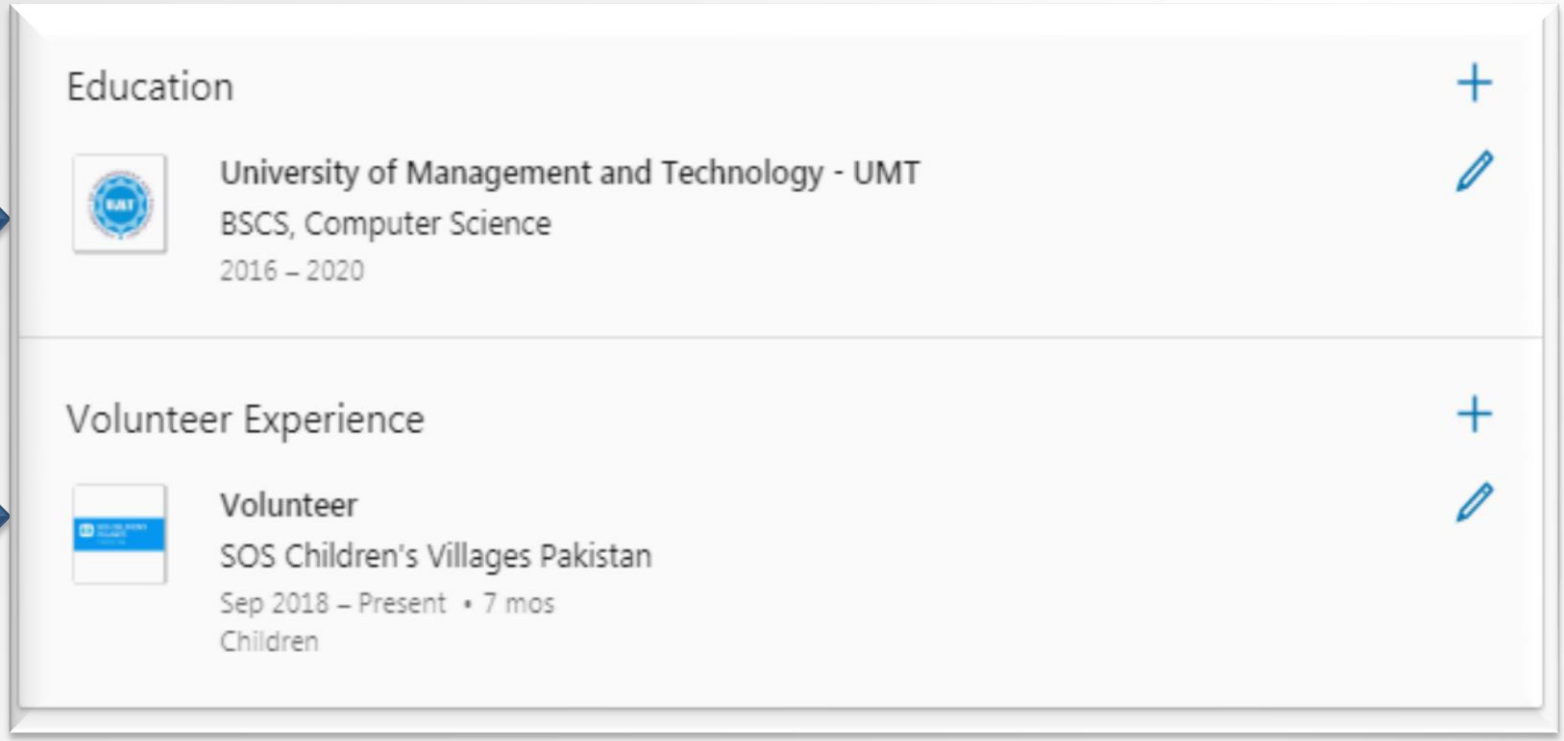
**Intern**
CureMD
Mar 2016 – Dec 2016 · 10 mos
Lahore

# EDUCATION

- University
- Degree/major/minor of concentration
- Year in school and GPA (optional – but it must be on your resume)
- Course list
- Co-curricular activities and organizations (include any leadership positions held)

