



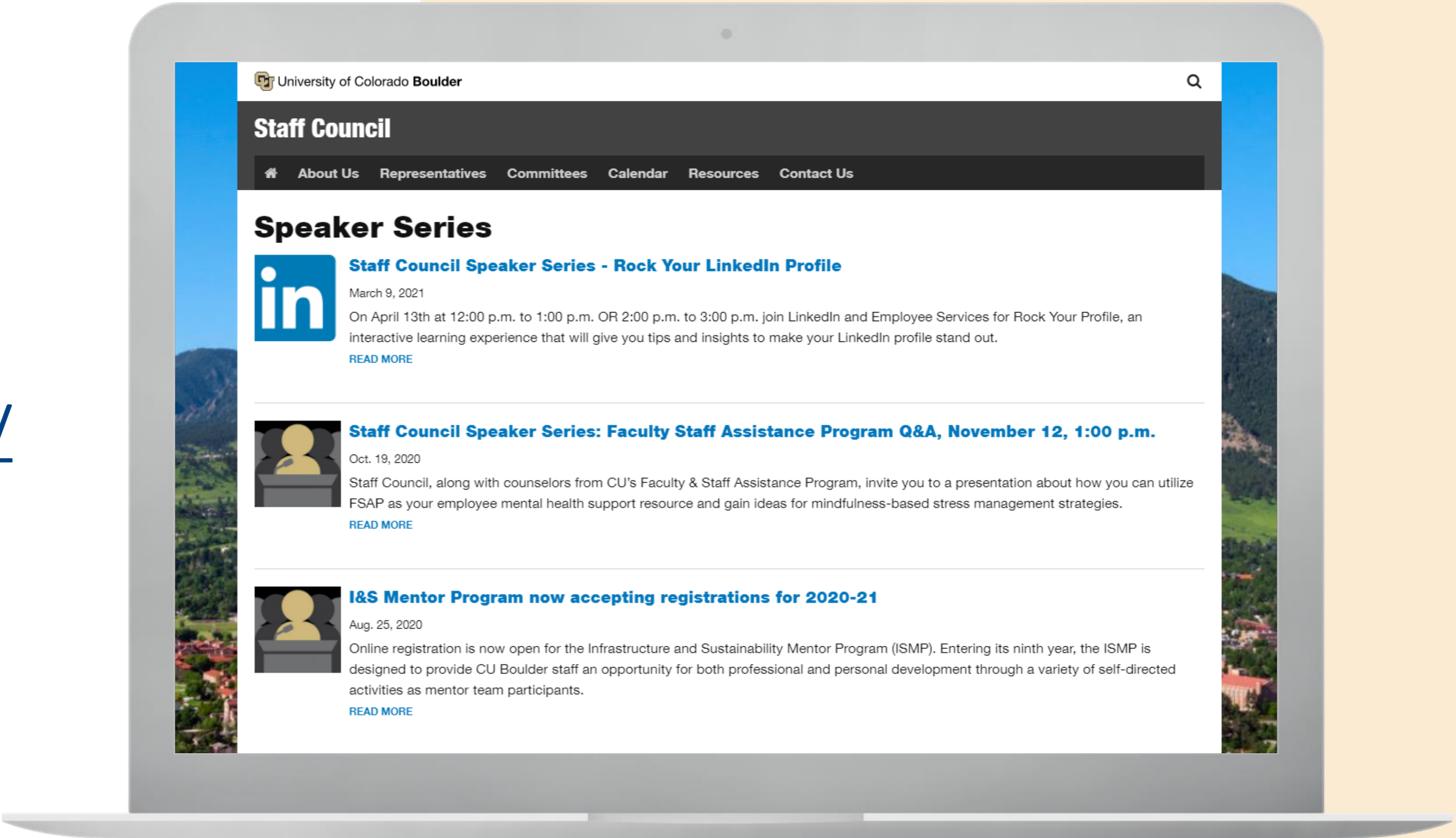
Welcome to Rock Your Profile

Build a LinkedIn profile
that tells your
professional story

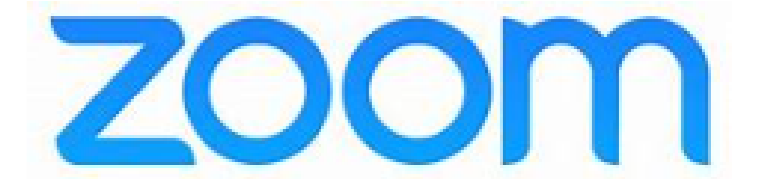
www.cu.edu/linkedin

Thank you to Boulder Staff Council for including us in their Speaker Series

<https://www.colorado.edu/staffcouncil/speaker-series>



Controls



The screenshot shows a Zoom meeting interface. The main window displays the text "Employee Services". At the top, a green banner reads "You are viewing Success Onboardin... screen" and a "View Options" dropdown is visible. A "Q&A" window is open on the right, showing "No question and answer" and a "Please input your question" field with a "Send" button. The bottom toolbar includes "Audio Settings", "Chat", "Raise Hand", "Q&A" (highlighted with a yellow box), and "Leave Meeting".

Building your Professional Brand on LinkedIn

Resources and a copy of this presentation are available: www.cu.edu/linkedin

The recording of this webinar will be added to the website.



Annie Melzer

Project Coordinator
CU - System



Devin Avilla

LinkedIn Senior
Enterprise Manager



Cyndi Ramirez

LinkedIn Customer
Success Manager



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



University of Colorado

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A group of people in a meeting, with a large white circle overlaid containing text. The background shows several people in a professional setting, some looking at a laptop screen. The text is centered within the white circle.

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



University of Colorado

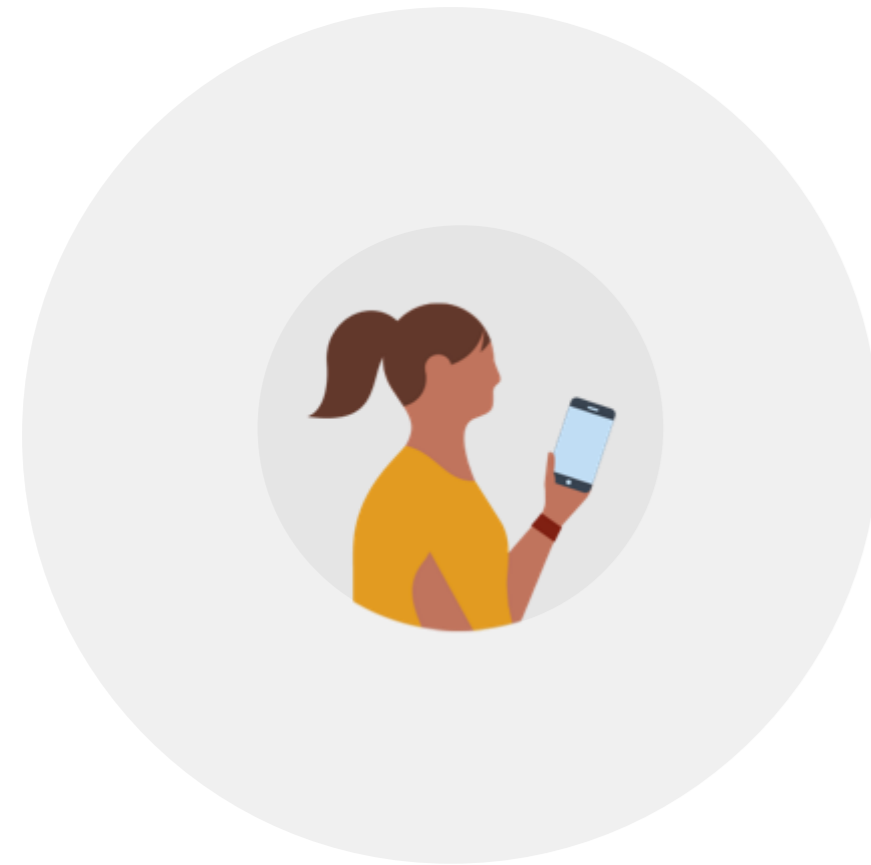
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Poll

How often do you use LinkedIn?

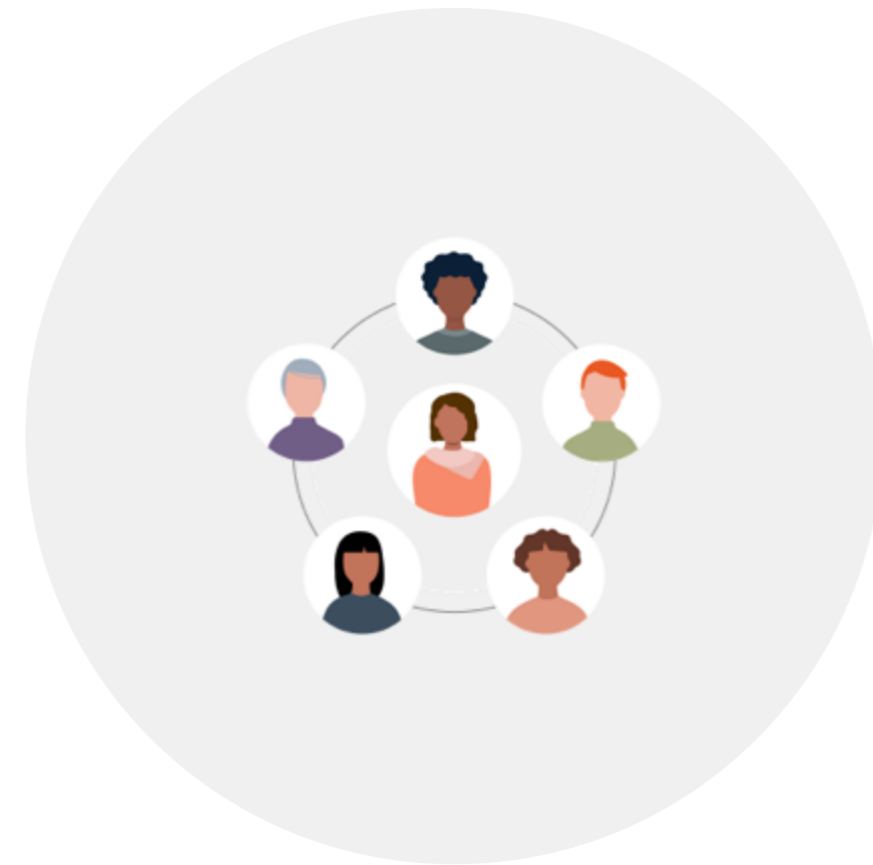
- Daily.
- Weekly.
- Monthly.
- I am a new user.
- Infrequently.

4 Ways to Build Your Professional Brand



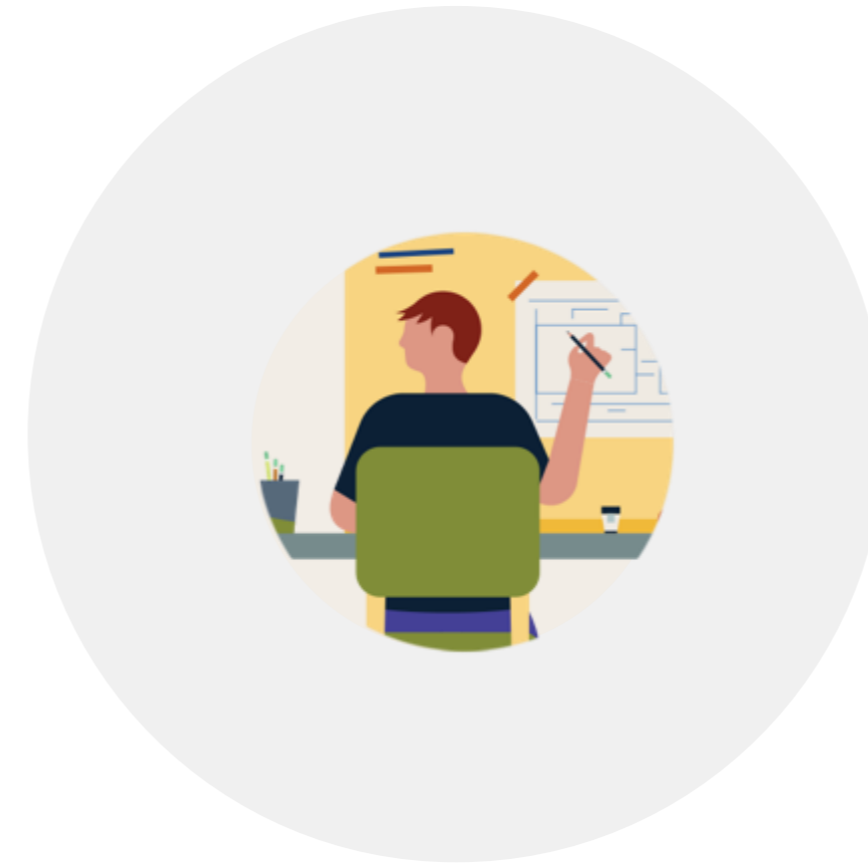
Get Noticed

Update your LinkedIn profile with 6 key steps.



