Welcome to Rock Your Profile

Build a LinkedIn Profile that tells your professional story

Agenda

Get to Know LinkedIn

4 Ways to Build Your Professional Brand
- Get Noticed
- Connect
- Get Started
- Get Hired

LinkedIn Learning

Q & A and Resources

LinkedIn's Mission:
Connect the world's professionals to make them more productive and successful.

LinkedIn's Vision:
Create economic opportunity for every member of the global workforce.

The World of Work is Changing

Workers face a complex, fragmented workforce with many pathways.

Competition

Job Seekers and recruiters face the most competitive job market in history.

Skills

New skills are emerging and companies expect you to acquire them.

Disruption

Technology is disrupting entire industries and the traditional career path.

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The Power of LinkedIn

Mare than two new members join every second.

675 Million Members

39 million students and recent graduates

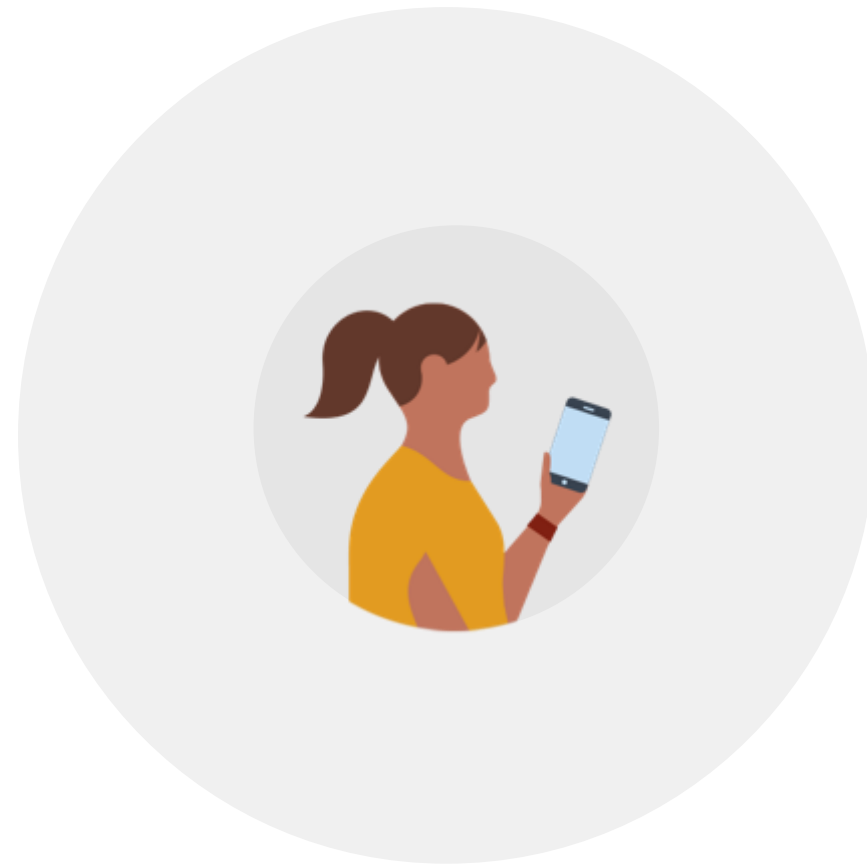## 30 Million Companies

With 20 million open jobs

90,000 Schools

30,000 Education related Groups on LinkedIn

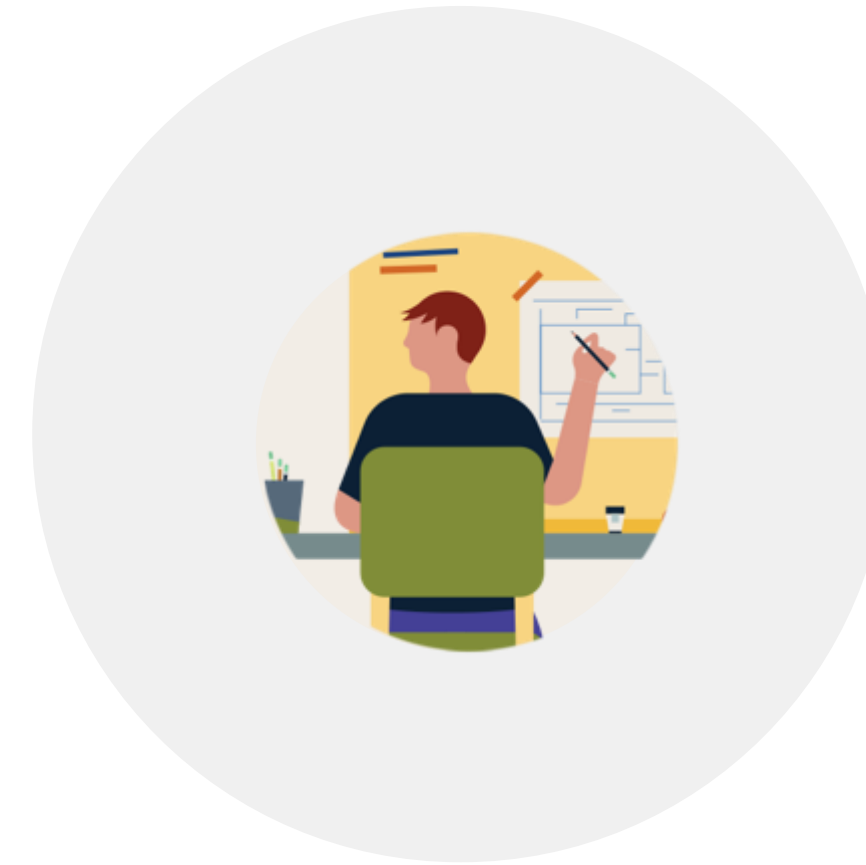# 4 Ways to Build Your Professional Brand

Get Noticed

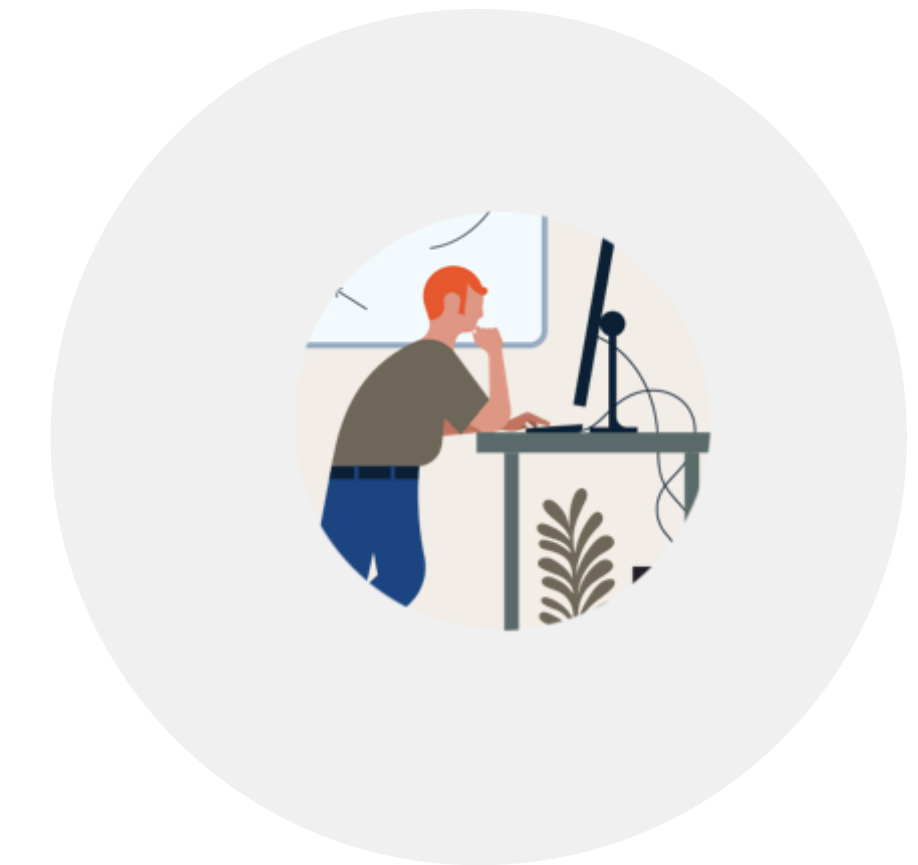Update your LinkedIn profile with 6 key steps.

Connect

Network with professionals and learn industry trends.

Get Started

Share your unique perspective with others.
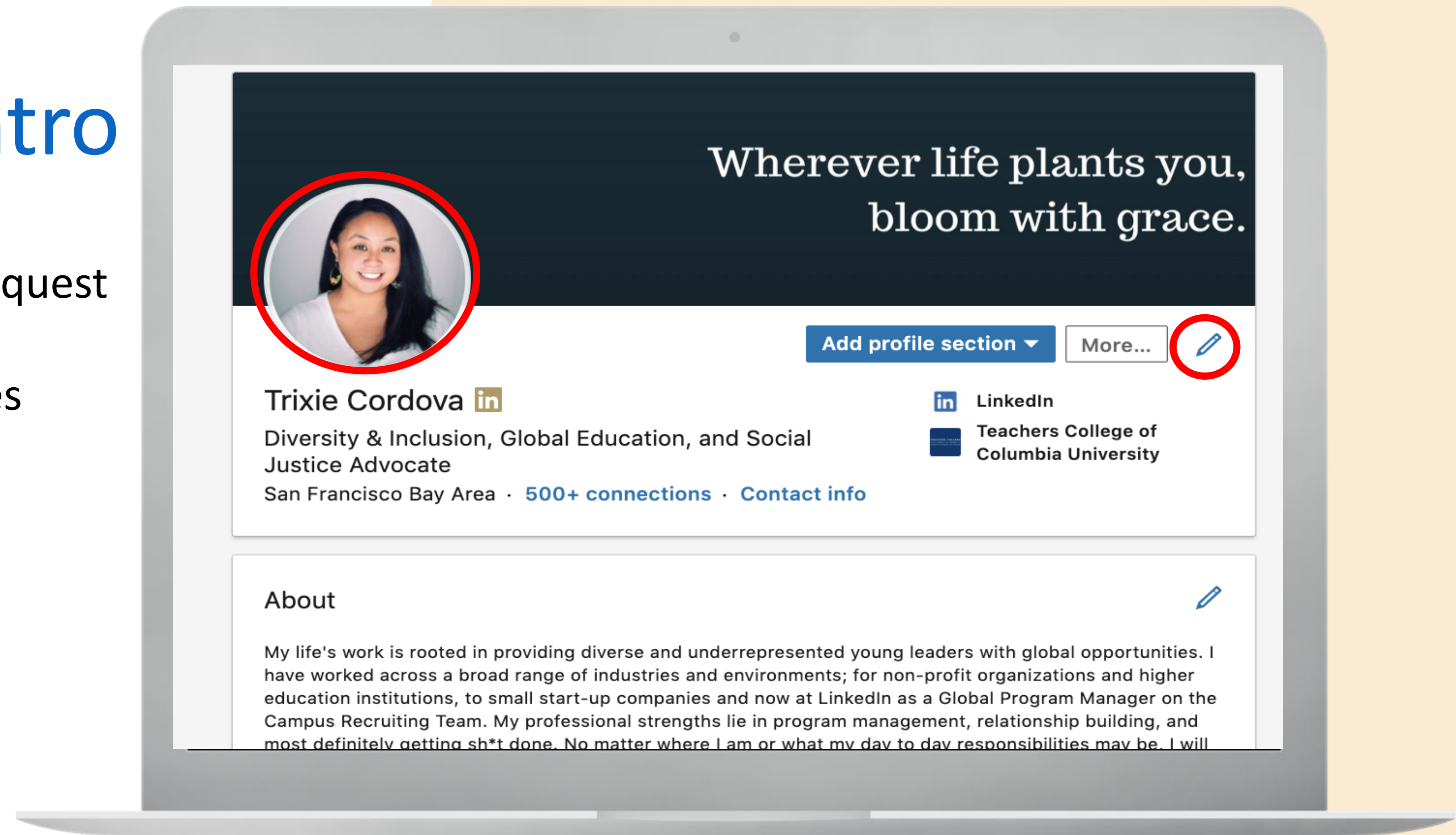
Get Hired

Apply for new opportunities.

