



# 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



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## 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

More 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**

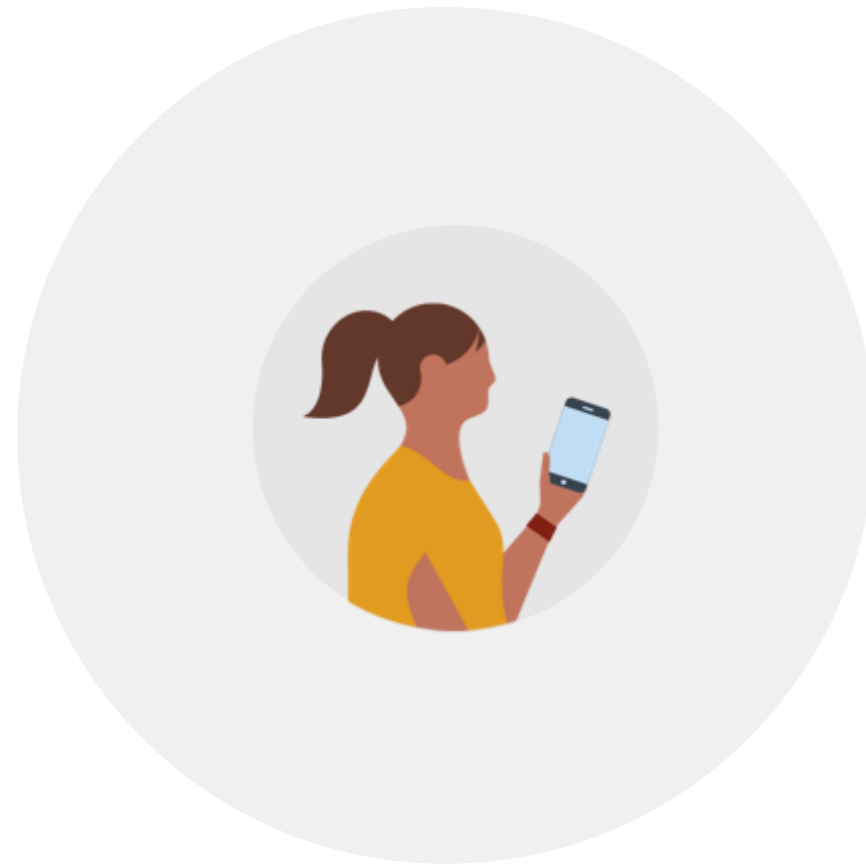
30,000 Education related Groups on LinkedIn



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# 4 Ways to Build Your Professional Brand



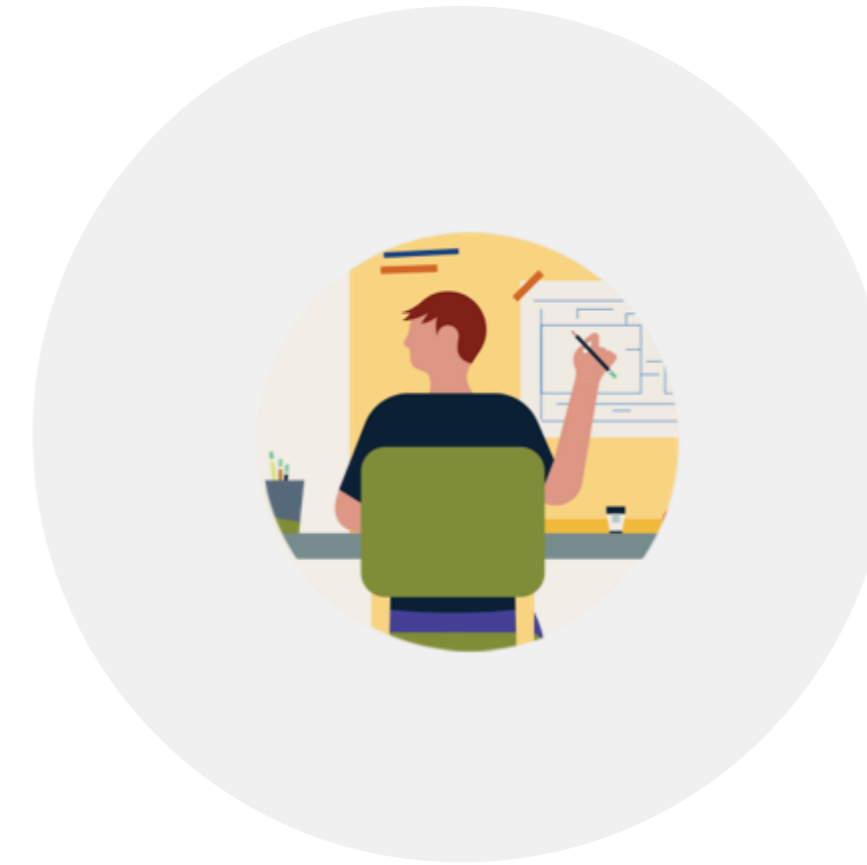
## Get Noticed

Update your LinkedIn profile with 6 key steps.



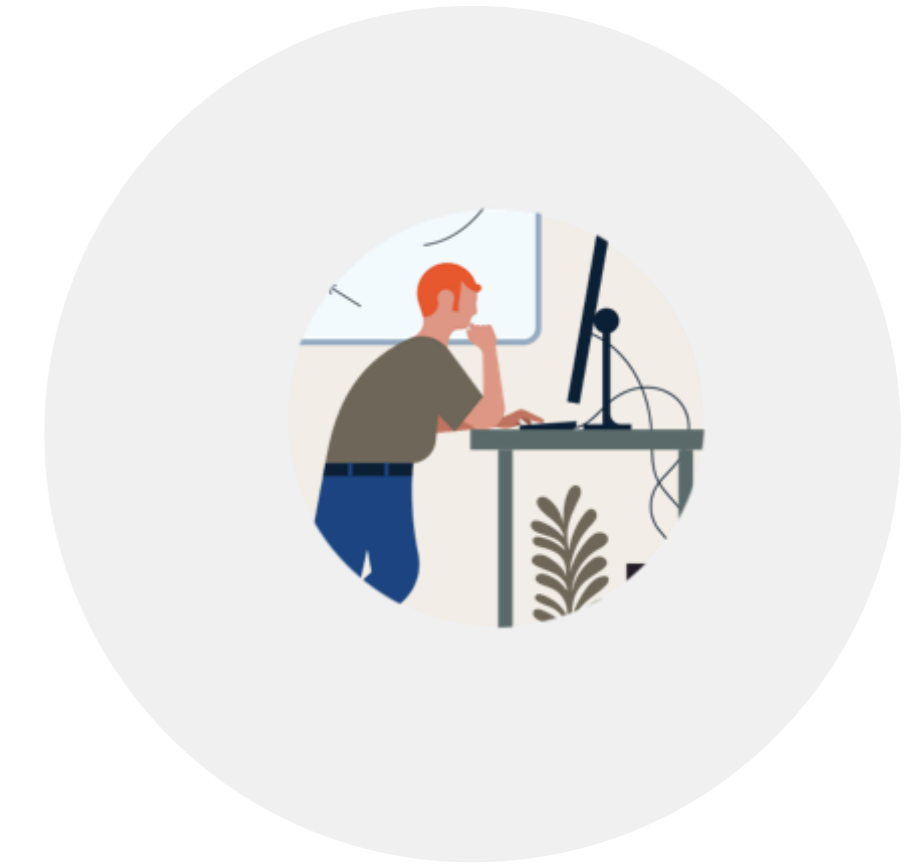
## Connect

Network with professionals and learn industry trends.



## Get Started

Share your unique perspective with others.



## Get Hired

Apply for new opportunities.



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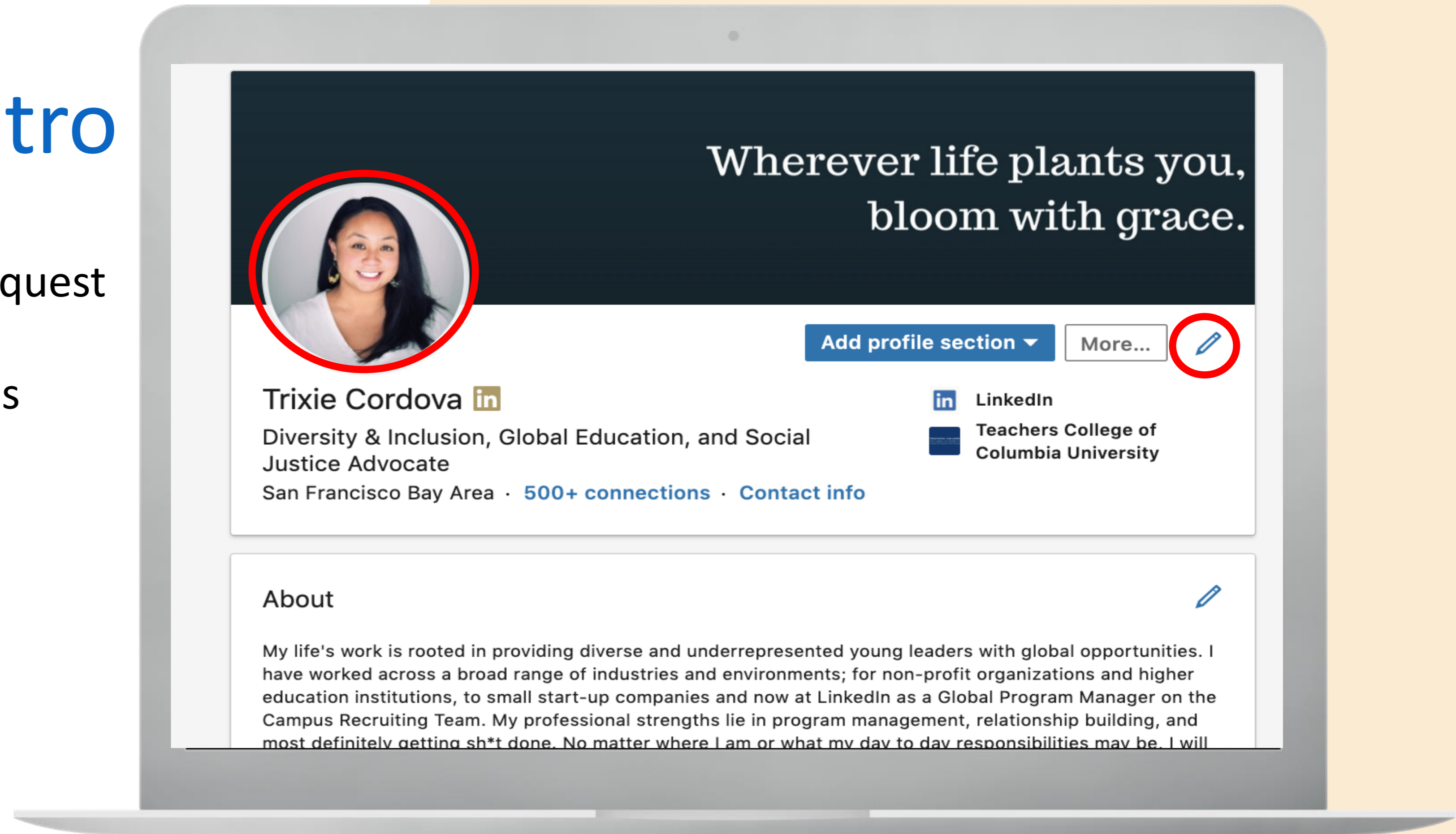
## Step 1: Edit Your Intro

