



LinkedIn Tips

Professionalism 101 Event Series by Chemeng Club and Materials Science & Engineering Society

3LinkedIn - The Purpose:

LinkedIn is an often underutilized platform for networking, career management, and finding jobs.

Features of LinkedIn:

- Job board, including the ability to message recruiters personally
- Develops your personal brand
- Keeps track of your larger career portfolio
- Industry news and innovation updates
- Research companies and their employees
- Networking

Having an active, updated, and personalized LinkedIn profile can be the difference between reaching out to cold contacts effectively, or landing your next job.

LinkedIn - Etiquette:

General tips:

- Create a strong headline
 - Golden Rule: 3 P's
 - Program you're in
 - Position you're holding/interested in
 - Passion you have
- Make your "about section" intriguing and descriptive
 - Every sentence should have value
 - Within the first two sentences you should include your passions; what do you love and what kind of person are you?
 - Avoid:
 - Introductory sentences "Hi, my name is ___ and I'm in _____ at Mac"



Hopin' to Professionalism 101 Guide



- Showcase your experiences in a meaningful way
 - Link photos, presentations, articles, etc. to make it more interesting and less block text - this is your chance to expand on things more than you'd be able to in a resume
 - Put your important experiences under the "experiences" section, even if it's volunteer; these are what people will see first
 - Get rid of experiences before first year unless it's really integral to who you are (high school average, etc.)
 - If an experience is less integral/something you don't want to highlight at the top, put it under your "volunteer" experience
- Put more than just awards in your accomplishments
 - Highlight labs, projects, assignments, reports, presentations, conferences, etc. that you've worked on/been a part of (especially those that relate to your personal brand)
- Your profile is only as good as how active you are
 - Celebrate/like others experiences to let the algorithm know you're there
 - Share companies posts
 - Tag societies/peers/popular hashtags anytime you post something to be able to get more engagement
 - Post about your experiences!
 - Screenshot of your committee during a meeting
 - Links to your recent work/personal projects
 - These will allow your connections to get to know you better and understand your brand
 - Don't connect with people until your profile is up to par
 - If you're connecting with someone, they're probably taking time to scroll through your profile; you want to make sure it looks good!

Showcase your Personal Brand

- "What are you passionate about or interested in?"
 - Everything on your profile should tie into this
- Have your cover photo match this/your program
 - Ex: DNA = ibiomed, mechanical = gears, electrical = lightning, etc
 - <https://linkedinbackground.com/>
- Keep it going right to the bottom of the page
 - Skills, accomplishments, projects, follows, etc.



LinkedIn - How to Stand Out

- Update and get endorsements for your skills
 - This is one of the #1 things that can help you stand apart from your peers; if an employer sees you have 20 people who think you're a great communicator/leader they're going to already think you're great
 - Written endorsements are a HUGE BONUS
 - Put the skills that "sound" the best at the top

How to be a Top Candidate	The Top 20 Skills Preferred by Employers
1. Communication skills (verbal)	11. Information technology skills
2. Teamwork skills	12. Detail-oriented
3. Analytical skills	13. Leadership skills
4. Strong work ethic	14. Self-confidence
5. Problem-solving skills	15. Friendly, outgoing personality
6. Initiative	16. Creativity
7. Interpersonal skills	17. Tactfulness
8. Communication skills (written)	18. Entrepreneurial skills/risk Taker
9. Flexibility/adaptability	19. Strategic planning skills
10. Organizational skills	20. Time management

BRIGHTER WORLD

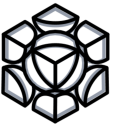
McMaster University  **ENGINEERING**

LinkedIn - Common Missed Opportunities

- Follow McMaster University and connect with alumni
 - Under "alumni," add search filters to be able to find people who were once in your shoes (program, position, committees, etc.). THIS IS A PRIME opportunity to make connections in industry, in research, who are probably going to be willing to help you out since they were once in your shoes too! Find a similarity between you both, and attach a note that includes that when you request to connect!
 - Once you apply a specific tag to the alumni (ex: biomaterials), it shows you:
 - Where they live
 - Where they work
 - What they do



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- What they studied
 - What they are skilled at
- Keep LinkedIn sociable
 - Interact with your current connections
 - Commenting on their status updates and articles they write
 - Ask them to connect you to some of their connections that are relevant to your job search
- Try searching for companies you have an interest in working for and follow their accounts for updates