Education

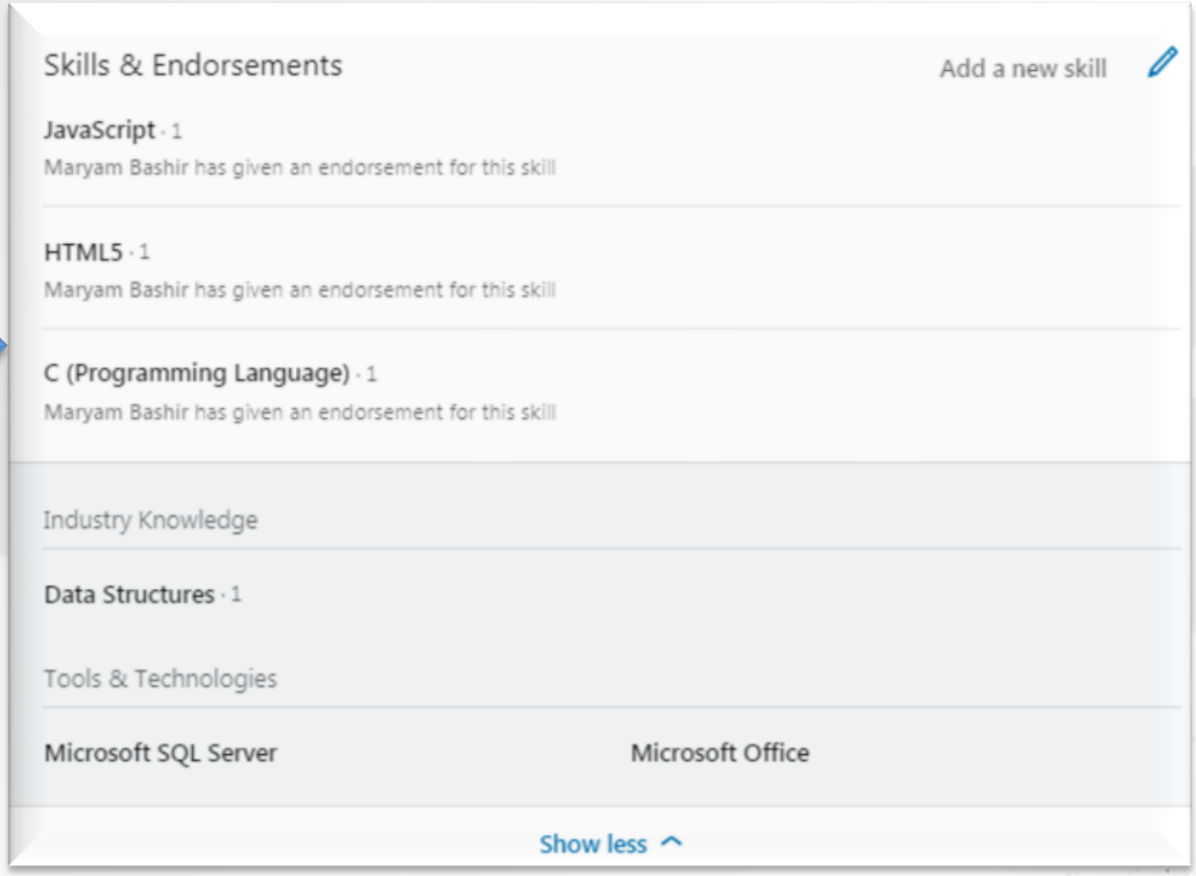
Volunteer Experience



# Skills and Endorsements

- Choose all 50 (these also serve as your SEO keywords)
- Check for correct usage (spelling, acronym, etc.) with Indeed.com/trends
- Add/change according to job description keywords when applying online (ensure your integrity)

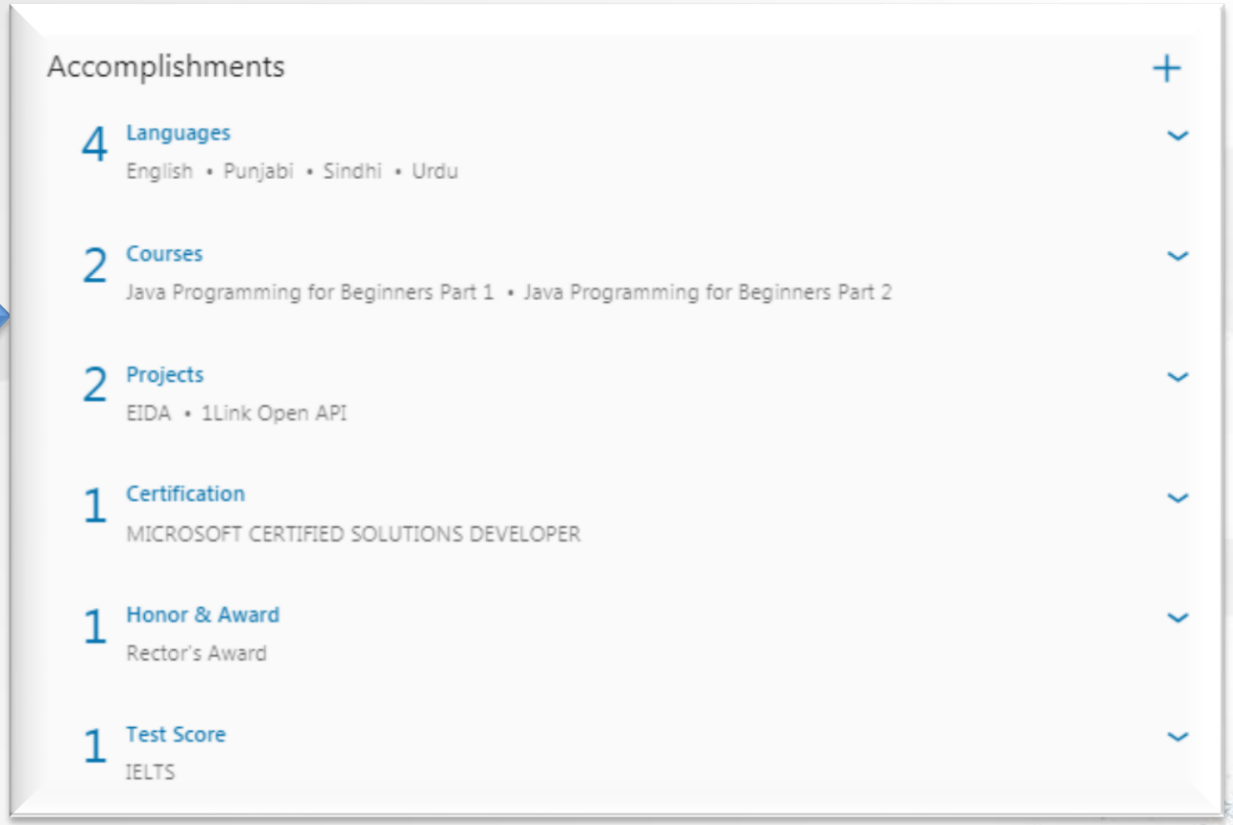
Skills & Endorsements



# THE REST

Filling as much as you can will make your profile complete and rise to the top of searches