### 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



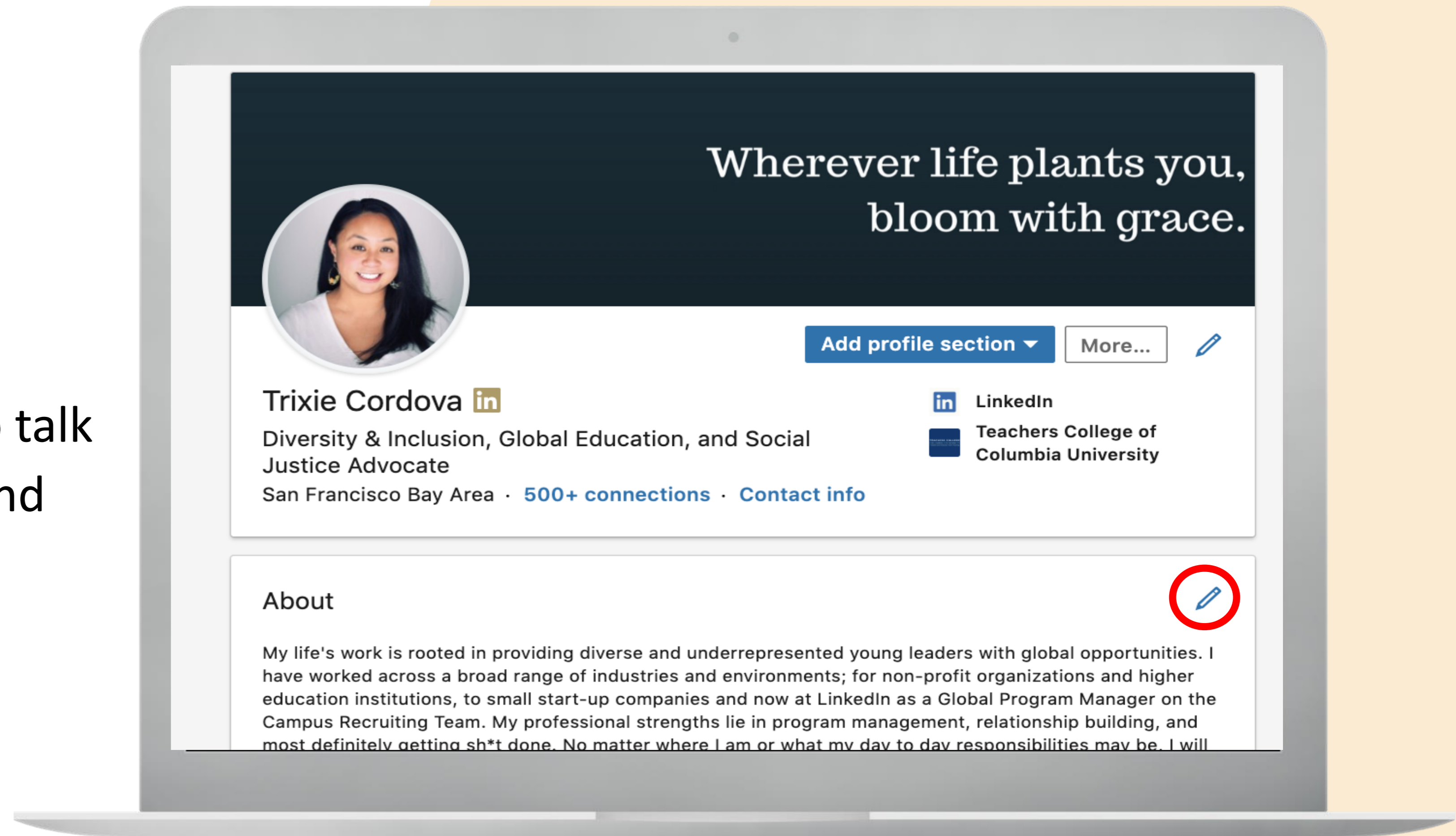


## Step 2: Edit About

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



# 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.



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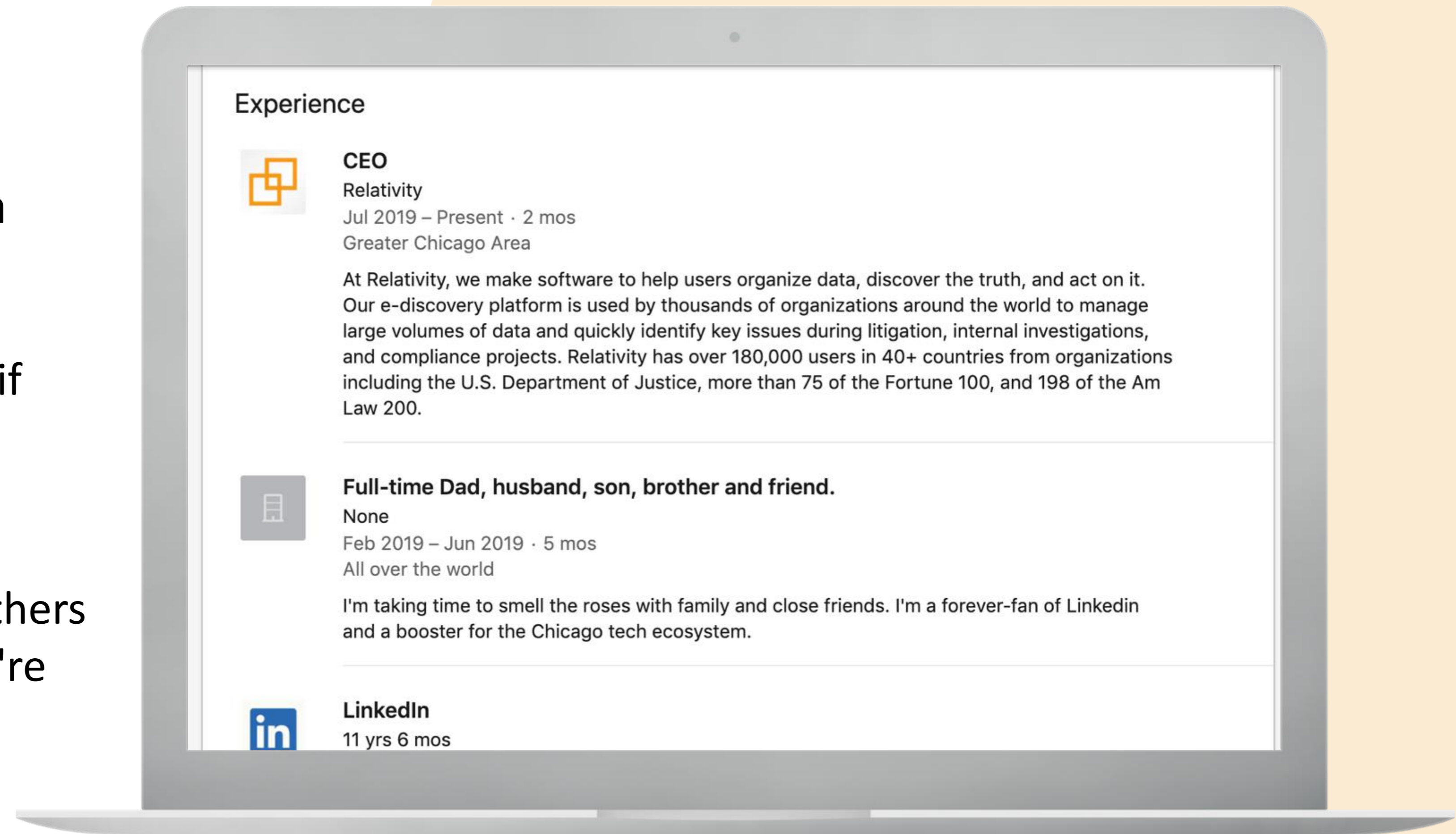
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## Step 3: Experience

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.

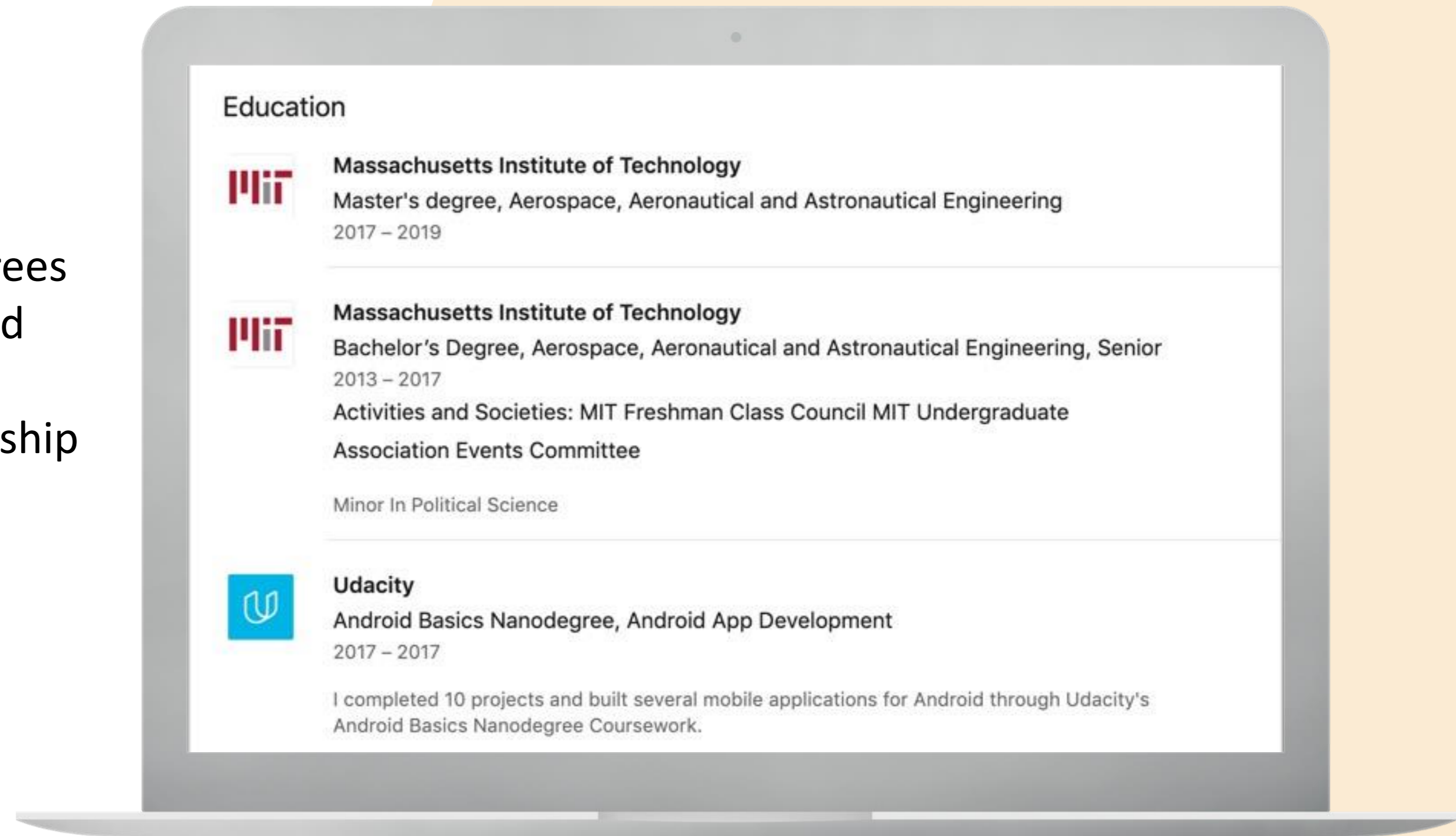




## Step 4: Education

Include:

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



# Licenses & Certificates

Certificates of completion are documents that you receive when you watch courses or complete learning paths or collections on LinkedIn Learning.

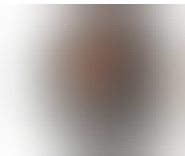
[LinkedIn Learning](#) is available to all CU employees, students, and POIs.

