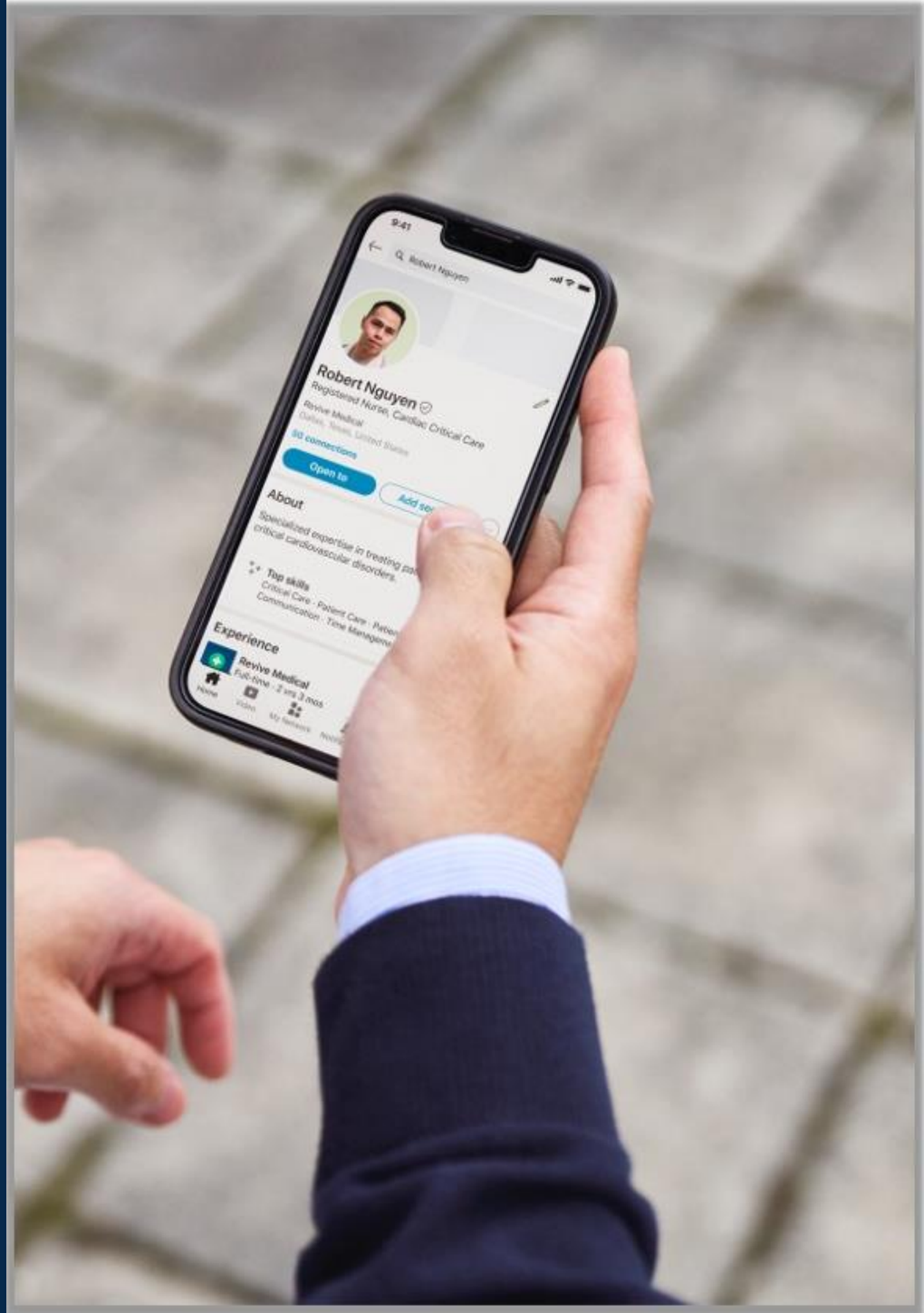