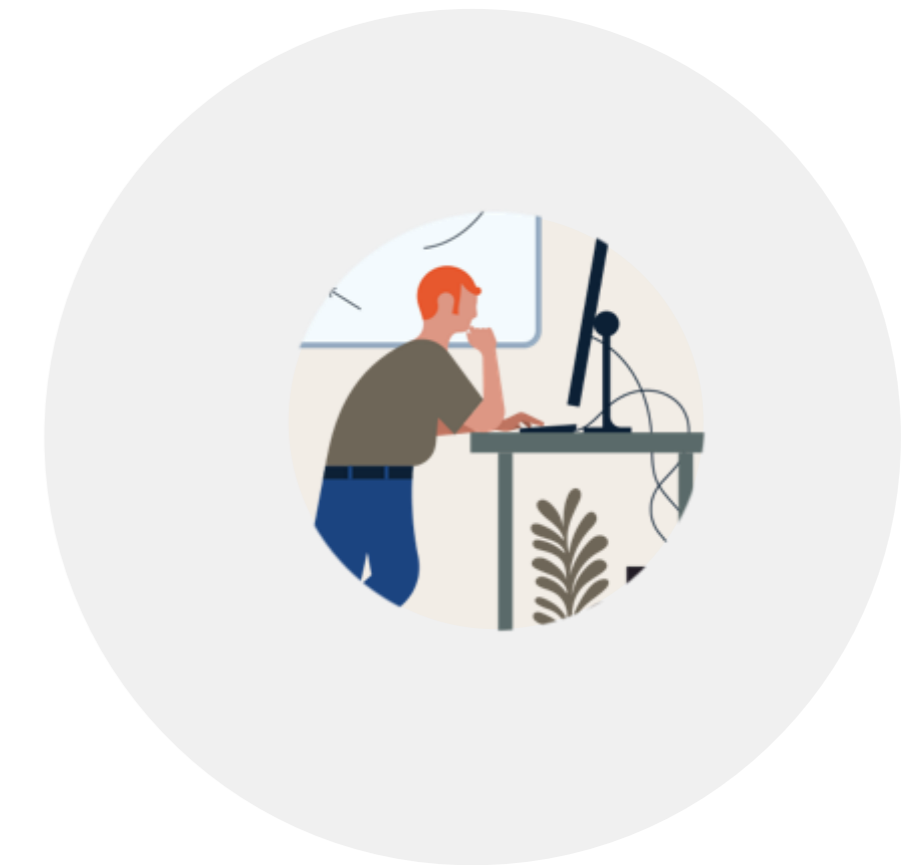
Connect

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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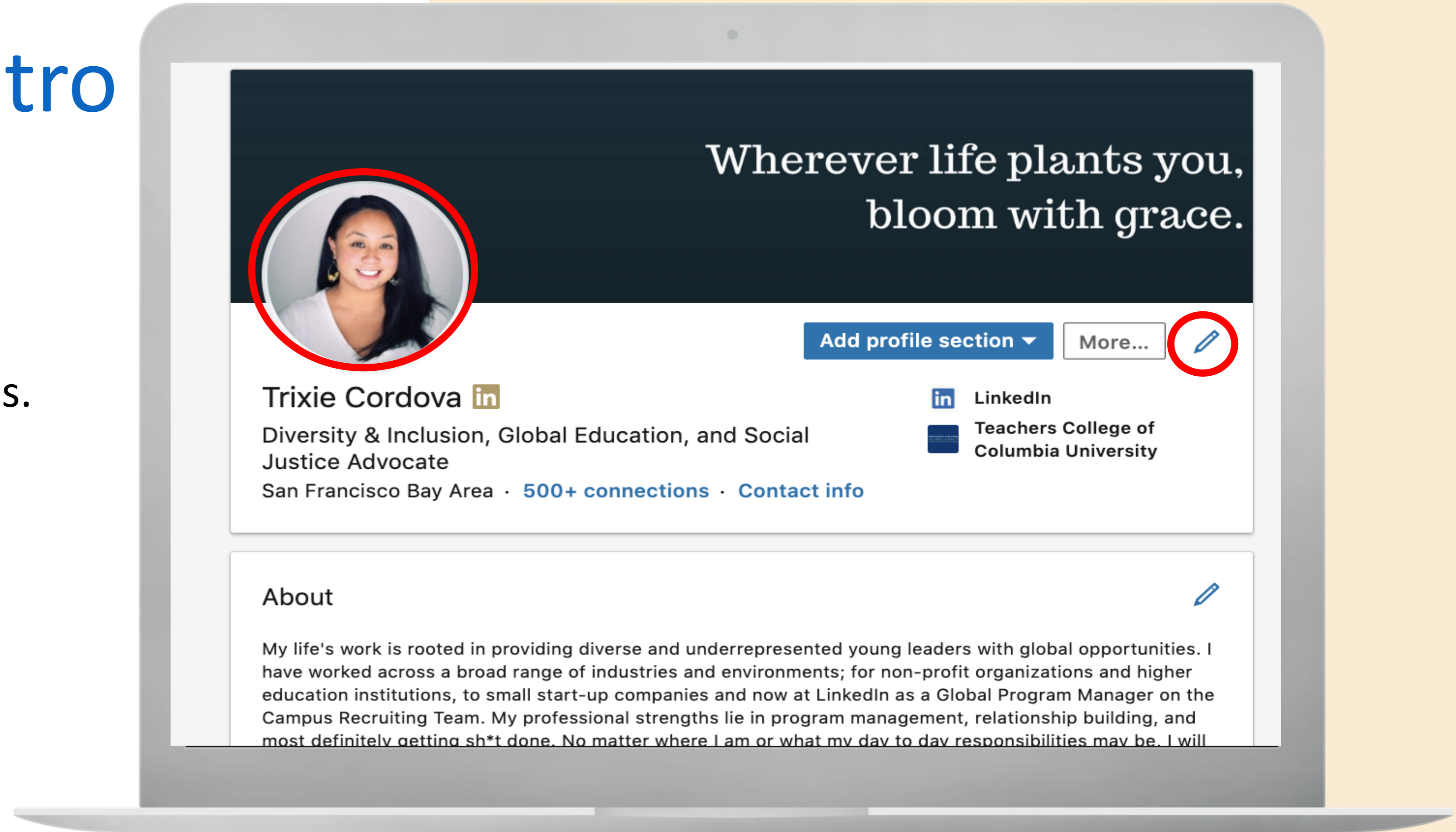
Step 1: Edit Your Intro

Photo

- 9x more likely to get connection requests.
- 21x more views.
- 36x more likely to receive messages.

Location and Industry

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



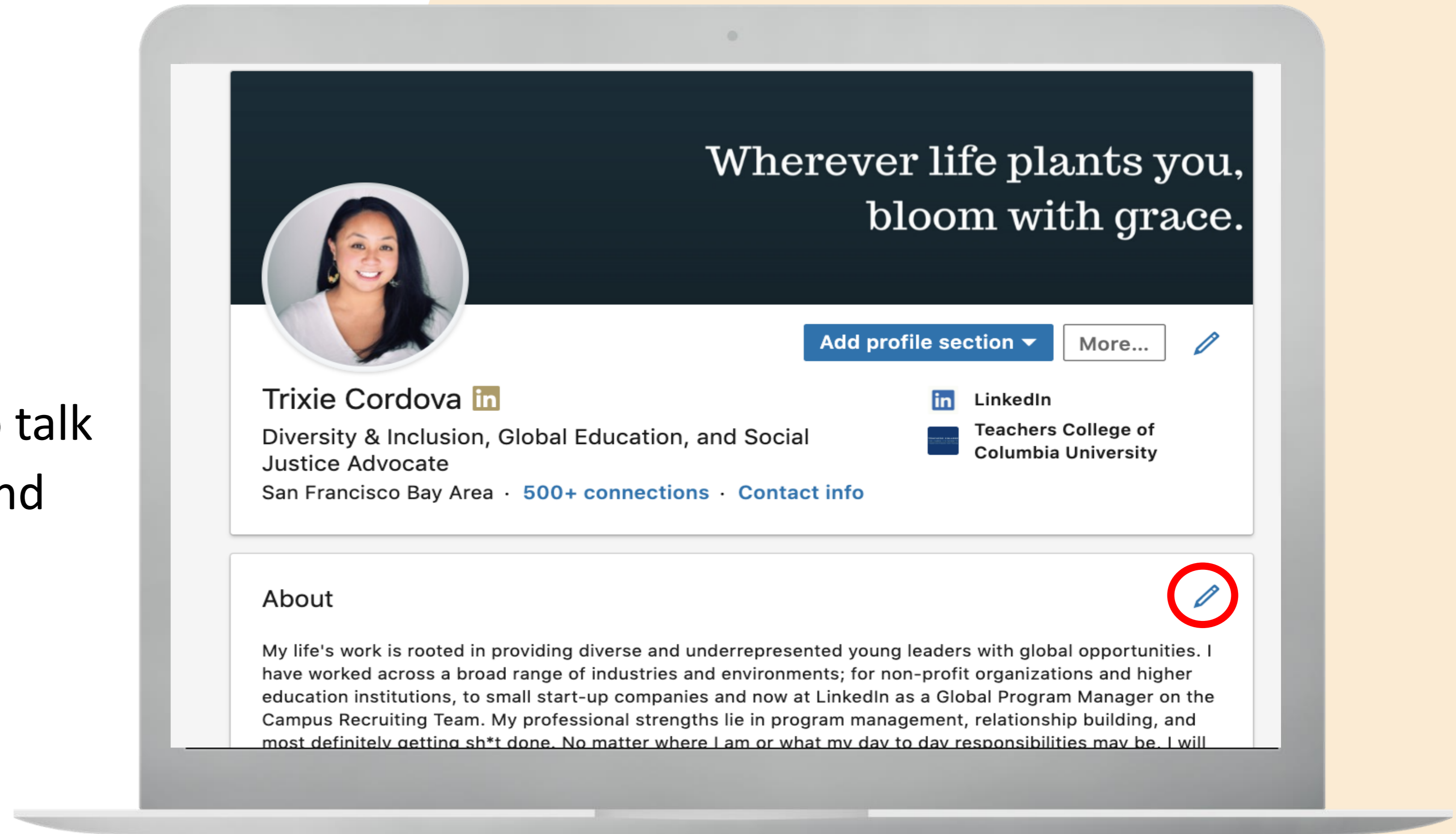


Step 2: Edit About

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.

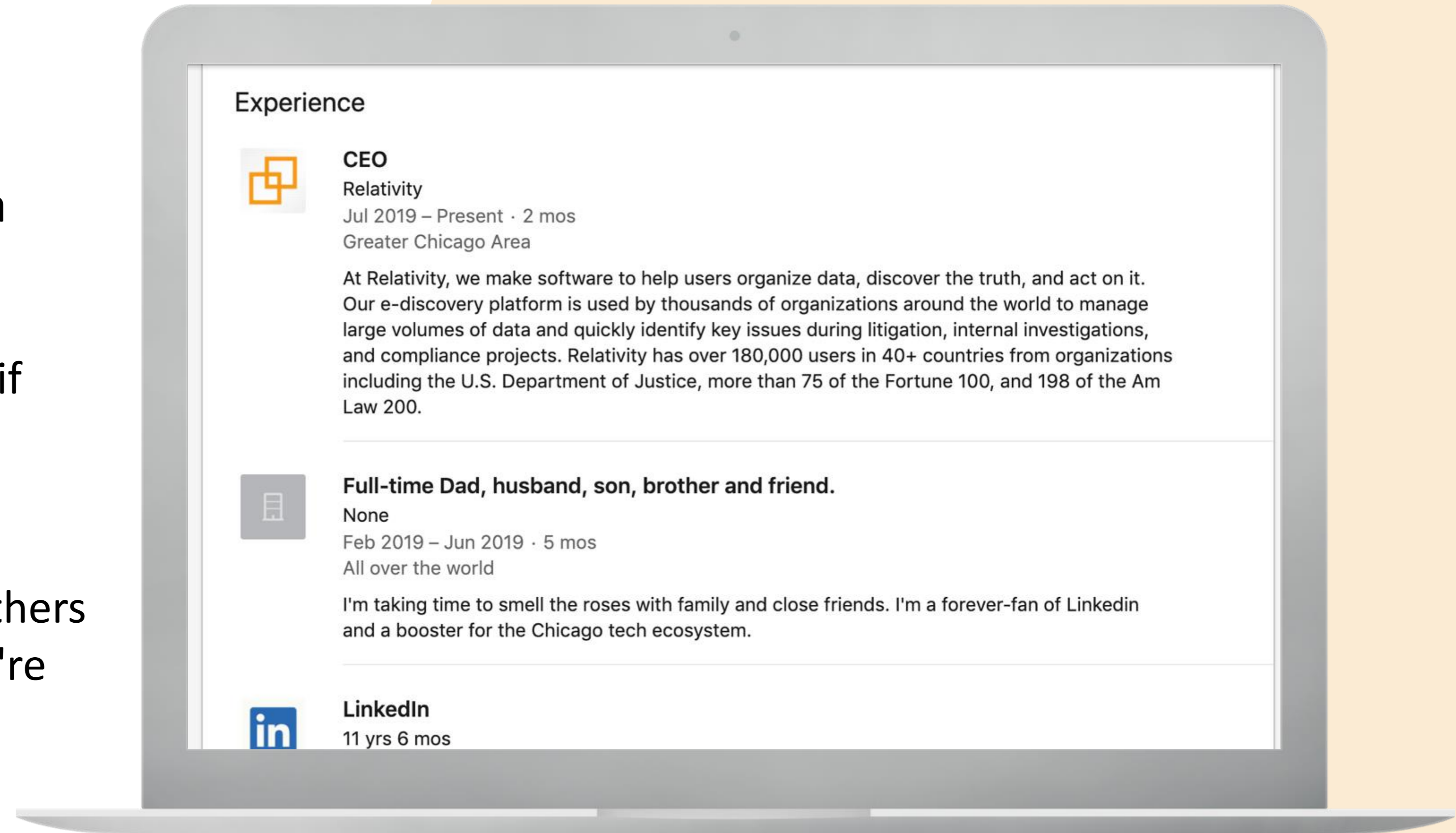




Step 3: Experience

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.