## 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

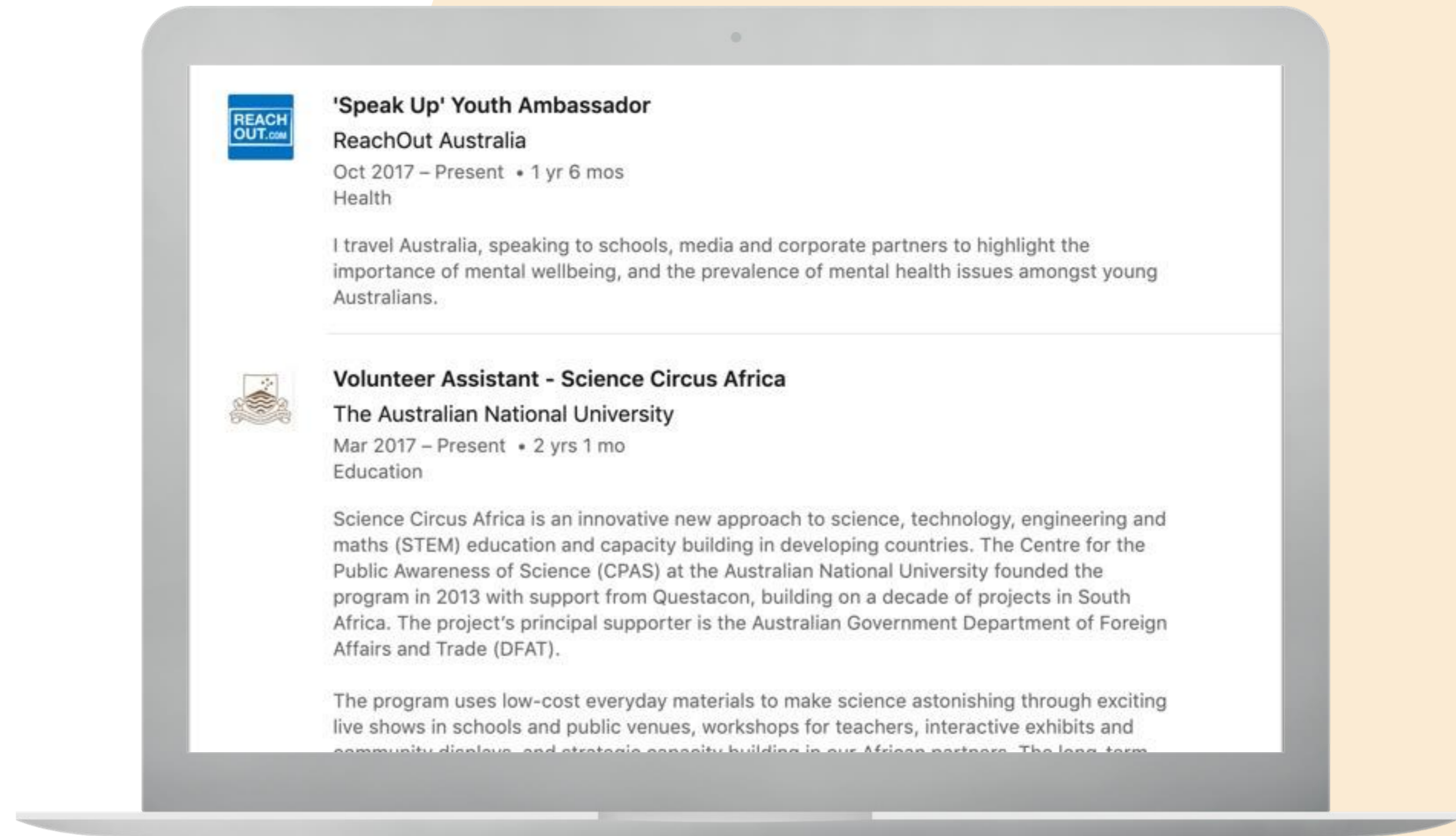
Learning Articulate 360: Rise  
LinkedIn  
Issued Sep 2019 · No Expiration Date  
[See credential](#)

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



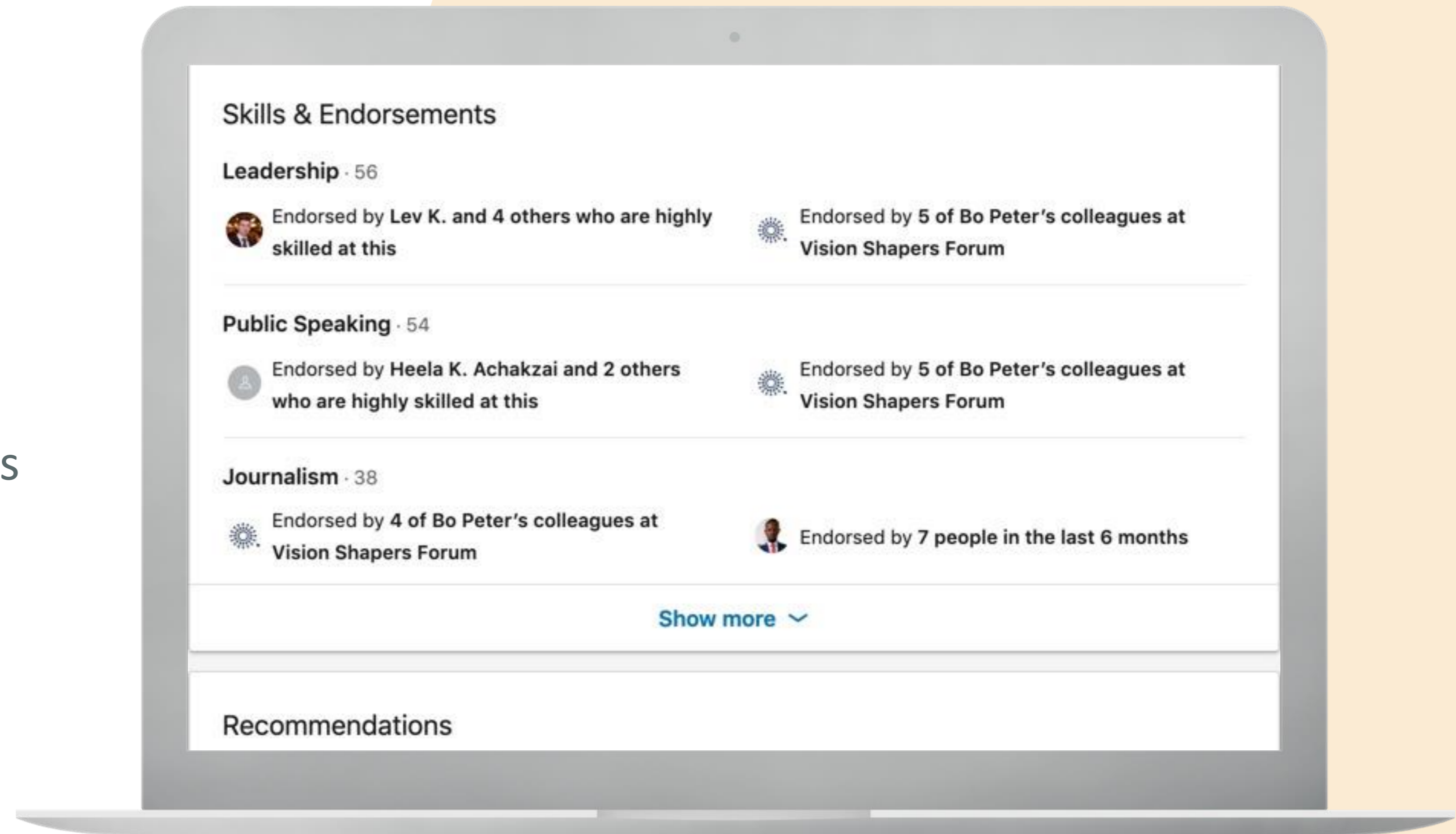
# Step 5: Add Volunteer and Additional Accomplishments





## 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:

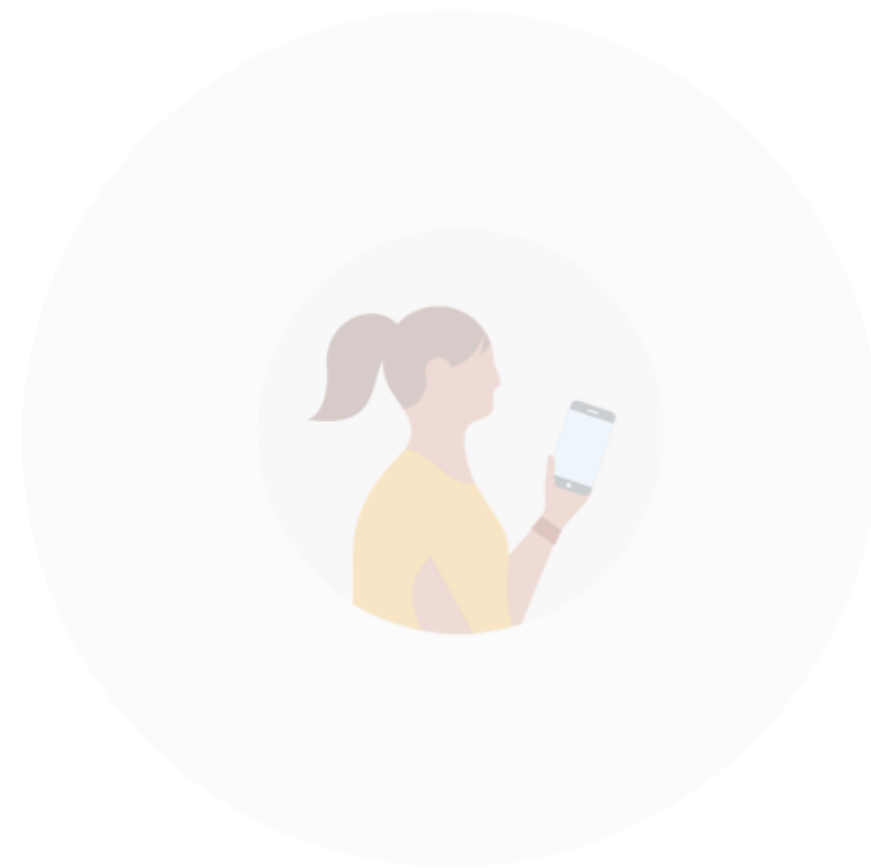
- Write as if you're speaking in the first person.
- Use your authentic voice.
- Tell YOUR story.
- Keep your profile up to date.
- Share rich media when possible.
- Search your peers' profiles for ideas.



