

Rock Your LinkedIn Profile!

Time to Train the Trainers





Better Classes.
Better Results.
Better Future.

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At Long Beach City College, my job is to provide my students with the necessary skills to professionally brand themselves as well as help guide them in using social media strategies to network with organizations in and around the Greater Los Angeles area.



Tip #1

Capture Attention with
a Professional Photo
and Strong Headline





Members with profile photos receive up to **21x** more profile views and **9x** more connection requests.

Take a Great Photo

Before taking your photo, make sure you:

Use a background that isn't distracting

Dress for the job you want

Smile & have a friendly expression

To create a good profile picture, double check that your face takes up a majority of the frame.

Tip #2

Carefully Consider
Geographic Location
and Industry



Profile Sections

Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

Add your:

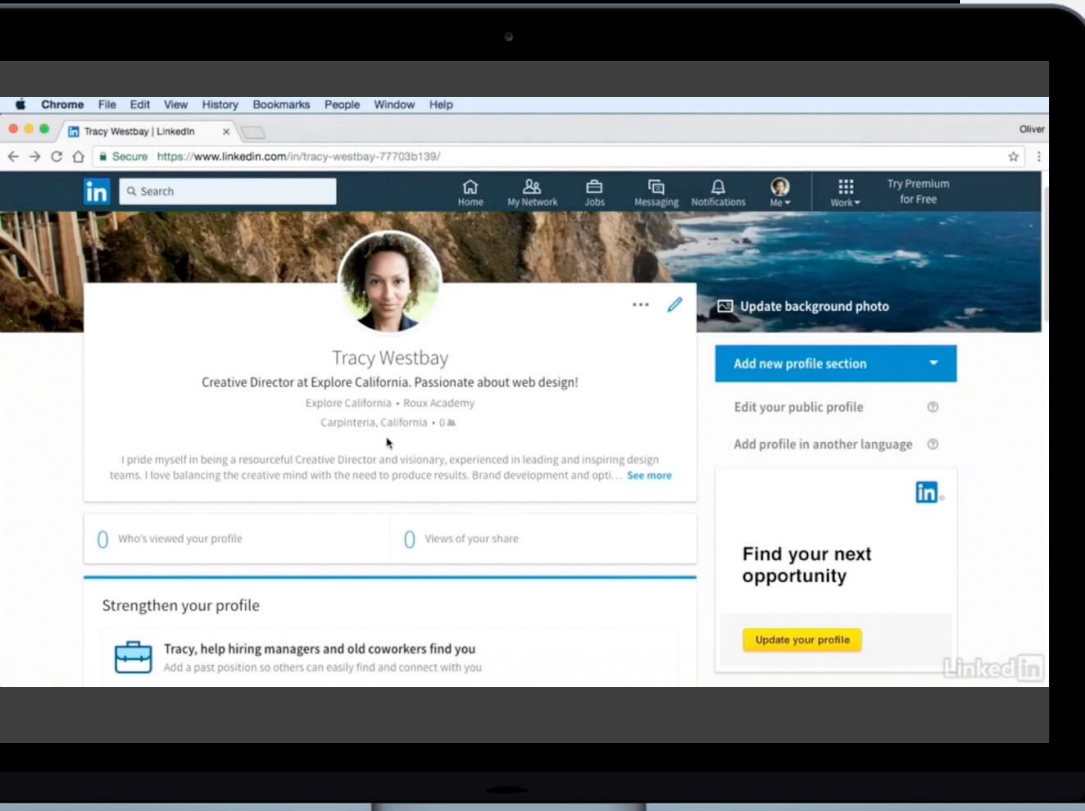
Location & Industry

Work & Internship Experience

Volunteer Experience

Education* & Certifications Skills

Program or Organization



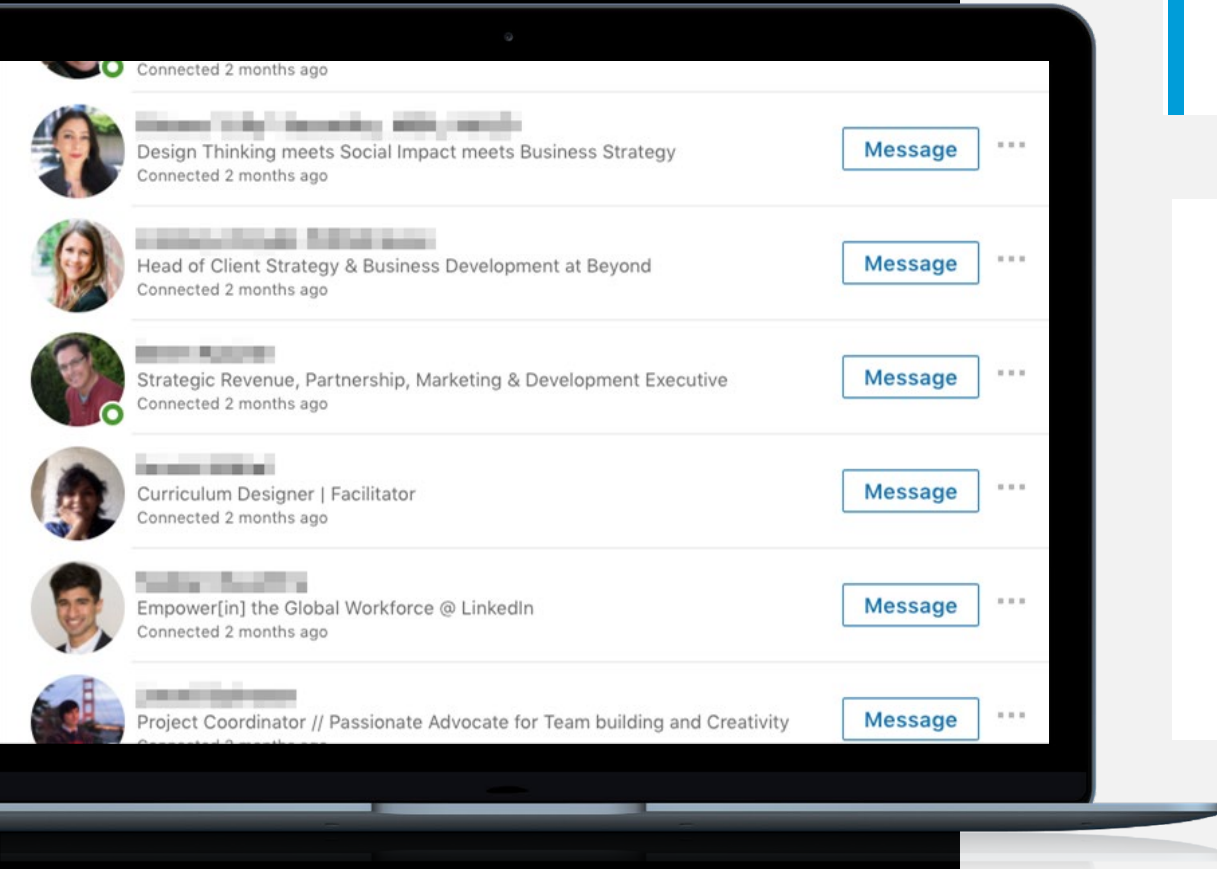
Headline

Your headline is an opportunity to show what you *are* – not just what you do. When writing your headline, ask yourself:

If this is the only thing someone sees, what does it convey about me?

Does this represent my professional brand & show why I am unique?

Does it capture what a recruiter would care about?



