

# Welcome to Optimize your LinkedIn Profile



We will start in a couple minutes. While you wait:

✓ Please mute (for now)



✓ Turn on subtitles (Note: REV's logo appears as "LIVE" on the top left corner of Zoom. This session is not being recorded.)

- Hover your cursor over the Zoom toolbar at the bottom of your Zoom screen
- Click on the three dots in the bottom right corner. Select "Show Subtitles"



✓ Display your name

- Hover your cursor over the square with your name and click on the three dots in the top right corner
- Use the "Rename" function to display your preferred name



✓ In the chat (centre, bottom of screen):

- Name, department, what you hope to gain after today's workshop?

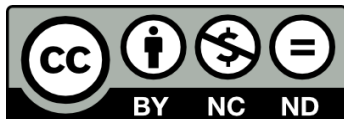
# Optimize Your LinkedIn Profile



CLNx.utoronto.ca

STUDENT  
LIFE

Career Exploration  
& Education



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# Land Acknowledgement

We wish to acknowledge this land on which the University of Toronto operates. For thousands of years it has been the traditional land of the Huron-Wendat, the Seneca, and the Mississaugas of the Credit. Today, this meeting place is still the home to many Indigenous people from across Turtle Island and we are grateful to have the opportunity to work on this land.

# Access Check

We understand access to be a shared responsibility between everyone in this space. We strive to create an accessible space that reduces the need for you to disclose a disability or impairment for the purposes of gaining an accommodation. In doing this together, we strive to welcome disability, and the changes it brings, into our space. ([AODA Office](#), *University of Toronto*)

- **What do you need to engage in this virtual space today?**
- **Are there any access needs we could address as a group to support your engagement?**

# Equity Statement

The Division of Student Life at the University of Toronto is driven by a mission to “enrich the university experience *for and with* students by fostering learning, growth, connections, community, and support” ([\*Student Life webpage\*](#), 2021).

Career Education seeks to do this through a commitment to equity, diversity, inclusion, access, belonging and reconciliation as we navigate career conversations and skill development, while simultaneously recognizing that career education is limited by its grounding in a Euro-Western worldview.

- **What is one thing we can each do today to contribute to an equitable and inclusive space? (*Please reflect privately; this will not be shared.*)**

# Forms of Engagement

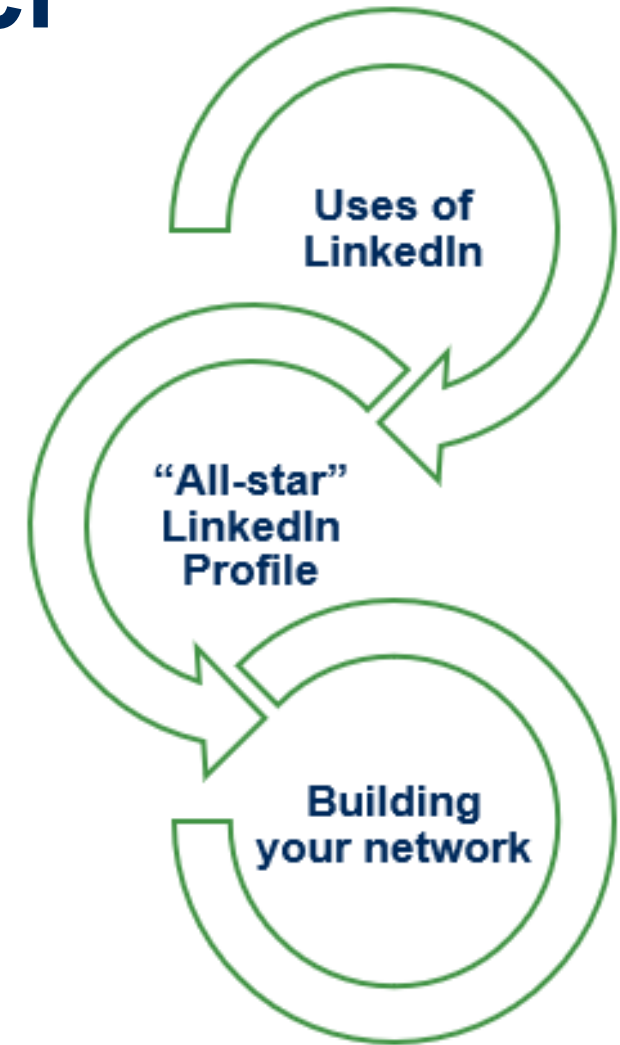


**In this workshop, you can expect to engage through the following formats and mediums:**

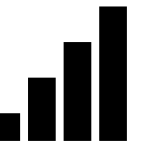
- Optional sharing on-mic and/or in the Chat
- Discussion questions and open Q&A (via Chat or on-mic, your preference)
- Various independent activities to integrate today's learning

# A Plan for Our Time Together

1. Explore the uses of LinkedIn for career exploration and job searching
2. Identify the elements of an 'all-star' LinkedIn Profile
3. Understand how to use LinkedIn to create a network of professional contacts



# Why Use LinkedIn?



Join now

Sign in

Welcome to your  
professional community

Email or phone number

Password

Show

Forgot password?

Sign in

or



Sign in with Google



Up Next: Value of a LinkedIn Profile





# Value of a LinkedIn Profile

1. Identify, contact & build a **network** of professional connections
2. Develop and maintain an **on-line presence** and career narrative
3. Conduct **research**
4. Attract **recruiters** and employer's attention
5. **Keep up to date** with news in your sector / field of interest
6. Apply for **jobs** (& receive job alerts)

# What Makes a Great Profile?

Share in the chat – what are 5 things that make a great LinkedIn profile?