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# 4 Ways to Build Your Professional Brand



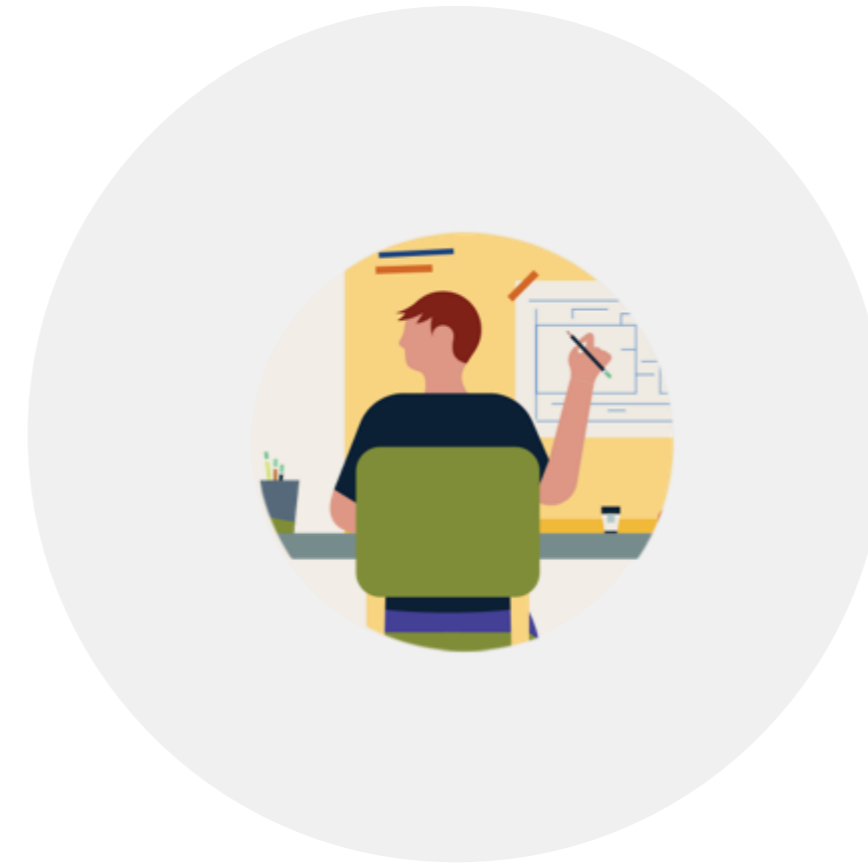
## Rock Your Profile

With 6 key steps



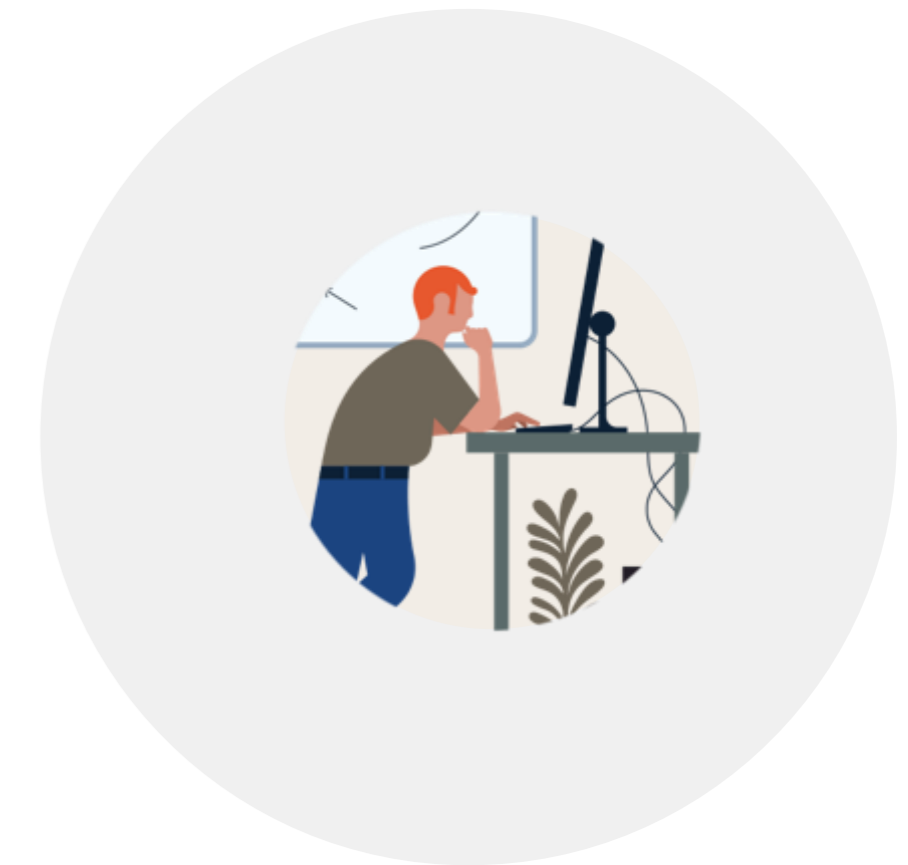
## Connect

Network with  
professionals and  
learn industry trends



## Get Started

Share your unique  
perspective with  
others



## Get Hired

Apply for new  
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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

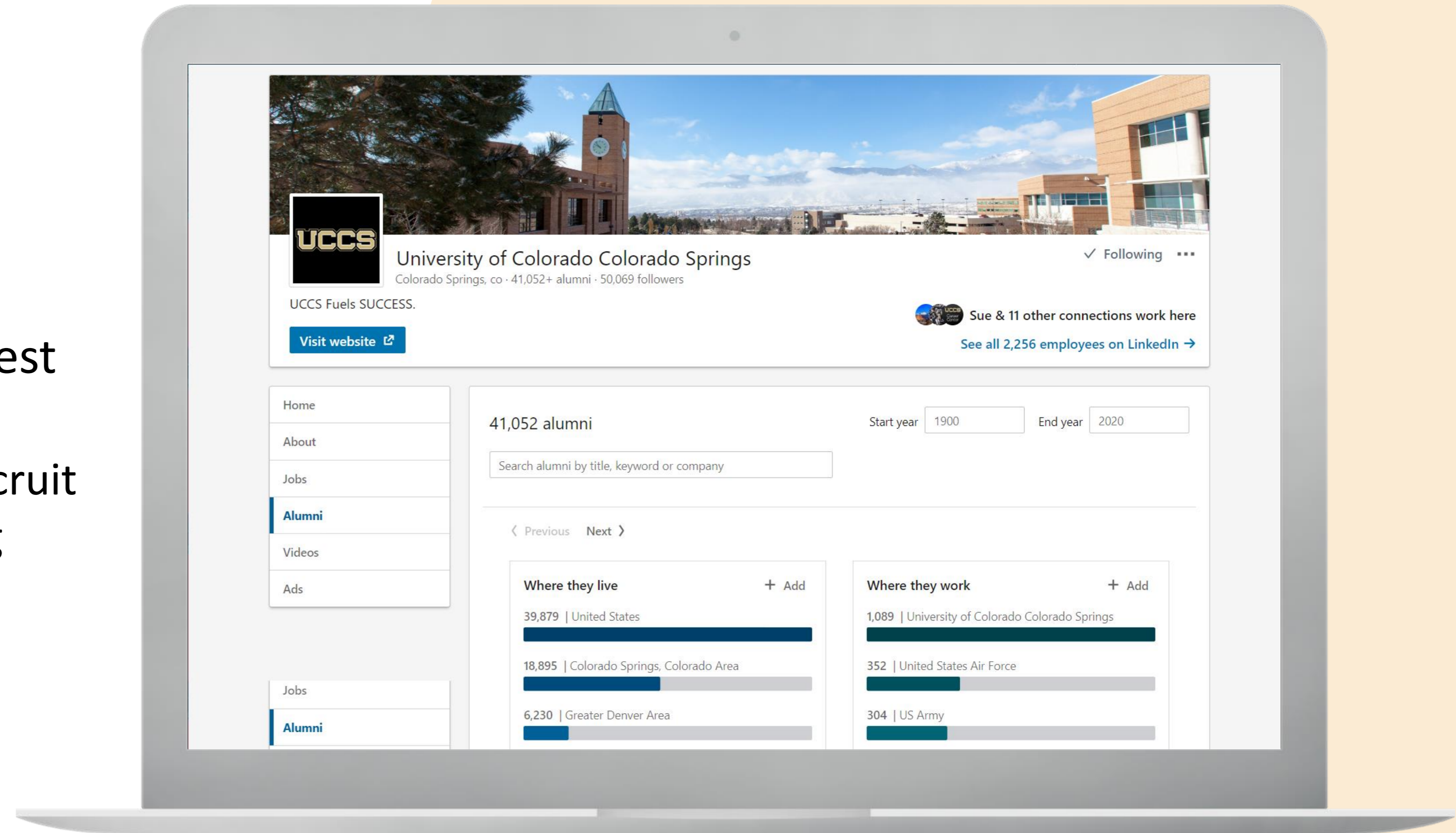
- Offers superior insight on a specific industry.
- Can give an unbiased opinion.