Step 1: Edit Your Intro

Photo
- 9x more likely to get connection request
- 21x more views
- 36x more likely to receive messages

Location and Industry
- Industry = 10x more views
- Location = 219x more views

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Step 2: Edit About

Showcase your aspirations and career accomplishments.

This is prime real estate for you to talk about you, what motivates you, and show your personality.

- Your "elevator pitch"
- Focus on accomplishments and aspirations
- Keep it short: <100 words

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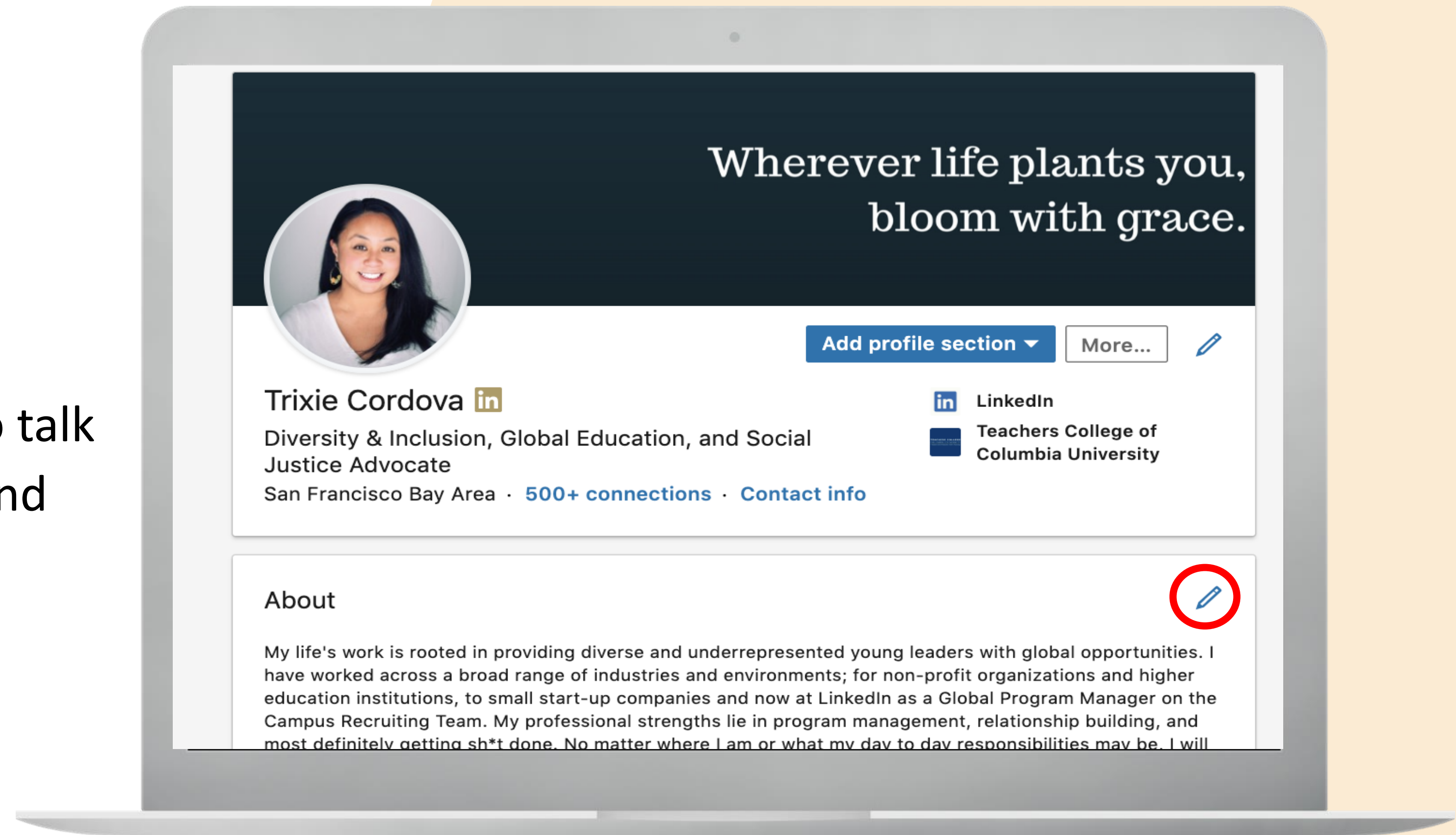
Creating a Profile Summary (About)

Contribution:

- What do you do?

- Tell people a little bit about what you do. To improve your search rank on LinkedIn and Google, include keywords that highlight your top skills. Listing 'Specialties' at the end of your summary is one way to pack them in.

Impact:

- Why does your work matter?

- What gap are you filling with the work you do?

Accomplishments:

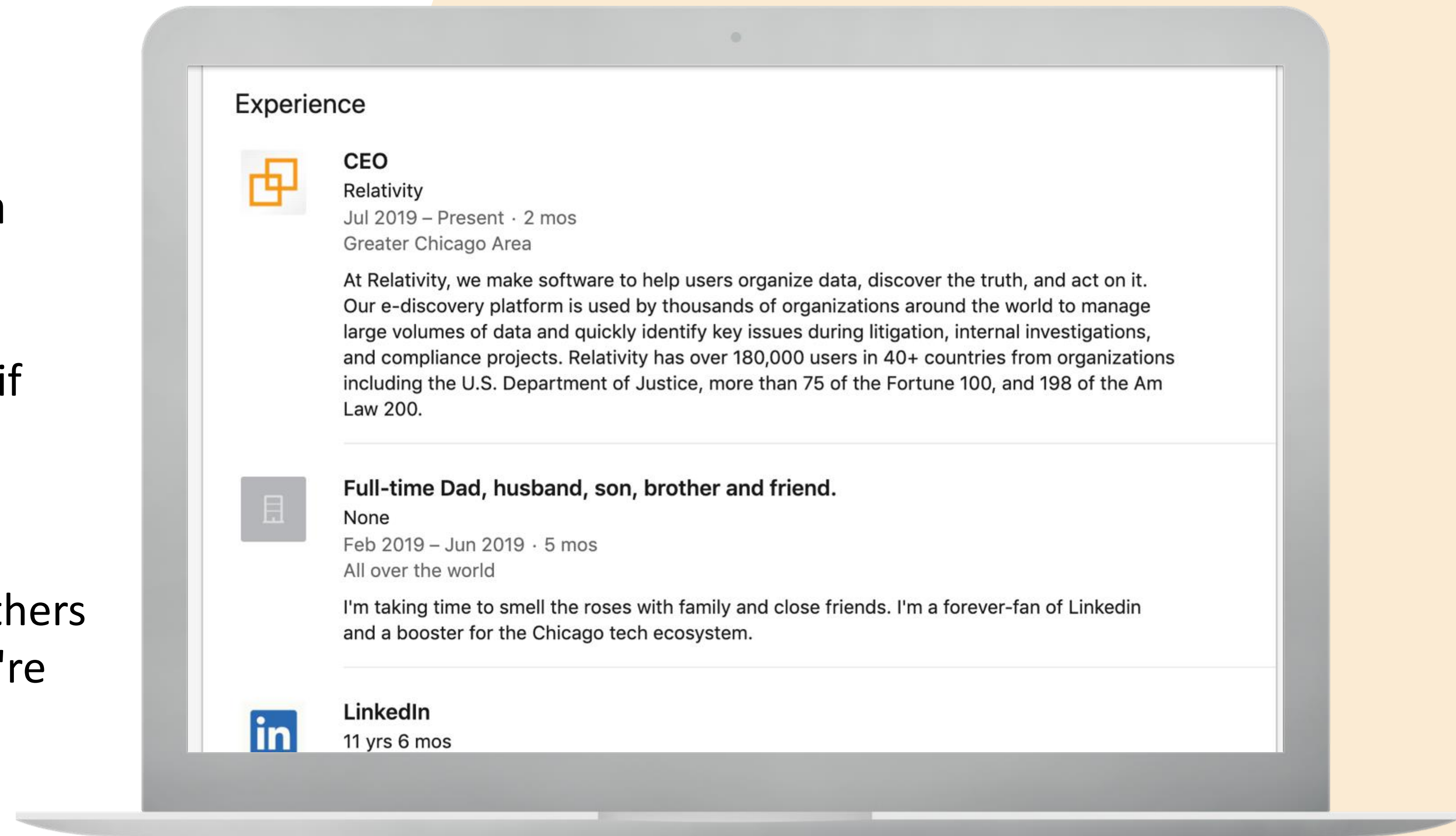- Why does that work matter? Remember to show your personality in a compelling way.

Step 3: Experience

Use short, concise paragraphs in a story format to bring your career journey to life.

- 10x more likely to get messaged if you add work experience.
- 19x more profile views if your location is listed.
- 23x more likely to be found by others if you include the city where you're based.

Experience

CEO
Relativity
Jul 2019 – Present · 2 mos
Greater Chicago Area

At Relativity, we make software to help users organize data, discover the truth, and act on it. Our e-discovery platform is used by thousands of organizations around the world to manage large volumes of data and quickly identify key issues during litigation, internal investigations, and compliance projects. Relativity has over 180,000 users in 40+ countries from organizations including the U.S. Department of Justice, more than 75 of the Fortune 100, and 198 of the Am Law 200.

Full-time Dad, husband, son, brother and friend.
None
Feb 2019 – Jun 2019 · 5 mos
All over the world

I'm taking time to smell the roses with family and close friends. I'm a forever-fan of Linkedin and a booster for the Chicago tech ecosystem.