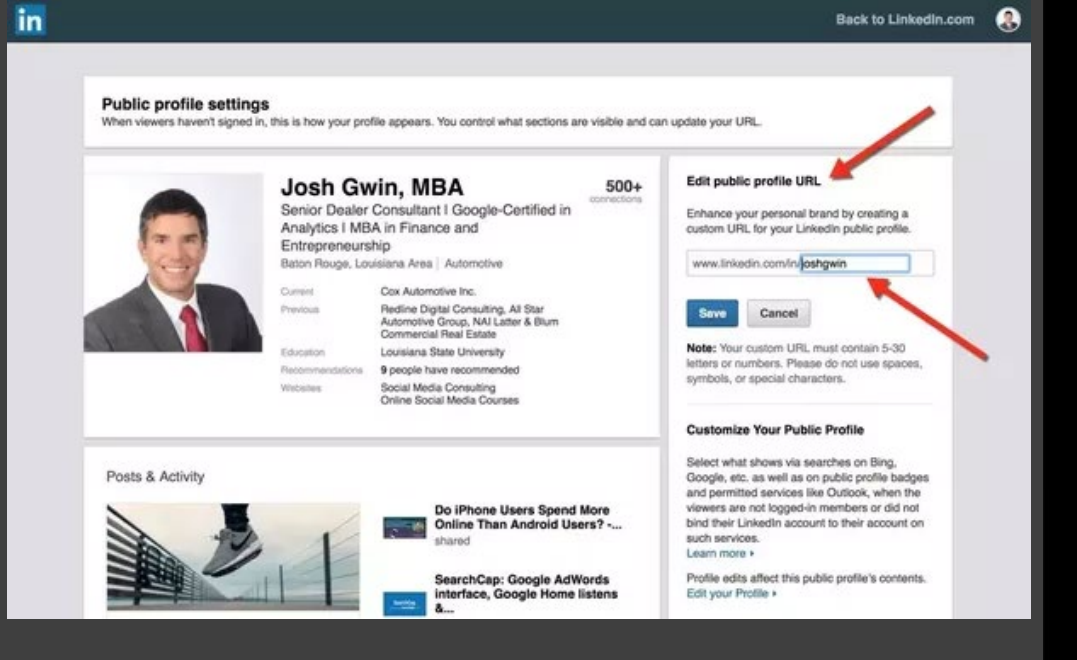
Tip #3

Create Vanity URLs for
Public Profiles



Vanity URLs

Students can customize their randomly generated public profile link (viewable from web searches) to include their name (i.e., www.linkedin.com/in/joshgwin). It'll be easier to share their profile and contact info on resumes, email signatures, business cards, etc.



Tip #4

Explain Goals in the
Summary Section

Summary

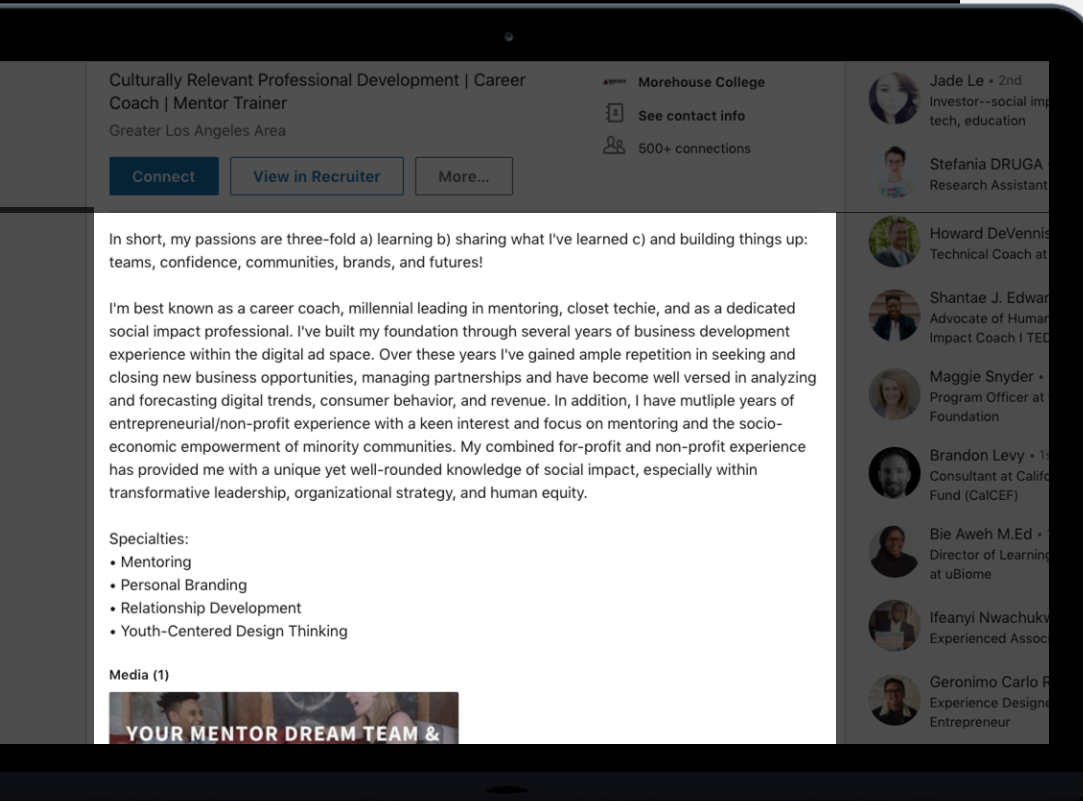
Your summary is prime real estate for your professional brand. It's where you can put your own spin on your experience & tell the story you want to tell. We recommend:

Including past accomplishments and future goals

Sticking to 3-5 short paragraphs

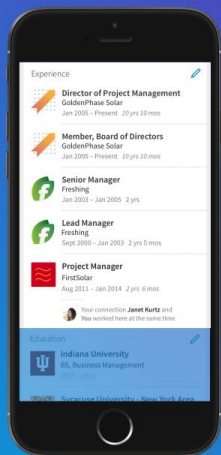
Writing how you speak – be authentic!

Using keywords



Tip #5

Include all Experience,
Paid or Unpaid

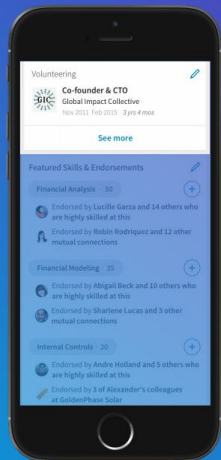


3 Experience: show what you've achieved

36X Profiles with two or more positions are up to 36X more likely to be found by recruiters

List internships, summer jobs, and part-time jobs

Bonus: describe what you accomplished



4 Volunteer Experience: it counts so include it

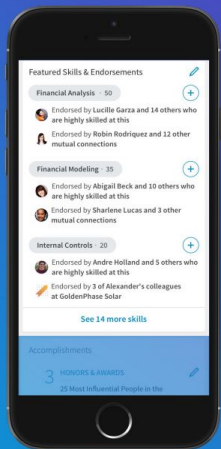
41% of hiring managers consider volunteer experience **equally as valuable** as paid work experience

It's Not Just About the Money

In the Experience section, remind students to include all work experience, including part-time jobs, internships, free lance work, and leadership roles in campus organizations. Encourage students to “show, not tell” by adding documents, rich media, or links.

Tip #6

Highlight Keywords in
the Skills Section



5 Skills:
raise your ranking in recruiter
searches

5+ If you list 5 or more skills, you'll
get up to 17X more profile views

- ✓ Speak Mandarin?
- ✓ Know JAVA programming?