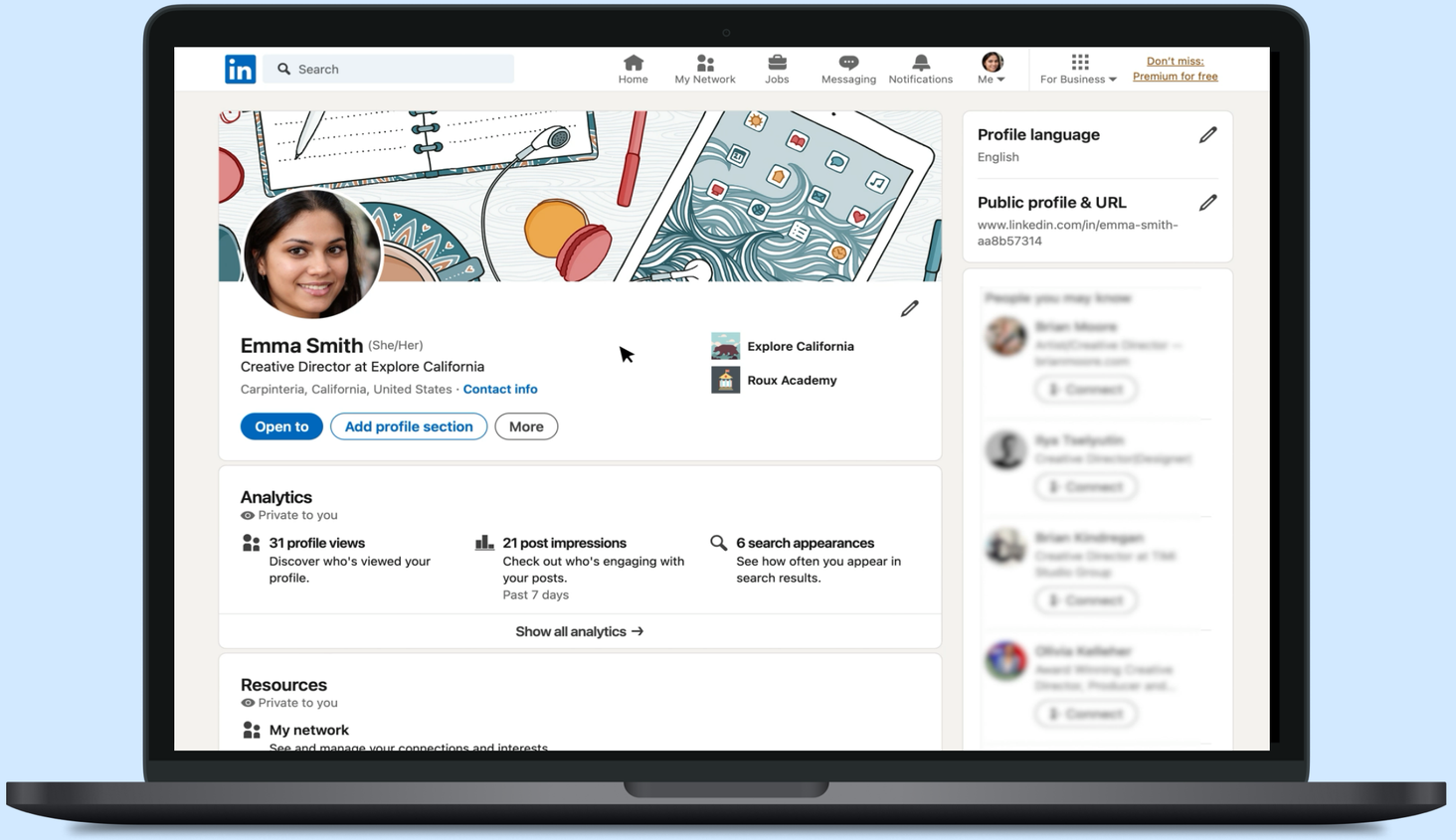
Optimize your LinkedIn profile