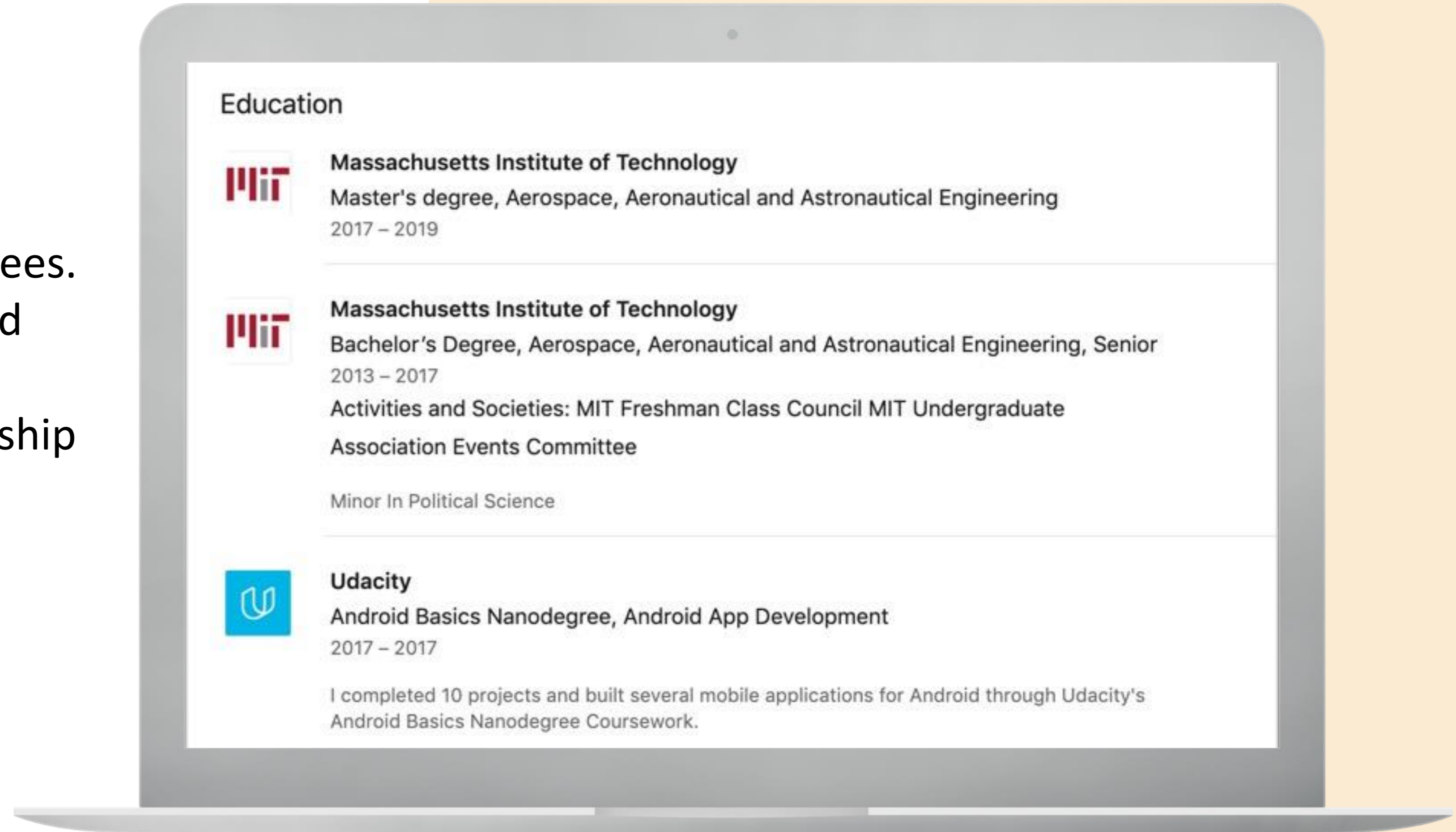




Step 4: Education

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.

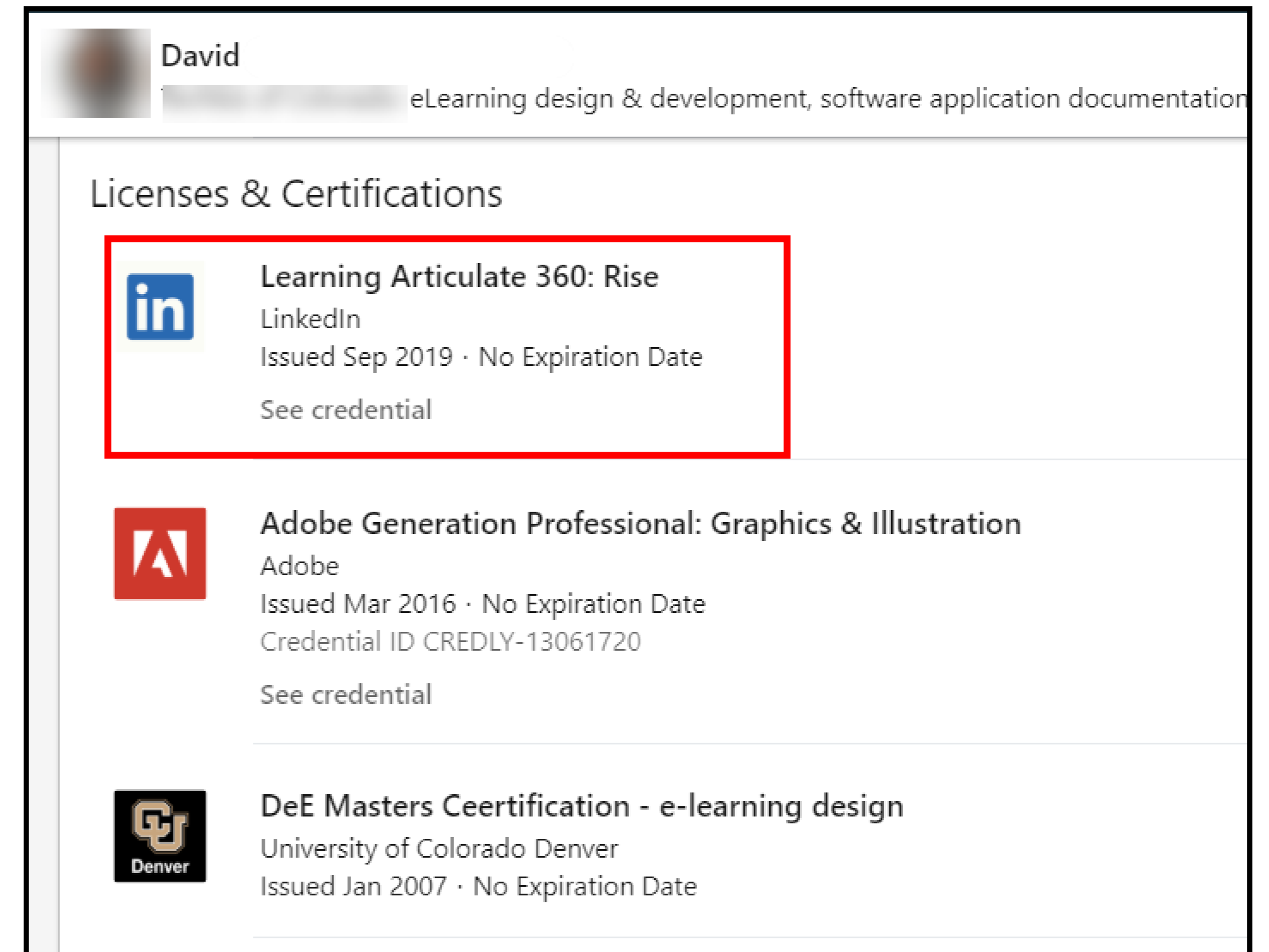
[LinkedIn Learning](#) is available to all CU employees, students, and POIs.

Certification Examples:

Adobe, NASBA, PMI, SHRM

Custom Certification Examples:

Certificates earned from CU, Franklin Covey courses, badges earned, leadership training.



The screenshot shows a LinkedIn profile for a user named David, with a background in eLearning design & development, software application documentation. The 'Licenses & Certifications' section is highlighted with a red box and contains three entries:

- 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

Poll

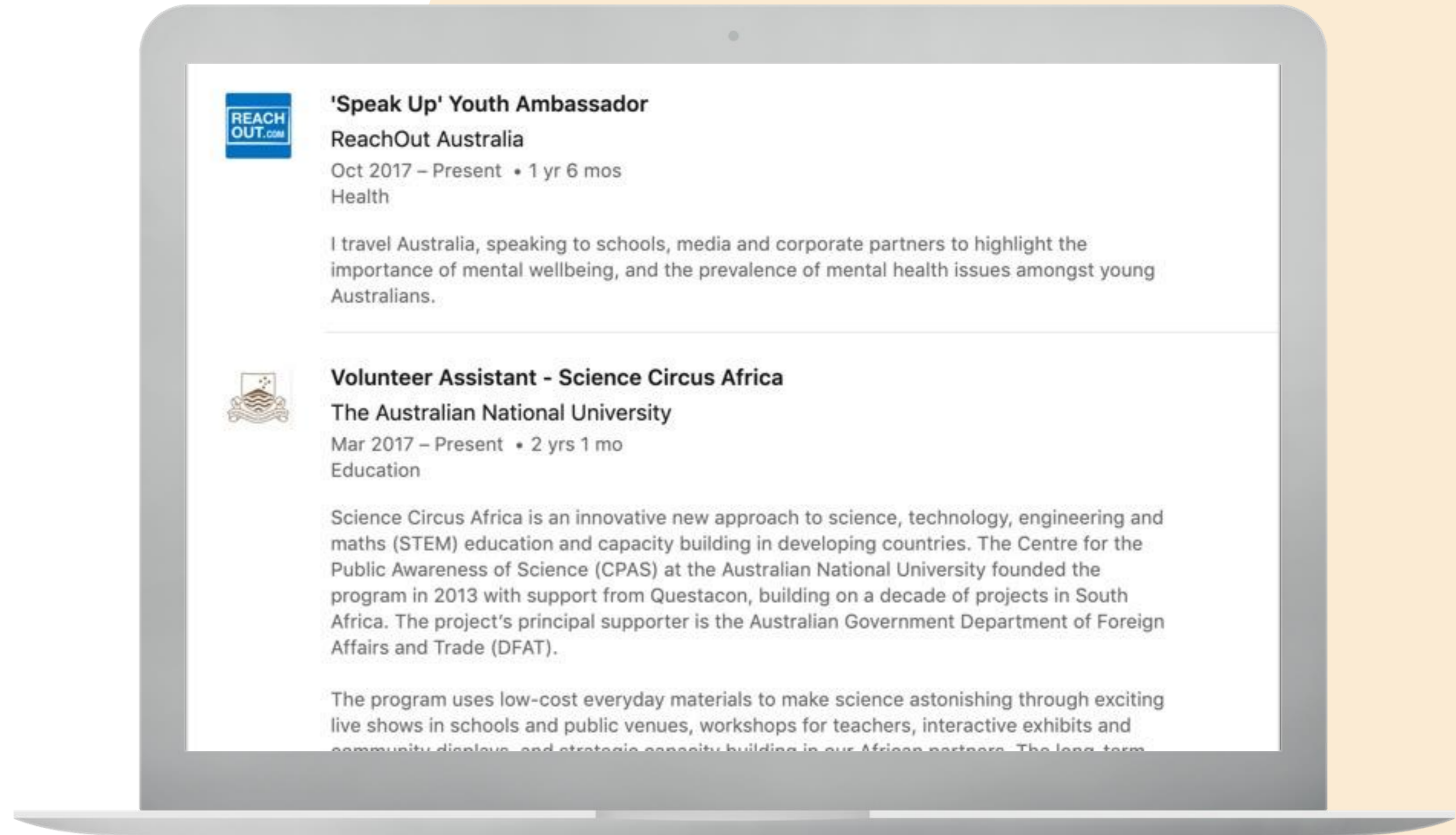
Have you activated your LinkedIn Learning account yet?