Accomplishments



Recommendations

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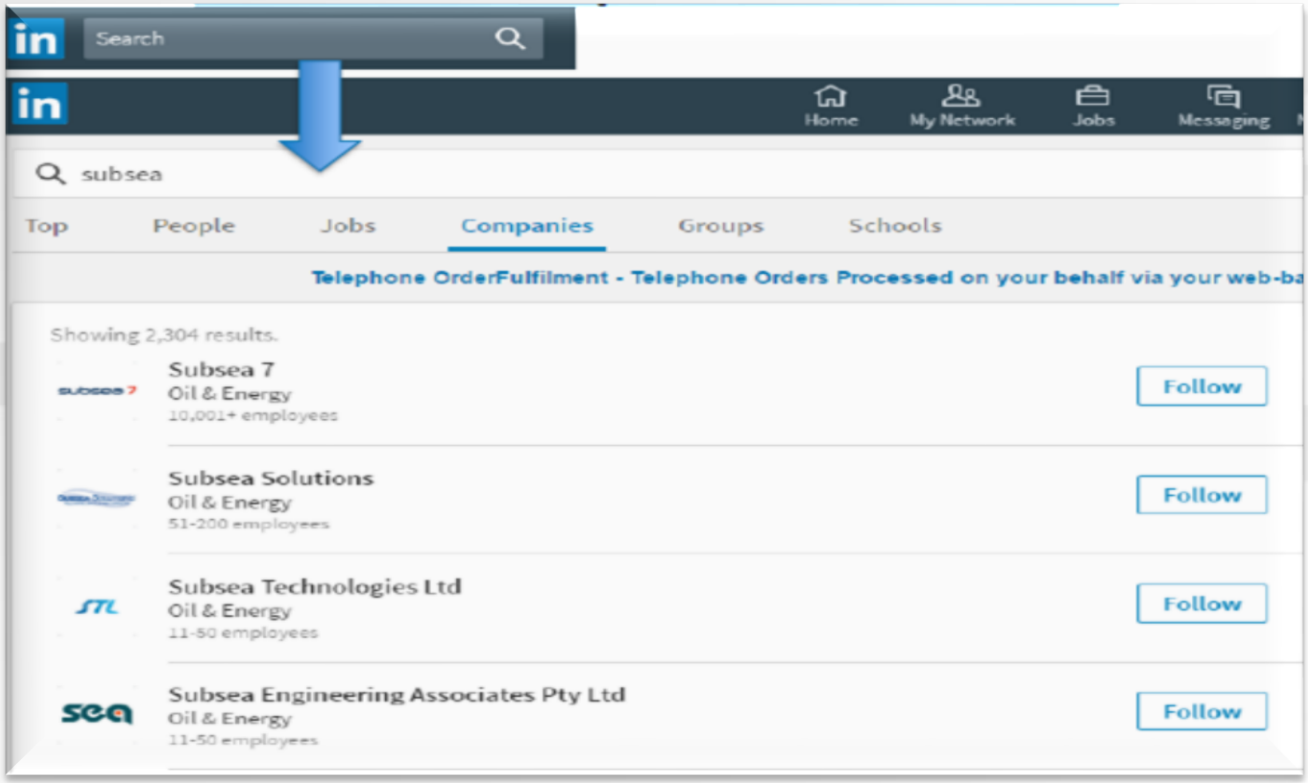
# LINKEDIN TOOLS TO GAIN INDUSTRY INSIGHTS