## 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](#)

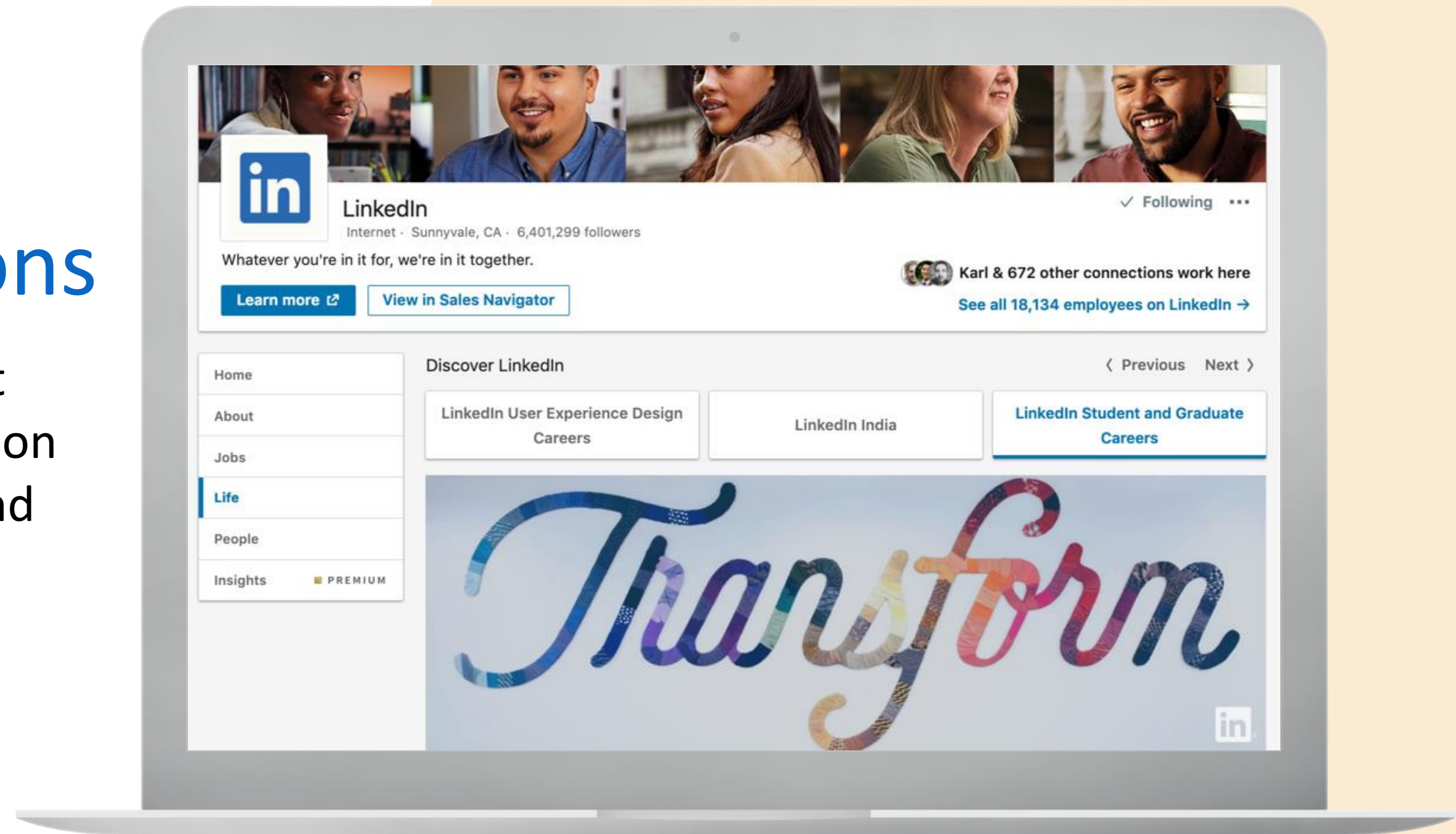


Connect



# Follow Organizations

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



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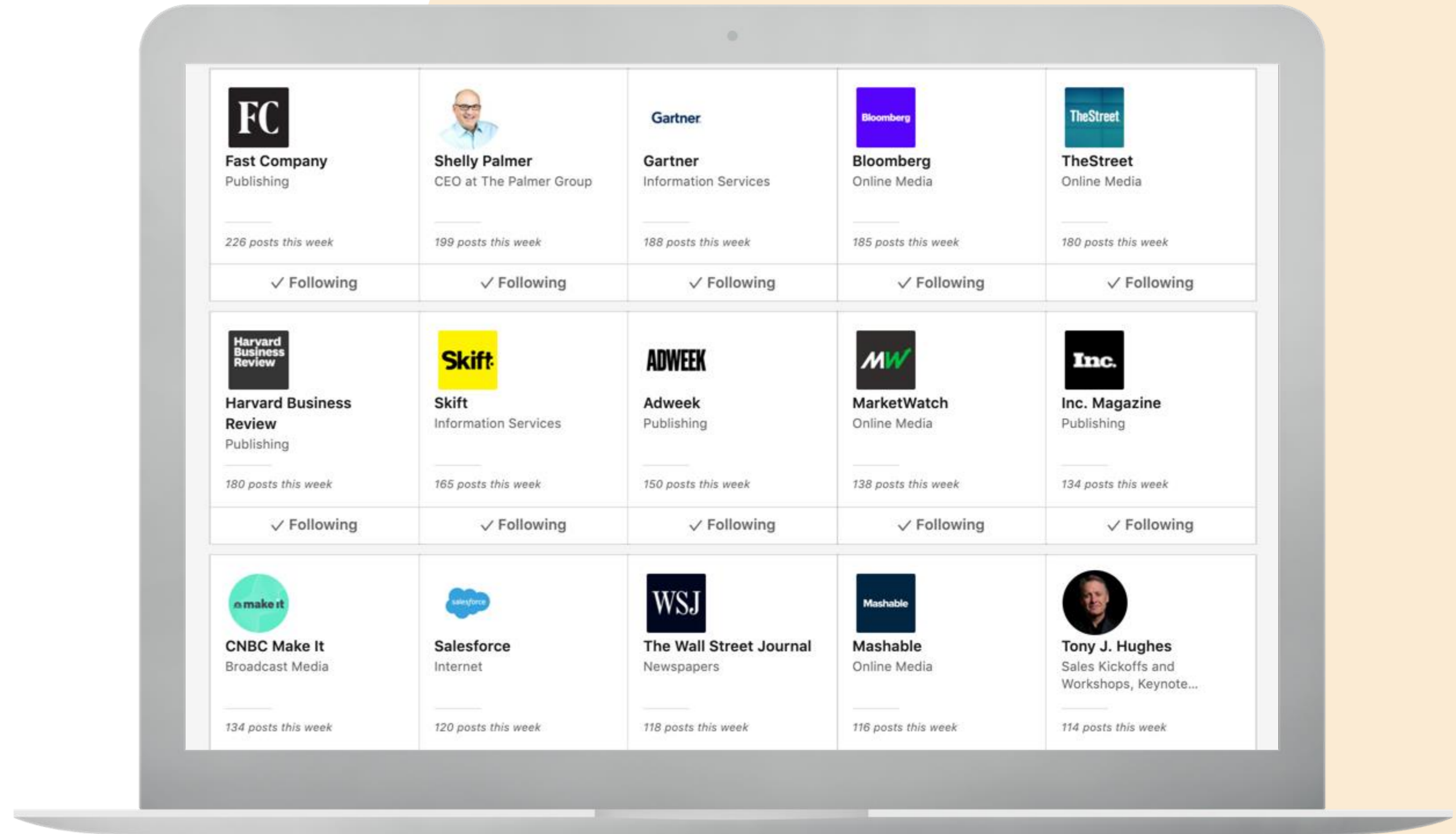
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# Follow Influencers

Follow LinkedIn Influencers and thought leaders.

Customize your content at:  
[linkedin.com/feed/follow/](https://www.linkedin.com/feed/follow/)

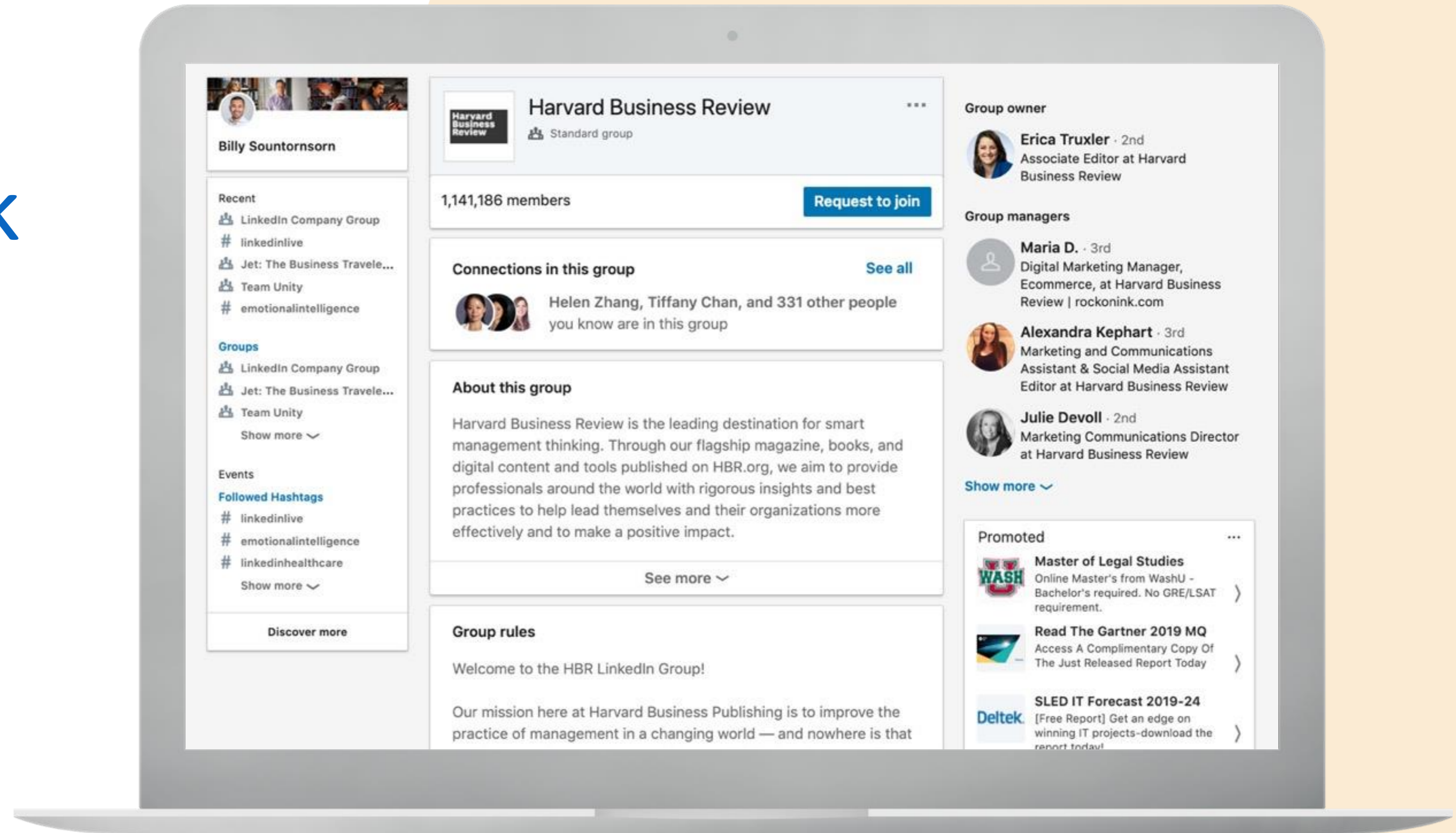




## Join Groups and Build your network

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.



# 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.

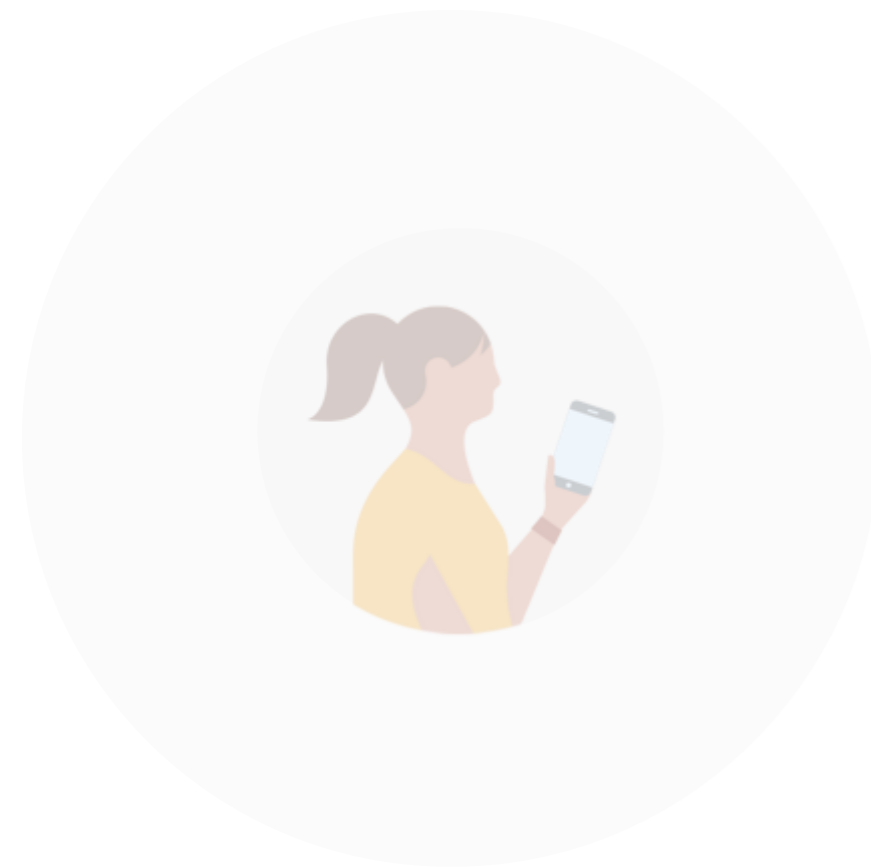
View senior professionals profiles to see what groups they participate in.