- Yes.
- No.
- Not yet, but I am planning on it.

<https://lnkd.in/eDv6GVh>



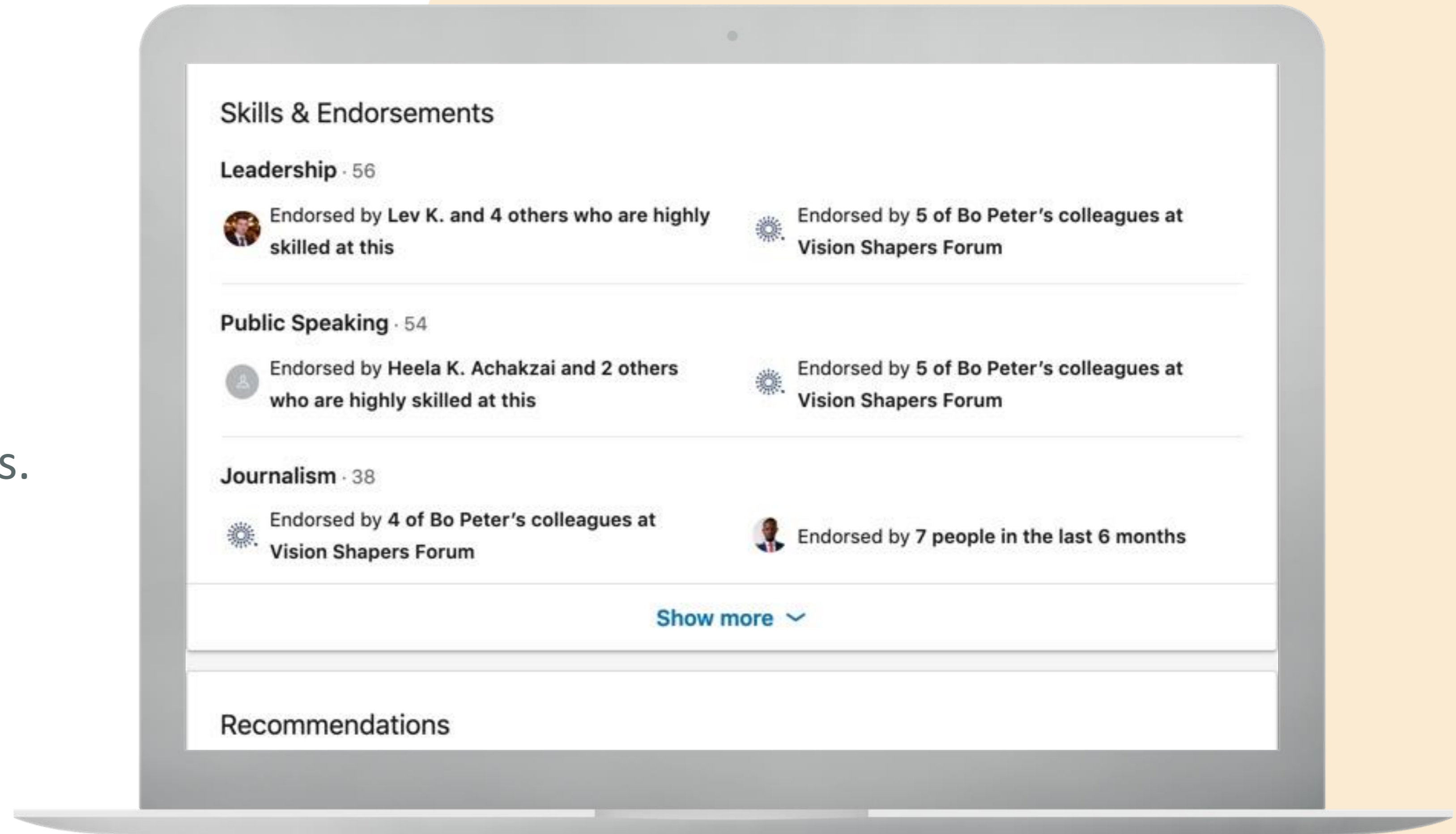
Step 5: Add Volunteer and Additional Accomplishments





Step 6: Skills & Endorsements

- 27x more likely to show up in LinkedIn searches.
- 17x more views if you add skills.



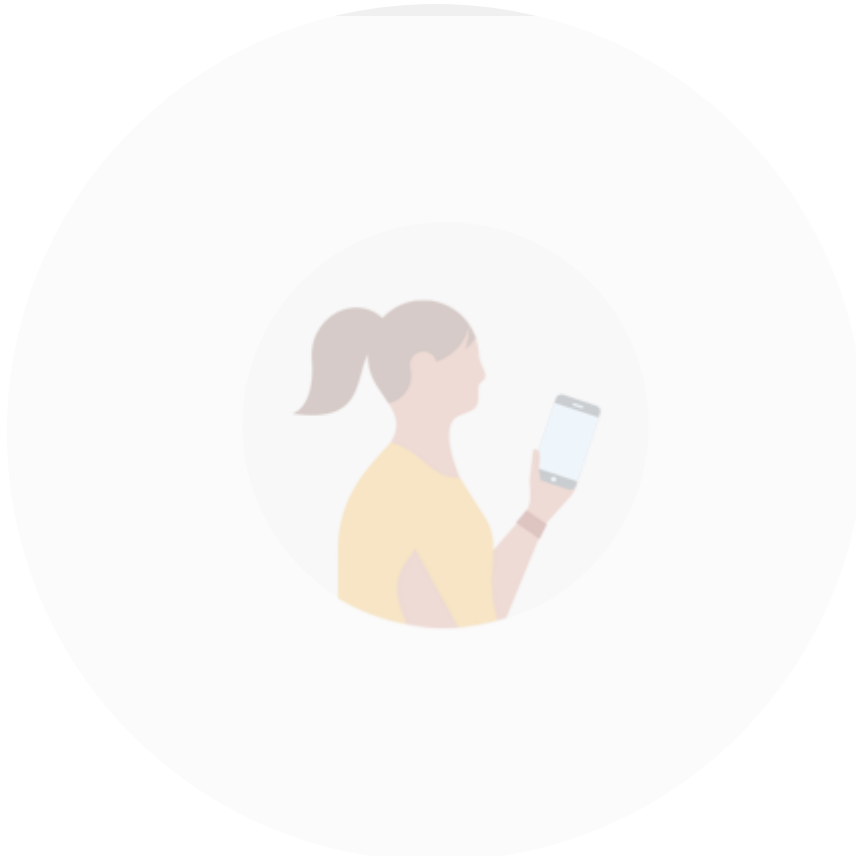
Recap

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' and mentors' profiles for ideas.



4 Ways to Build Your Professional Brand



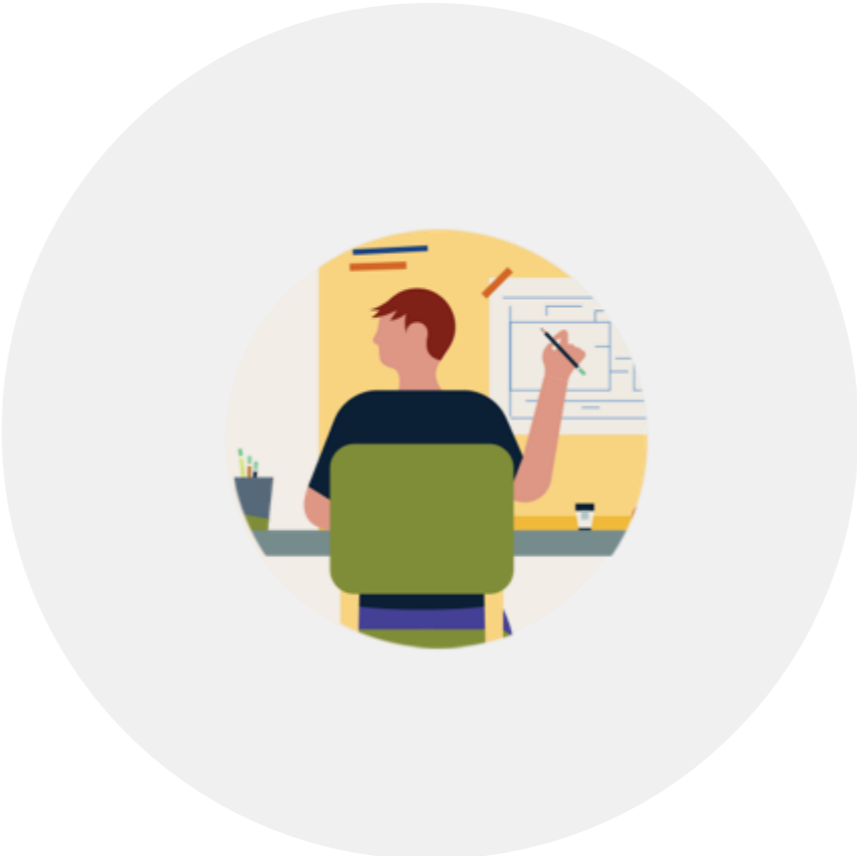
Rock Your Profile

With 6 key steps.



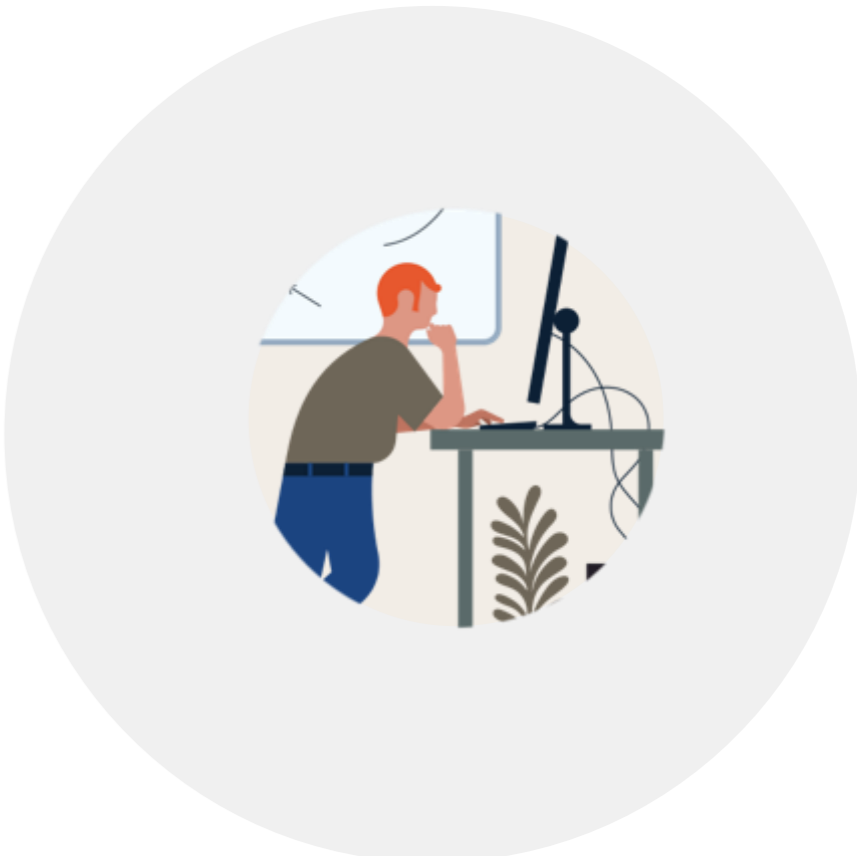
Connect

Network with professionals and learn industry trends.



Get Started

Share your unique perspective with others.



Get Hired

Apply for new opportunities.



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.

Current network

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

Add these people as Connections and stay in touch.

Build a board of advisors

Add people you trust and rely on for straightforward advice.