- Headline
- Photo
- About (Summary)
- Recommendations
- Complete all sections (i.e. “all-star” profile)

**Tip: Remember  
to personalize  
your URL!**

# Photo & Banner





Shrey Vazir · 3rd

Physiotherapist | Mindfulness Meditation Facilitator | Chronic Pain Expert

[Message](#)

[More...](#)

 Altum Health - University Health Network  
 University of Toronto



Savannah (Shuying) Li · 1st

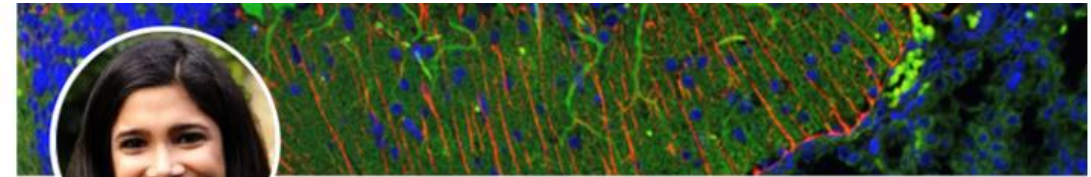
Knowledge Management | Information Architecture | Design Thinking | Empowerment

Canada · [500+ connections](#) · [Contact info](#)

[Message](#)

[More...](#)

 University of Toronto



Tayyaba Jiwani, PhD · 2nd

Science Communications Specialist, Princess Margaret Cancer Foundation

Canada · 308 connections · [Contact info](#)

[Connect](#)

[Message](#)

[More...](#)

 The Princess Margaret Cancer Foundation





John Sendim, MPS, RP(Qualifying) · 1st

Registered Psychotherapist (Qualifying) | Private Practice in Psychotherapy and Counseling

Canada · [500+ connections](#) · [Contact info](#)

[Message](#)

[More...](#)

 Private Practice in Psychotherapy and...  
 University of Toronto - Victoria University

Up Next: Headline Samples: The good, the bad & others!



# Headline Samples: The good, the bad & others!

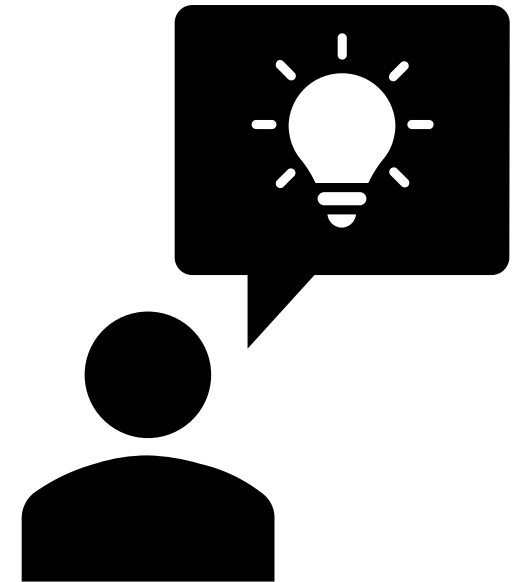
1. Creative professional, seeking entry-level positions
2. Knowledge Wrangler
3. Career Coach | Instructional Design | Social Media Marketing | Research
4. Masters Financial Insurance, U of T, open to opportunities
5. Public health professional interested in the intersection of health, social determinants, policy and social justice

# About Section (Summary) Purpose

How you professionally describe yourself.  
Consider the following two questions:

What do you  
have to offer?

What are you  
known for?





# About Section (Your Summary) part 1

- Only the first 3 lines are seen in searches (~250 characters)
- Incorporate key (searchable and industry specific) words

## About

A high-energy, results-oriented Career Educator and Coach with a wealth of HR consulting expertise. Occupational Psychologist with extensive assessment and coaching experience across financial services, I.T. & retail sectors. A natural educator with a passion for helping others learn and grow towards the achievement of tangible goals. Proven capabilities gaining credibility, connecting and building strong relationships, working with persons with disabilities

## Areas of Strength and Expertise

Talent Sourcing & Acquisition | Educating & Facilitation | Interviewing & Assessment | Planning | Project Implementation | Persuasive Communicator | Coaching & Counselling | Career Guidance | Job Search Techniques | Social Media Strategies & Tools

# About Section (Your Summary) part 2

Create short paragraphs or bullet points that are easily scannable

- Summarize your experience, value, skills, strengths, types of opportunities you are seeking, extra-curricular interests.
- No one way.

Write for the job

- You want
- You have/role you are in

Include accomplishment statements

- Measurable metrics & results from projects/work experiences
- Accomplishment statement: Action verb + What you did + Purpose/impact

Utilize the digital space

- Add links and media to show your value (articles, projects, case studies, personal website)



# About Section (Summary) Samples

## Sample 1:

- > Over 10 years of editorial and leadership experience at academic journals & popular magazines
- > Proven record of science communication via successful research grants & presentation prizes
- > PhD & postdoctoral research defining genetic mechanisms of brain development & cancer

## Sample 2:

- My passions for anatomical science and the rapidly-evolving field of healthcare has led me to pursue a double major in Physiology and Health and Disease. I strive to be a well-versed individual in a variety of areas I love, including arts, dance, writing, and photography. From my experiences in clinical research to my work with youth in hands-on discovery learning, I have gained invaluable skills in time management, collaboration, and adaptability from interacting with a broad spectrum of students and professionals. I ultimately strive to bridge my science background with my creativity in all the endeavours I pursue.

**There is no one way to write this section but ensure you can be found, and your professional identity is clear.**





# Skills

- Include 5 skills
  - What are you good at?
  - What are skills needed in the industry you are applying to?
- Consider how you've applied these skills in your experiences
- Remember: focus holistically on your profile

# Recommendations

“Recommendations, skills and endorsements are a way of demonstrating social proof on LinkedIn for you and your abilities.”

Forbes (2018)

- Request recommendations - online references
  - Act as ‘proof’ of your credentials
  - Can help to get the attention of the reader
  - When asking, be specific in your request (what key skills do you want to have highlighted)



shutterstock.com • 1470612767

[The Vault \(2018\)](#)

Up Next: Position/Experience Section

# Position/Experience Section

## Value of International Experience

- Important in an increasingly globalized world
- Develop global competence - recognize the perspective of others and issues that occur outside one's immediate environment

If your international experience supports your professional identity and career story, include it!

Highlight your skills and scope of impact in relation to the industry you are interested working in





# Networking: Making Connections

## 1st Level Contacts You've met & interacted

- Family, friends
- Professors, TA's, students, co-workers
- Can import your email contacts into LinkedIn
- Explore your connections' networks to find more people
- Social media friends who you would feel comfortable with as colleagues

## 2nd Level Contacts You need an introduction

- People in your 1<sup>st</sup> Level Contacts' lists
- People who work at organizations on your target list
- Professionals whose career paths interest you



# Invitations: People You Have/Haven't Met

Stuart,

It was nice meeting you (virtually) at the alumni dinner on Wednesday. Thank you for taking the time to be there. I enjoyed talking to you about how you got started in your career and appreciate the advice you provided about staying positive while job hunting. It would be great to stay in touch as I consider my options after graduation.

