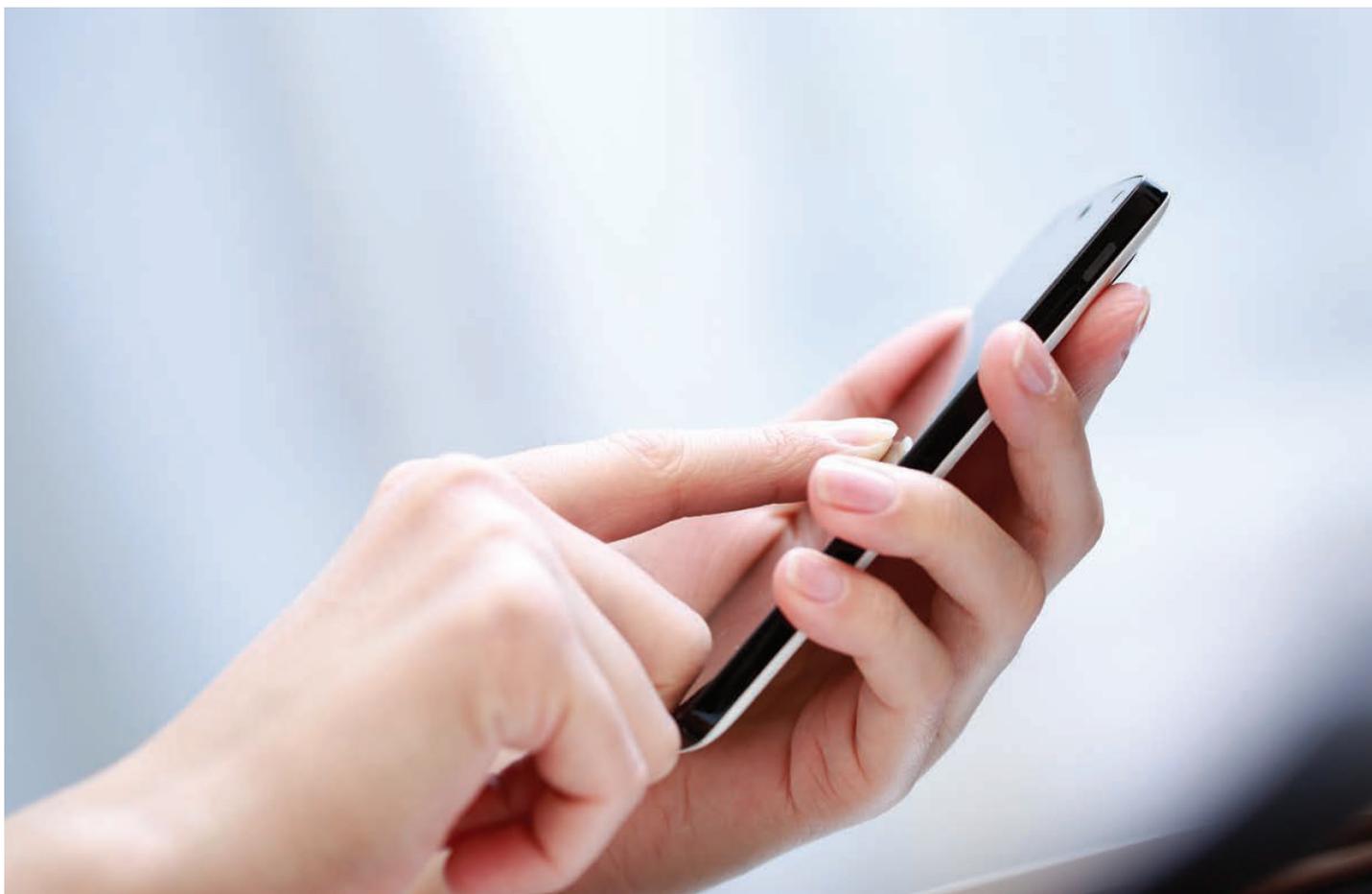


# LinkedIn Guide

LET'S GET TO WORK.