- **The Advocate:** Knows you on a personal level (close friend or family). Acts as a trusted sounding board.
- **The Strategic "In":** Well-connected individual (advisor, professor, etc.). Is willing to make connections on your behalf.
- **The Subject Matter Expert:** Offers insight on a specific industry. Can give an unbiased opinion.

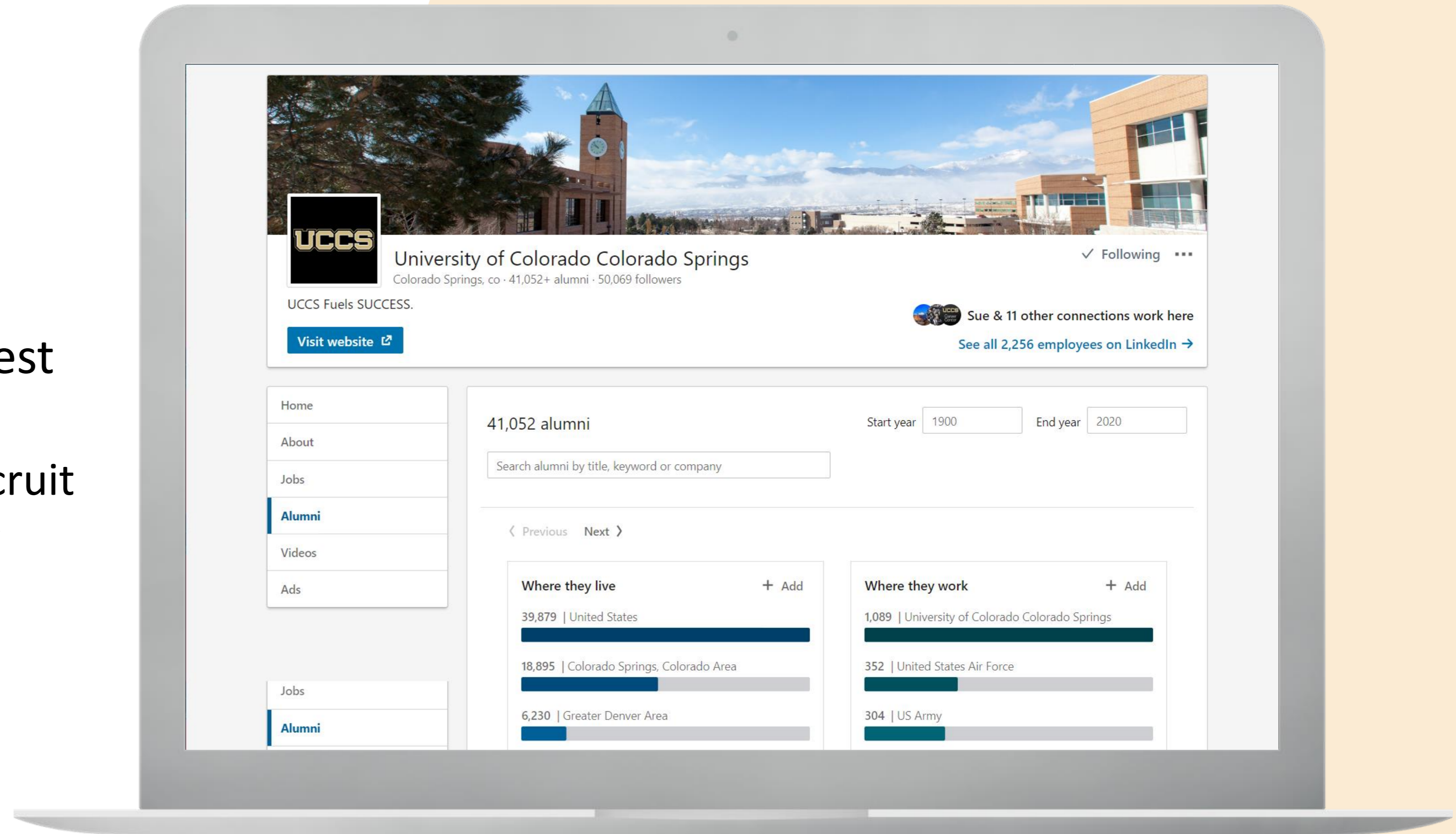




Alumni tool

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

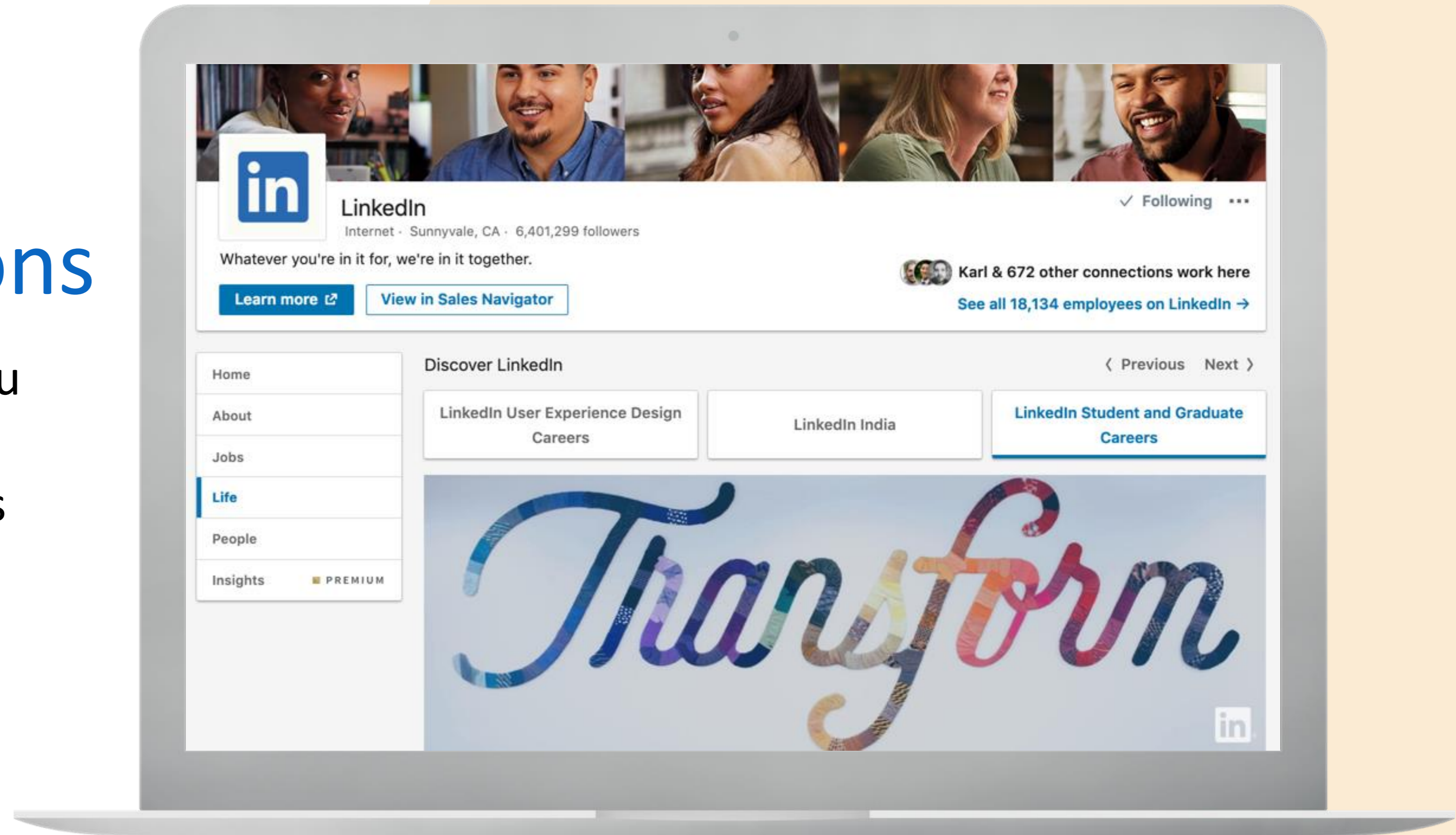
- #1 way (85% of) companies recruit is through employees referring people they know.
- [UCCS Alumni Page](#)





Follow Organizations

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

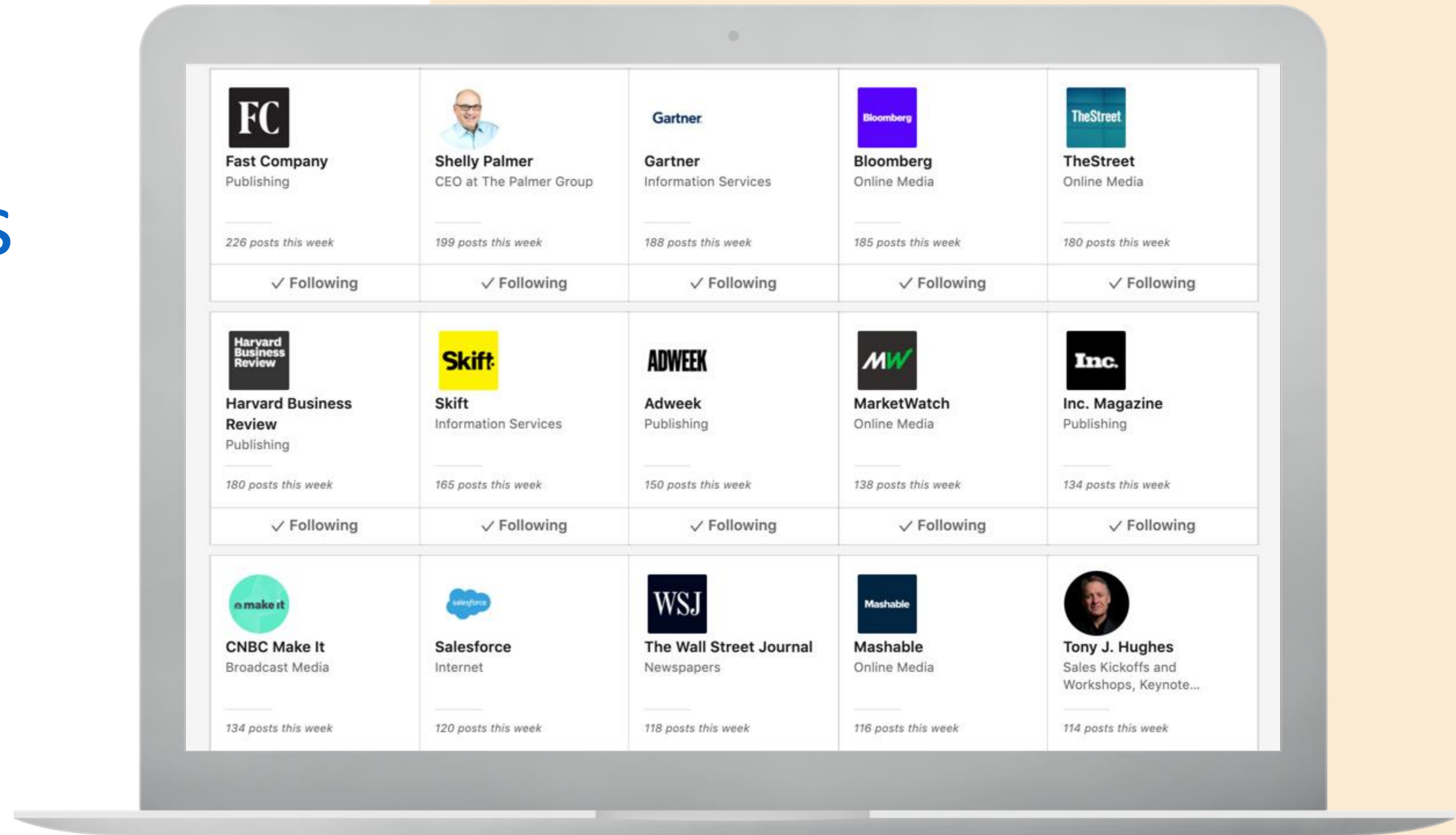




Follow Influencers

Follow LinkedIn Influencers and thought leaders.