Lisa Zhang

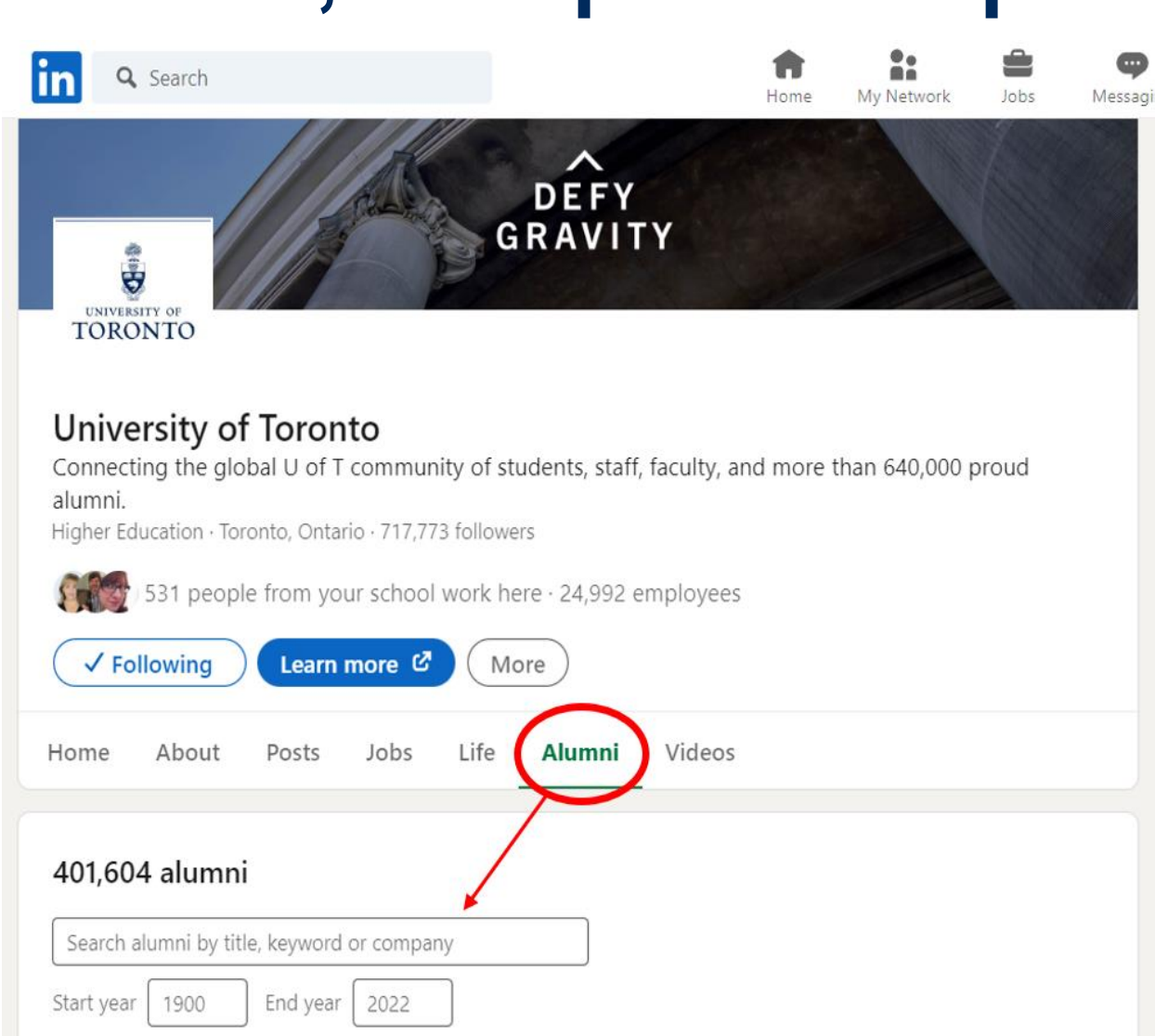
Dear David,

I'm a 3rd year UofT Chemistry student and I'm considering my options after graduation. I see you graduated from Chemistry at UofT and have held roles across a few different industries. I would appreciate the opportunity to learn how you got started in your career and if you have any advice as I consider my future.

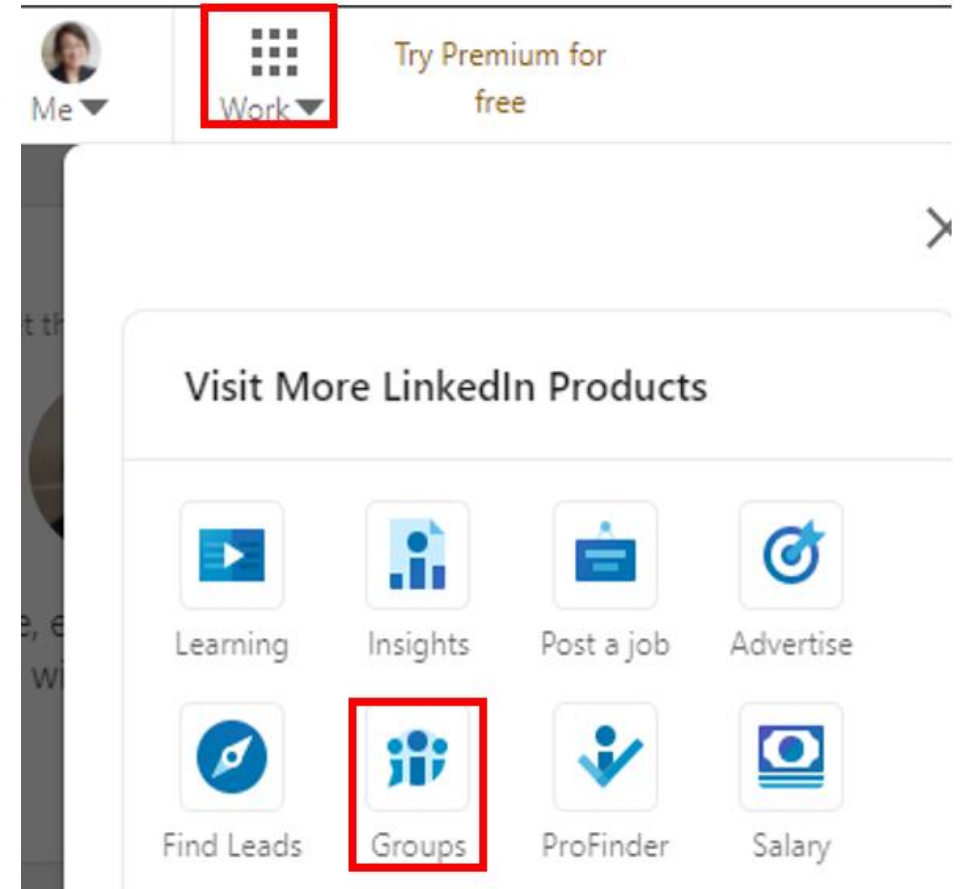
Thank you for taking the time to consider this request.