Optimize your LinkedIn profile

Tell Your Story: Add Key Details

- Location and Industry
- Volunteer Experience
- Skills
- Work and internship experience
- Education & certifications
- Current program or organization



Optimize your LinkedIn profile

Tell Your Story: Headline

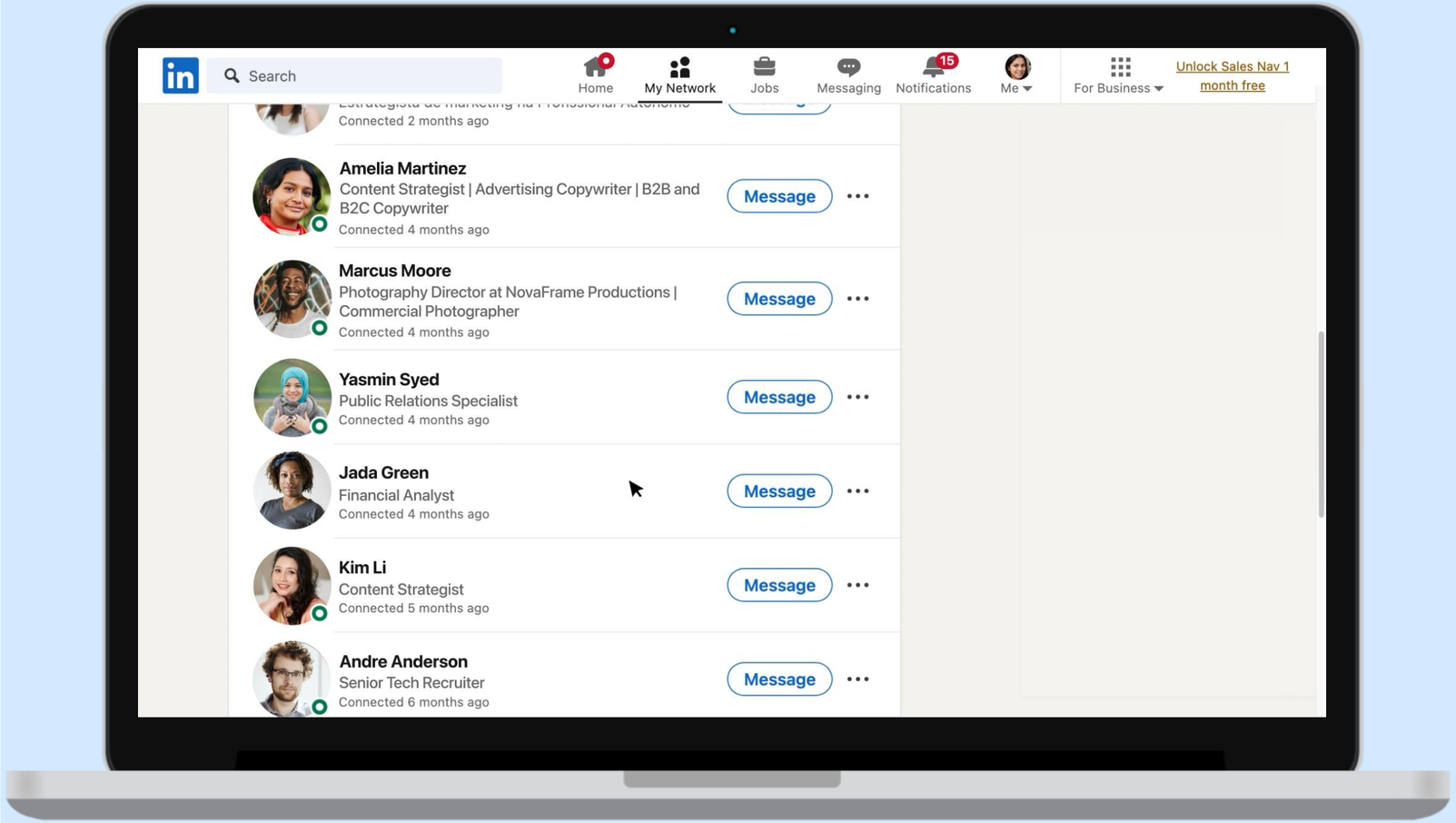
Your headline is the first thing people will see.

Showcase who you are – not just what you do.

- What does it say about me?
- Does it represent my unique professional brand?
- Does it capture what a recruiter will care about?

Ex Headline for Computer Science Student:

Computer Science Student | Python | Software Engineering Intern Candidate | Seeking Summer Internship Opportunities



Tell Your Story: “About” summary section

Communicate your professional brand and put your own spin on your experience

- Who you are (1-2 sentences)
- Experience, top skills, and passions (3-5 sentences)
- Goals and encouragement to engage (1-2 sentences)