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

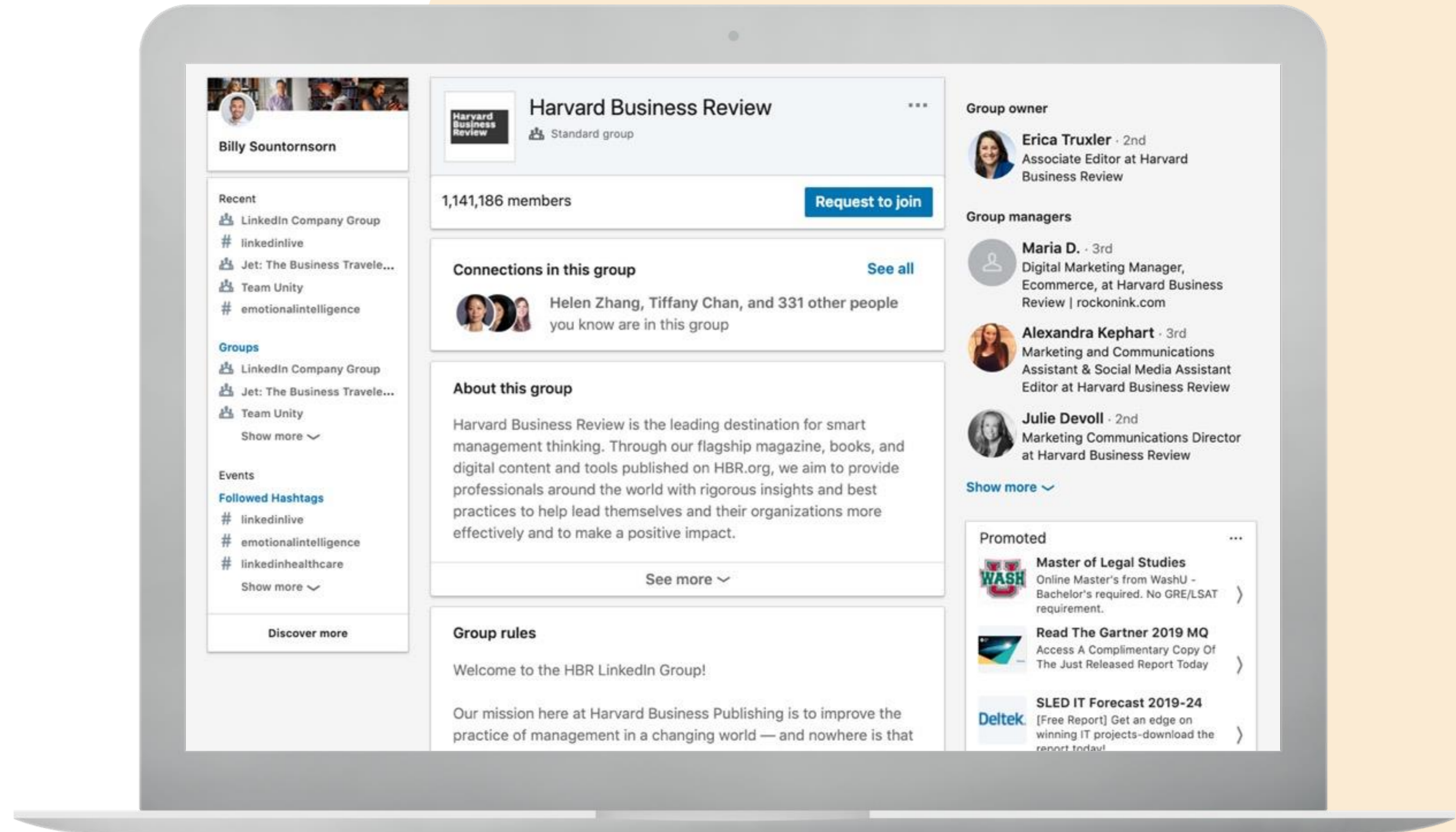




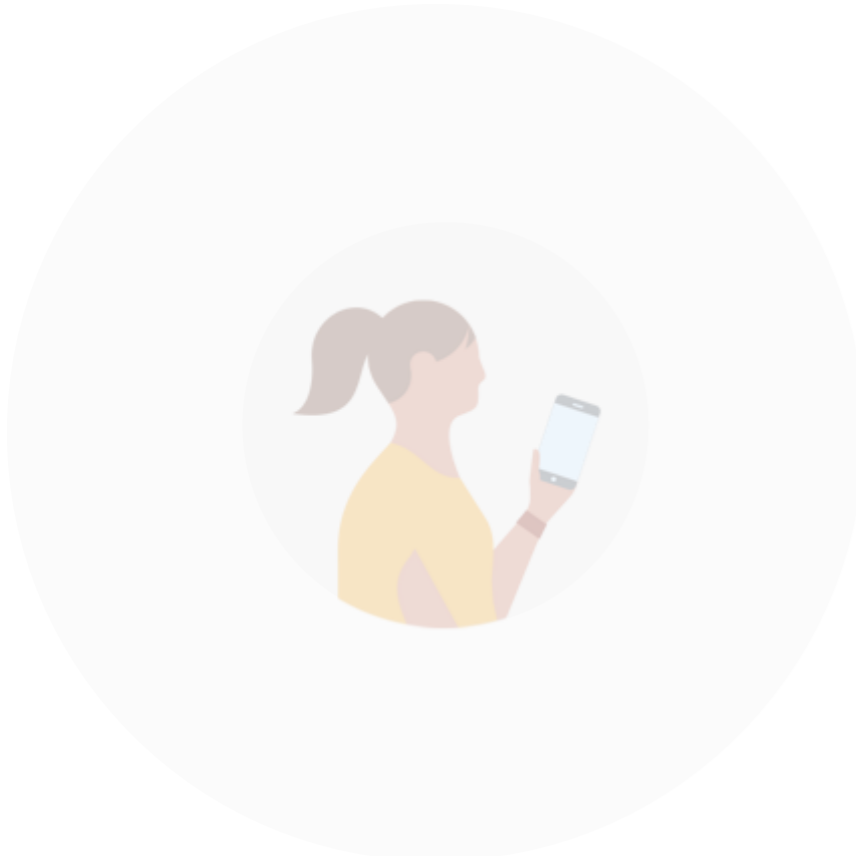
Join Groups

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

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

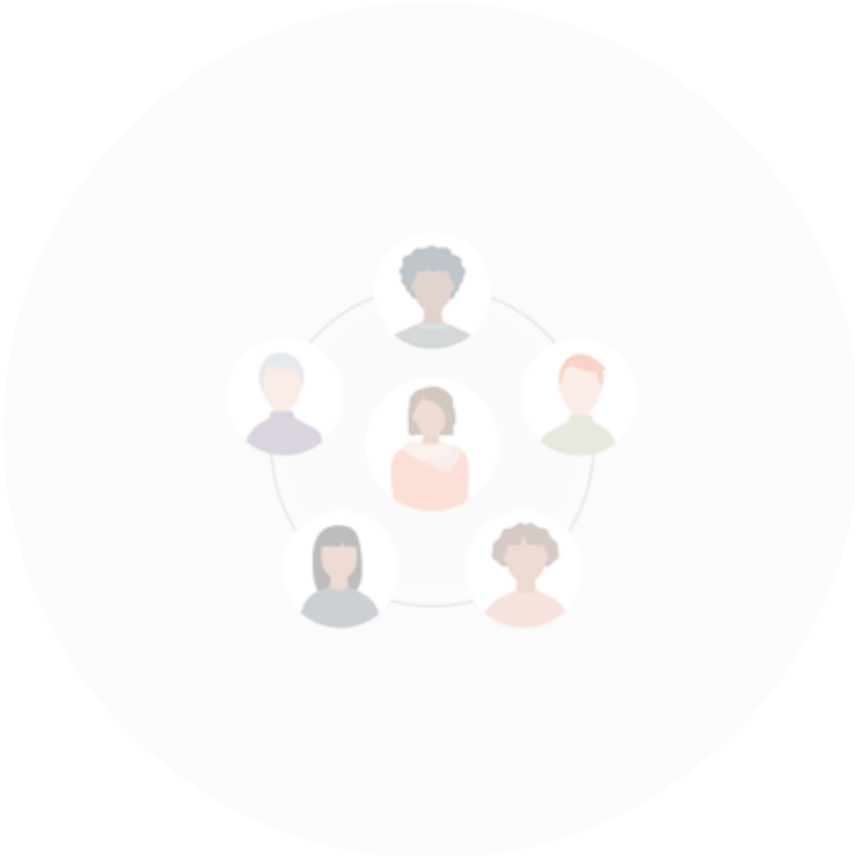


4 Ways to Build Your Professional Brand



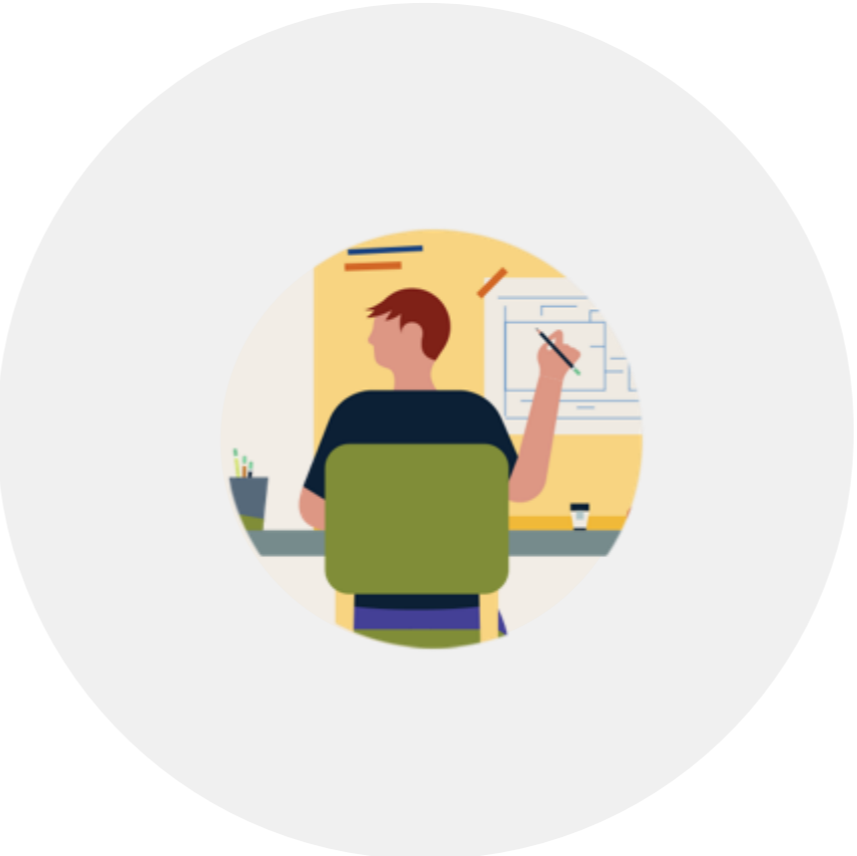
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Get Started

Share your unique perspective with others.



Get Hired

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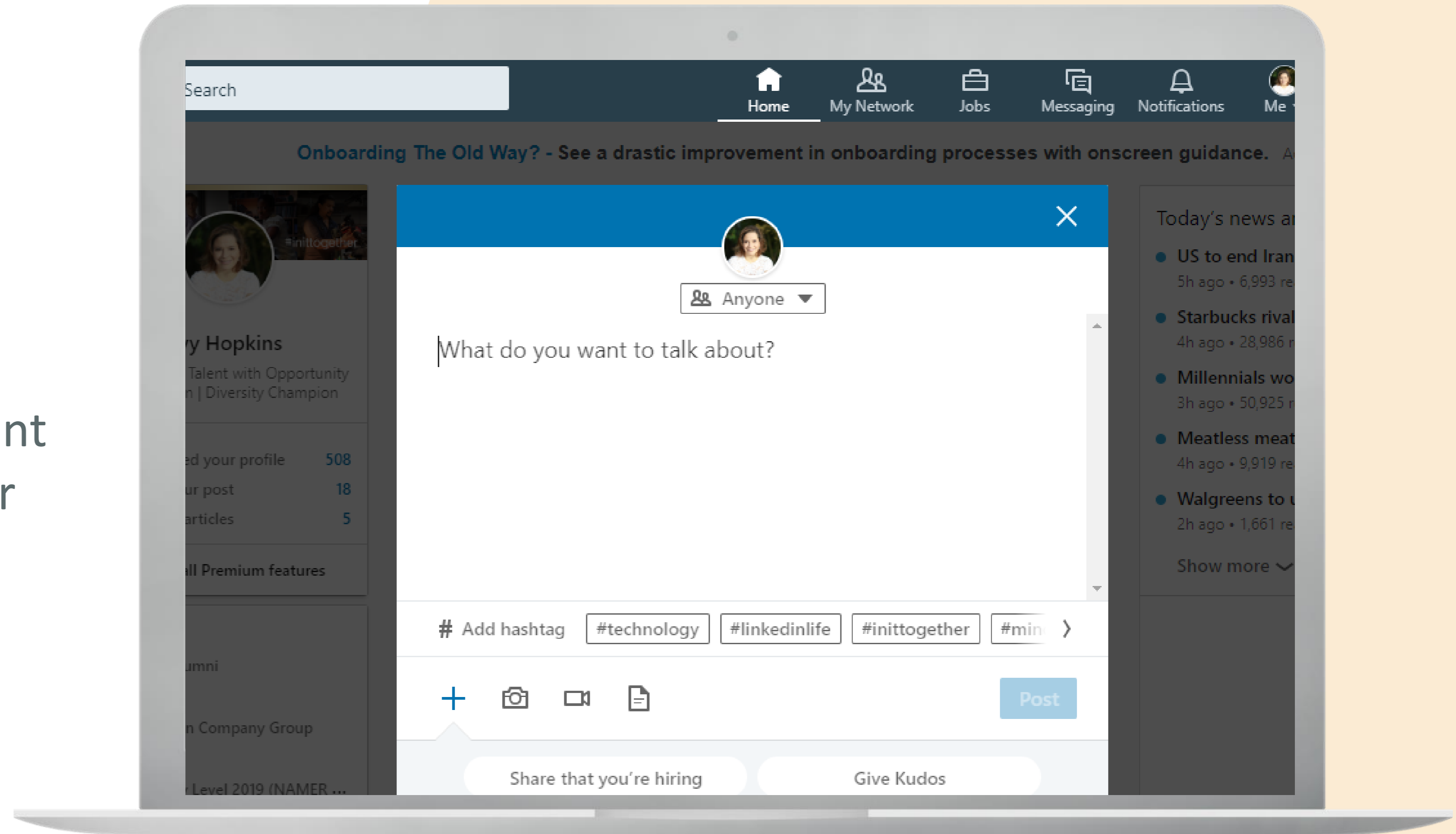