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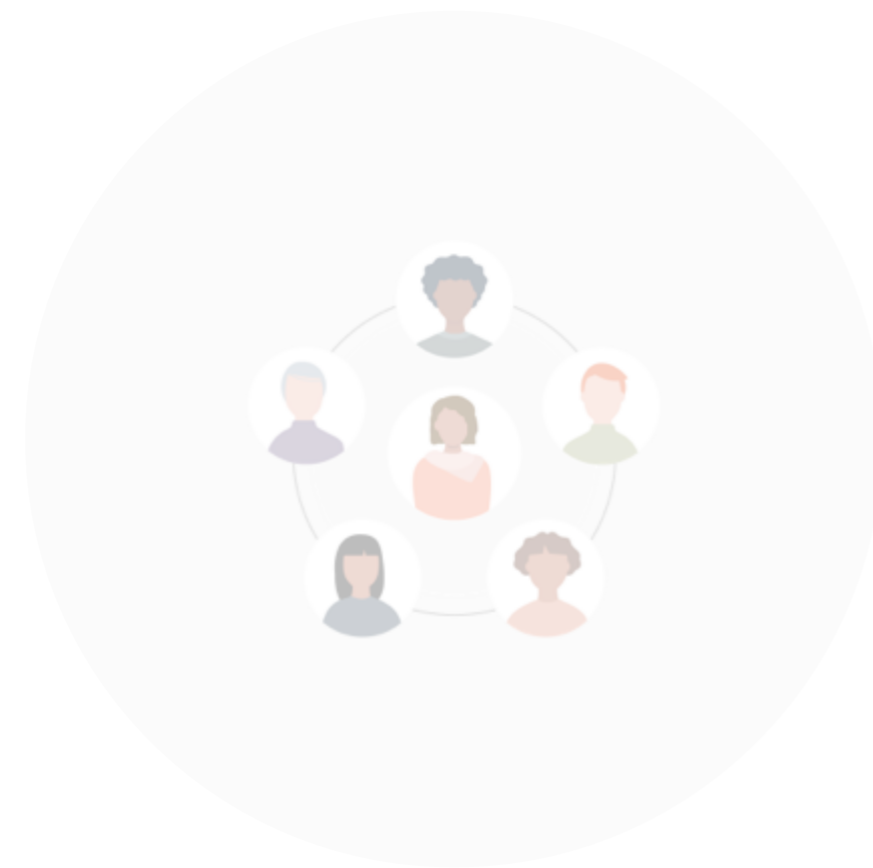
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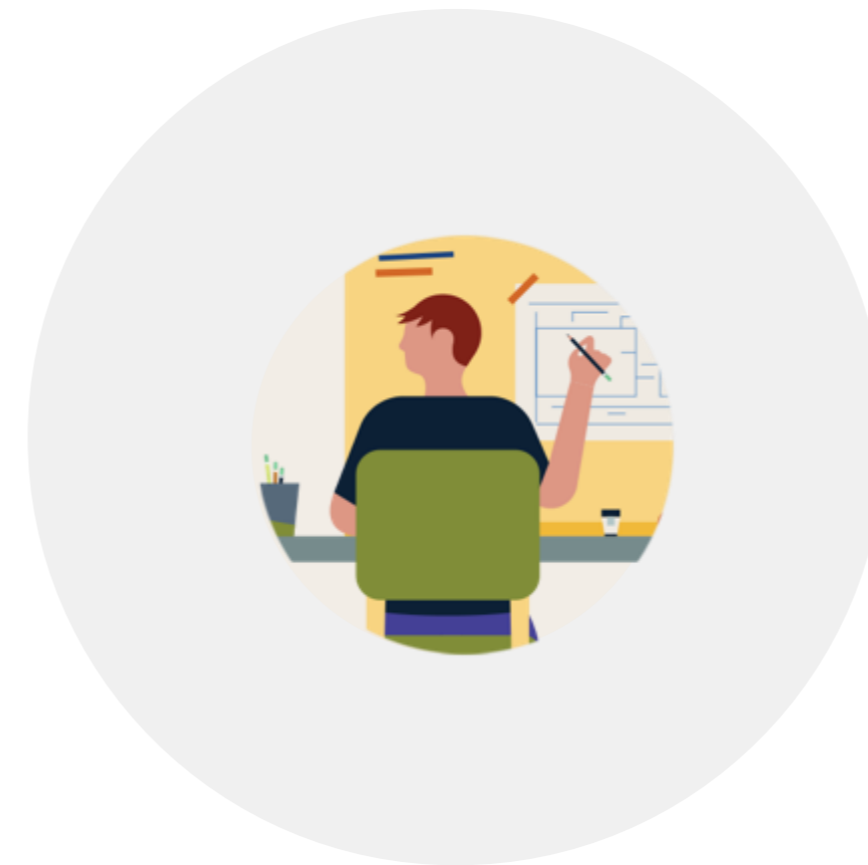
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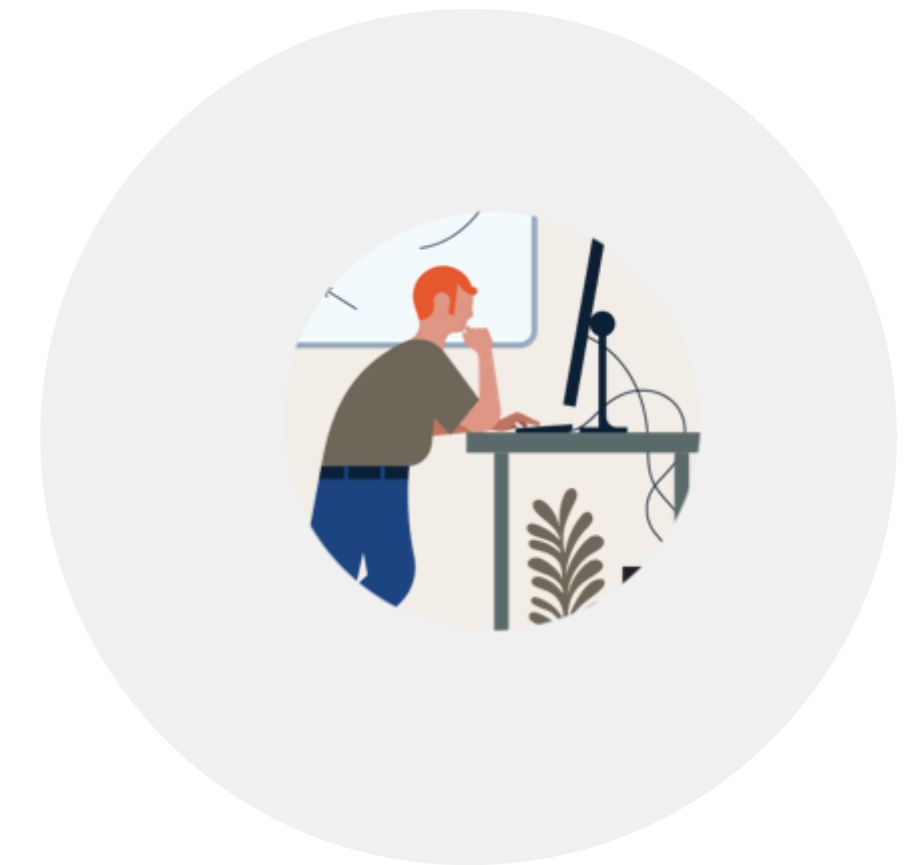
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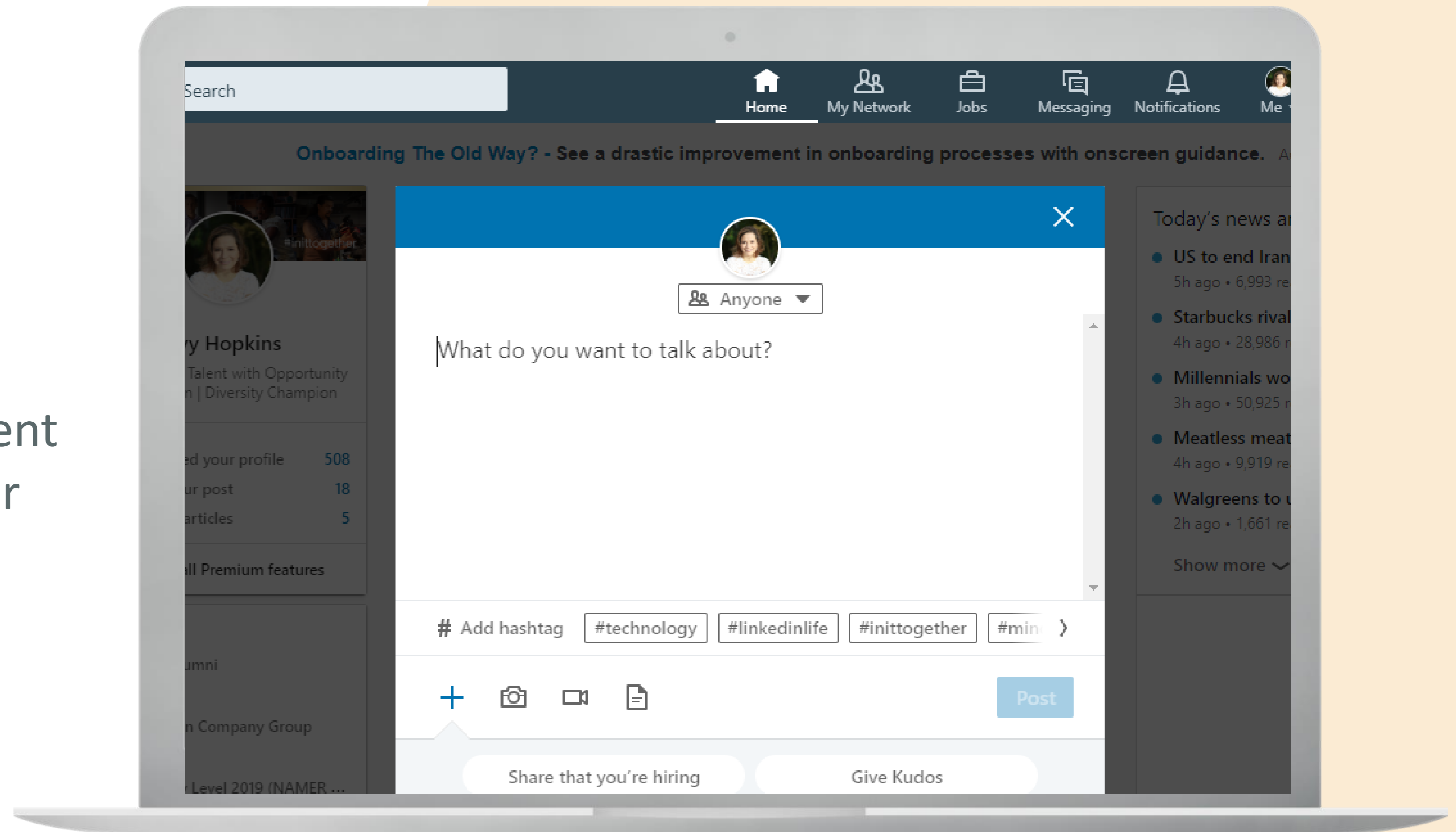
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Get Started



# Getting Started

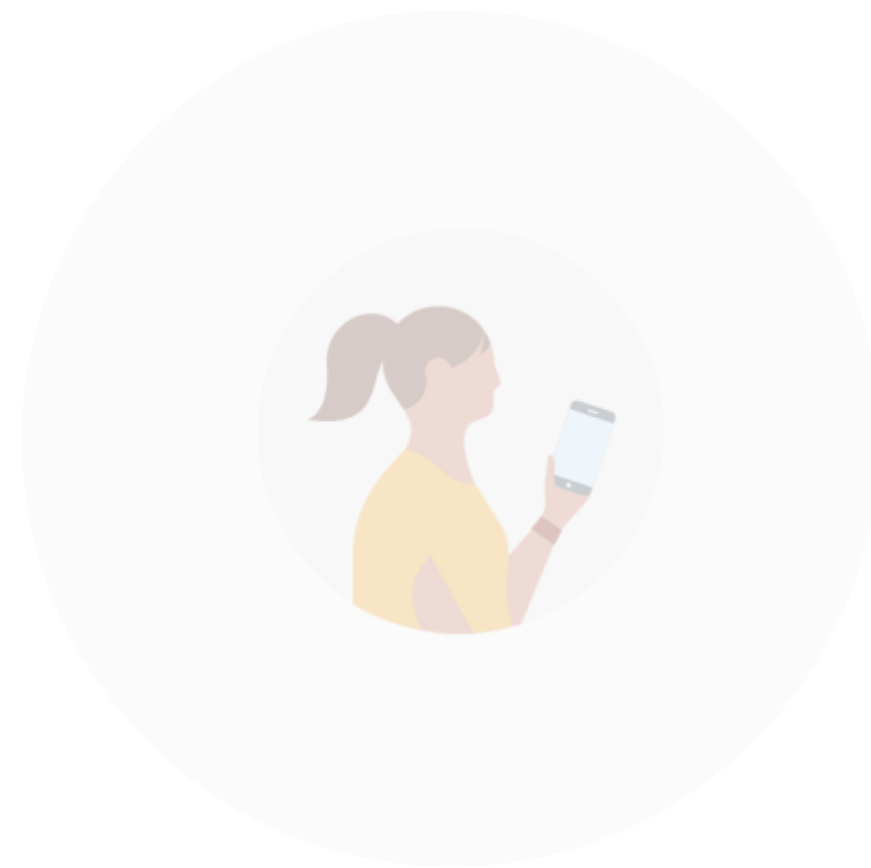
Share posts, articles, and comment on issues that resonate with your professional brand.



