

## **PM 597: LinkedIn 101**

### **Week Nine**

Hi, my name is Julie Tieu. I'm a career counselor at the USC career center, and welcome to LinkedIn 101, your introduction to LinkedIn. The learning objectives for this presentation, is we'll first talk about what LinkedIn is and how it differs from other social media networks. Then we'll do a short overview of LinkedIn profile and some considerations to think about before creating your profile. Then I'll actually do a demo of an actual LinkedIn profile and how you can edit and create your content. Then lastly, we'll talk about some resources, additional resources for you, to help you learn a little bit more about LinkedIn and how to utilize it in your job search.

What is LinkedIn? LinkedIn is a professional social network where you can build your professional brand, reconnect with existing contacts, and expand your network. You'll see here on the screen, this is a snapshot of the USC alumni page on LinkedIn, where it pulls up all alumni and student accounts. You can actually filter it down to a particular industry or a major, and find individuals who work in that particular career. It's a really useful tool for information to reconnect with people. You're going to use LinkedIn a little bit differently than you would with Facebook or Twitter, because you'll use it occasionally to find people and reconnect, but not as frequently as you would with Facebook or Twitter for daily personal updates.

Before you create your LinkedIn profile, you do want to consider these following points. First, think about what is the purpose of your LinkedIn profile. Are you using it for a job search, or are you using it to reconnect with colleagues or your former colleagues? That makes a difference, because based on who your audience is, you'll want to craft content that really appeals to them and really makes sense for that purpose. Part of that is developing your own professional brand. What do you want people to know about you or remember about you? What is the common theme or skill set that really stands out in your career? Those are the types of things that you want to make sure you mention and highlight in your LinkedIn profile, and making sure that it's consistent with your professional brand.

Similarly, you want to think about how much content you want to add. Unlike your resume, which is limited to a page, your LinkedIn profile you can add as much content as you want, but you may want to really focus it in on the content that's more relevant to the industries that you're interested in. You don't have to put that summer job from high school or anything like that, you can just keep it to more relevant information.

Then the last thing you want to think about, as with any other social media, you want to look through your privacy settings and customize your profile's visibility. LinkedIn's privacy settings has many features, whether it's limiting how much you want your current connections to see to the general public, whether or not you want your profile to show up in a search engine result

page, what ... and you can even customize what they could see at any given level. There's a lot of customization there, and so just take some time to familiarize yourself with it before you start working on your LinkedIn profile.

I've already logged into my LinkedIn profile here, and this is the homepage where I can see all the updates from my current network; whether it's people that they've connected to or any articles that they're interested in, or some of the companies or areas of interest that I want to get updates on, they also come up on this news feed as well. You'll see that I have a premium account, but all the features that I'll be covering today are also available in a free account. You could always take some time to look into the various packages and see which one is the best fit for you. There's also an update here, if I wanted to post professional update, I also have the option of doing that here as well.

I'm going to go ahead and go straight to editing my profile. You'll see that almost everything on your LinkedIn profile you can customize. This pencil icon here means that I can edit and add content, and this arrow here means I could move this sections to the order that I like. I'll just go ahead and go through an overview of my own profile, and just share how I decided to add the certain content that is existing here.

First here, this is your header, and you'll see I have my professional photo, I highly recommend that you take the time to take a professional photo in the attire that's relevant to your industry. It's much better than taking an existing photo and cropping it, this way you have a much better quality photo and it looks appropriate for people that you know and also people that you may want to reach out to. Here's my name, and you can actually edit your name, so if you ever decide to take on a new name or a new last name, you can always edit it here, you could even put a former name. Check how visible you might want it to, so that if people knew you by a previous name that they'll be able to find you.

This next part here is a headline, and so most individuals have their job title and their employer. You can actually choose to be creative with this headline if you'd like, so again, this goes back to professional branding, and there's some examples here. You could change it to something like, experienced transportation executive or visionary entrepreneur and investor. I've seen individuals write particular strengths or interests that they have in their headline as well. You could always take some time to explore other examples, and also think about what would be a good fit for you.

Here is a location and industry that I've selected for myself, so you can actually edit it and select which location and industry that you think is the best fit for you. For those of you who may be thinking about relocating, and you want to be able to be found, if someone were to search by a certain geographic location you could always edit it here. Also, again, same idea with industry.

The last thing I want to point out here is that when you create your LinkedIn profile you will end up getting a random URL, but you have the option of customizing it. I chose my name, but if you have a Twitter handle and Facebook account, and you want it to be consistent with those



handles as well, that could be something that you could think about. I would try to pick something that's pretty concise, because it could be something that you could add to your resume or to the signature of your email.

Moving on beyond the header, below here is all my previous background, so my experiences as well as other section that you might see similar to a resume. Here I decided to fill out my summary. Again, every section on LinkedIn is optional, but I would recommend that you fill out as much as you're comfortable with. Again, if somebody were to search for you by a certain key word or industry, or something like that, they'll be able to find you because you actually put the content on your profile.

Here you'll see I wrote a short summary, just to capture my entire career so far. I've seen some people list their interests or areas of expertise here as well. You could always choose to do bullet points if you'd like. There's a lot of flexibility in how you write your summary. Just as it would be on a resume, I put it towards the top. I didn't want it to be too long, because I really wanted most of the focus to be on my experience section.

I'll scroll down here, and you'll see that, just like a resume, it has my job title, my employer, the dates that I worked here, location, and then if you ... if I wanted to edit it, you can decide to put bullet points or you could write a more short, general description. Here's an example here. I could limit it to one to three sentence description, and that might be ideal for some of you who might be working on projects that are confidential in nature or maybe if you're not particularly looking for a job and you don't want to put too much information, that's fine too. Again, it's all up to personal choice. I would just preface that by saying think about how, who your audience is and what you want them to know about you. That should dictate how much detail you want to put in your description. The worst thing that you could do is just leave it blank, because then there's not much people can learn about you through your profile. Do at least put something.