- Research Companies & Industries



# For Professional Networking

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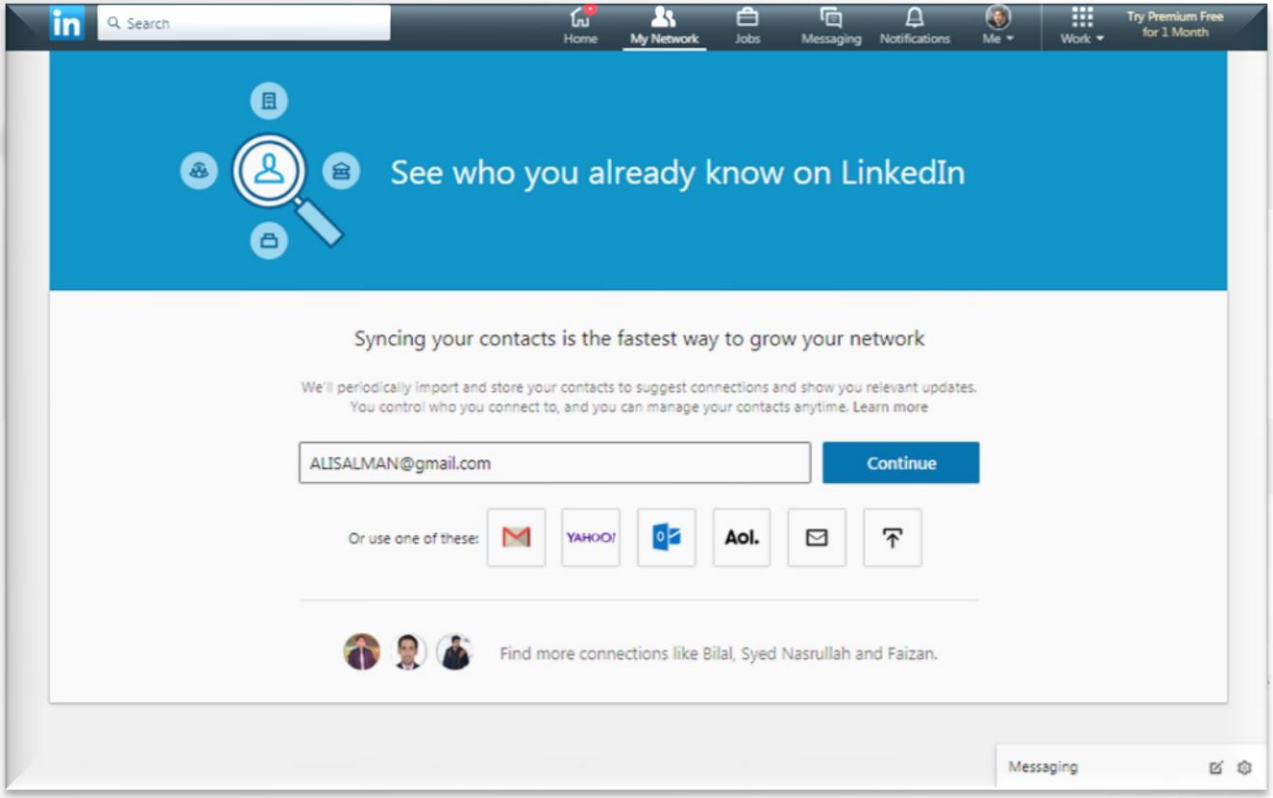
# Professional Network

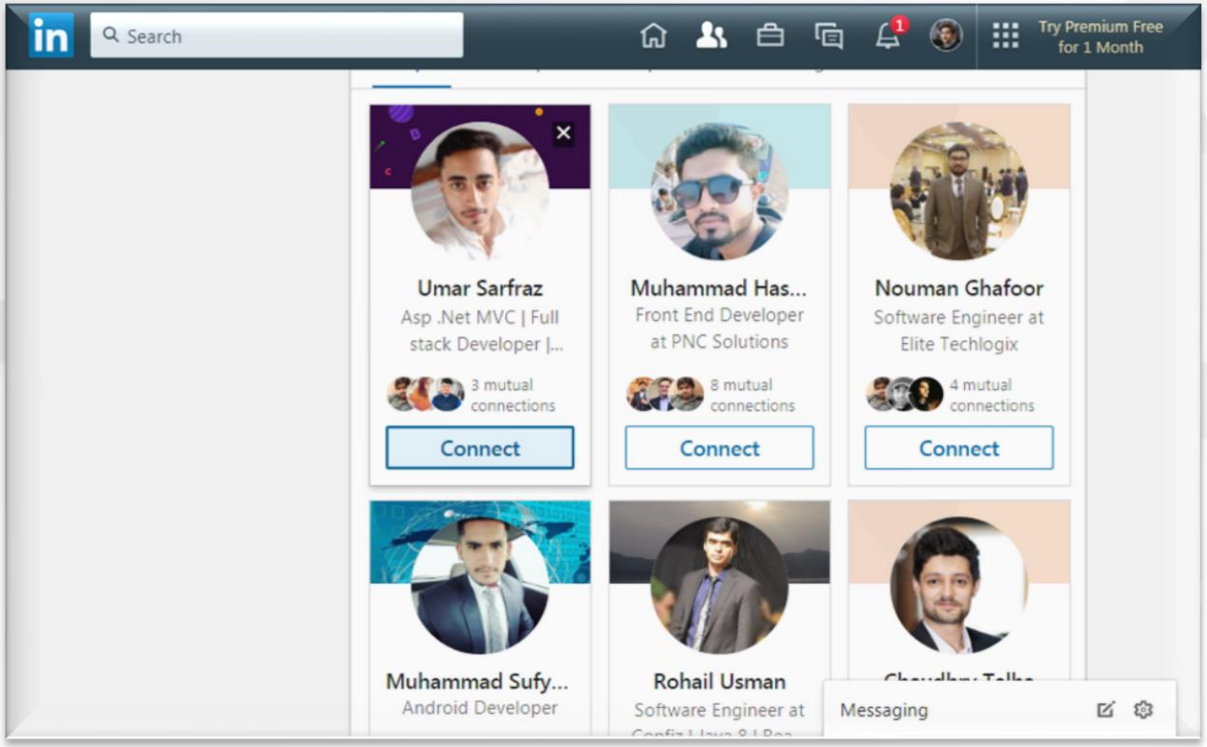
LinkedIn

# Import your email contacts and invite them to connect.




LinkedIn

# Look through the People You May Know section.



# Remember

LinkedIn is NOT Facebook. Math problems, optical illusions, political rants, heart-wrenching stories & cute cat videos really don't belong on this social media.
Help preserve the integrity of LinkedIn.
KEEP IT PROFESSIONAL