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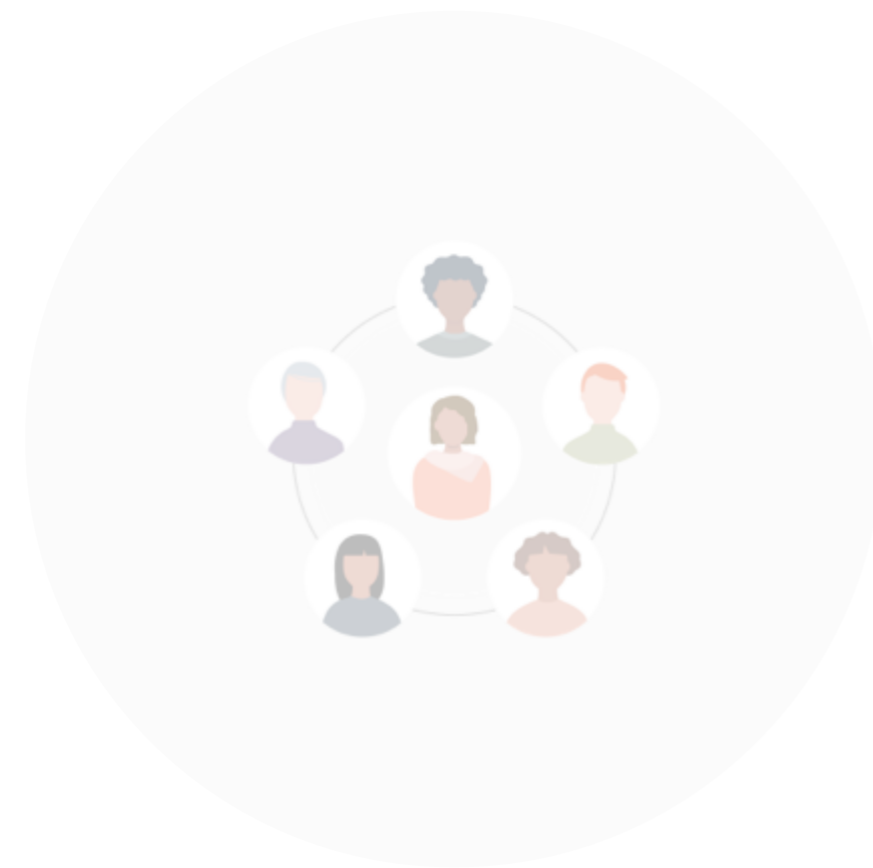
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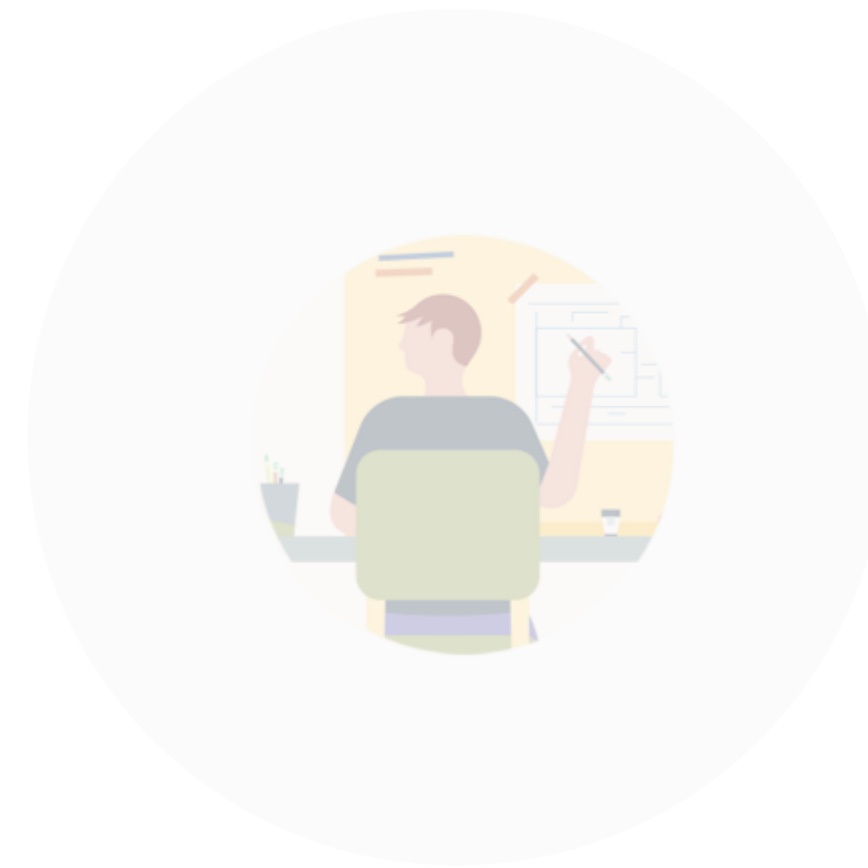
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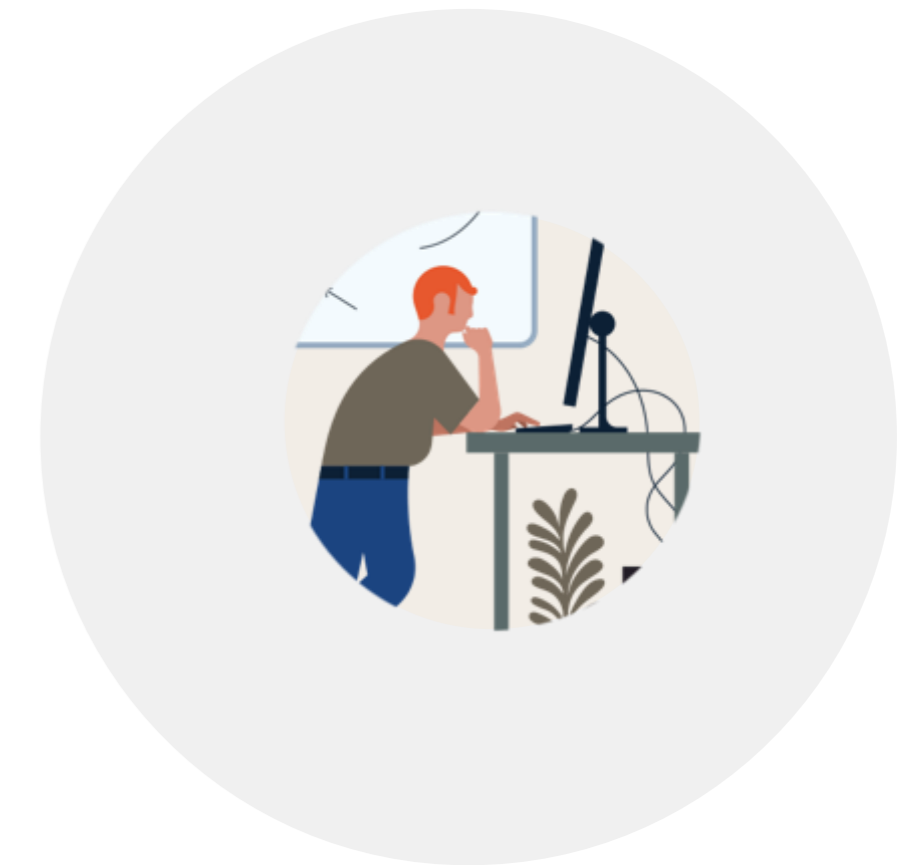
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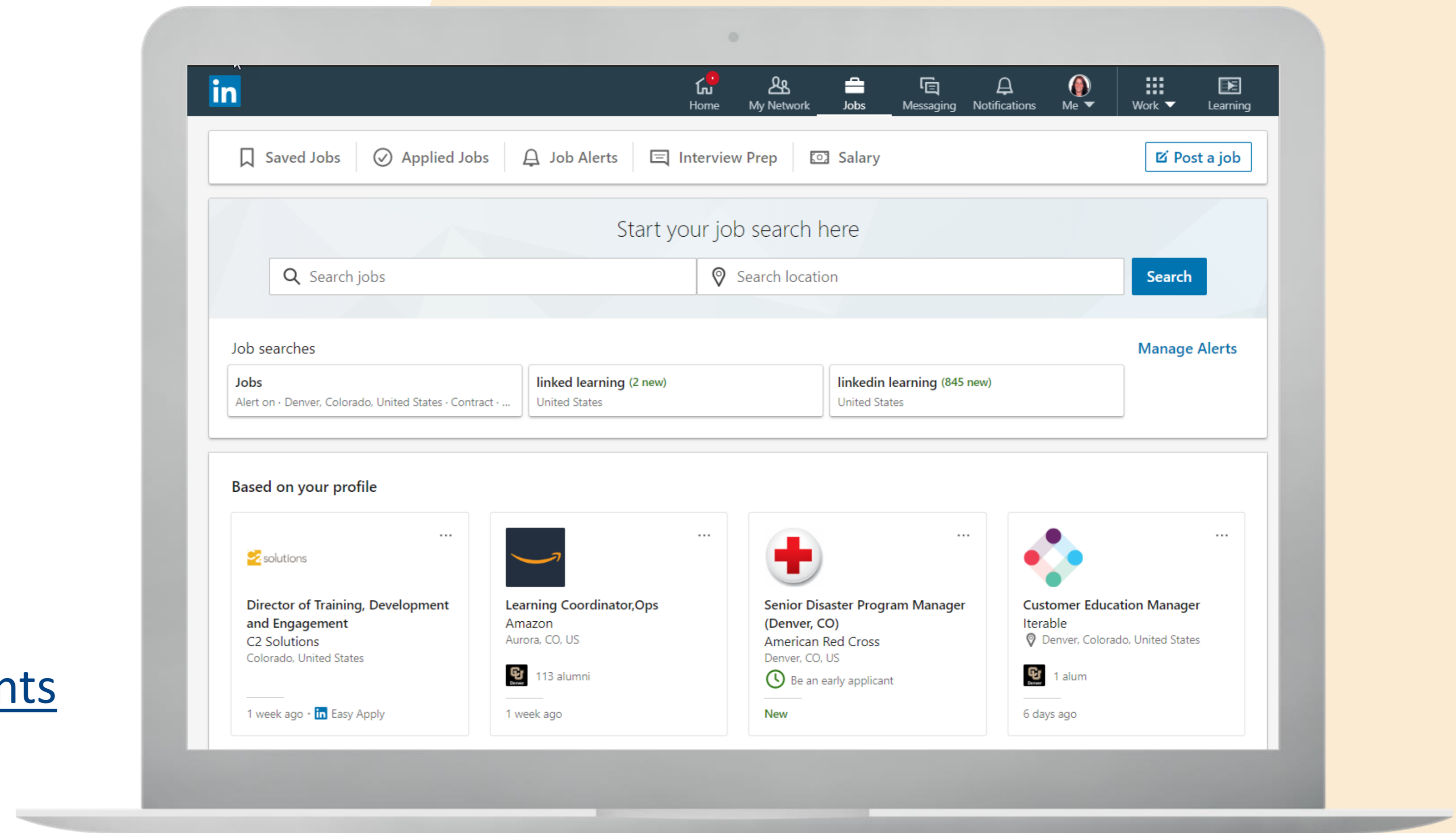
Get Hired



# Explore Jobs and Set Search Preferences

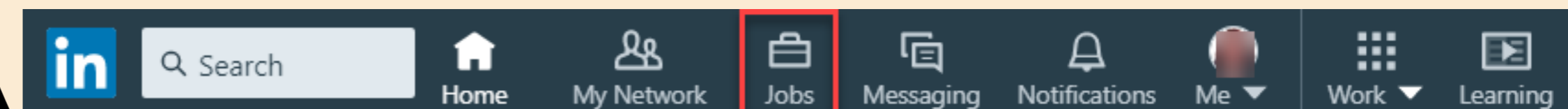
<https://www.linkedin.com/jobs/>

For internship and entry level opportunities at LinkedIn, go to:  
[www.careers.linkedin.com/students](https://www.careers.linkedin.com/students)