LinkedIn
11 yrs 6 mos

Step 4: Education

Include:
- School/university, majors and degrees
- Academic awards, scholarships, and honors
- Activities, including student leadership positions
- Relevant courses taken

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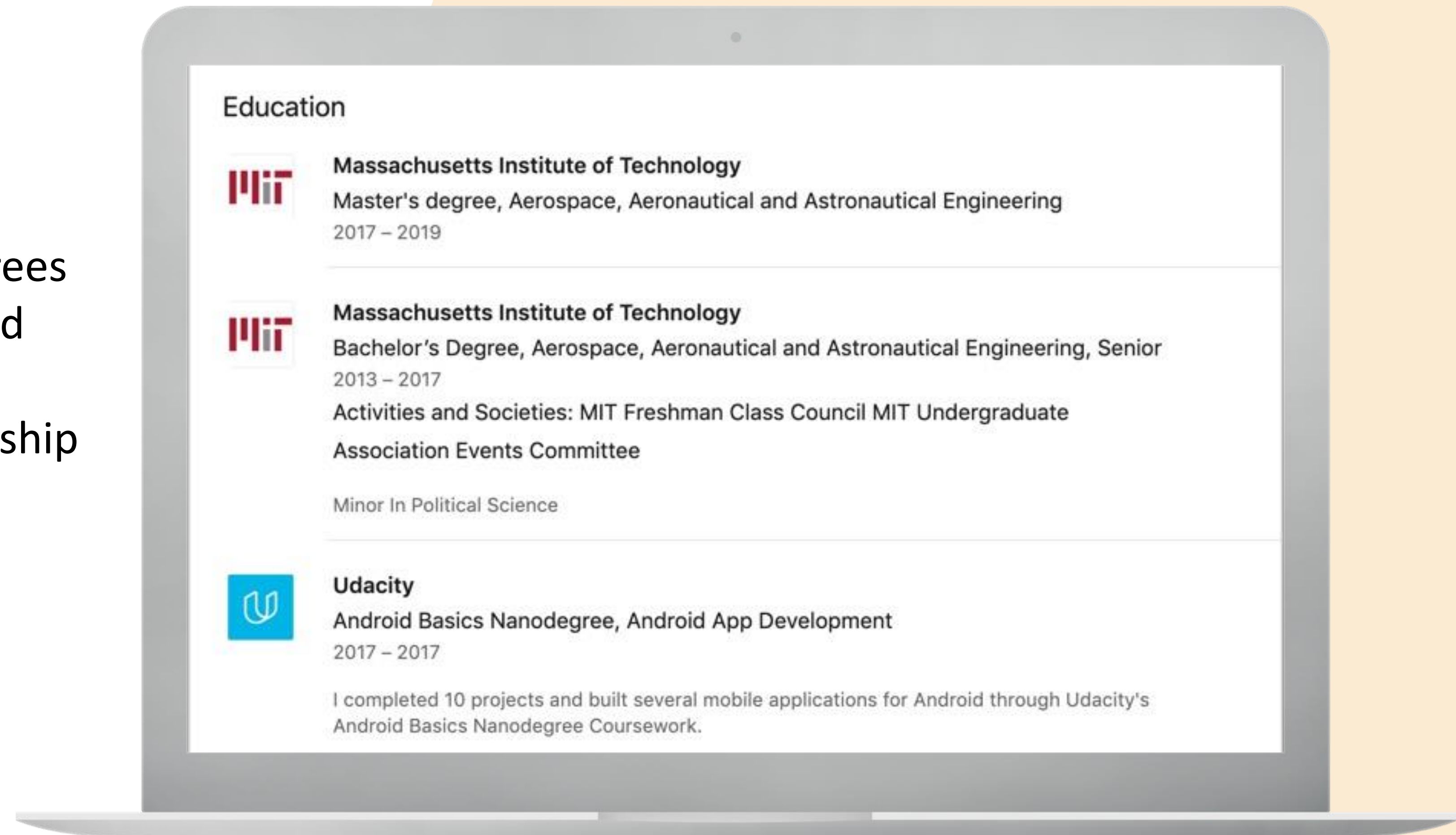
Licenses & Certificates

Certificates of completion are documents that you receive when you watch courses or complete learning paths or collections on LinkedIn Learning.
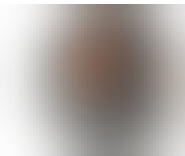
LinkedIn Learning is available to all CU employees, students, and POIs.

Certification Examples:
Adobe, NASBA, PMI, SHRM

Custom Certification Examples:
Certificates earned from CU, Franklin Covey courses, badges earned, leadership training

David
eLearning design & development, software application documentation

Licenses & Certifications

Learning Articulate 360: Rise
LinkedIn
Issued Sep 2019 · No Expiration Date
See credential

Adobe Generation Professional: Graphics & Illustration
Adobe
Issued Mar 2016 · No Expiration Date
Credential ID CREDLY-13061720
See credential

DeE Masters Ceertification - e-learning design
University of Colorado Denver
Issued Jan 2007 · No Expiration Date

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Step 5: Add Volunteer and Additional Accomplishments

'Speak Up' Youth Ambassador
ReachOut Australia
Oct 2017 – Present • 1 yr 6 mos
Health

I travel Australia, speaking to schools, media and corporate partners to highlight the importance of mental wellbeing, and the prevalence of mental health issues amongst young Australians.

Volunteer Assistant - Science Circus Africa
The Australian National University
Mar 2017 – Present • 2 yrs 1 mo
Education

Science Circus Africa is an innovative new approach to science, technology, engineering and maths (STEM) education and capacity building in developing countries. The Centre for the Public Awareness of Science (CPAS) at the Australian National University founded the program in 2013 with support from Questacon, building on a decade of projects in South Africa. The project's principal supporter is the Australian Government Department of Foreign Affairs and Trade (DFAT).

The program uses low-cost everyday materials to make science astonishing through exciting live shows in schools and public venues, workshops for teachers, interactive exhibits and community displays, and strategic capacity building in our African partners. The long-term

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Step 6: Skills & Endorsements

- 27x more likely to show up in LinkedIn searches
- 17x more views if you add skills
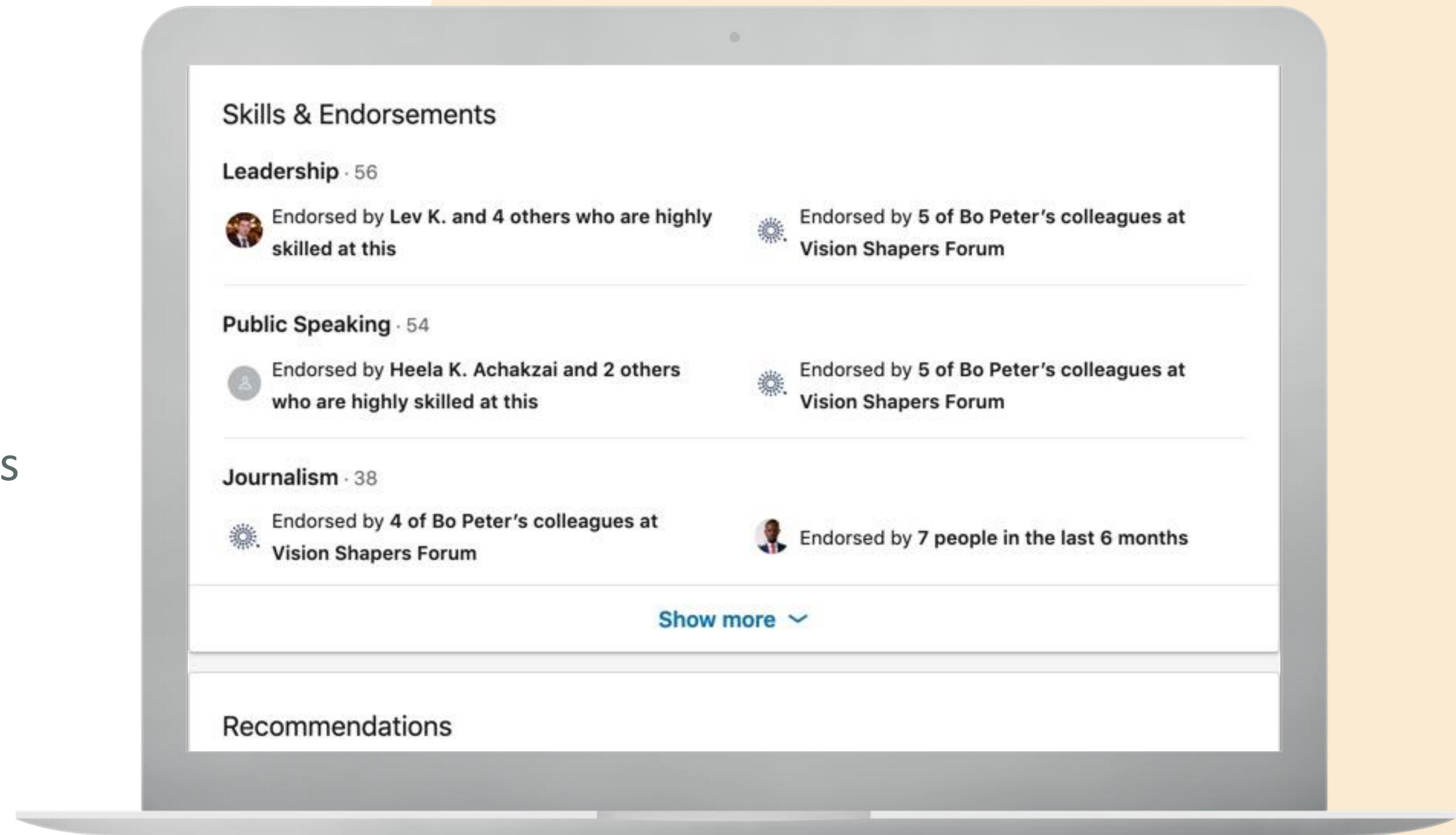
Rock Your Profile Recap

Key items to have on your LinkedIn profile:

6 Steps to Rock Your Profile:

1. Intro

2. Summary (About)

3. Education

4. Work Experience

5. Volunteer Experience

6. Skills & Recommendations

Don't Forget to:
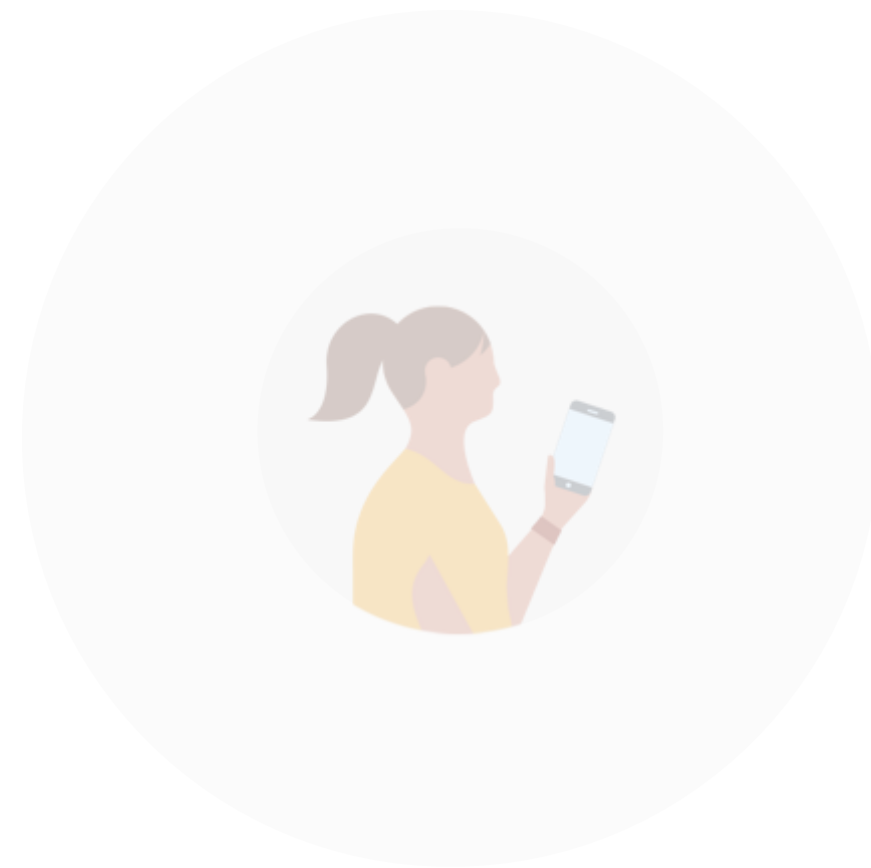
- Write as if you're speaking in the first person.