# Finding People You Know on LinkedIn

## To start building your network, consider these tools

- Invitations
- In Mail messages
- Find Nearby:

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# Invitation Example

*Hello Sara,*

*I am a 4thyear computer scientist at UMT and I found your profile in our LinkedIn group.*

*I am interested in your career path in software development in the public/private sector.*

*Would you be willing to connect with me and possibly offer some advice over email? I would greatly appreciate your time.*

*Many thanks,*

*Ali Salman*

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# Professional Network

- Go to the University of Management and Technology page on LinkedIn and click "career insights from 9,694 alumni".

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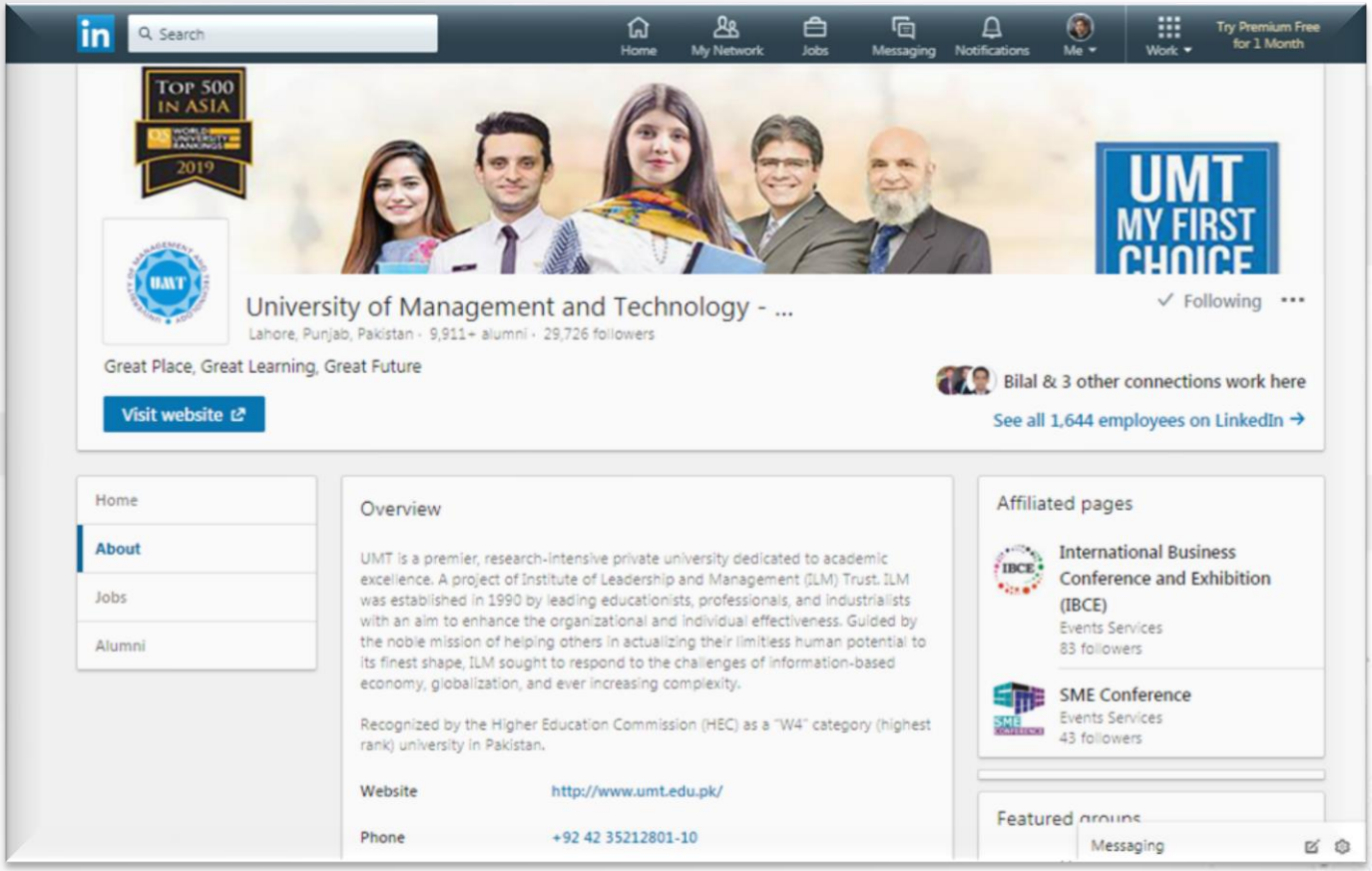
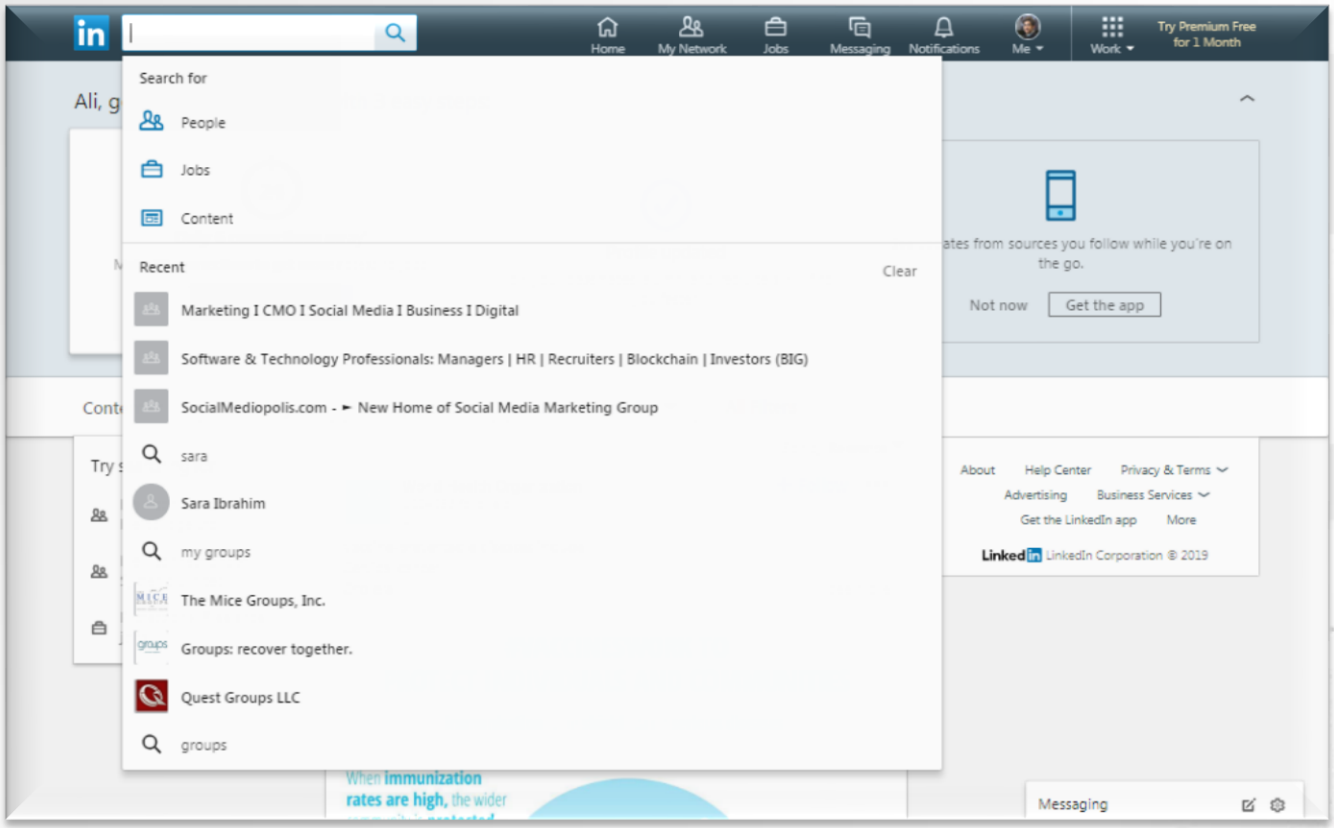
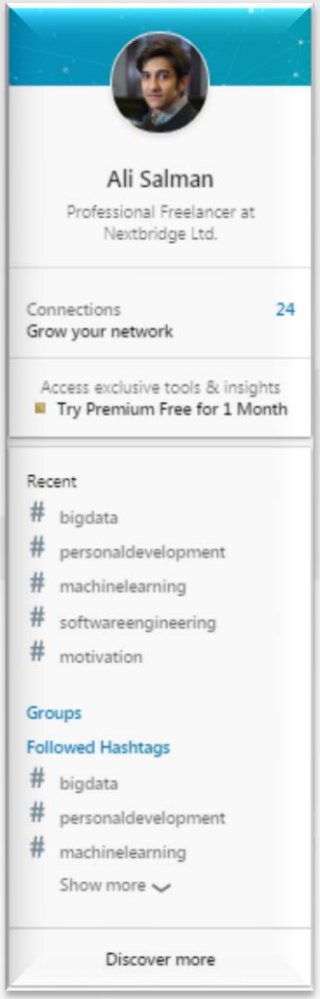
# LinkedIn Alumni Tool