# LinkedIn Guide

## □ PROFILE

- Photo of you (alone) should be high-quality, professionally dressed, forward facing and smiling (you may also consider using your company logo)
- Concise, impactful and memorable professional 'slogan' or headline
- Include what you're seeking now – and professional plans for the future
- Use an appropriate email address and personalized URL

## □ SUMMARY

- Write in first person and describe what motivates you and your work skills
- Be concise about your experience, qualifications, and what you can bring to a prospective company
- Use clear and confident language
- Use keywords and phrases that recruiters might search for - e.g., 'time management,' teamwork,' 'data analysis'

## □ EDUCATION

- Do not include high school
- List schools, degrees achieved, program names, and dates
- Include any study abroad summer programs
- Include GPA if 3.5 or higher

## □ EXPERIENCE

- List relevant jobs held, including part-time, contracts, volunteer, field placements or co-op placements
- Begin accomplishment statements with a verb - e.g., "Increased..." or "Enhanced..."
- List all positions at a company to demonstrate how you progressed and took on more responsibility
- Link to samples of quality work projects, photos, or videos relative to specific jobs
- Explain not just what you did, but also the results of your work

## □ VOLUNTEER EXPERIENCE & CAUSES

- List organizations that you have supported and been involved with to demonstrate your interests, values and personality

The screenshot shows a LinkedIn profile for Joe Seneca. At the top, there is a search bar and a navigation menu. The profile header includes a silhouette photo, the name 'Joe Seneca', and his title 'Social Media Branding Specialist | Seeking Marketing Internship'. Below this, it shows his location 'Toronto Area | Marketing and Advertising', current employer 'Calder & Rubicsky', and previous employer 'Yummy Fast Burgers Company'. There are buttons for 'Improve your profile' and 'Edit Profile', and a connection count of '153 connections'. The URL 'www.linkedin.com/in/joeseneca' is visible. The 'Background' section is expanded, showing a 'Summary' with a brief bio, 'Specialties' (Event planning, B2B and B2C, Social networking, etc.), 'Education' (Seneca College, Business Administration Marketing Advanced Diploma, 2012-2015), 'Experience' (Advertising Co-Op Placement at Calder & Rubicsky, and Server and Event Planner at Yummy Fast Burgers Company), and 'Volunteer Experience & Causes' (Volunteer at Homes for Humans Abroad).

## SKILLS & EXPERTISE

- Minimum of 8 skills that reflect your skills & expertise
- Select ones that you believe other members of your network can endorse
- Be sure to list both professional and soft skills
- You can also remove endorsements if you find people are endorsing you for skills that don't accurately describe your strengths

## ORGANIZATIONS

- To which you belong
- Describe how you participate(d)

## PROJECTS

- Add examples of your writing, analysis, design portfolios, to specific experience or to your summary. Upload or link to rich media, documents, or presentations
- Choose projects are relevant to your career field
- Include name, completion date (or range), a URL if one is available, team members (if they are also on LinkedIn), and a description of learning or accomplishments
- Highly recommended for creative fields such as design, multimedia production, the visual arts, journalism, or writing/editing and technical fields such as information and technology

## COURSES

- Add any courses that highlight the skills most relevant to your job search
- Include course names and the associated institution
- If you lack work experience in the career you are pursuing, include brief course descriptions using key skills

## HONOURS & AWARDS

- List any recognition in classes, languages, certifications, or team projects
- Any prizes or awards earned in or out of school
- GPA, if it is 3.5 or higher

## RECOMMENDATIONS

- Ask those with whom you have worked with closely to provide recommendations
- Give recommendations as well, people are then likely to respond to your request

### Skills

Marketing  
Advertising  
Presentations  
PowerPoint  
Marketing Communications  
Sales  
Social Media Marketing  
Adobe Creative Suite  
Product Marketing

### Organizations

#### **Seneca Students for Global Human Rights**

Member

December 2012 - May 2015 (2 years 6 months)

- Fundraised and created awareness on campus of social justice issues
- Volunteered time, money and resources to help manage events and programs.

### Projects

#### **World Priority Business Simulation Project**

December 2008 - December 2008

- Forecasted markets, implemented new technology initiatives, maintained budget and managed production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stock price.

### Courses

Seneca College ,Toronto

- Financial Evaluation
- Marketing Management
- Strategic Analysis

### Honours & Awards

#### **The Achievement Award Program**

UC Berkeley

- Four-year scholarship awarded to community-minded students with a proven track record of academic success

### Recommendations



#### **Sally Seneca**

"Joe is a "go-getter!" He is very smart and a creative individual. I enjoyed working on group projects or assignments for school with him and he contributed greatly to our success."

## OTHER CONSIDERATIONS

- Find relevant keywords by browsing job listings and other people's profiles that appeal to you.
- Build your network by starting with classmates, professors, teaching assistants, family, friends, and work colleagues past and present.
- Add, remove, and rearrange entire sections of your profile to highlight your most impressive areas near the top.
- There are opportunities to network by being a member of a "Group"- if you're a member of the same group as another user, you can bypass the need to be a first-degree connection in order to message them.
- Advanced search feature: search for jobs by keyword, title, industry, location, company, experience level, and more.
- Allow others to see who you are if you view their profile through your Settings (click your thumbnail image in the top right and click Manage next to Privacy & Settings).

**Seneca**

**Linked**  <sup>TM</sup>