- Use your authentic voice.

- Tell YOUR story.

- Keep your profile up to date.

- Share rich media when possible.

- Search your peers' profiles for ideas.

4 Ways to Build Your Professional Brand

Rock Your Profile

With 6 key steps

Connect

Network with professionals and learn industry trends

Get Started

Share your unique perspective with others

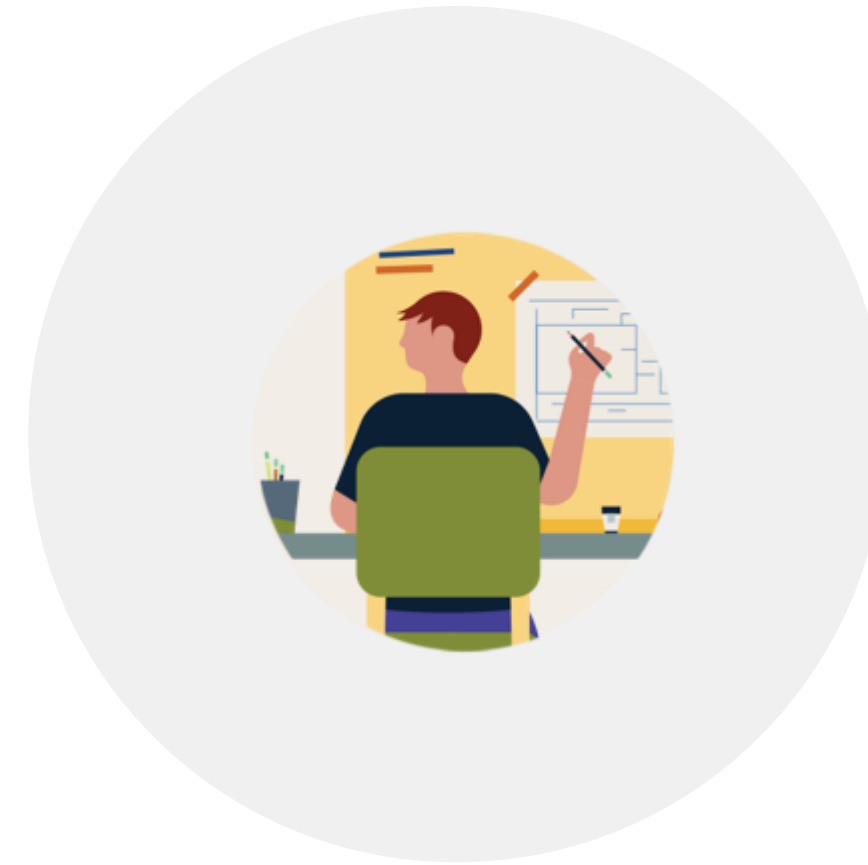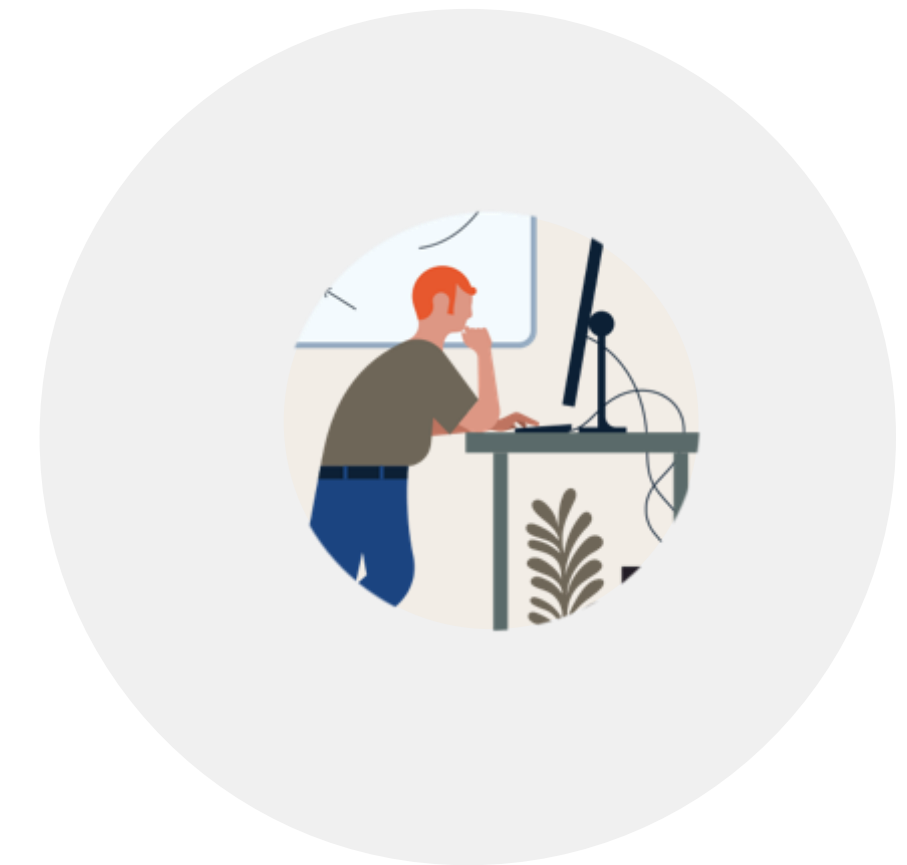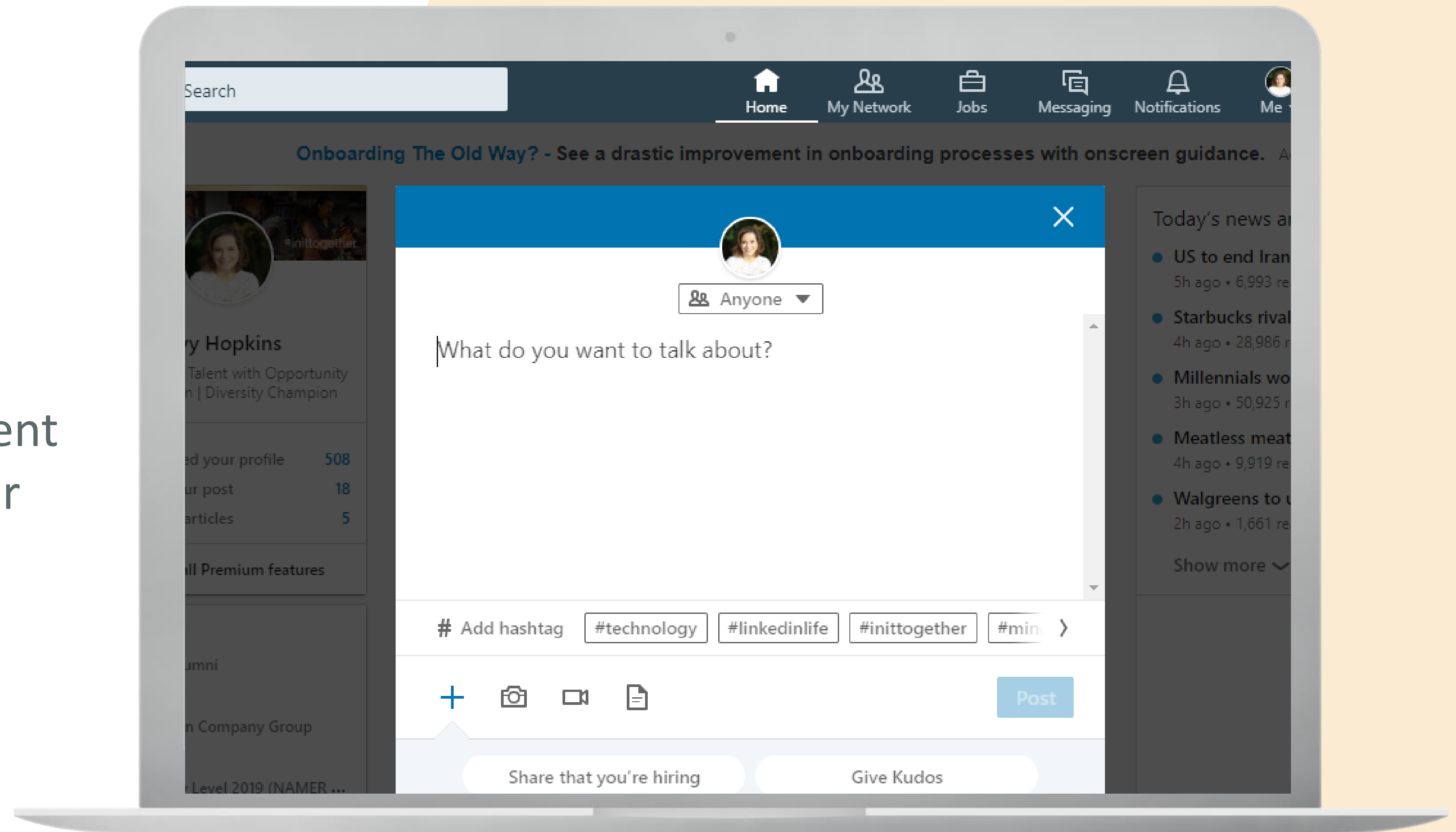**Get Hired**

Apply for new opportunities

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Networking Advice

## Break out of your silo

Don't wait until you need a job to start building your network. Building relationships and finding a job takes time.

Share your goals with friends, family and co-workers so they know how to help you.

Nurture your current network

Deepening ties with past and present mentors and professors will increase the value of your network.

Be sure to add these people as Connections, stay in touch with InMail, offer assistance, if it seems relevant.

Build a board of advisors

Reap the benefits of your network by selecting people you trust and rely on for straightforward advice.

#1: The Advocate
- Knows you on a personal level (close friend or family).
- Acts as a trusted sounding board.

#2: The Strategic "In"
- Well-connected individual (advisor, professor, etc.).
- Is willing to make connections on your behalf.

#3: The Subject Matter Expert
- Offers superior insight on a specific industry.
- Can give an unbiased opinion.

Alumni tool

Find alums who work in jobs, companies, and cities that interest you.

