

# LinkedIn Tip Sheet

## Why LinkedIn?

- increases your visibility to employers
- gives you an opportunity to network and connect with members of your industry
- allows you to see the type of careers in which grads from your program are working
- provides you with access to employer job postings

## Sections



### Photo

Use a professional looking photo. Your profile picture should be a headshot or modern portrait of yourself. Avoid busy backgrounds.



### Headline

Short, memorable professional slogan. Showcase your personality. Look at relevant job descriptions to find keywords/phrases. Keywords are also helpful to use throughout your profile.



### Summary

Your elevator pitch. Use industry-related keywords/phrases to increase search engine optimization. Summarize your professional skills, and key areas of relevant industry knowledge. Help people understand more about who you are.



### Experience

Be honest. Include accomplishments and competencies. Highlight transferable skills used, not just a list of duties. Make sure your current role has the most information. Elaborate on any projects you worked on and the results.



### Education

List post-secondary institutions, certificates, diplomas and degrees, including program names and dates. List relevant courses. Any additional certifications/training show recruiters and hiring managers that you continue to learn and improve your knowledge.



### Volunteer

A great way to show what you're passionate about. Volunteer work related to the job posting is also important.



### Skills & Endorsements

Add your key skills – your connections can also endorse you for skills. Reorder your endorsements to reflect your objectives.



### Accomplishments

Publications, Certifications, Courses, Projects, Honours & Awards, Test Scores, Languages, Organizations. Choose projects that are relevant. Include name, completion date (or range), and a description. Add examples of your writing or design portfolios if relevant. Upload or link to rich media, documents or presentations.



### Recommendations

Limit to the people qualified to give you a recommendation, e.g. supervisors, colleagues, professors. Recommendations matter, but add these in moderation.

## Content

Maintain consistency with the information that's contained in your resumé. If you're hoping to be noticed by employers and recruiters, your profile is all about using relevant industry keywords. Look at profiles of professionals in your industry for ideas.

## Building Your Network

Make the subject line and message personal. Send invitations to those who you know, e.g. classmates, professors, colleagues, supervisors, friends or family. These contacts do not have to be in your industry. Connect with people you meet at events, conferences and/or training.

## Follow

### Influencers

They are selected by invitation only and comprise a global collective of 500+ of the world's foremost thinkers, leaders, and innovators. As leaders in their industries and geographies, they discuss newsy and trending topics.

### Companies

They can be followed or unfollowed through the company page. You can get updates on key developments that are posted.

To follow a company:

1. Select the "Search" box at the top of any LinkedIn page and type the name of the company
2. Select the "Follow" button to the right of the company name in the search results list
3. If you'd like to learn more about the company before following, select the company name to see more details

## Groups

There are two ways to find Groups. You can search for groups by name or keyword, or you can browse groups recommended for you by LinkedIn. Groups that you may consider joining are the **Seneca Works** and **Seneca Alumni** groups and other groups dedicated to your field and other groups of interest that are active. There are two ways you can join a group:

1. Select "Ask to join" on the group Discussions page, or anywhere you see the button
2. Respond to an invitation from a group member or manager

The 'Discover' feature identifies existing groups on LinkedIn that may interest you. LinkedIn looks for similar attributes between you and other members in groups (attributes such as companies, schools, or industries in common) and present suggestions for groups you might want to join. You're not obligated to join any group.

## Account Settings

You can customize your LinkedIn experience by managing your account settings. Learn how to change your account contact information, language settings, and privacy options, manage your job seeking preferences, and manage ads & communications.

## Jobs

Discover and connect with opportunities to advance your career. Search for jobs based on keyword, title or location. If you don't want to apply for a job at this time, select "Save" above the description.

1. Select the "Jobs" icon at the top of your LinkedIn homepage
2. In the 'Search jobs' field, type a job title, keyword, or company name
3. You can use the 'Search location' field to type a city name, state/province/territory name, or country name
  - Your desired location may be pre-filled for you, but it can be updated by typing a different one into the textbox
  - A dropdown list will appear where you can select your desired location
4. Select "Search"
  - Use the filters at the top of the page to further refine your search by "Date Posted", "LinkedIn Features", "Company", "Experience Level", and more
  - Select "All filters" to view additional filter options
5. Select a job title to view the job details  
Select "Easy Apply" or "Apply" (options may vary)

## More information

Website: [senecacollege.ca/student/sw](https://senecacollege.ca/student/sw)

Phone: 416.491.5050 ext. 26007

Job postings: [sw.senecacollege.ca](https://sw.senecacollege.ca)