Sakita Holley

# Building Your Network: Alumni, Groups & Companies



The screenshot shows the LinkedIn profile of the University of Toronto. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, and Messaging. The profile banner features the text "DEFY GRAVITY" and the University of Toronto crest. Below the banner, the page title "University of Toronto" is followed by a description: "Connecting the global U of T community of students, staff, faculty, and more than 640,000 proud alumni." It also lists "Higher Education · Toronto, Ontario · 717,773 followers" and "531 people from your school work here · 24,992 employees". A row of buttons includes "Following", "Learn more", and "More". A secondary navigation bar contains tabs for Home, About, Posts, Jobs, Life, Alumni, and Videos. The "Alumni" tab is circled in red, with a red arrow pointing to the "401,604 alumni" section below. This section includes a search bar labeled "Search alumni by title, keyword or company" and filters for "Start year" (1900) and "End year" (2022).



This screenshot shows the top navigation bar and a section titled "Visit More LinkedIn Products". In the navigation bar, the "Work" icon (a 3x3 grid) is highlighted with a red box. Below it, the "Try Premium for free" text is visible. The "Visit More LinkedIn Products" section displays a grid of icons for various LinkedIn features: Learning, Insights, Post a job, Advertise, Find Leads, Groups, ProFinder, and Salary. The "Groups" icon, which depicts three stylized people, is highlighted with a red box.

Up Next: Maintaining Your Network

# Maintaining Your Network



Update your status as appropriate



Articles & Activity

- Share a post / write an article
- Comment on industry-specific articles, add value
- Leverage broad and niche hashtags



Use introductions to grow your connections



Lend a (virtual) hand

# Remember: Be Strategic



## Job Searching

- Job alerts on job board
- Follow companies on your wish list
- Discover your earning potential
- Skills matching & building
- Display recommendations
- Optimize profile using hashtags and settings (to be more easily found by Employers / Recruiters)
- **Network** (Access “Hidden” Job Market)

## Career Exploration

- Explore industry profiles
- Research graduate career paths (Alumni)
- Connect with professionals for informational interviews (networking)
- Build network of contacts
- Engage in professional interest groups (Groups)
- Identify industry trends



# Thank You – Q & A



## To ask a question:

- ✓ Unmute
- ✓ Turn on your video if you like
- ✓ Use the chat



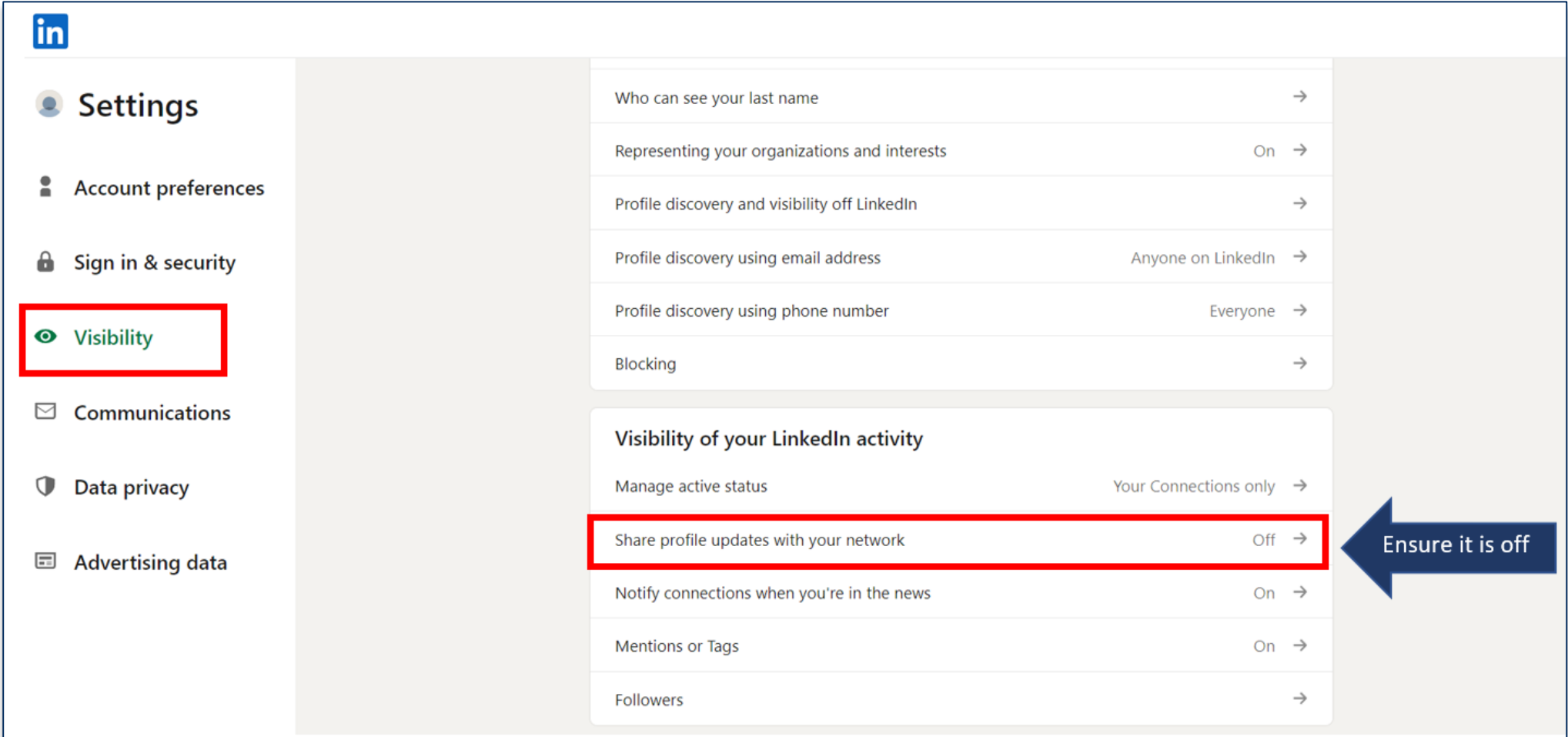
## Before you leave:

- ✓ In the chat, share:
  - ✓ What has been your key take-away from today's session?