- #1 way (85% of) companies recruit is through employees referring people they know.
- UCCS Alumni Page
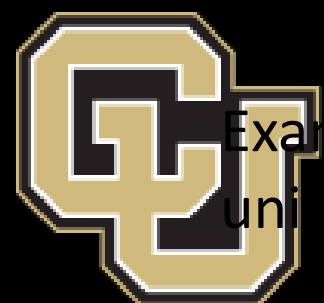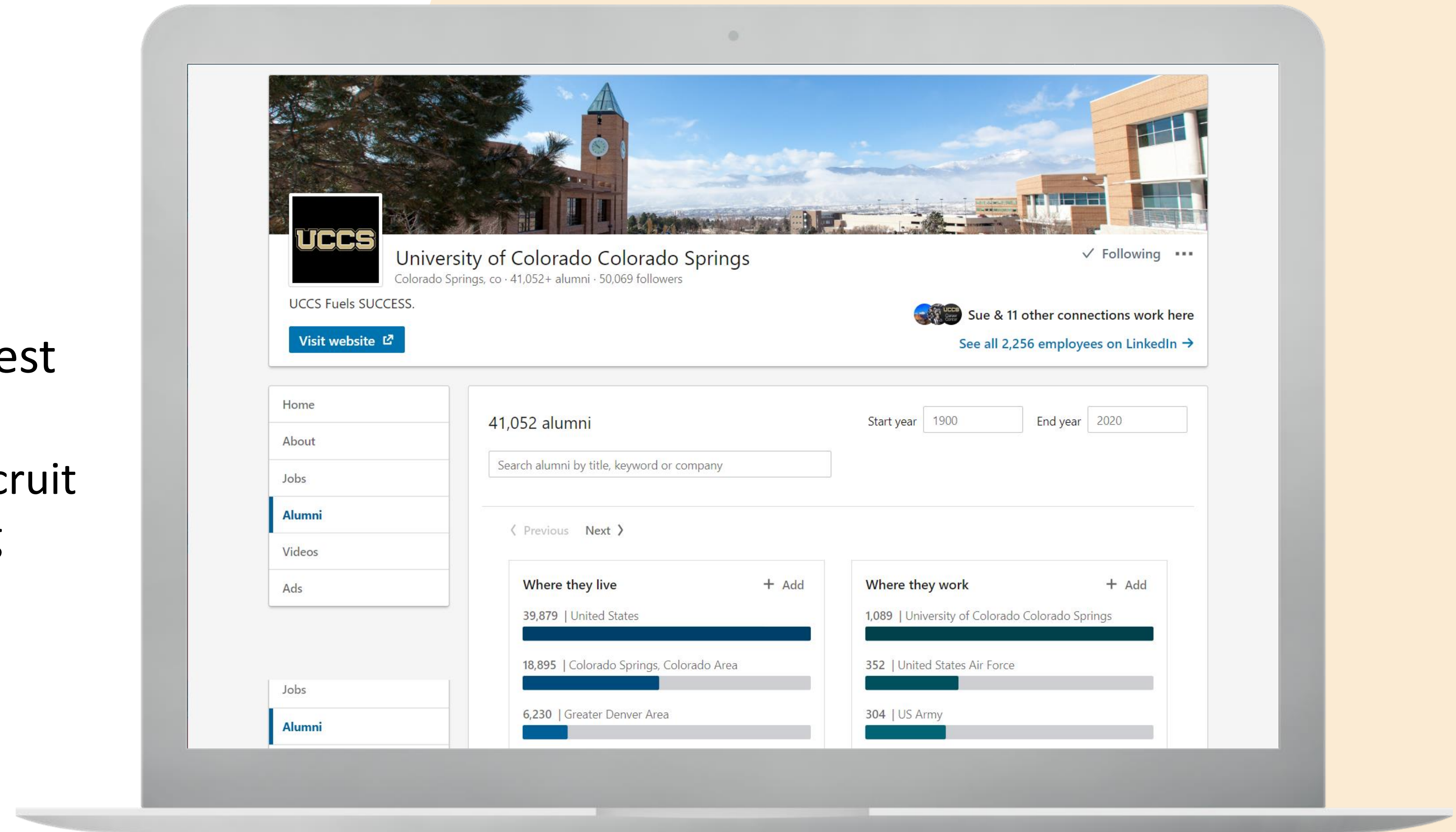
Follow Organizations

Follow companies you care about and are interested in working for on LinkedIn to get the latest news and updates.
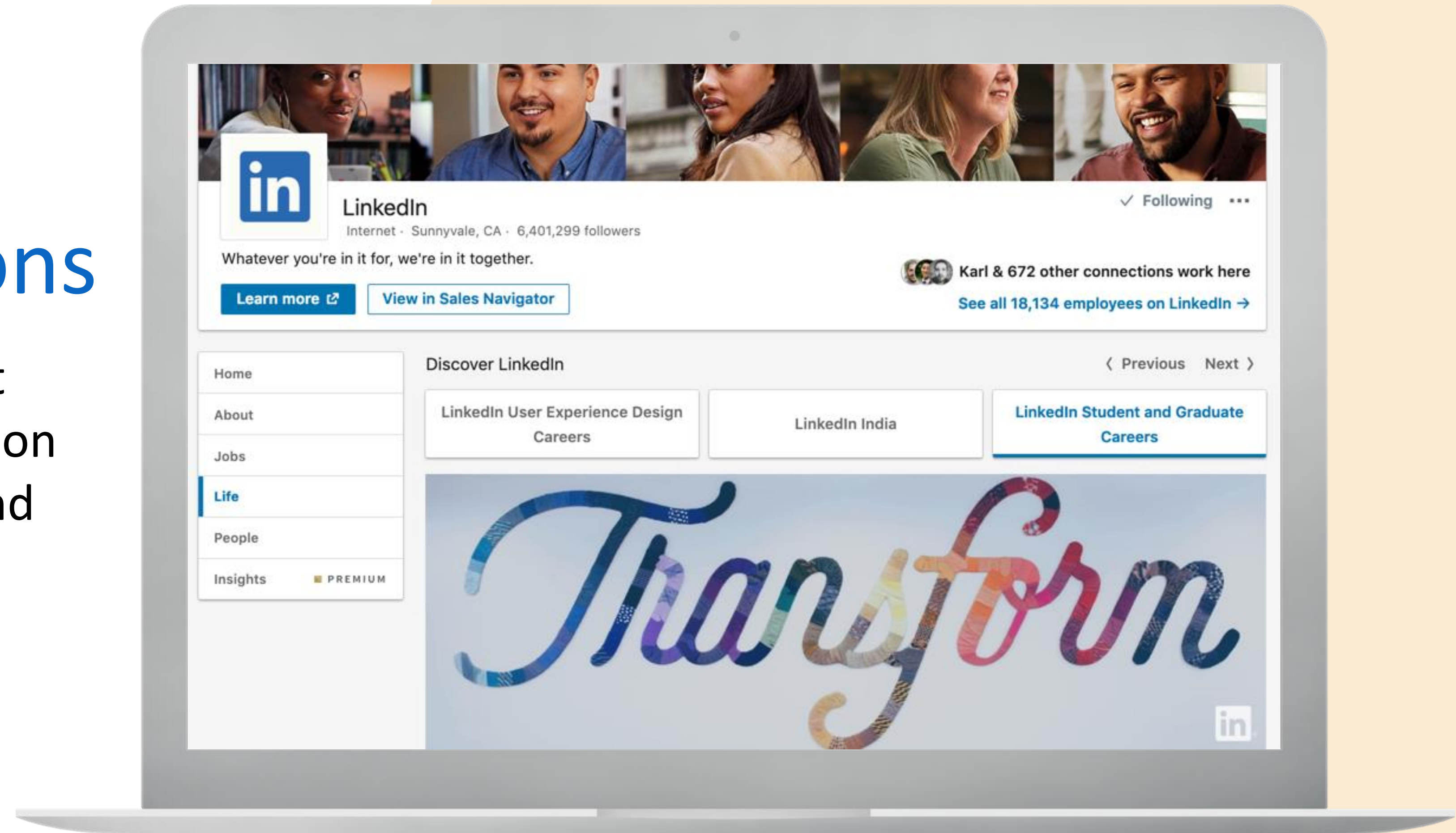
Follow Influencers

Follow LinkedIn Influencers and thought leaders.

Customize your content at:
linkedin.com/feed/follow/

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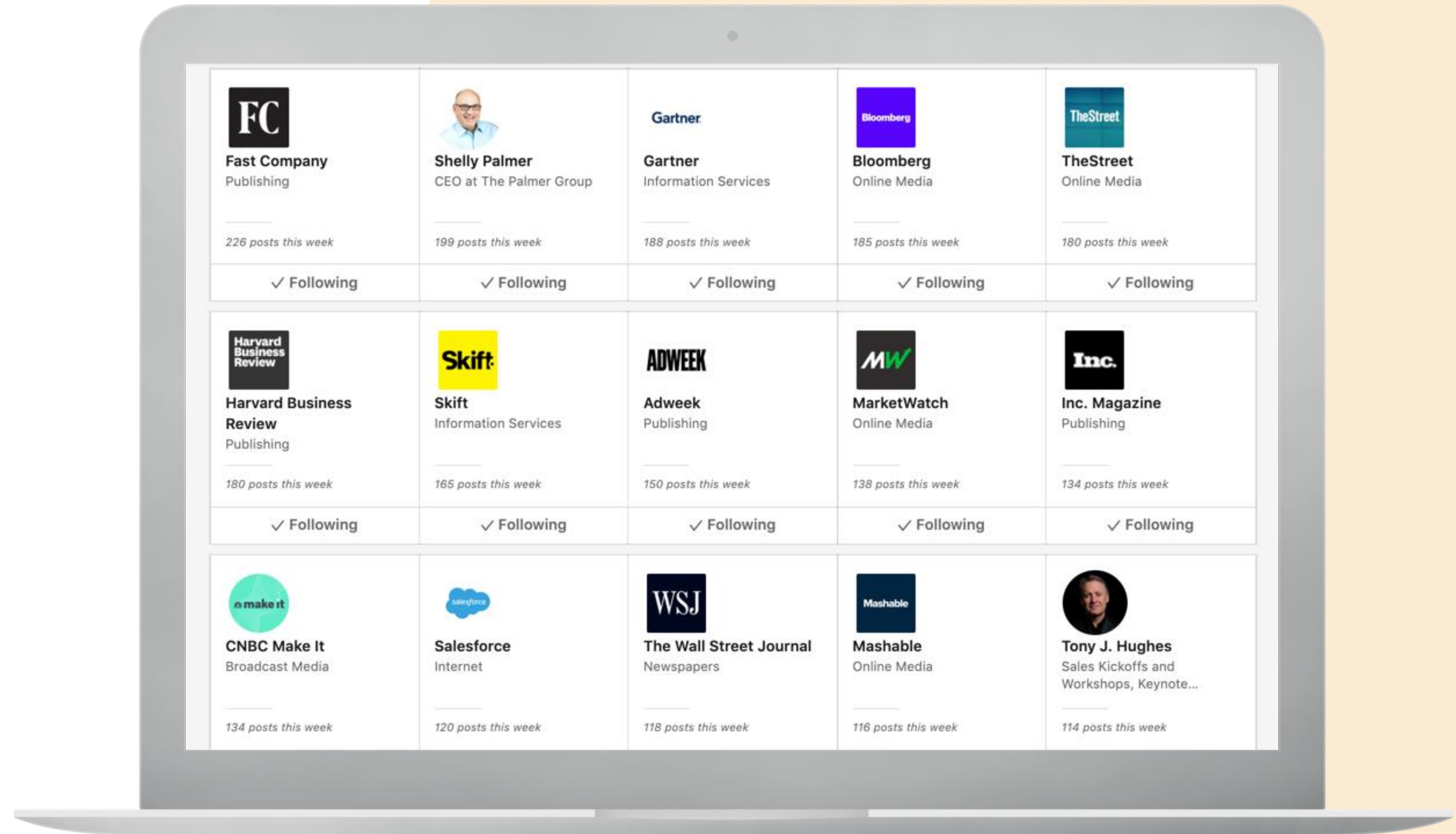
Join Groups and Build your network

LinkedIn Groups can expand your connections beyond friends and fellow alumni.