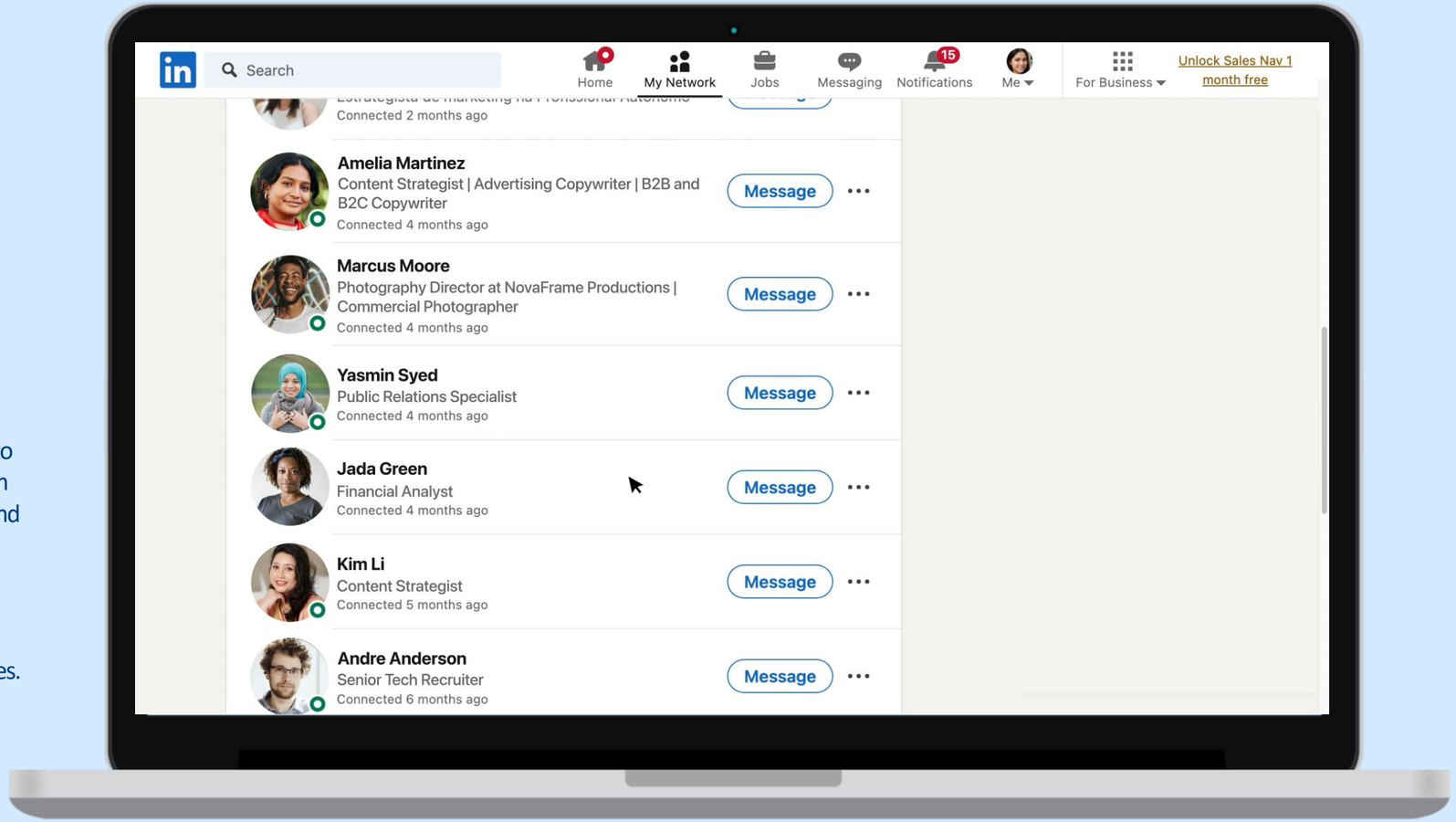
Ex: I am a motivated life sciences student at [Community College] preparing to transfer to a four-year university to continue my studies in [Biology, Nursing, or Biotechnology]. I am passionate about improving health outcomes and exploring how science, technology, and research can make a meaningful impact on people's lives.

Through my coursework and academic projects, I am developing a strong foundation in biology, chemistry, scientific research, and critical thinking. I enjoy collaborating with others, learning new concepts, and applying scientific knowledge to real-world challenges.

I am particularly interested in opportunities that will allow me to gain hands-on experience in healthcare, laboratory research, or biotechnology while continuing to develop my technical and professional skills.

I am currently seeking a life sciences internship or entry-level opportunity where I can contribute, learn from experienced professionals, and explore potential career pathways in the field.

I welcome the opportunity to connect with students, researchers, healthcare professionals, and industry leaders who are passionate about advancing science and improving lives.