# Appendix A

Features on LinkedIn

# Settings: Before Updating Your Profile



The screenshot shows the LinkedIn 'Settings' page. On the left sidebar, the 'Visibility' option is highlighted with a red box. The main content area shows various settings. Under the 'Visibility of your LinkedIn activity' section, the 'Share profile updates with your network' setting is highlighted with a red box and set to 'Off'. A blue arrow points to this setting with the text 'Ensure it is off'.

Setting	Value
Who can see your last name	→
Representing your organizations and interests	On →
Profile discovery and visibility off LinkedIn	→
Profile discovery using email address	Anyone on LinkedIn →
Profile discovery using phone number	Everyone →
Blocking	→
<b>Visibility of your LinkedIn activity</b>	
Manage active status	Your Connections only →
Share profile updates with your network	Off →
Notify connections when you're in the news	On →
Mentions or Tags	On →
Followers	→

Before making major changes to your profile, turn your profile visibility settings to **Off** so that your network does not receive lots of notifications of your changes. When finished, turn your settings back on so that your connections can see significant updates, such as your graduation, skills upgrades, new job, promotions etc.

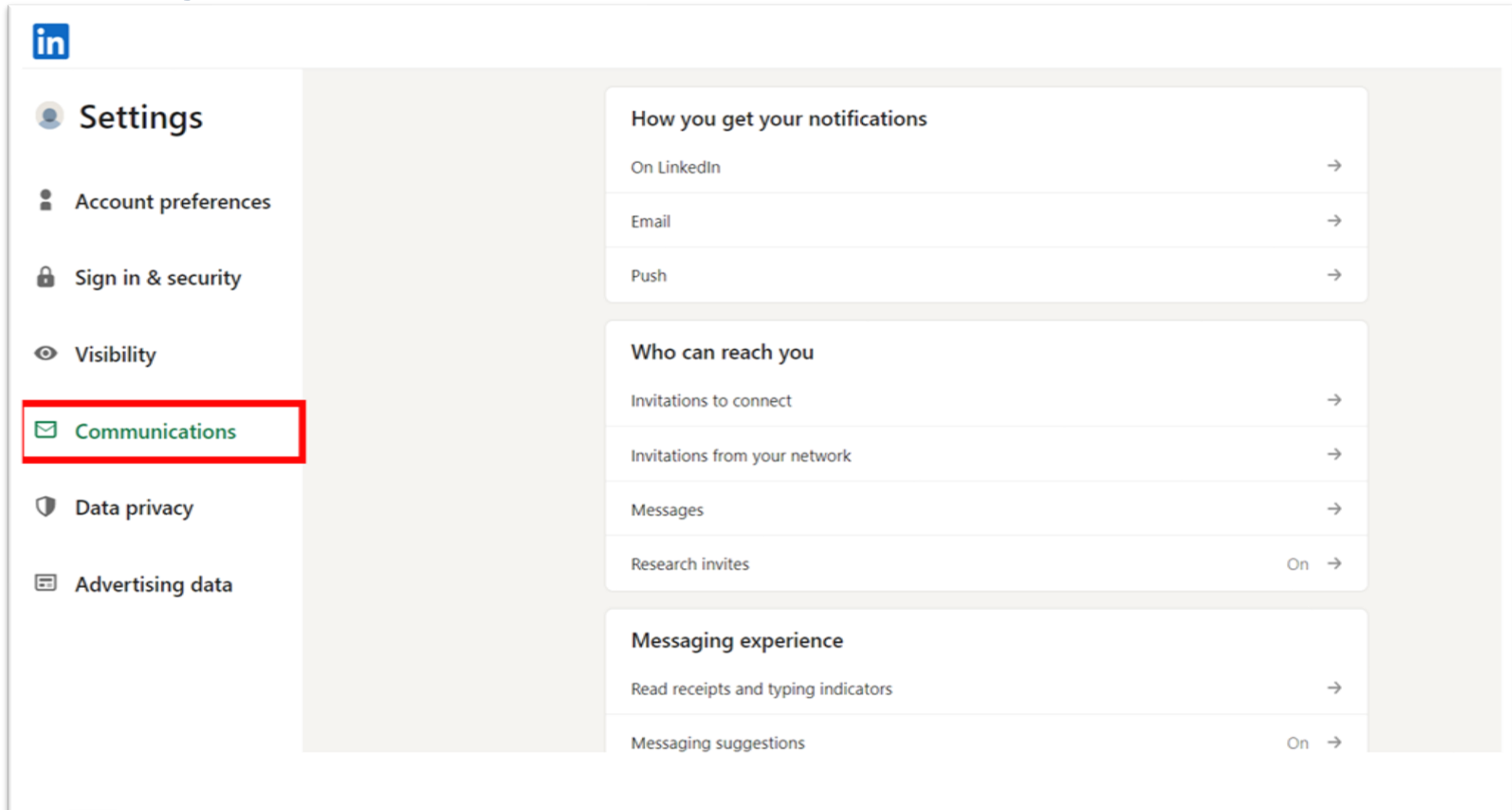
# Settings: Privacy | Profile Visibility

The screenshot shows the LinkedIn 'Settings: Privacy | Profile Visibility' page. The left sidebar contains the following menu items: Settings, Account preferences, Sign in & security, **Visibility** (highlighted with a red box), Communications, Data privacy, and Advertising data. The main content area is titled 'Visibility of your profile & network' and lists several options with right-pointing arrows: Profile viewing options, Edit your public profile, Who can see or download your email address, Connections (On), Who can see members you follow (Anyone on LinkedIn), Who can see your last name, Representing your organizations and interests (On), **Profile discovery and visibility off LinkedIn** (highlighted with a red box), Profile discovery using email address (Anyone on LinkedIn), and Profile discovery using phone number (Everyone). A blue arrow points from a text box on the right to the 'Profile discovery and visibility off LinkedIn' option.