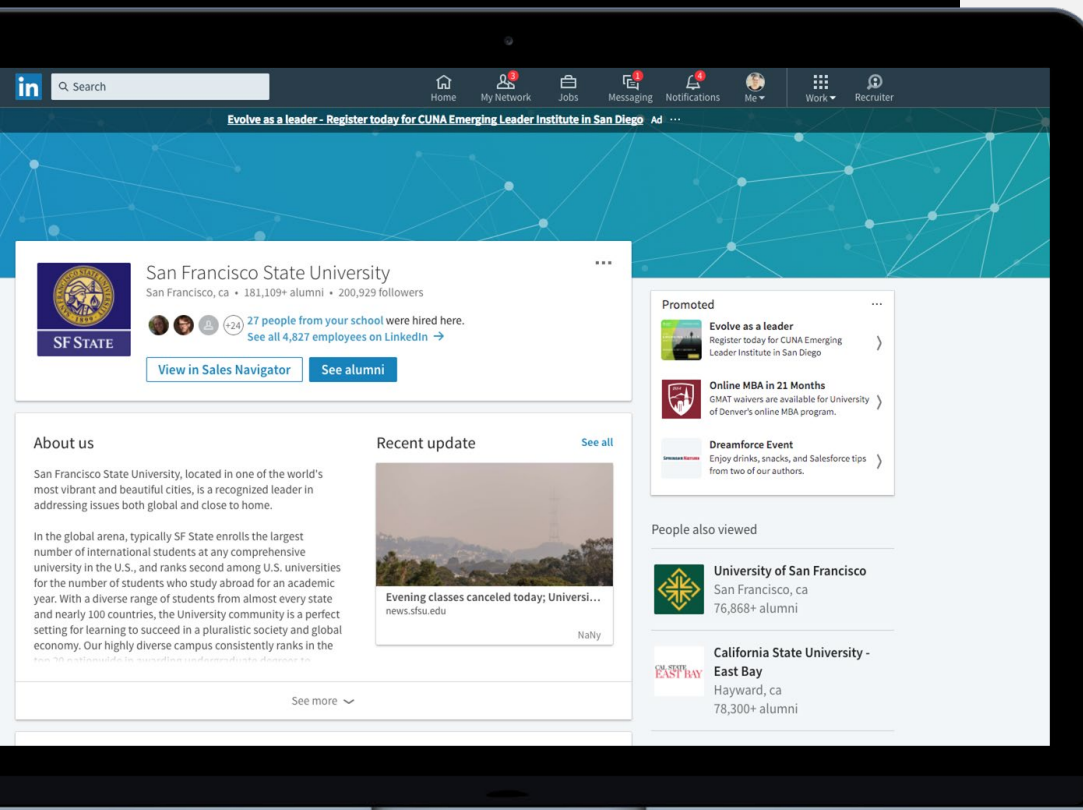
Add top skills you've learned in or outside
of school

All About the Skills

The Skills and Expertise area is a place for students to showcase skills specific to desired jobs. Research phrases most associated with certain industries-they fit best here. Encourage students to endorse people they really know or have worked with for their Skills; they may return the favor..

Tip #7

Join School or Industry
Groups



Explore Schools

Learn about and see the latest news from schools you are interested in attending.

Explore the paths taken by alumni and reach out to anyone whose career interests you.

Tips #8

Engage With Your
Community



Give testimonials and recommendations to others

Join groups and exchange insights with school or program alumni

Like and share things that people in your network will care about and post

Invest time in your connections, take them to lunch or even just listen

Make introductions for others

Tip #9

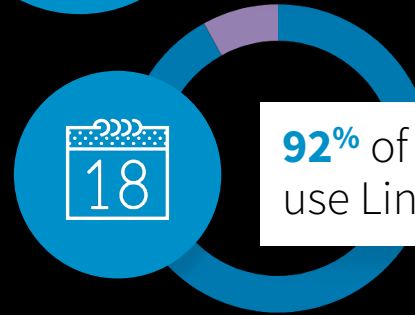
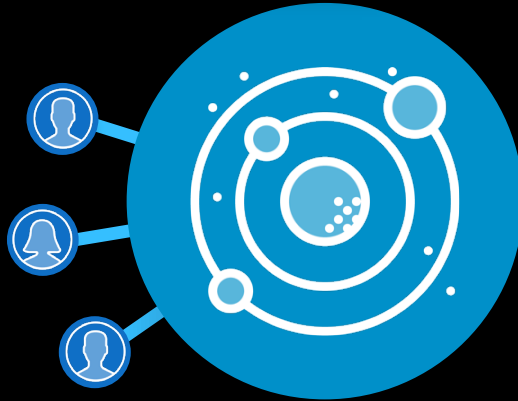
Search for Jobs and Internships

Connect to Jobs and Internships

2.5 million people on LinkedIn are hired through their connections every year



Over **10 million** employers posting **7.5 million** jobs per month



92% of recruiters use LinkedIn daily

Review Jobs You May Be Interested In

Use LinkedIn's search filters to find jobs by:

Keyword

Job title

Company

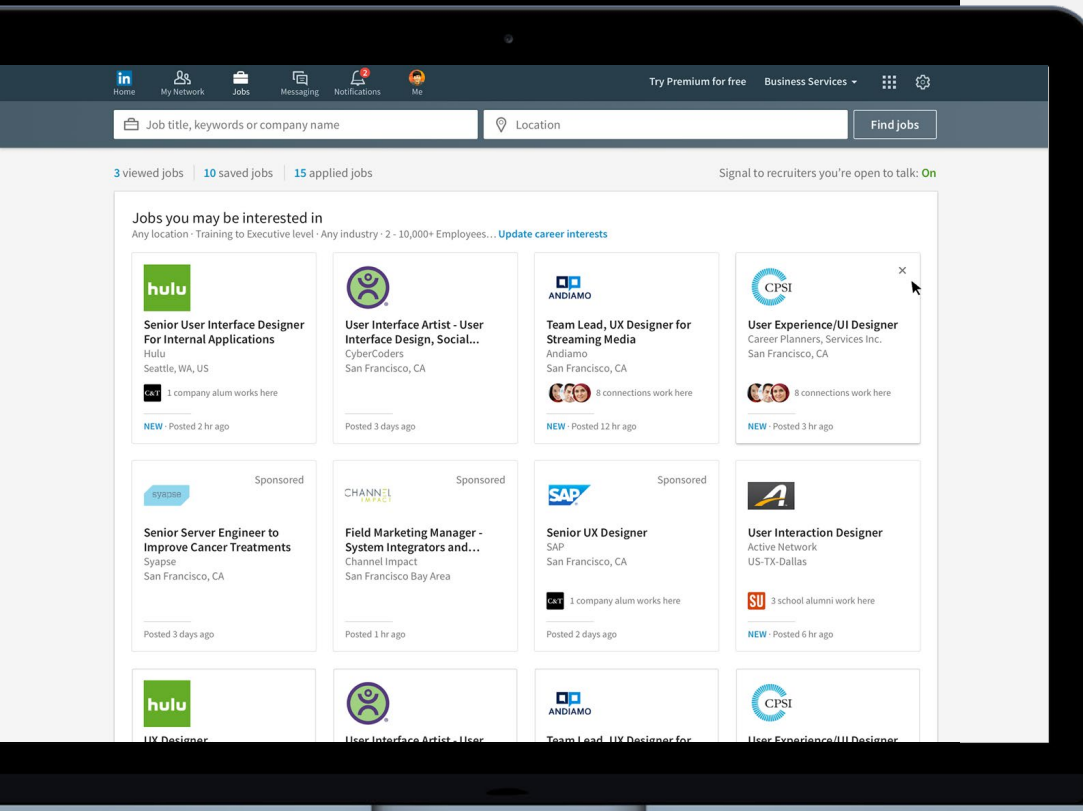
Location

Function

Industry

Experience level

Date posted



Tip #10

Understand “Your
Dashboard”

Hey Now, You're an All-Star

Your Dashboard

Private to you



111

Who viewed your profile

179

Post views

86

Search appearances



Career Advice

Participate in the career advice platform: **On**

Give back and help those who can benefit from your experience



Career interests

Let recruiters know you're open: **On**

Choose the types of opportunities you'd like to be connected with

Your Dashboard is private to you and can be used as a barometer for profile effectiveness.

It tells the student who has viewed their profile, how many post views and how many times they appeared in searches.

It also allows them to participate in Career Advice or to let recruiters know they are interested in opportunities.



Resources

- Alumni Tool: [LinkedIn Alumni Resource](#)
- Student Guides: [LinkedIn For Students](#)
- Get Referrals
- Follow Influencers, Companies and Industries
- Setup Job Alerts



Let's Stay Connected



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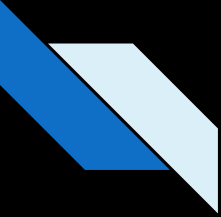
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Q & A