Meet professionals who share your career interests, and gain insider knowledge from leading industry voices.

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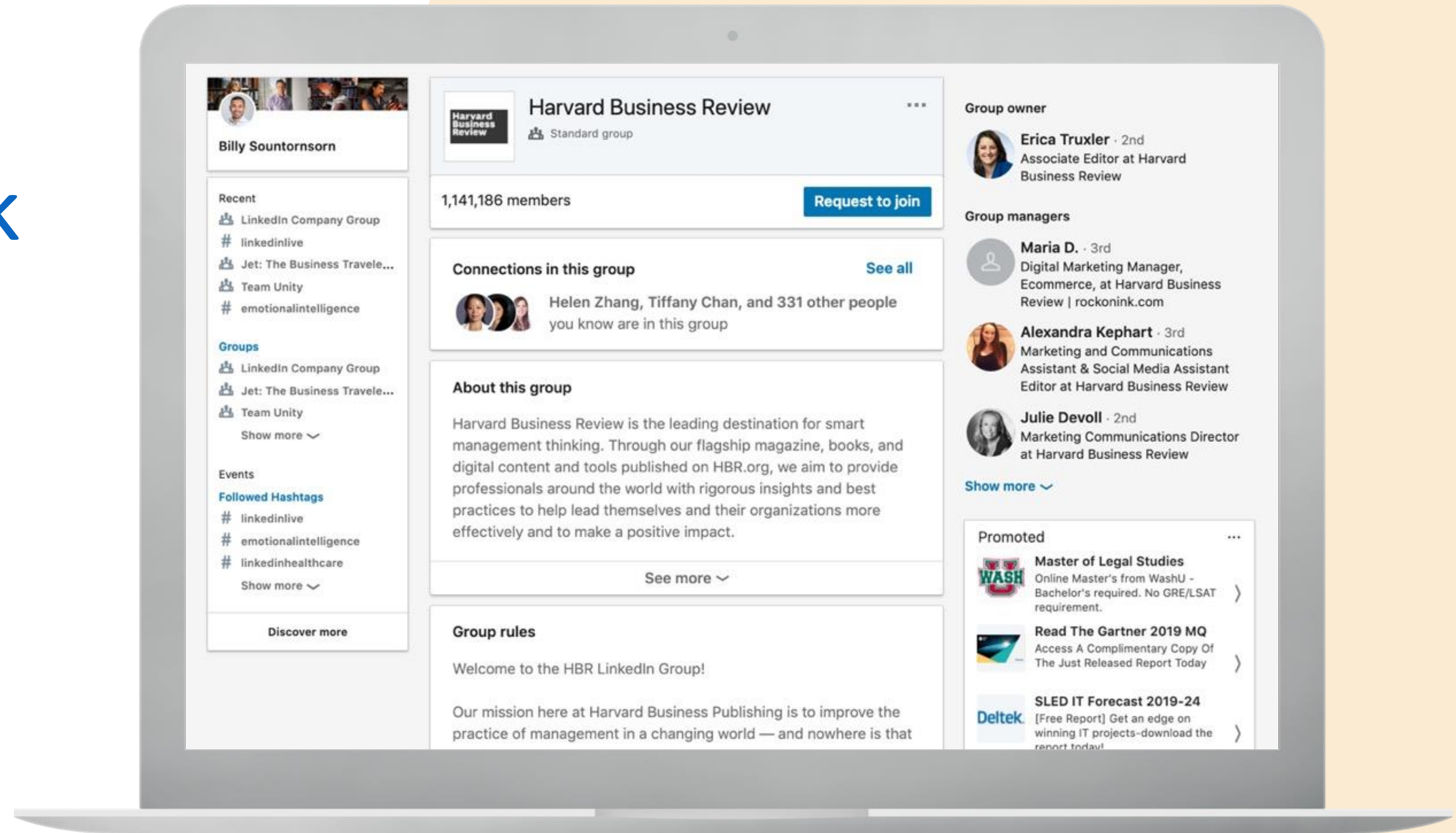
Things to Remember with LinkedIn Groups

Listen & learn

Listen in and collect insights for future job interviews.

Demonstrate your knowledge

Groups are a good place to start building your reputation.

Take the first step by sharing relevant articles, comment on an article posted by a moderator, or a discussion from another group member.

Grow your network

View the full profile of other members in the group and connect with new professionals, such as business and community leaders, and mentors.

Insider tips

Keep it professional, everyone can view your full profile.

Stay up-to-date with group conversations in your LinkedIn newsfeed.

View senior professionals profiles to see what groups they participate in.

4 Ways to Build Your Professional Brand

Rock Your Profile

With 6 key steps
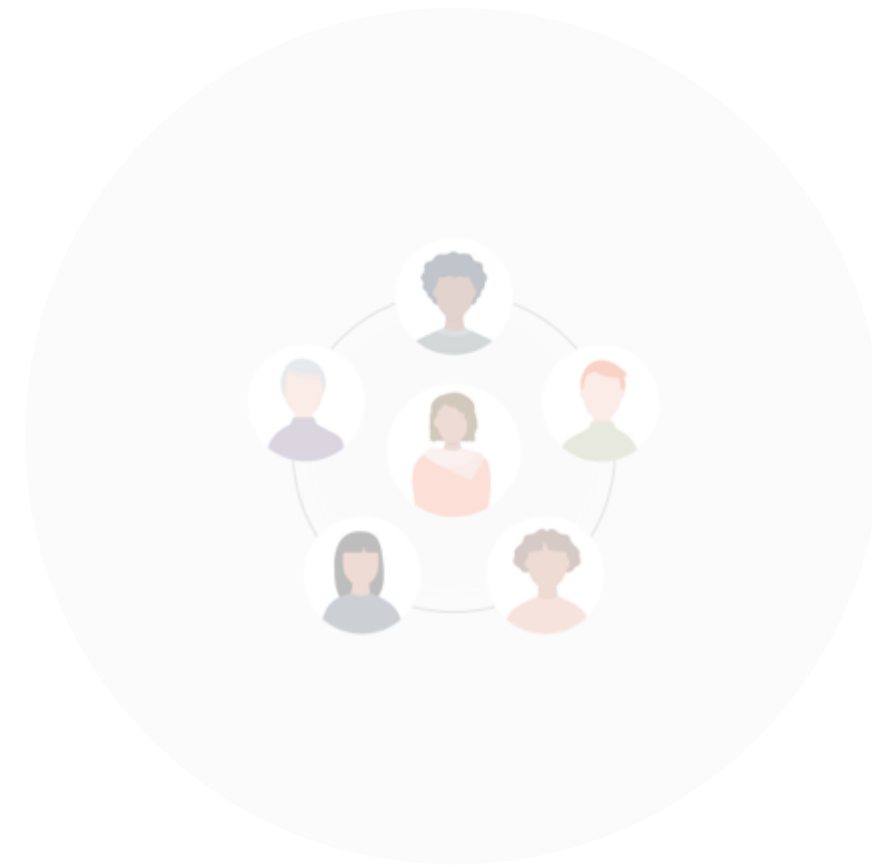
Connect

Network with professionals and learn industry trends

Get Started

Share your unique perspective with others

Get Hired

Apply for new opportunities

Getting Started

Share posts, articles, and comment on issues that resonate with your professional brand.