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Get Hired

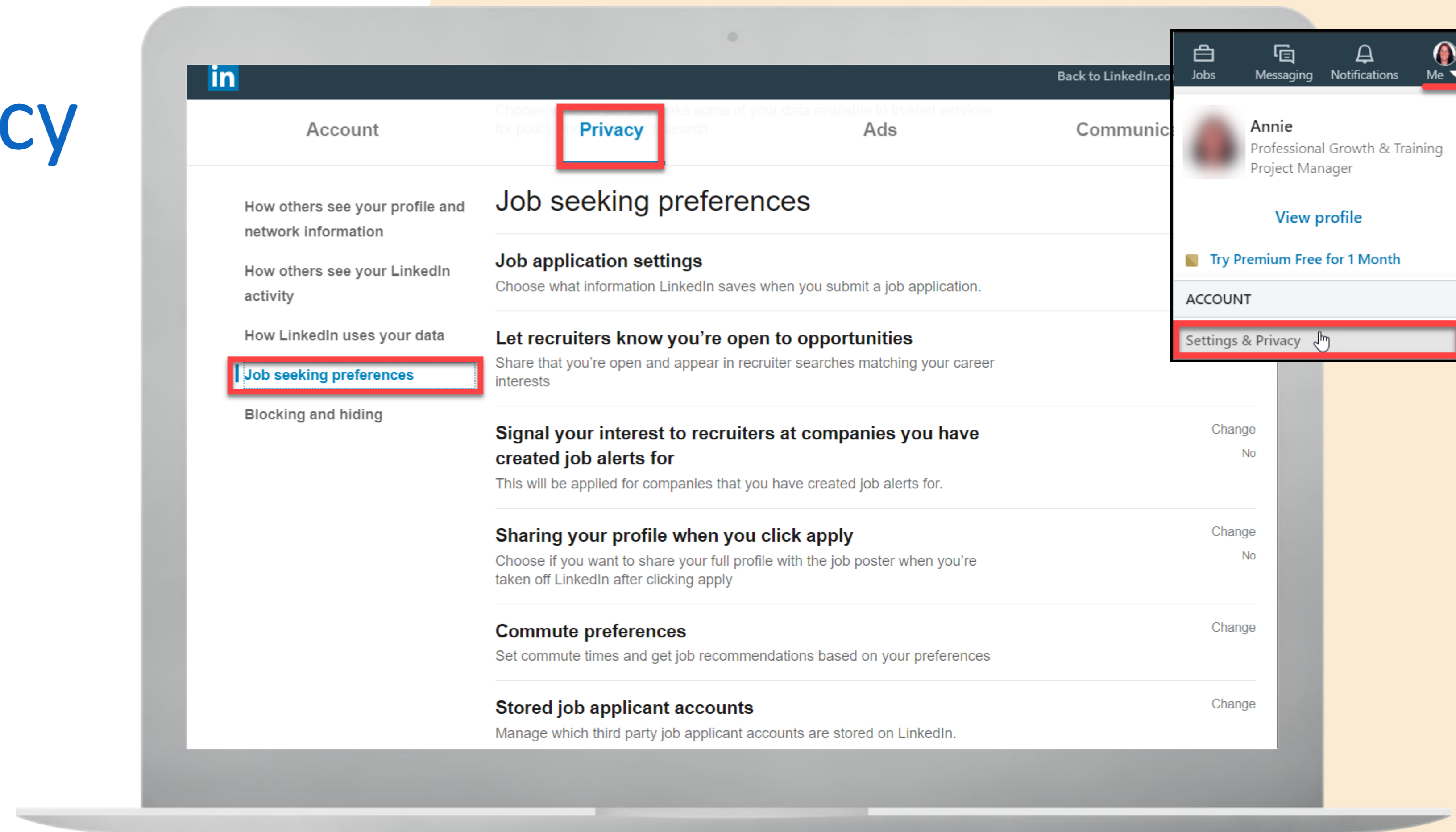


# Security and Privacy

Customize your preferences.

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

CU Resource:  
[LinkedIn Learning and Privacy](#)



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# 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

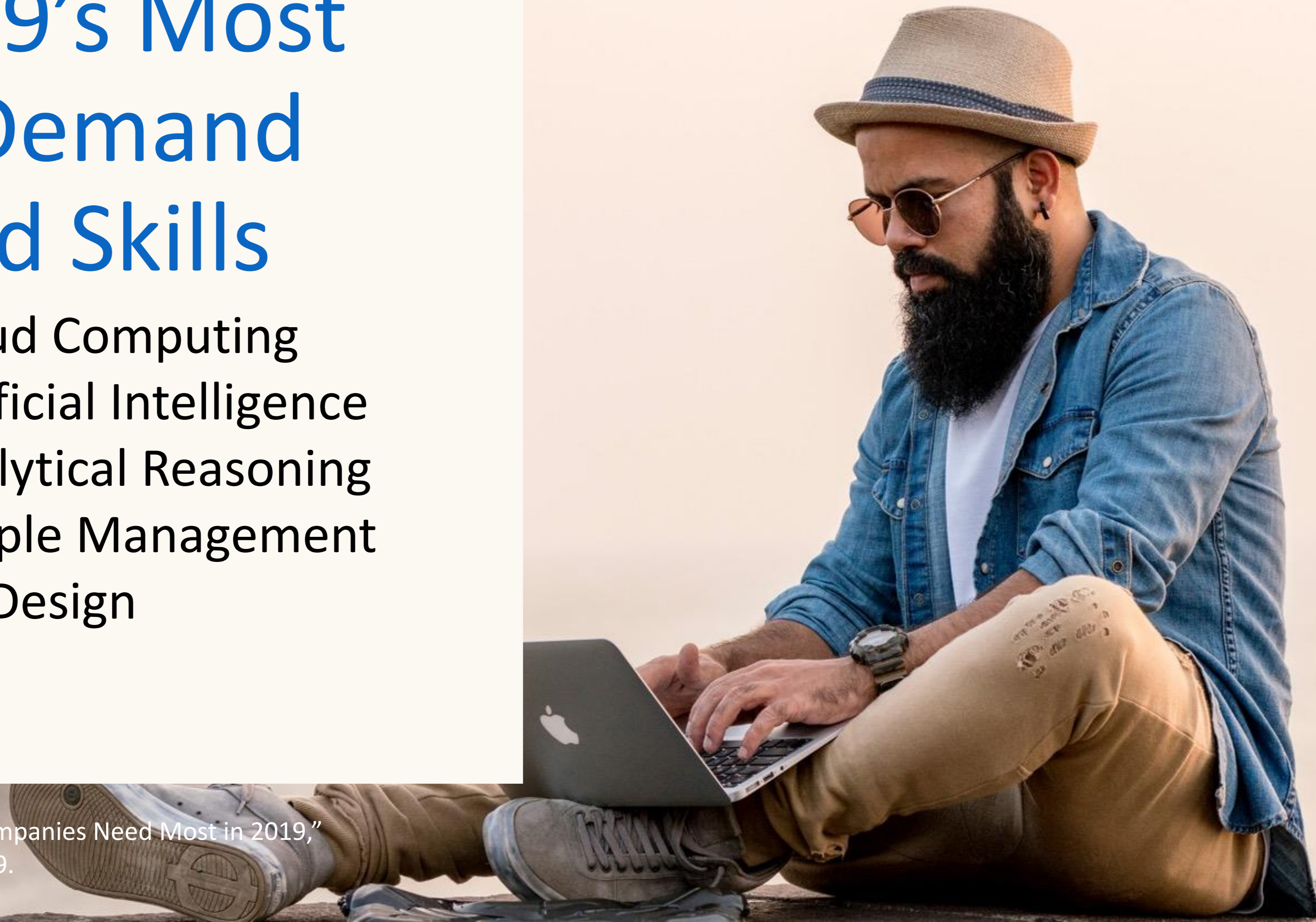
Source: "The Skills Companies Need Most in 2019,"  
LinkedIn, January 2019.



# 2019's Most In-Demand Hard Skills

- Cloud Computing
- Artificial Intelligence
- Analytical Reasoning
- People Management
- UX Design

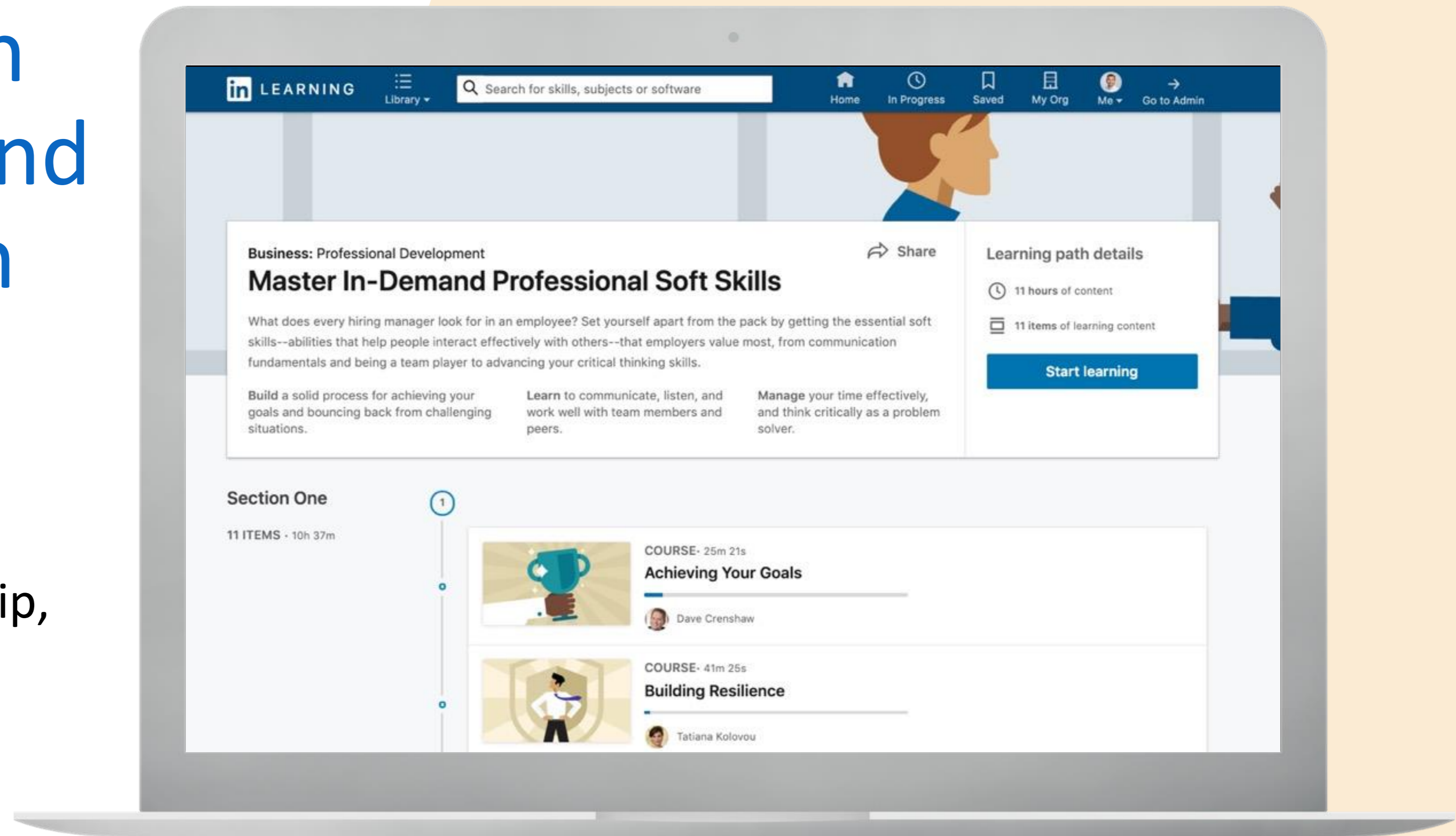
Source: "The Skills Companies Need Most in 2019,"  
LinkedIn, January 2019.



# 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>



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 (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)

# 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

 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)
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# 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](#)



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## Contact Info

- [Annie.Melzer@cu.edu](mailto: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](mailto:system.training@cu.edu)

### General contact

Email us any technical questions or problems logging in.

[www.cu.edu/linkedin](http://www.cu.edu/linkedin)