Learning about LinkedIn
Outline

• Introductions
• UCS Overview
• LinkedIn Basics
• LinkedIn in the Job Search
• Identify and Build your Network
• Making Connections
Overview of Career Services

Services
• Career Counseling: *In-person & Drop-ins*
• Events: *Workshops, Meet & Greets, Career Fairs & Employer visits*

Resources
• Smart Resume Powered by VMock
• Vocational Assessments – Focus 2
• Career Closet
• Cougar Pathway
COUGAR PATHWAY

Database for **students & alumni subscribers**:

- Search & Apply for on-campus jobs, internships and full-time jobs
- Upload resumes & cover letters for review
- RSVP for UCS Events
- Schedule 1:1 career counseling appointments
LinkedIn Basics
LinkedIn Basics

• Headshot
  • No selfies
  • Chest up
  • Can be taken with a nice phone camera with nice background
  • You can even use a ring light if you have one

• Banner
  • Relevant to your or industry
LinkedIn Basics

• **Headline**
  • Keywords and phrases used to find you
  • Tailored to the position or industry you’re interested in
  • Incorporate your specialty

Natsai Ndebele • 3rd
Founder and CEO of Our Journey Through Code | Software Engineer at BlackRock | Advocate for Inclusion and Diversity | Digital Content Creator | Google Scholar | BlackRock is my Superpower
San Francisco Bay Area • 500+ connections • Contact info
LinkedIn Basics

• About Section
  • Organized summary of skills, talents and expertise in detail
  • Who you are, who you help, and how you help them
  • Use bullet points to break up the content
  • Specialty or expertise section – keywords that show up in a job posting that help you be found in search results.
Desiree Thompson · 3rd
Talent Acquisition Specialist, Recruiting, Human Resources
Little Rock Metropolitan Area · Contact info

500+ connections

Message View in Recruiter More

About

One of my first memories in school, is going to a parent teacher conference in kindergarten and having my teacher tell my parents, "Desiree is definitely one of my most talkative, no matter where I move her in class she communicates with everyone!" Throughout my life I have developed this art of being able to communicate with anyone at any given time. From joining the debate team in college, to studying internal and external communication, to working in different careers that allow me to utilize this skill in different ways, I've learned that effective communication is at the core of any successful leader and business.

I have developed a passion for not only being the voice of those that cannot communicate for themselves, but also teaching people to communicate effectively. In recruiting I am able to do this, by helping people acknowledge the potential within themselves and be able to communicate that effectively to hiring managers. I am able to communicate with people from all walks of life that all have one thing in common, they NEED A JOB.
LinkedIn Basics

• Experience Section

  • Informal
  • Can write in first person
  • 2-3 sentences that explain biggest accomplishments
  • 1 quantifiable accomplishment
    • things you can measure such as a number, data point, percentage, $ amount
  • Place keywords and phrases that show up in the job description
Sumo Group (Sumo.com / AppSumo.com)
2 yrs 4 mos

Marketing Advisor
Aug 2019 – Oct 2019 · 3 mos
Austin, Texas Area

Taco kings upstairs thought I did a good job growing Sumo.com, so now I advise on marketing for Sumo Group (Sumo.com/AppSumo/FAM/SendFox/KingSumo).

VP of Marketing
Jan 2019 – Aug 2019 · 8 mos
Austin, Texas Area

I went from eating taco crumbs off the floor of the AppSumo office, to eating Red Lobster on the top floor of Sumo HQ :)

Head of Content
Jul 2017 – Dec 2018 · 1 yr 6 mos
Austin, Texas Area

I was hired by Noah Kagan to take over Sumo's content strategy. I basically sleep on an air mattress in the AppSumo office and eat tacos all day. During my taco breaks I've:

1- Doubled the blog traffic from 100,000 to 200,000 uniques in one month.
2- Increased marketing qualified leads over 100x in five months.
3- Got the blog generating over 6 figures in monthly recurring revenue within one year.

While most people chase backlinks, I chase sales, and I get it.
LinkedIn Basics

- **Education Section**
  - Helps you build your career story
  - Type of degree
  - Institution
  - Awards received
  - Certifications and Trainings

<table>
<thead>
<tr>
<th>Education</th>
<th>Institution</th>
<th>Degree</th>
<th>Dates</th>
<th>Activities and Societies</th>
<th>Certifications and Trainings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><em>University of Pittsburgh</em></td>
<td>BS, Business Administration</td>
<td>2003 – 2006</td>
<td>National Society of Collegiate Scholars, AIESEC University of Pittsburgh Chapter</td>
<td>Certificate Program in International Business</td>
</tr>
<tr>
<td></td>
<td><em>San Diego Mesa College</em></td>
<td>Computer Science</td>
<td>2012 – 2014</td>
<td></td>
<td>Java, Visual Basic, C++, C#</td>
</tr>
</tbody>
</table>
LinkedIn Basics

• Skills and Endorsements
  • Helps you show what your expertise is
  • Employers use this section to find talent
  • Profile displays top 3 skills
  • Able to list up to 50 skills, but this may water down the profile
LinkedIn Basics

• **Recommendations**
  • Perfect way to get recognized for what you do
  • Statement written by another LinkedIn member to commend you for things you’ve done on the job
  • **ASK** for recommendations from people in leadership positions or colleagues
    • Don’t be shy.