4 Ways to Build Your Professional Brand
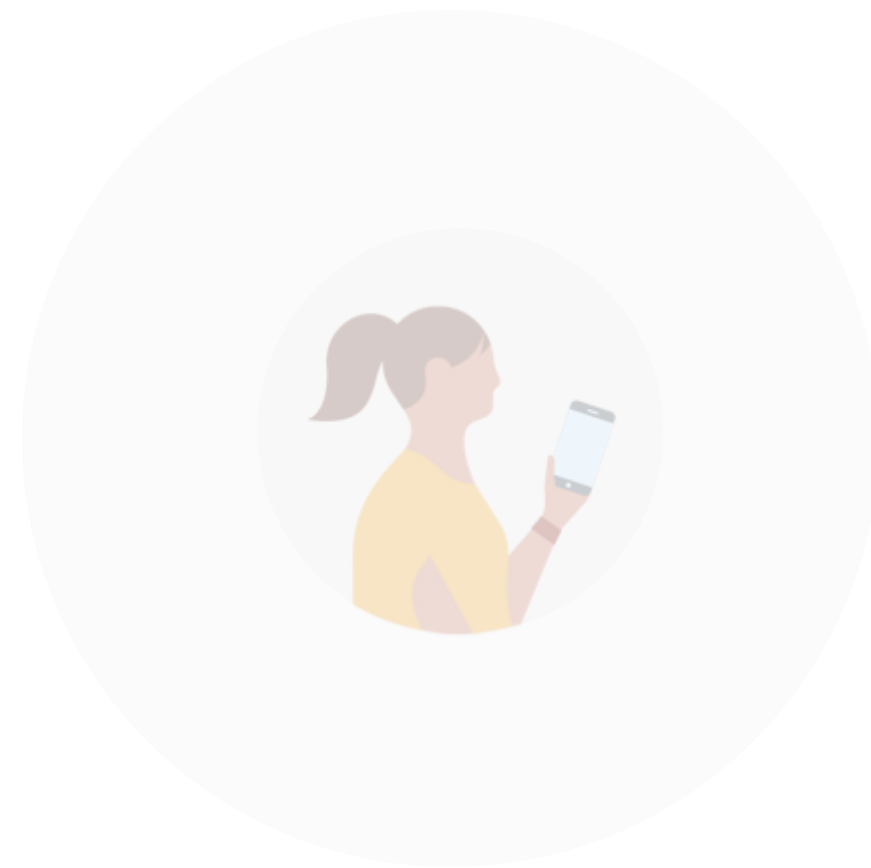
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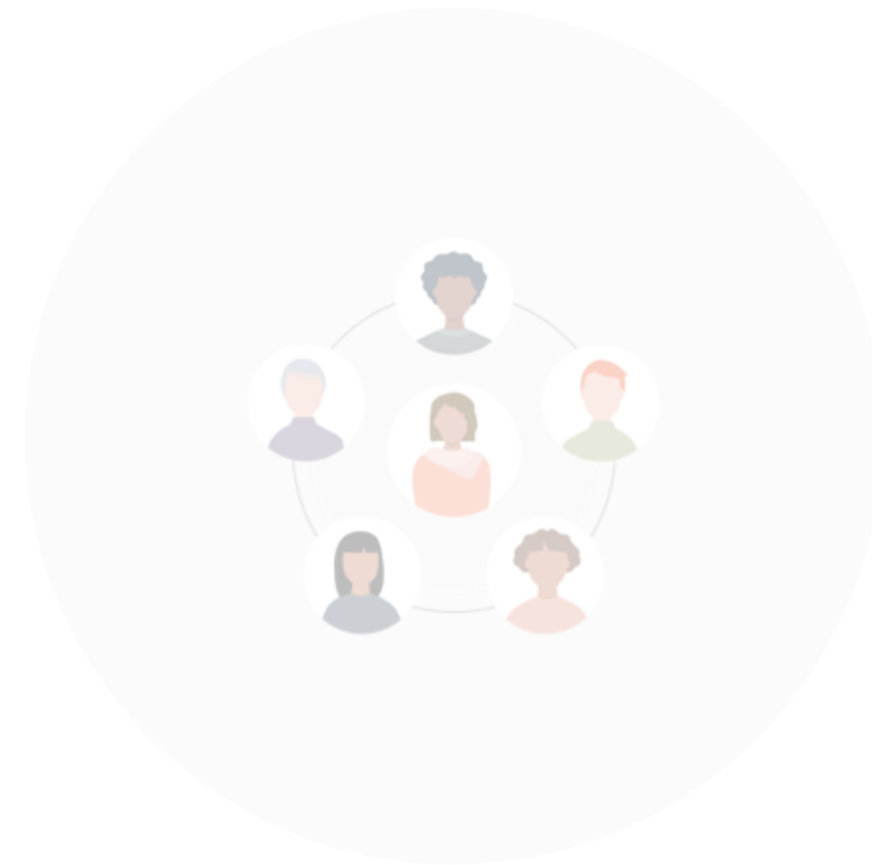
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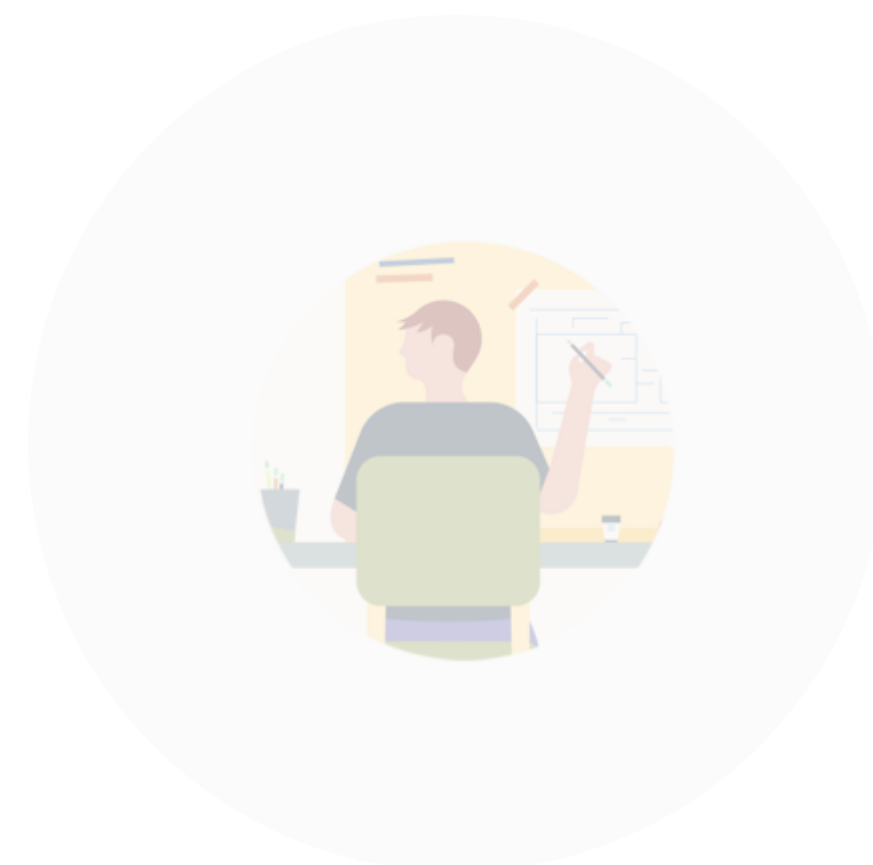
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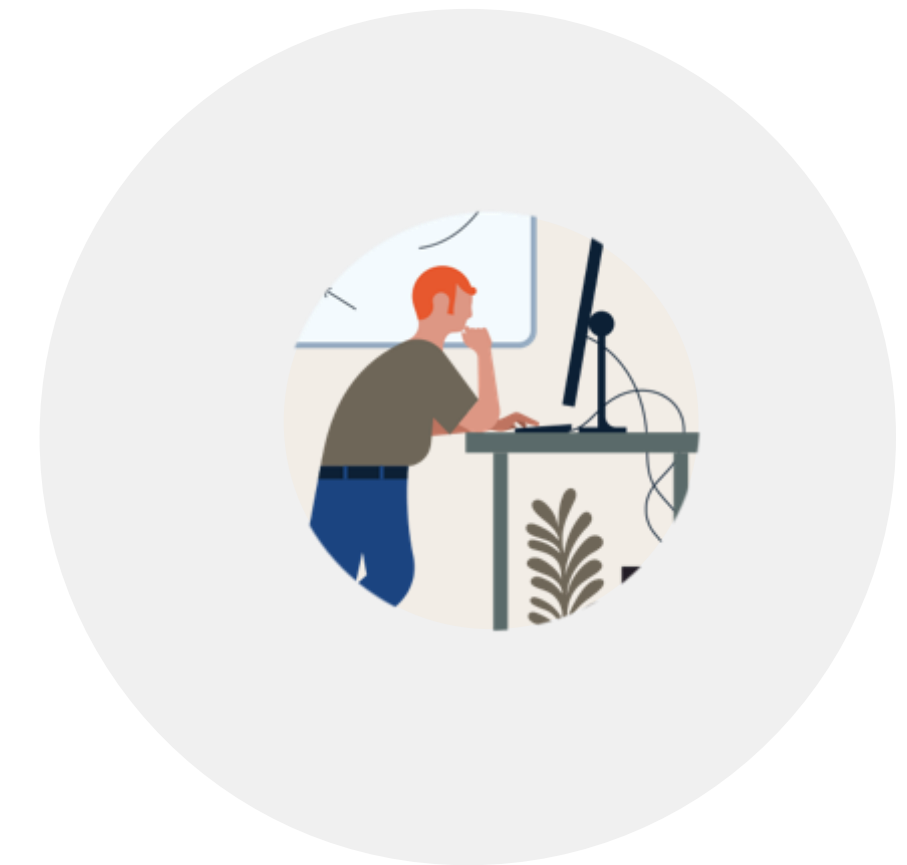
Get Hired

Apply for new opportunities

Explore Jobs and Set Search Preferences

https://www.linkedin.com/jobs/

For internship and entry level opportunities at LinkedIn, go to:
www.careers.linkedin.com/students
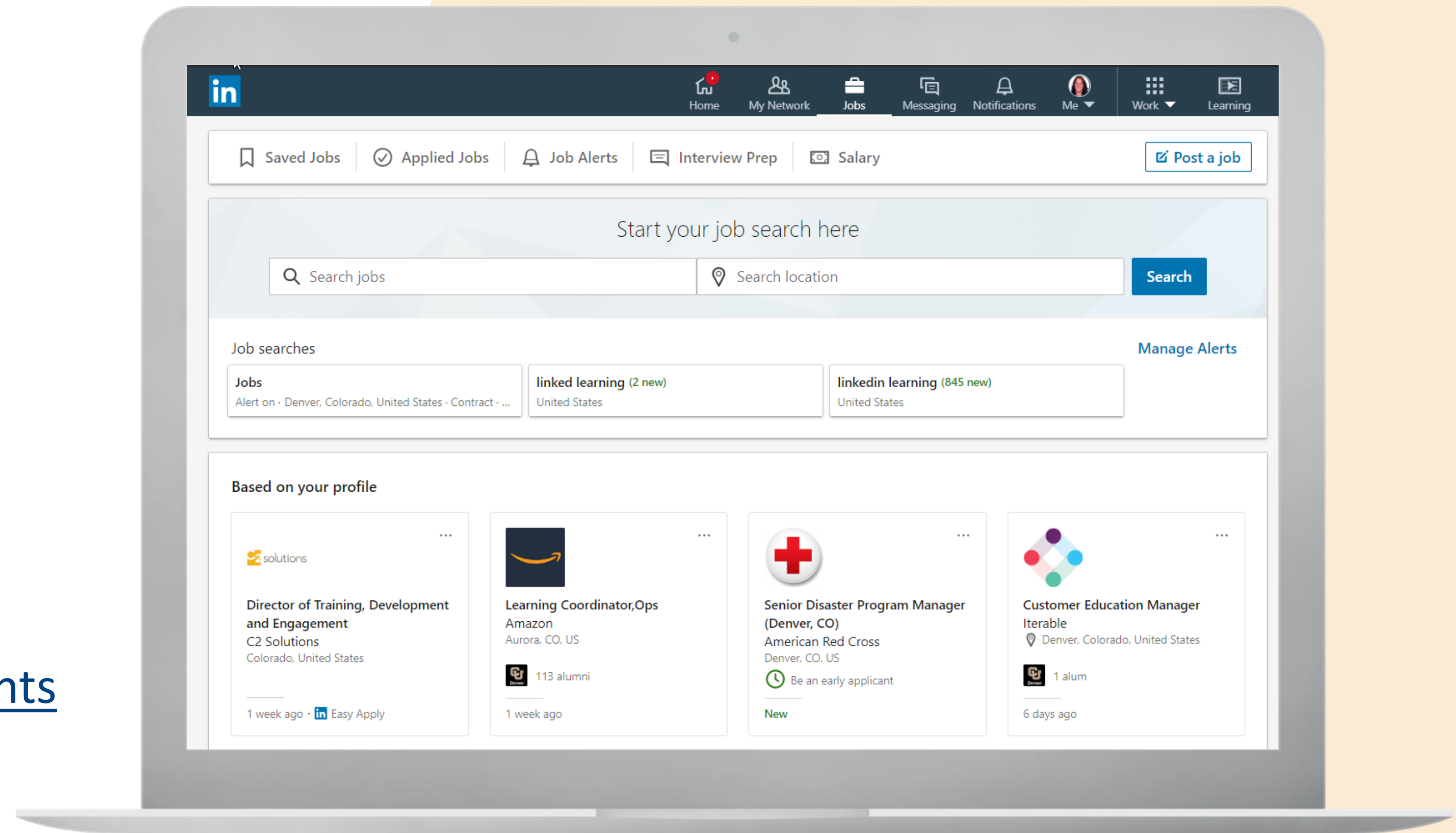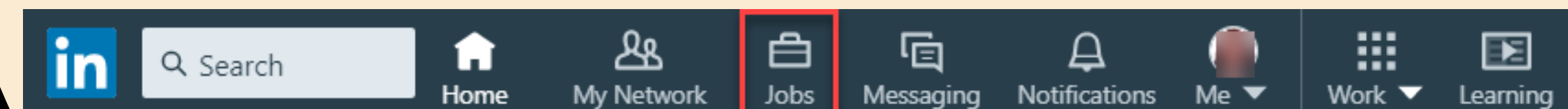
Security and Privacy

Customize your preferences.