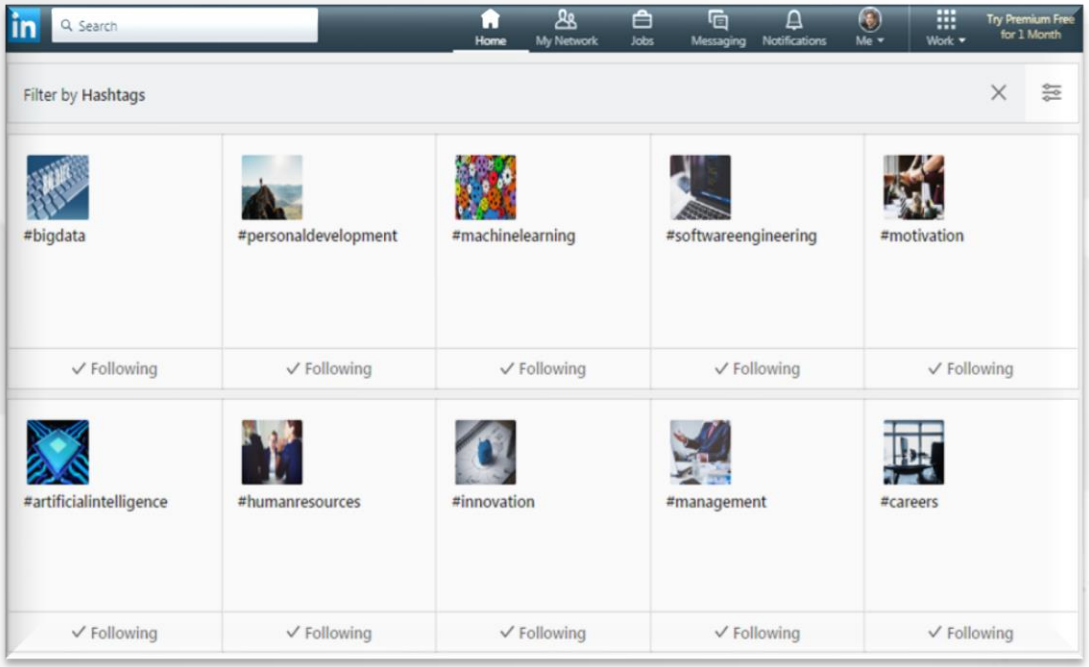


# Use the Search bar on the LinkedIn homepage.

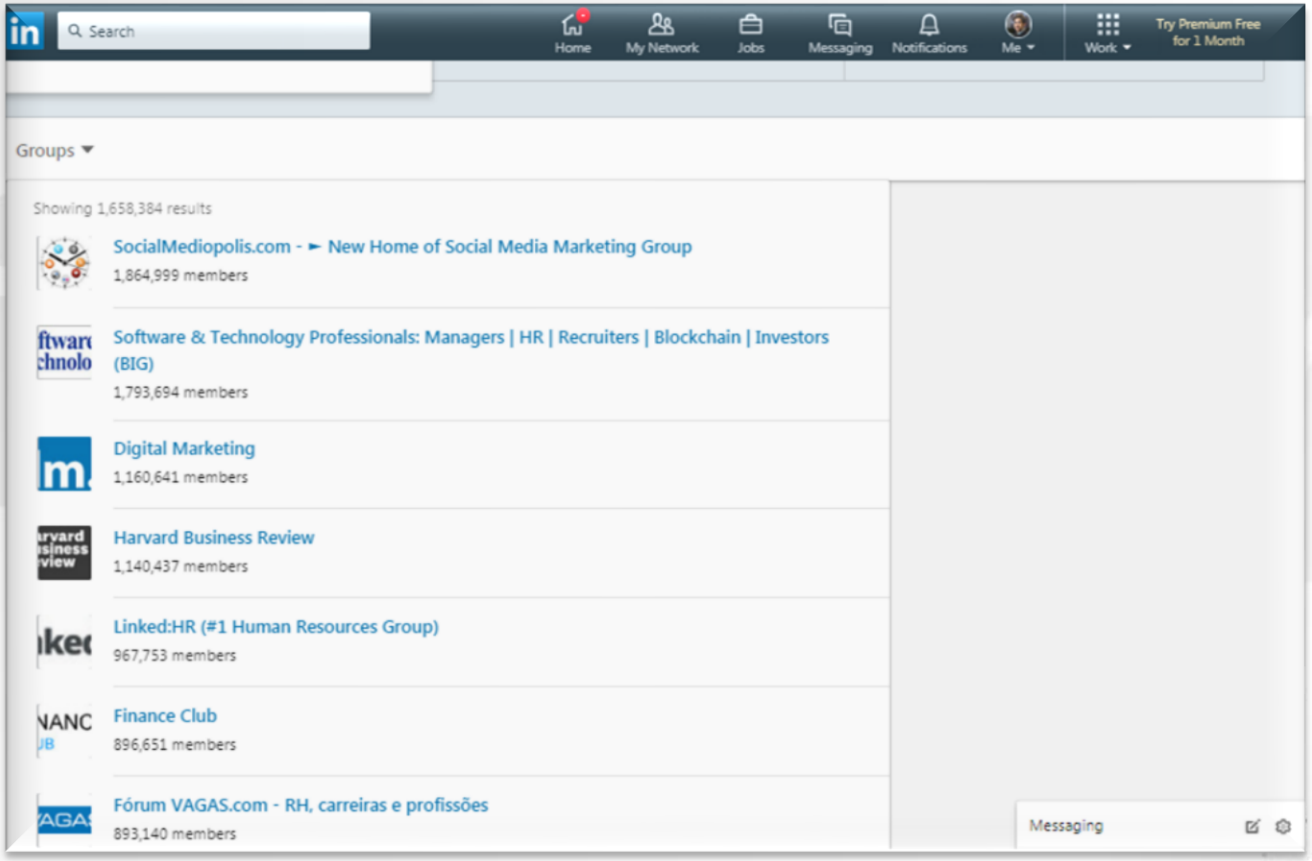


# Follow hashtags.



# Join Groups.


Search
Home
My Network
Jobs
Messaging
Notifications
Me
Work
Try Premium Free for 1 Month
Groups
Showing 1,658,384 results
SocialMediopolis.com - ► New Home of Social Media Marketing Group
1,864,999 members
Software & Technology Professionals: Managers | HR | Recruiters | Blockchain | Investors (BIG)
1,793,694 members
Digital Marketing
1,160,641 members
Harvard Business Review
1,140,437 members
Linked:HR (#1 Human Resources Group)
967,753 members
Finance Club
896,651 members
Fórum VAGAS.com - RH, carreiras e profissões
893,140 members
Messaging