Get Started

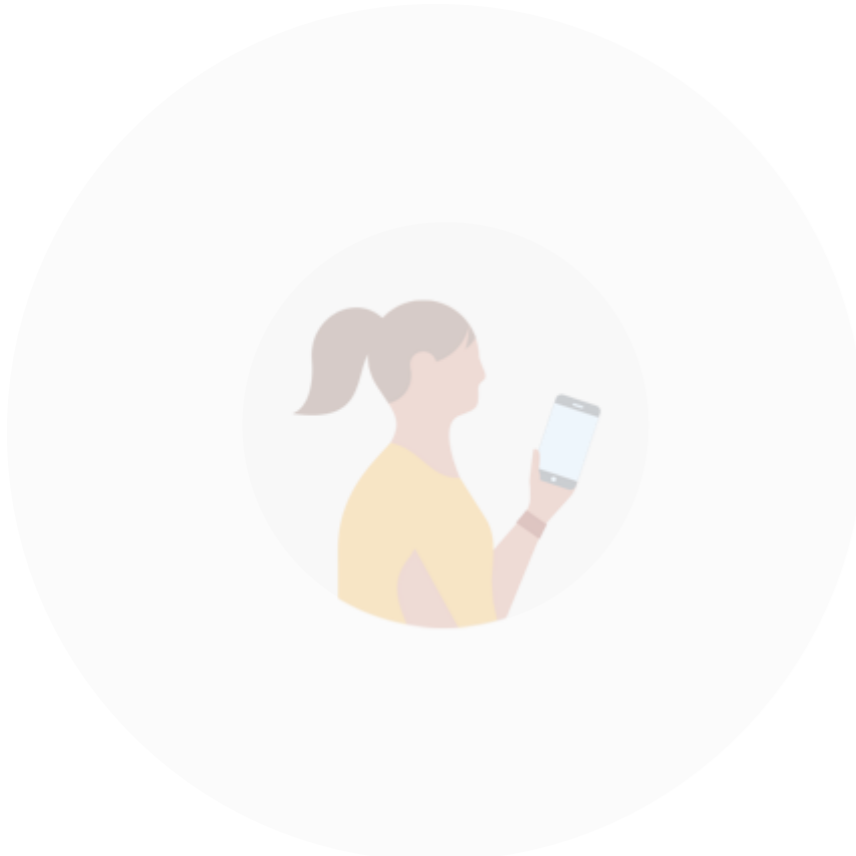


Getting Started

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

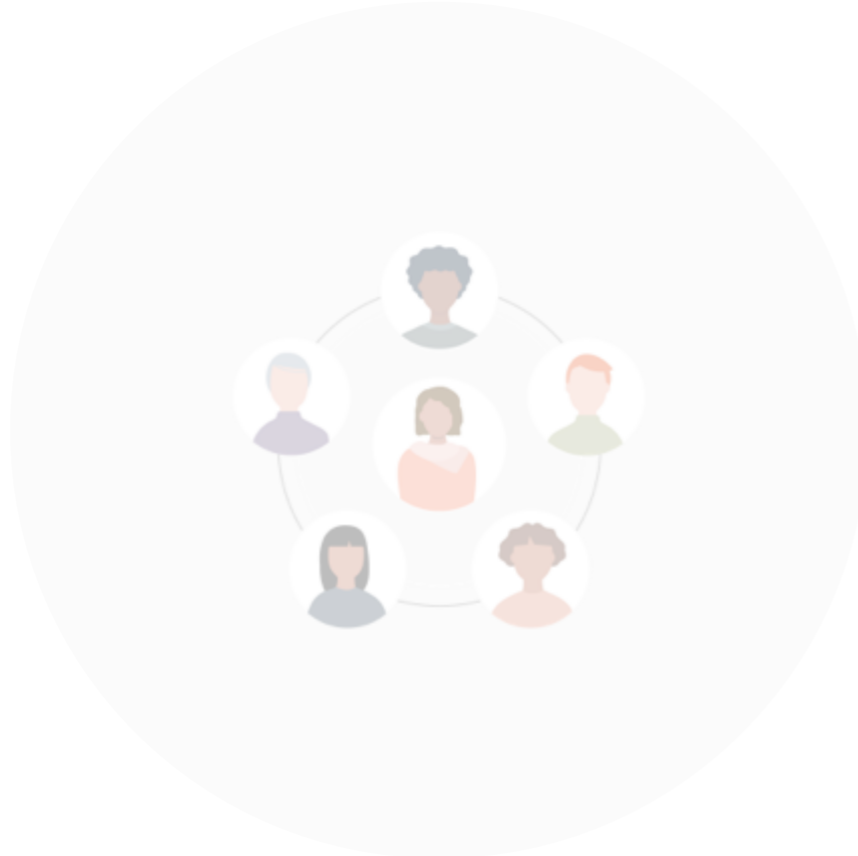


4 Ways to Build Your Professional Brand



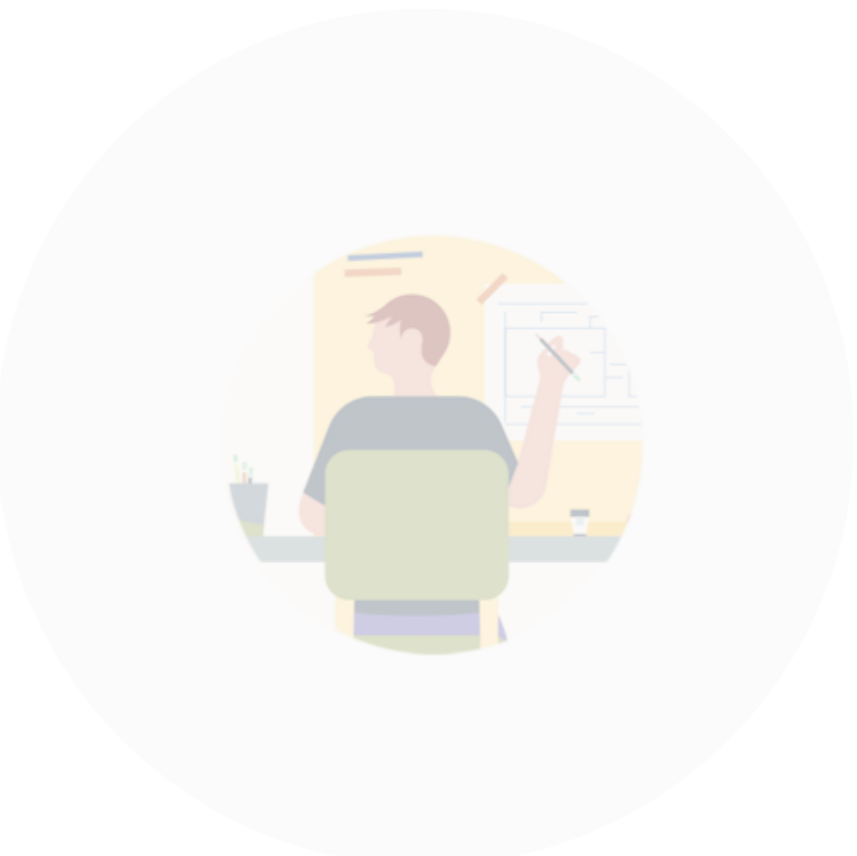
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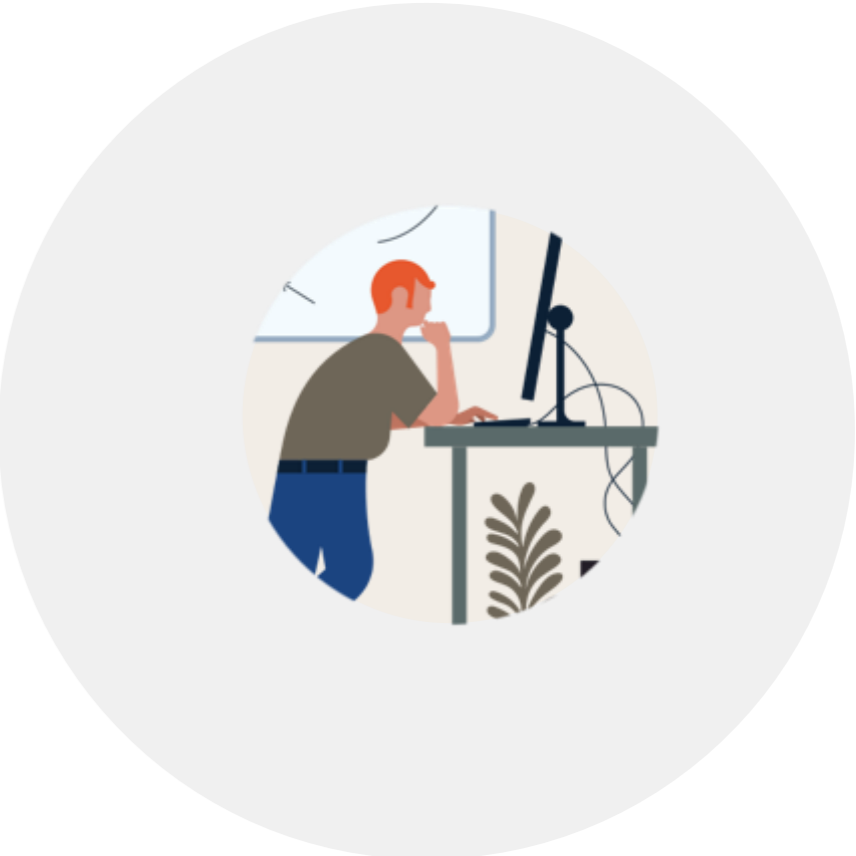
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Get Hired