![LinkedIn Recommendations Example](image-url)
Make yourself open to

- Finding a new job
- Hiring
- Providing services
LinkedIn Basics

• Privacy Settings
  • Edit your custom URL
    • Use your name or variation of name
  • Edit visibility
    • You want to allow people to see your profile even if they are not signed in
    • Shows how you appear in search engines
• Job seeking preferences
  • Job applications setting
    • Let recruiters know you’re open to opportunities
• https://www.linkedin.com/mypreferences/d/categories/profile-visibility
Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren’t signed in to LinkedIn will see all or some portions of the profile view displayed below.

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/kamahasha

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Edit Content

This is your public profile. To edit its sections, update your profile.

Edit Visibility

You control your profile’s appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

Learn more

Kamah “Asha” Lovelle
Career Development Specialist at University of Houston
15 followers · 15 connections

University Career Services at the University of Houston

University of Houston Graduate College of Social Work

Join to view profile
Experience

Career Development Specialist
University Career Services at the University of Houston
Sep 2022 - Present · 8 months
Houston, Texas, United States

School Social Worker
Communities In Schools of Houston
Nov 2019 - Sep 2020 · 11 months
Houston, Texas, United States

Education

University of Houston Graduate College of Social Work
Master of Social Work · MSW · Social Work
2016 - 2019

Southeastern Louisiana University
Bachelor of Science In Social Work · Social Work
2009 - 2015
LinkedIn & The Job Search
LinkedIn Recruiter

• Recruiter, employers, hiring managers have a tool called LinkedIn Recruiter
• Search engine similar to applicant tracking system
• Picks up keywords and phrases they focus on
• You want your profile to pop up in their results
• Optimize your profile
• Utilize keywords and phrases that match the job description
Job Search

Kamah “Asha” Lovelle (She/Her)
Career Development Specialist at University of Houston

I became a Social Worker because your life is worth my time.
Job Search Demo

- https://www.linkedin.com/jobs/
LinkedIn
&
Networking

UNIVERSITY of HOUSTON | CAREER SERVICES
Networking is not simply going to career fairs or networking events...

its developing **long term relationships** with people who know you or know of you.

#relationshipgoals
Benefits of Networking

- Recognize your career goals and passions
- Develop confidence
- Improve your communication skills (written and oral)
- Learn more about your industry or profession
- Increase creativity and innovation
- Build your network and connect people together
- Find out about opportunities!
Identify Your Network

Who is in your network? (1\textsuperscript{st}, 2\textsuperscript{nd} or 3\textsuperscript{rd} degree)

- Family
- Friends
- Neighbors/Family Friends
- Religious Community
- Supervisors/Co-Workers
- Student Organizations
- Social Clubs/Groups
- College Classmates
- College Professors/Staff
- College Alumni
Build Your Network

• Make connections within your current network
• Attend on-campus career events (career fair)
• Get involved in student organizations, professional associations or social club
• Participate in networking events
  • Meetup.com / Eventbrite / UH events
• Informational Interview
• Use LinkedIn
What you do on other social media

- Facebook: I like donuts
- Snapchat: Watch me eat a donut
- Instagram: Here’s a cool photo of my donut
- Pinterest: Here’s a donut recipe
- Spotify: I’m listening to “Donuts”
- WhatsApp: Any one want a donut?
On LinkedIn:
A professional mind-set

• I hope to operate a donut franchise one day
• I’m looking for a job at a donut company
• I have three years of experience making donuts
• My top skills are donut production and sales
• Here are 3 recommendations from former donut colleagues
Making Connections
Hi Ann. I noticed that like me, you are a social worker. It’s great to see that we share a few similarities and connections. Would you mind if we connect on LinkedIn?

-Asha
Follow Up & Maintain

• Share relevant articles
• Like and comment on posts
• Congratulate on anniversaries
• Invite for coffee
• Connect others!
THANK YOU!
Questions?

Connect with us:
@CoogCareers

Website:
www.uh.edu/ucs

Drop-In Hours
Tues-Wed: 1-3pm
In-person and virtual

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