Click on this option and turn off profile visibility outside of LinkedIn

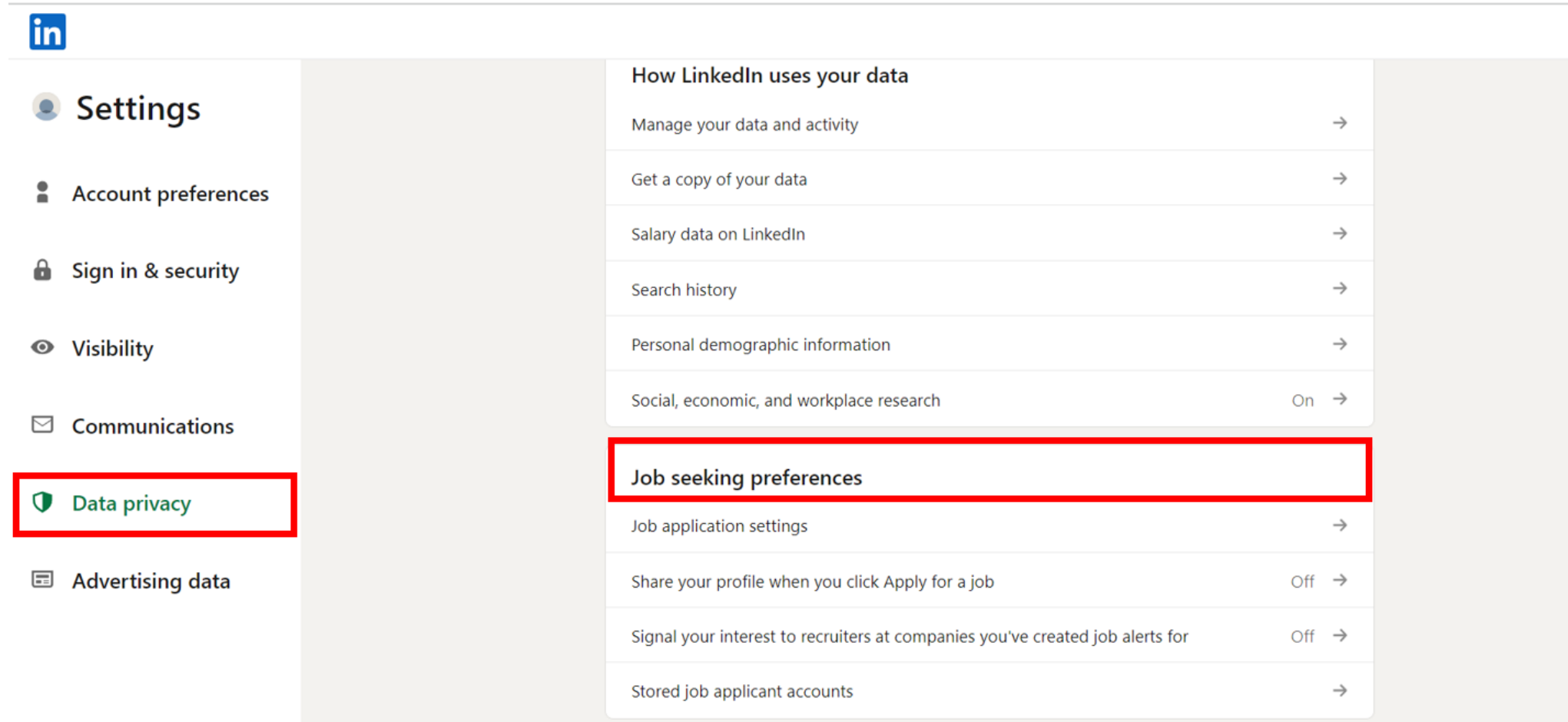
- Public Profiles can be found through search engines. You may prefer to limit the visibility of your profile information outside of LinkedIn by looking into Visibility: “Profile Discovery and Visibility off LinkedIn”

# Settings: Communication



- You can have messages forwarded to your email & determine who can reach you.

# Settings: Job Seeking Preferences



The screenshot displays the LinkedIn settings interface. On the left, a vertical sidebar contains the following menu items: 'Settings' (with a person icon), 'Account preferences' (with a person icon), 'Sign in & security' (with a lock icon), 'Visibility' (with an eye icon), 'Communications' (with an envelope icon), 'Data privacy' (with a shield icon and highlighted by a red box), and 'Advertising data' (with a document icon). The main content area on the right is divided into two sections. The top section, titled 'How LinkedIn uses your data', includes links for 'Manage your data and activity', 'Get a copy of your data', 'Salary data on LinkedIn', 'Search history', 'Personal demographic information', and 'Social, economic, and workplace research' (which is currently 'On'). The bottom section, titled 'Job seeking preferences' (highlighted by a red box), includes links for 'Job application settings', 'Share your profile when you click Apply for a job' (currently 'Off'), 'Signal your interest to recruiters at companies you've created job alerts for' (currently 'Off'), and 'Stored job applicant accounts'.

Category	Item	Status/Action
How LinkedIn uses your data	Manage your data and activity	→
	Get a copy of your data	→
	Salary data on LinkedIn	→
	Search history	→
	Personal demographic information	→
	Social, economic, and workplace research	On →
	Job seeking preferences	Job application settings
Share your profile when you click Apply for a job		Off →
Signal your interest to recruiters at companies you've created job alerts for		Off →
Stored job applicant accounts		→

- Manage your job application activity, including the option regarding recruiters
- Steps: Found under SETTINGS, PRIVACY, (left-hand bar) Job Seeking Preferences – LET RECRUITERS KNOW.

# Job Board

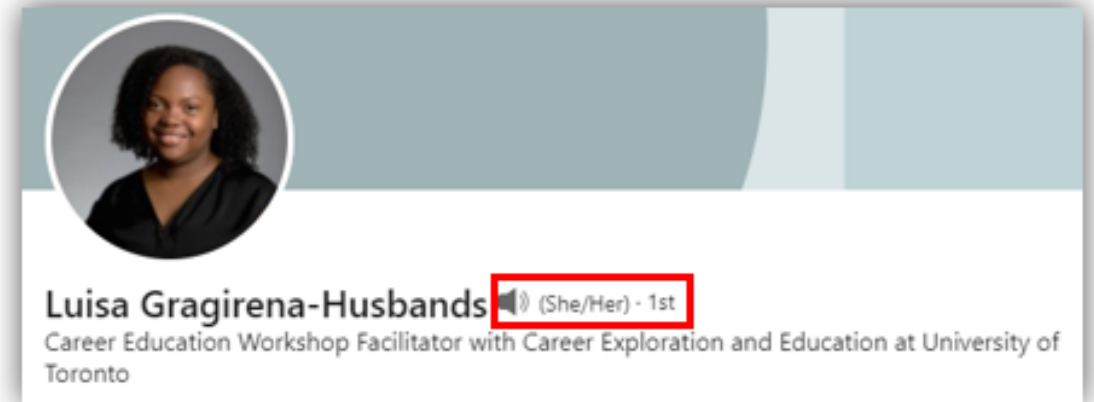
The screenshot shows the LinkedIn Jobs interface. At the top, the search bar contains 'accounting' and the location is set to 'Canada'. The 'Jobs' tab is selected. Below the search bar, there are filters for 'Date Posted', 'Experience Level', 'Company', 'Job Type', 'Remote', 'Easy Apply', and 'All filters'. The 'All filters' button is highlighted with a red box. On the right side, a 'Filter only' sidebar is open, showing options for 'Sort By' (Most recent, Most relevant), 'Date Posted' (Any Time, Past Month, Past Week, Past 24 hours), 'Experience Level' (Internship, Associate, Director, Entry level, Mid-Senior level, Executive), and 'Company' (MNP, Randstad Canada). The main job listings area shows several results, including 'Fundraising Coordinator' at Emily Carr University of Art and Design, 'Assistant to the Dean, Faculty of Professional Studies' at University of the Fraser Valley Giving, 'the Administrative Coordinator, Office of Residence Education & Programs (OREP)' at Western University, 'Disability Studies Research Lab Coordinator' at Ryerson University, and 'Faculty and Graduate Programs' at UBC.