LinkedIn Learning Video:
[Customize your LinkedIn profile security settings](#)

CU Resource:
[LinkedIn Learning and Privacy](#)
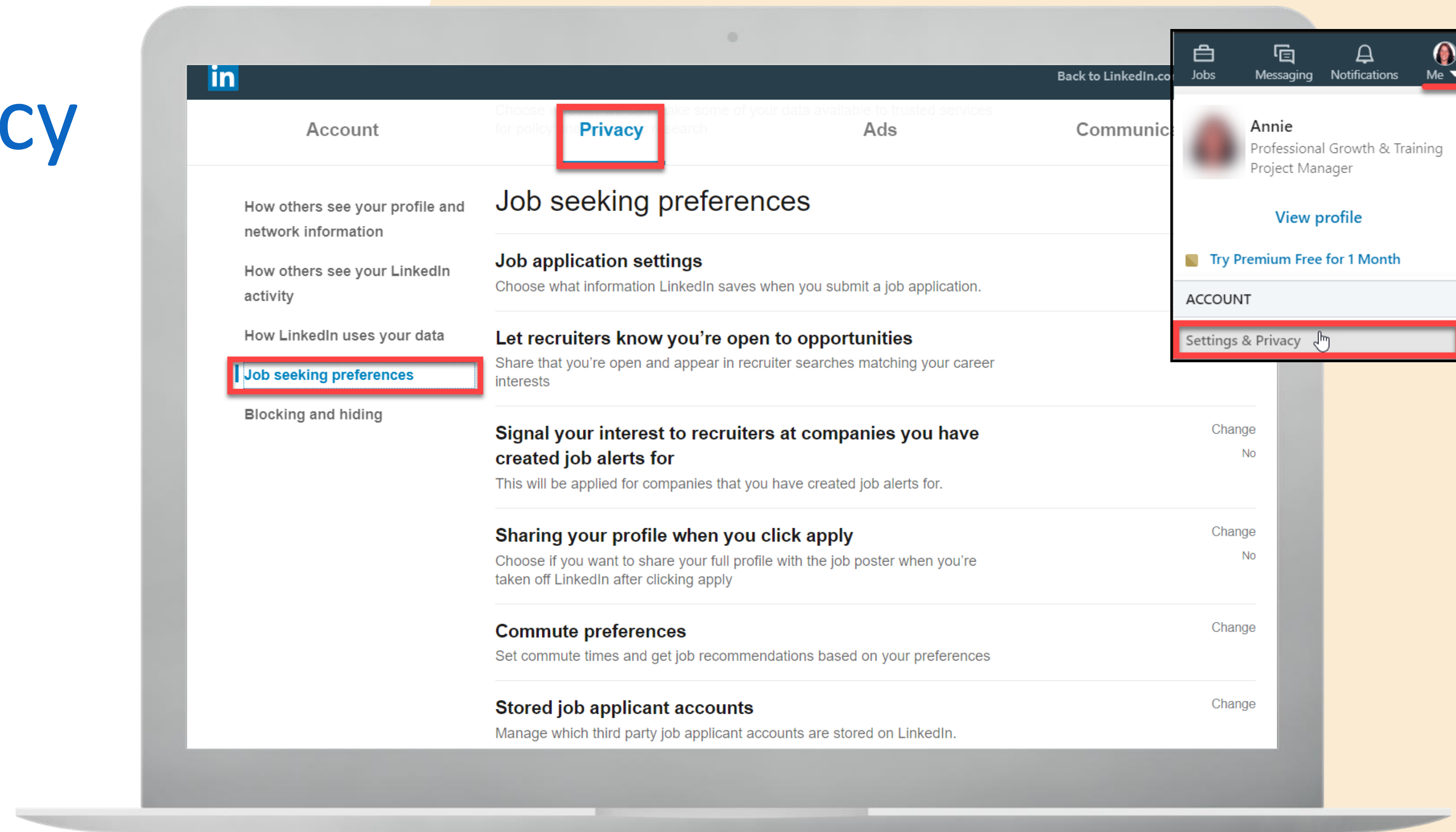
Don't Forget to Keep Learning

Launch your current or future career, and learn new skills

2019's Most In-Demand Soft Skills

- Creativity
- Persuasion
- Collaboration
- Adaptability
- Time Management

Source: "The Skills Companies Need Most in 2019," LinkedIn, January 2019.

2019's Most In-Demand Hard Skills

- Cloud Computing
- Artificial Intelligence
- Analytical Reasoning
- People Management
- UX Design
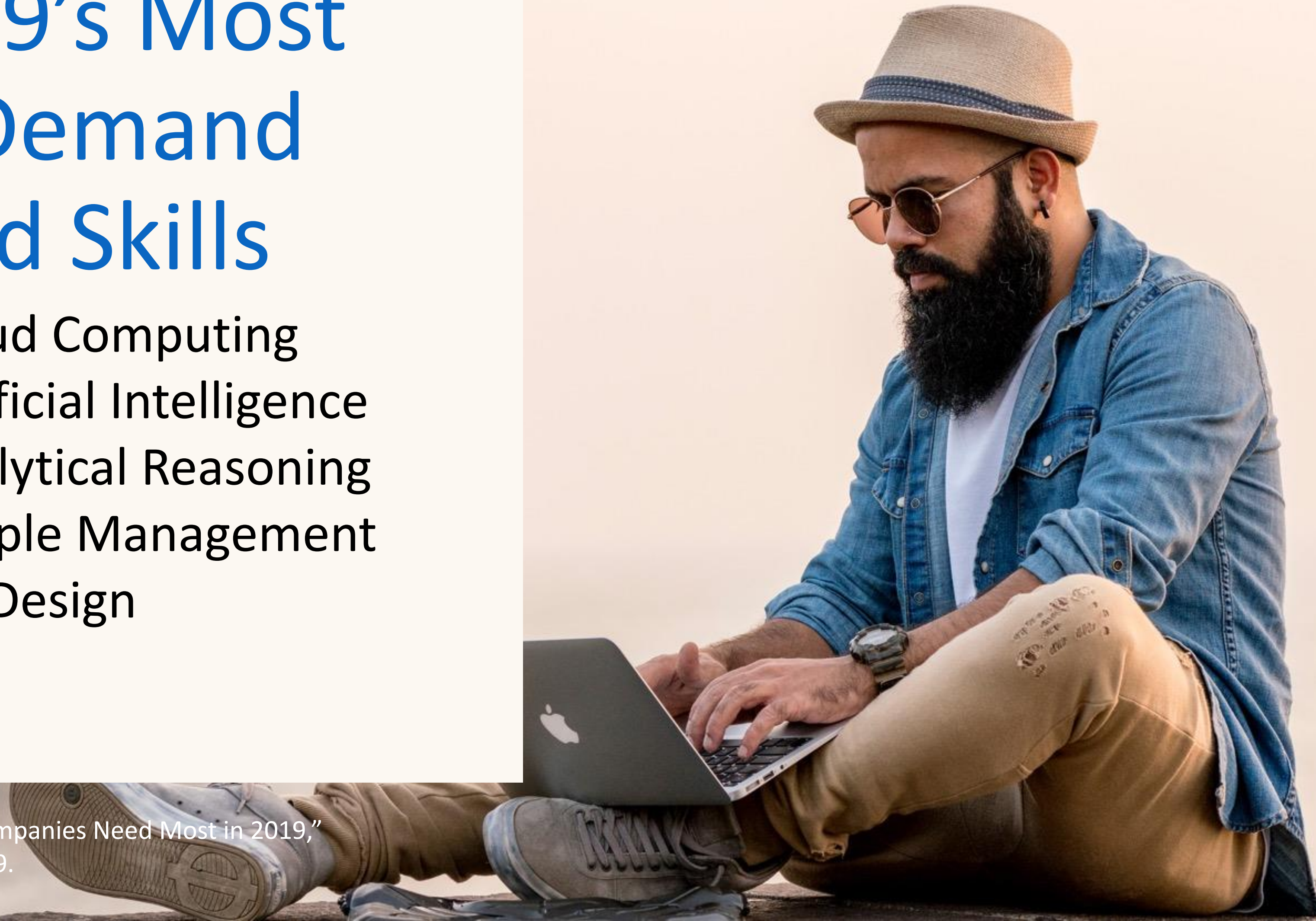
Equip Yourself with the Most In-Demand Skills with LinkedIn Learning

Build on an existing skill or learn something new with 14,000+ courses on business and leadership, creative, and technology.

Log in: https://lnkd.in/eDv6GVh

Industry-Leading Continuing Education

LinkedIn Learning offers approved Continuing Education courses to help learners easily maintain their PMP, HRCI, SHRM, IIBA, and CompTIA certifications.

[Certification Prep and Continuing Education](#)

(ISC)2	Adobe	Amazon Web Services (AWS)	American Marketing Association
Autodesk	AVID	AXELOS	Certified Scrum Master
Cisco	CompTIA	Docker	EC-Council
Federal Aviation Administration	Google	HR Certification Institute (HRCI)	International Institute for Business Analysis (IIBA)
Linux Professional Institute	Microsoft (Technical)	Microsoft Office Specialist (MOS) and Expert	Online Marketing Certified Associate (OMCA)
Red Hat	Salesforce	Six Sigma	Society for Human Resource Management (SHRM)

Continuing education programs

NASBA	Project Management Institute (PMI)

Resources

Faculty, staff, POI, alumni

LinkedIn for Higher Ed Professionals (updated regularly)

Includes University Pages Best Practices, Alumni Tool Overview, LinkedIn 101, LinkedIn for Career Services, LinkedIn Hidden Gems and more.

Students

- LinkedIn for Students (updated regularly)
Includes Get Hired Video Series, Student Job Hunting Handbook, Profile Checklists and more

- LinkedIn's 2020 Grad's Guide to Getting Hired
Showcases industries with the most open jobs and the companies hiring right now as well as other LinkedIn insights.

LinkedIn Learning courses/videos

- Rock Your Profile
- Learning LinkedIn
  - Search for jobs
  - Open to Job Opportunities
- LinkedIn Quick Tips

Contact Info

- Annie.Melzer@cu.edu
  Project Manager - LinkedIn Learning
  - Email to request posters, fliers, and marketing materials.
  - Request Admin access to create collections in LinkedIn Learning.
  - Department-specific training and support.
  - Presence at campus professional development events.

- system.training@cu.edu
  General contact
  Email us any technical questions or problems logging in.

www.cu.edu/linkedin