The nice thing about LinkedIn is that you can put links, and so I happen to manage the USC career center's Twitter handle, so I put the link to that here. For some of you who may have projects or are maybe working in design or graphic design or developing apps or something like that or websites, you could always put the links to your projects here within the context of your experience. That's a really nice feature for LinkedIn.

I'll scroll down, and then just like a resume it just continues to go backwards into my professional history. I'll stop here and point out that I do have a recommendation from a former colleague. Just as you would ask for a letter of recommendation, you could always ask some of your current or former colleagues to write a short recommendation for you. It won't be a whole page, like a letter, but they could write a short paragraph or two to just highlight all the things about your professional background and the skills that you possess. It just adds a nice feature to your LinkedIn, and people could see that other people can vouch for you and your professionalism.

I'll continue to scroll down here, this is just more and more of my past experiences. You'll see here in the next section, all of these sections are customizable, you could choose to fill them out or not, you could choose to move them around or not. This happens to be the order that I put mine in. This section is organizations, I listed the professional organization that I'm involved with as well as the upcoming conference that I will be participating in. There is room to edit or add some content here to describe your involvement in the professional association. I also happen to put my student organizations here as well. You could fill that out as needed.

There is a volunteer experience section, so I put my volunteer experience. You could also fill out causes that you care about or organizations that you support. There's an education, so you do want to fill this out, so this will be helpful if you were to search for other alumni, they could see that, where you went to school and what degree that you obtained. Here you could also add a short description if you'd like, as well as activities and societies that you participated in.

Here's the additional information section, where you could list interests, personal details, or advice on how they may contact you, so I did list my email here. I actually chose not to list my personal details, because it includes my birth date and marital status, and personally I felt these are things that are not usually mentioned in an interview or anything like that. I thought it wasn't something that I wanted to fill for my own LinkedIn profile.

Here is our skills and endorsements feature, and this is a relatively new feature for LinkedIn. You can actually enter the skills that you believe that you possess, and it will rank your top ten based on the endorsements that your connections will endorse you for. This is nice for your own personal assessment, to see how people view you and what skills that they see in you. Then in this ... and if there were people who don't know you very well, if they were to see this they could see that other people vouch for, that you possess these skills as well. That's a really nice feature.

Then here I have my honors and awards, so this could be your scholarships or any other awards that you possessed. These features here, the recommendations and connections down here, these are just to help you manage recommendations and connections, so I won't be opening these. These, I'll open the groups and following section, so you can choose to add, be a member of some professional related groups. There's also the USC career center group, there's the USC alumni association group, there's also school specific groups. I highly recommend that you join these groups, because what will happen is whenever these groups have updates, they will show up on your homepage and as well, once you're a member of a group you can go through the members directory and look through and connect with other people in these groups that share a similar interest or profession as you. It's a really useful tool.

I've also decided to follow certain new items, as well as companies. What's nice about this, is anytime they highlight any news it will show up, again, on my news feed, but also you could always click into these company profiles and see how ... if you have any connections there as well. It's really useful to add and search for companies that you want to follow.





That's it for my own personal LinkedIn profile. I also wanted to scroll up and show you off to the side there are other sections that you could potentially fill out. They didn't seem to make sense for me, but it may for you. You could always add a project. You could put a name of a project, where you had worked on it, you could add your team members with a short description, you could put a URL. You could put as many projects as you'd like. I'll scroll back up here, languages, publications, test scores, that might be really useful for you if you're into research or if there's patents or courses. Do feel free to fill those out if it makes a lot of sense for you.

I do recommend that after you've completed your profile, then it would be ideal to connect with, add connections to your existing network. That way when you send out the invitation to add connections, they'll be able to see all your experience and confirm that it is you. They'll be able to see a little bit about your background as well. You'll see here, I just went to network, add connections, and it will give you the feature to go through your email contacts and identify your existing contacts to find out if they're already on LinkedIn, you could just start adding from there. You could always edit who you want to send invitations to.

Just a tip, I would recommend that you invite people that you know and trust, because they will have access to your LinkedIn profile and be able to see any of your updates. It's more useful to have connections that know something about you, or people that you actually want to keep in touch with, rather than adding people that you have little interest in or don't know very much about, so do keep that in mind. That's about it, in terms of your LinkedIn profile. Once you're done editing it, this is what it will look like to people in your network or people who may be able to find you through a particular search.

Moving on, so that concludes the brief overview of a LinkedIn profile. If you wanted to get more information on how to enhance your LinkedIn account, you can check LinkedIn demos for students, at [students dot LinkedIn dot com](https://students.linkedin.com). You'll see here there's short videos on how to help you get started, some dos and don'ts, as well as how you can use it to find your internship or entry level job. Also, there is a LinkedIn YouTube channel, which offers tutorials on all the additional features on LinkedIn that wasn't covered today. Also, just some general tips on how to manage your account and network or use it to expand your network as well. Do take some time to look here.

Last, but not least, the career center offers additional resources. If you were to go into connectSC, in the resources tab we have some archived LinkedIn webinars on personal branding and advance networking. We also have a social media related workshops, in talking about how it can help you with your job search. Just check the career center calendar for upcoming dates. If you'd like additional information, please feel free to come to the USC career center, we're located at the University Park campus, in the student union building. You're always welcomed to call us or email us, and you can find a lot more information at our website on [career dot USC dot edu](https://career.usc.edu). Thank you so much for listening to LinkedIn 101, your introduction to LinkedIn.