## Sample Job Search STEPS:

- Click on JOBS (top bar)
- Click in the search box and put in search item (e.g. research) when enter, ALL FILTERS will appear, allowing for a more advanced search
- Click on a specific ad and look for:
  - How long ago was it posted
  - How many applicants
  - Review how your Profile skills compare to job posting
  - How many alumni connections
  - You can save the job
  - You can look at other similar jobs (right-hand side of page)
- NOTE: Instead of putting in a city into the location box, you can choose REMOTE to find Work From Home (WFH) jobs.

# Recording and Displaying Your Name Pronunciation and Pronouns on Your Profile

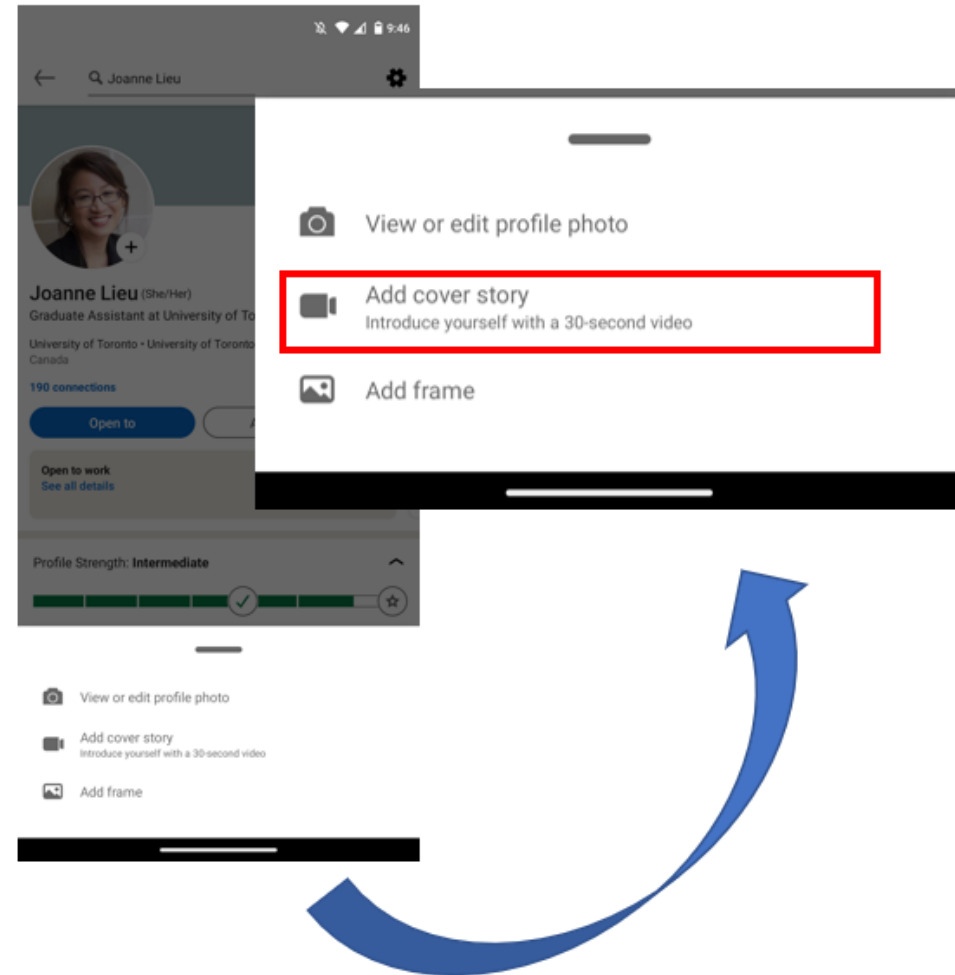
1. Log onto your LinkedIn iOS/Android mobile app.
2. Click the **Me** icon at the top of your LinkedIn homepage.
3. Click **View profile**.
4. Click the **Edit** icon in your introduction section.
5. Click the **+ Add Name Pronunciation**.
6. Click the drop-down **Pronouns**.



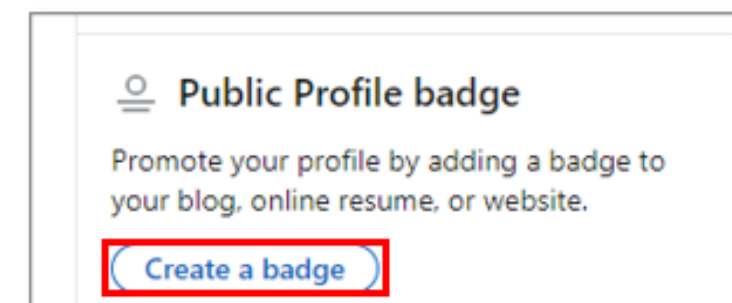
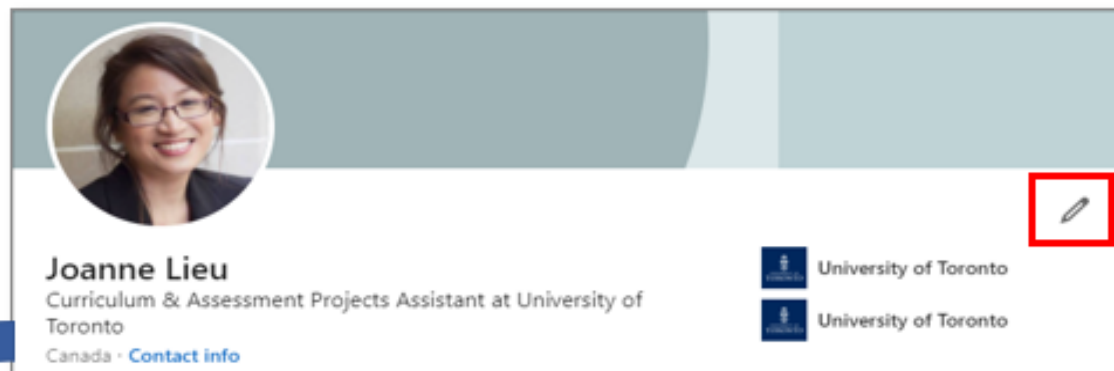


# Adding an Introductory Video to Your Profile

1. Log onto your LinkedIn iOS/Android mobile app.
2. Click the **Me** icon at the top of your LinkedIn homepage.
3. Click **View profile**.
4. Click on the '+' beside your profile photo.
5. Click **Add Cover Story** from the menu at the bottom.
6. Record!