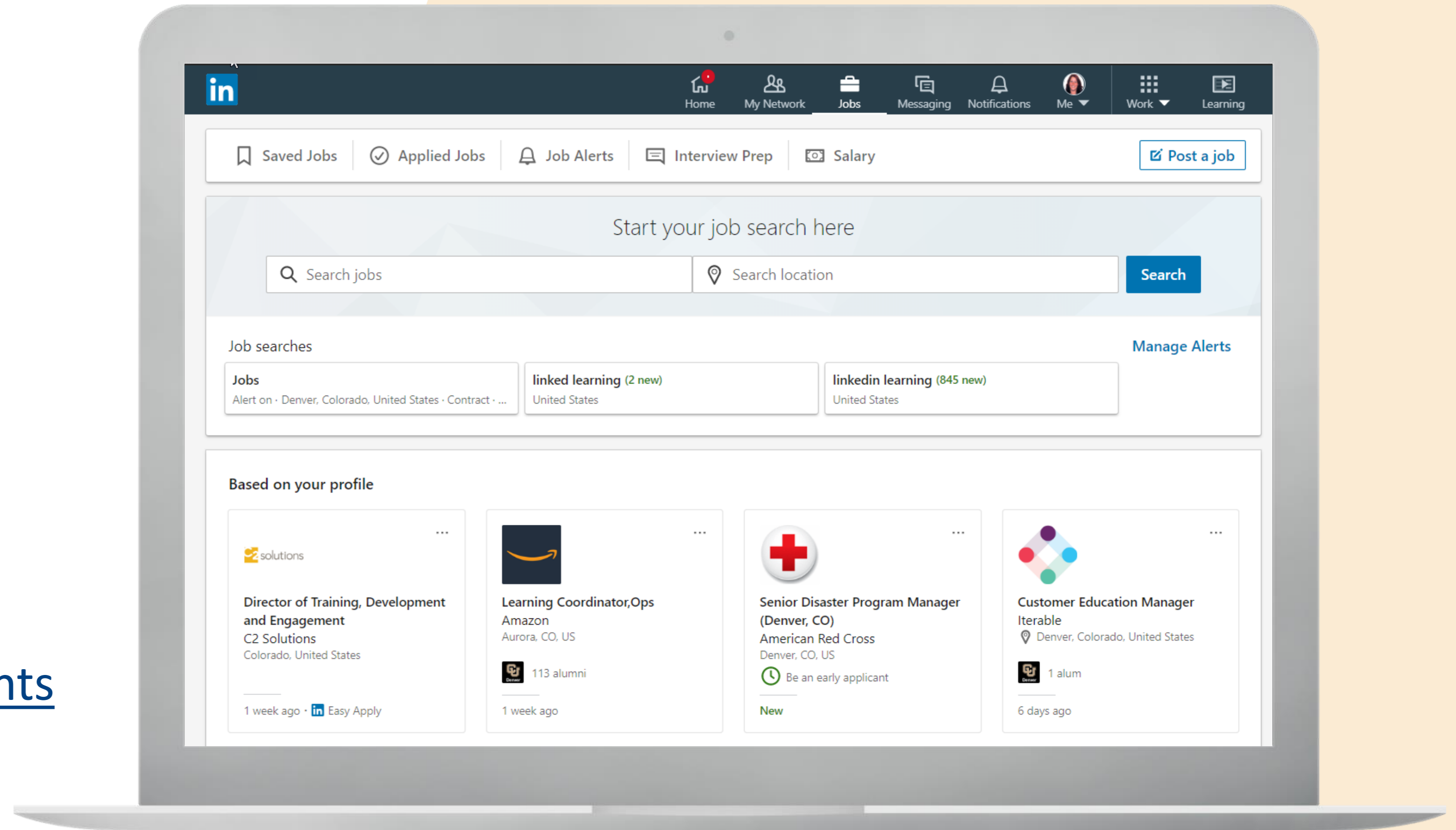


Explore Jobs and Set Search Preferences

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

For internship and entry level opportunities at LinkedIn, go to:

www.careers.linkedin.com/students



Get Hired

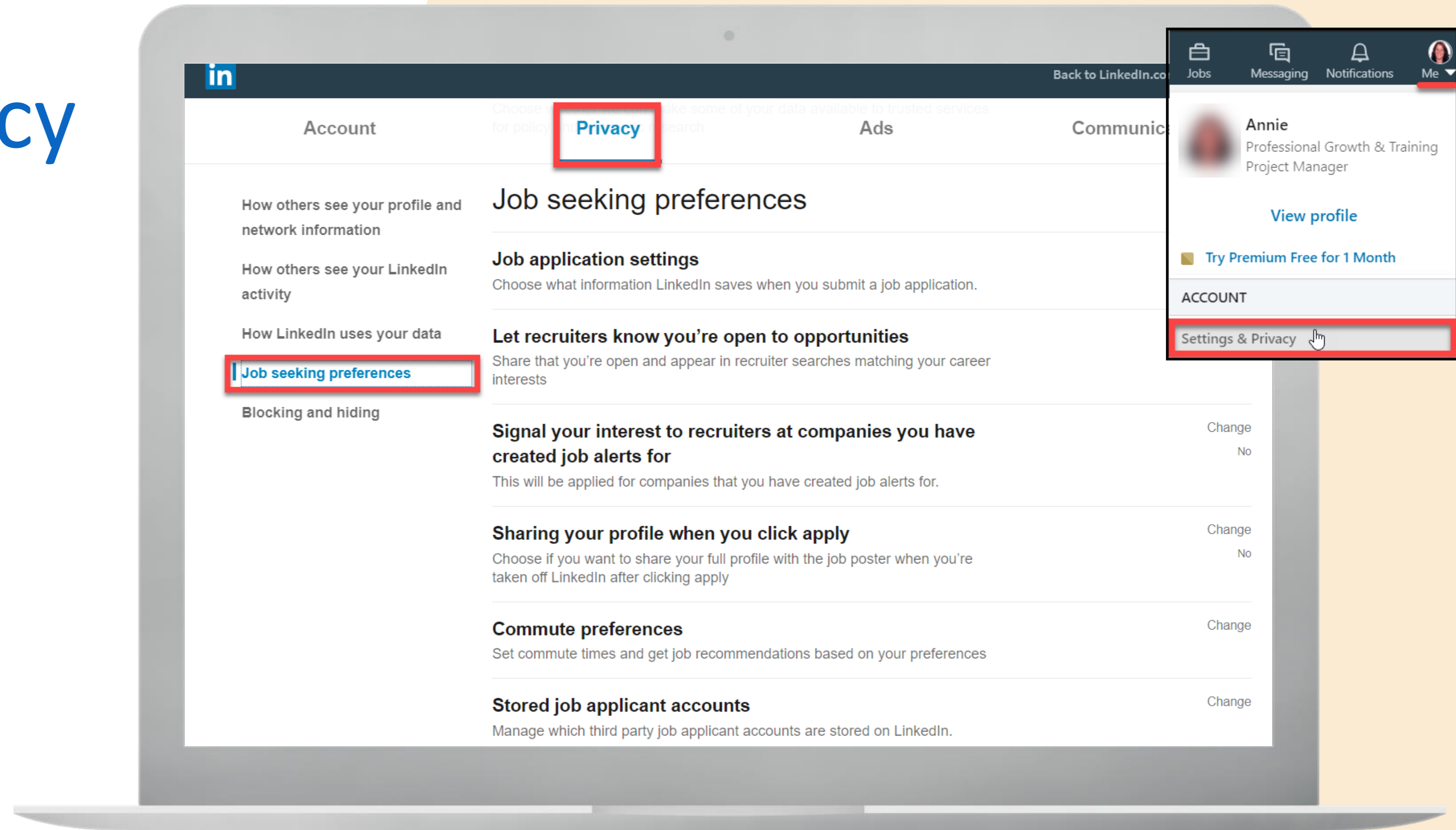


Security and Privacy

Customize your preferences.

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

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



Don't Forget to Keep Learning

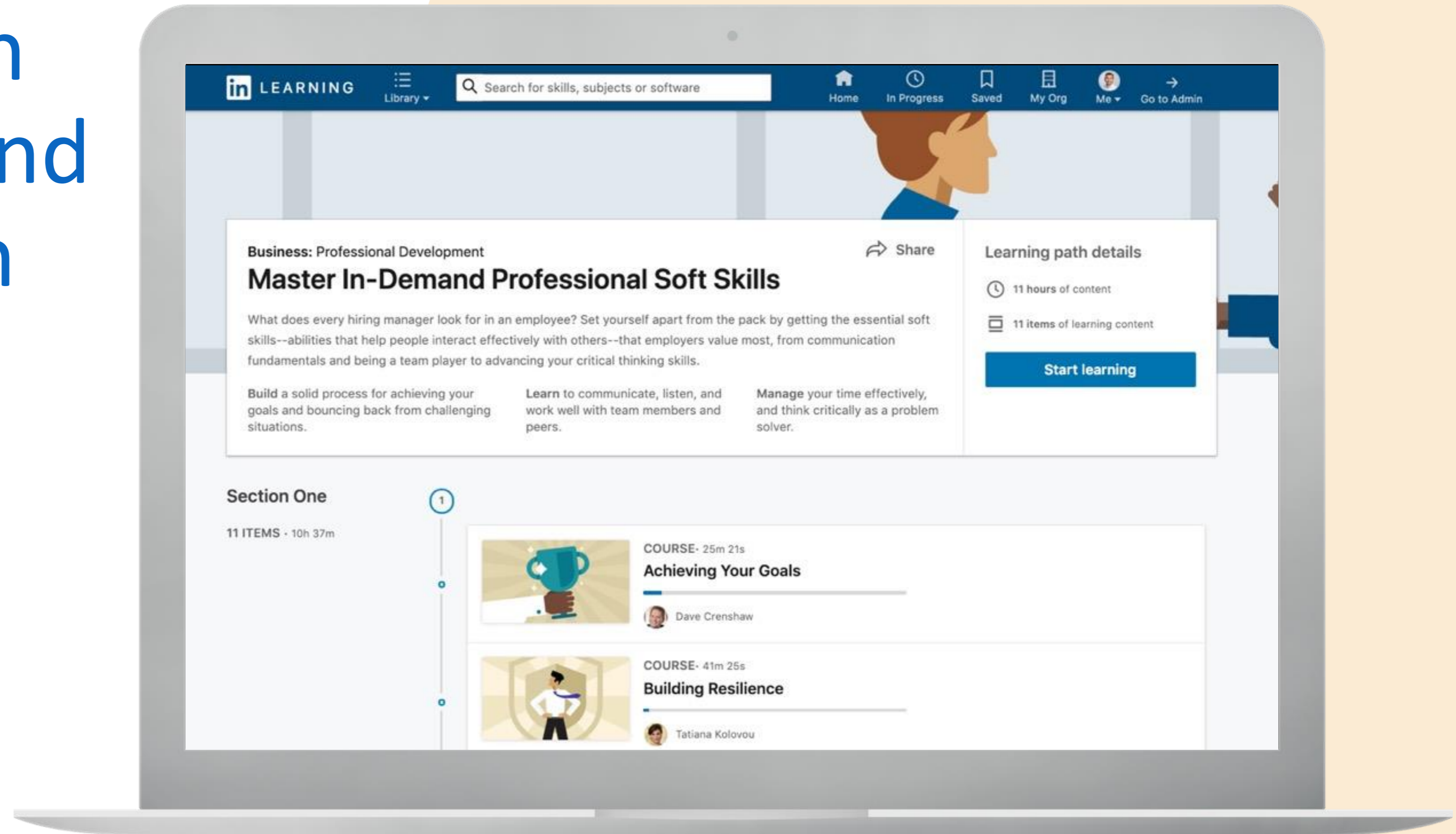
Launch your current or
future career, and
learn new skills.



Equip Yourself with the Most In-Demand Skills with LinkedIn Learning

Build on an existing skill or learn something new with 15,000+ courses on business, leadership, creativity, and technology.

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




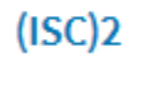

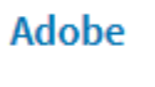





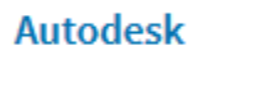















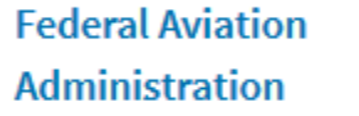

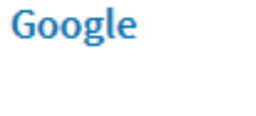



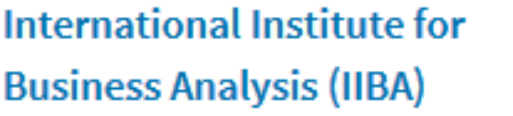
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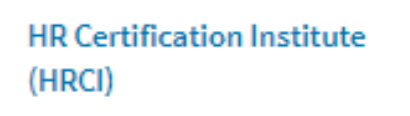

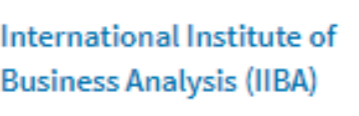



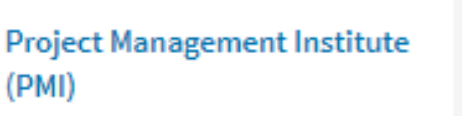

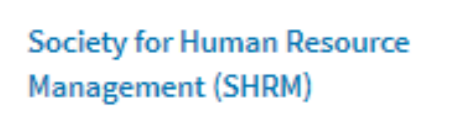
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Continuing Education

LinkedIn Learning's on-demand courses help individuals prepare for professional certification exams and earn continuing education units (CEUs).

Certification Prep and Continuing Education

  ISC2	  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)

  CompTIA	  HR Certification Institute (HRCI)	  International Institute of Business Analysis (IIBA)	  NASBA
  Project Management Institute (PMI)	  Society for Human Resource Management (SHRM)		



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Contact Info

Annie.Melzer@cu.edu

Service Manager - LinkedIn Learning

- Request [Curator](#) access to create collections in LinkedIn Learning.
- Department-specific training and support.

system.training@cu.edu

General support

Email us any technical questions or problems logging in.

www.cu.edu/linkedin

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 Videos

- [Rock Your Profile](#)
- [Learning LinkedIn](#)
- [LinkedIn Quick Tips](#)



Questions?



<https://www.surveymonkey.com/r/rypCU>

www.cu.edu/linkedin