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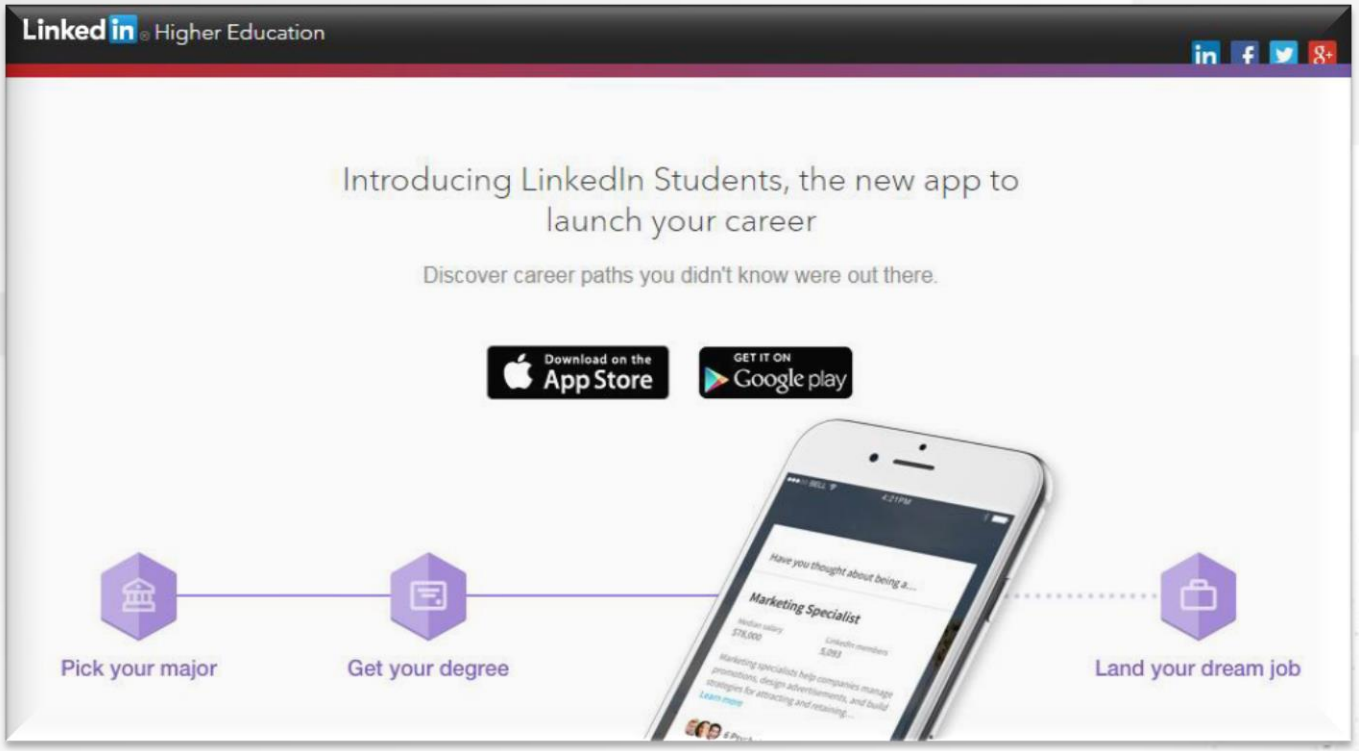
# How to make the most of LinkedIn groups

- Use LinkedIn search to find relevant groups
- Review the "Groups you may like" feature
- Evaluate the quality of a group
- Contribute to the group discussion
- Join LinkedIn group of UMT.

# LinkedIn Students App

- https://students.linkedin.com/



# Tips

- 100% complete = 40x more opportunities.
- You're more experienced than you think.
- Use your inbox.
- Get personal.
- Join the "In" crowd.

- Lend a (virtual) hand.
- Update your status early and often.
- Request informational interviews.
- Do your homework.
- Step away from the computer!

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# How to Subtly Increase Your LinkedIn Visibility

Most people look for jobs while they're still employed. But this can be hazardous if your current employer figures out what you're up to.

Here is a list of mistakes you're probably making and don't realize it:

- Editing your headline to add you're "**Open to new opportunities**"
- Adding comments such as "Interested" when someone puts up a job post
- Sharing your job search plans in a group, not realizing your manager is a member too!
- Making derogatory comments about your coworkers, or your employer's products and services
- Suddenly becoming very active on LinkedIn and making too many tweaks to your profile too quickly

# Go Incognito, Yet Be Visible

- Understand your company's social media policy:
- Manage your profile privacy
- Promote your current employer:
- Use the right keywords
- Be specific about your current location:
- Upgrade your "Skills and Enhancement"

- Be visible and active on LinkedIn, but be careful.

- Don’t accidentally “Out” your job search, and don’t share any plans to leave with your boss or co-workers.

- Instead, when online, support and promote your employer, increase your visibility, and include the right keywords for your career (and job search) in your profile.