# Creating Your Digital Badge for a Website



# Profile Sections

- **Education**
  - Post-secondary only; include subjects taken, skills developed
  - Can include Activities & Societies
- **Experience (paid or unpaid, incl. volunteer)**
  - Use accomplishment statements and keywords
  - Include transferable experiences
- **Accomplishments**
  - Publications | Courses | Languages | Awards etc.
- **Interests:** Groups | People | Organizations
- **Skills & Endorsements (important)**
  - Can add up to 50 skills – aim for top 5-8 key skills
  - Use key words relevant to roles & industry
  - Get connections to endorse

# Invitations to Connect

The image shows a LinkedIn profile card for Meagan Lau, Administrative Coordinator at University of Toronto. The card includes her name, title, and location. Below the card are buttons for 'InMail' and 'Connect'. A dialog box titled 'You can customize this invitation' is overlaid on the card. It contains a text area for a personal message with a 300 character limit and buttons for 'Cancel' and 'Send invitation'.

LinkedIn interface showing a profile card for Meagan Lau, Administrative Coordinator at University of Toronto. The card includes a search bar, navigation links (Home, My Network, Jobs, Messaging, Notifications), and a banner for McGill MBA. Below the profile picture, the name 'Meagan Lau' and title 'Administrative Coordinator at University of Toronto' are displayed. The location is 'University of Toronto, Student Success • University of Toronto - Ontario Institute for Studies in Education, Toronto, Canada Area • 445 mi'. Buttons for 'InMail' and 'Connect' are visible.

A custom invitation dialog box is shown, titled 'You can customize this invitation'. It includes a text area for a personal message (optional) with a 300 character limit. The text area contains the example: 'Ex: We know each other from...'. Buttons for 'Cancel' and 'Send invitation' are at the bottom.

- 300 Characters
- Brief salutation
- Self introduction
- Why you would like to connect
- Mutual benefits
- Thank you



# Requesting a Recommendation from your profile

1. Click the Me icon at the top of your **LinkedIn** homepage.
2. Select View profile.
3. Scroll down to the **Recommendations** section and click "Ask for a recommendation".
4. Type the name of the connection you'd like to **ask for a recommendation** in the "Who do you want to ask?"

Note: You will be able to review the recommendation (and request changes) before posting it to your profile

# Appendix B

## Additional Career Resources

# Career Exploration & Education Online

Check out [clnx.utoronto.ca](https://clnx.utoronto.ca) for the following:

- Online one-on-one advising appointments
- Online workshops
- Online Career & Alumni Chats
- Job Boards – Still Active
- Work Study Program
- Job Shadowing Program
- CLNx Resources
- [Online Chat Tool](#)

Questions or concerns, please email  
[careercentre@mail.careers.utoronto.ca](mailto:careercentre@mail.careers.utoronto.ca)

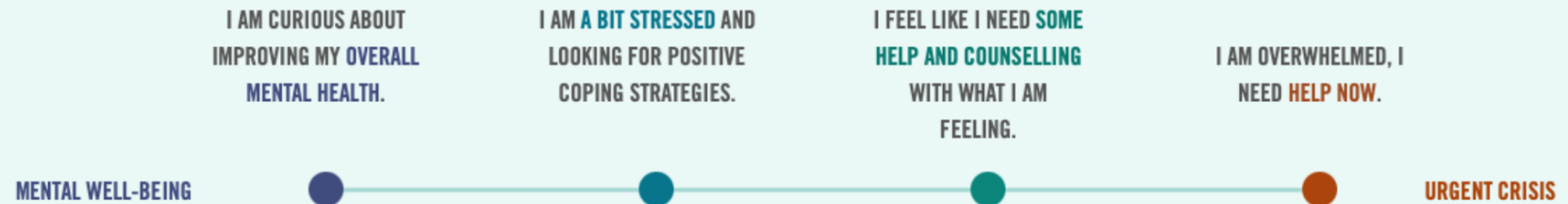
# Be Well

- U of T My SSP: Call **1-844-451-9700** or **001-416-380-6578** (outside North America) or download the app at the [Apple App Store](#) or [Google Play](#). Immediate counselling support is available in 35 languages and ongoing support in 146 languages.
- [Good2Talk Student Helpline](#): Call **1-866-925-5454**. Professional counseling, information and referrals student helpline for mental health, substance use disorder, and well-being.
- [Anishnawbe Health Toronto Mental Health Crisis Line](#): Call **416-360-0486**



# Seeking Mental Health Support at the University of Toronto

## SEEKING MENTAL HEALTH SUPPORT AT THE UNIVERSITY OF TORONTO?



No matter where you are on the mental wellness continuum, from being proactive about your well-being, to feeling stressed and needing urgent help, U of T is here to support you.

**We want to empower you to find the resources you need to feel and do your best. We have two new tools to help you.**

# Navi & Mental Health Resource Hub



An anonymous chat tool that can respond to specific questions and direct you to helpful resources. Check out Navi if you want help on specific topics, like test anxiety or roommate issues, or if you're simply feeling stressed but don't know where to start.

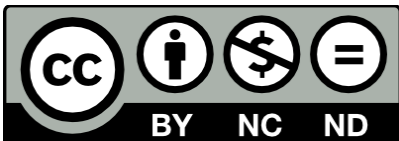
Look for the Navi icon on many U of T websites or visit **uoft.me/navi**.

## MENTAL HEALTH RESOURCE HUB

A website where you can browse programs and services on all campuses, build a personal tool kit of apps and resources or explore the stepped care model of service.

**mentalhealth.utoronto.ca**

If you are in crisis, visit  
**uoft.me/feelingdistressed**  
or call/visit My SSP at  
**1-844-451-9700** or **uoft.me/myssp**



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