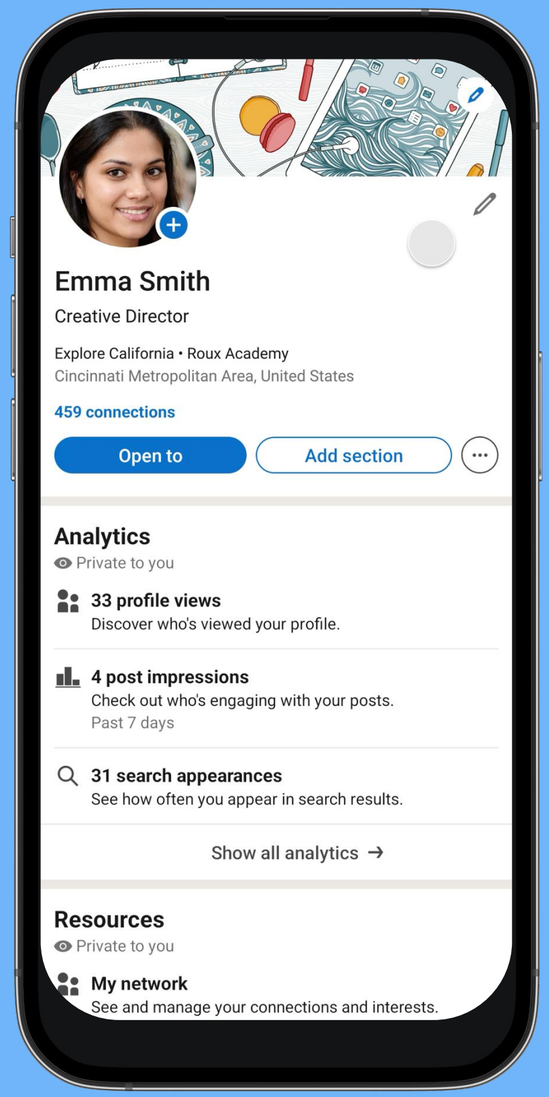
Optimize your LinkedIn profile

Tell Your Story: Add Job and/or Volunteer Experience

Starting with your current or most recent position, write about responsibilities and achievements. Keep it clear and concise. Bullet points work great here!

Here's an easy formula:

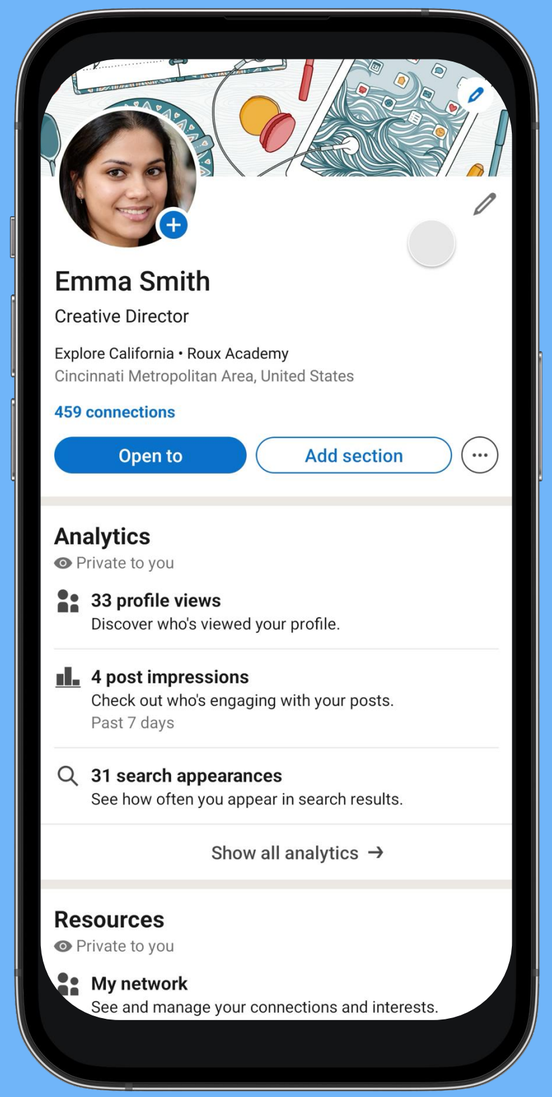
- Description of role & accomplishments +
- Relevant industry terms +
- Highlight promotions & career progression



Optimize your LinkedIn profile

Tell Your Story: Add Job and/or Volunteer Experience

Did you know?
Members who include at least one position receive up to 2x as many profile views, 2x as many connection requests, and 4x as many messages.

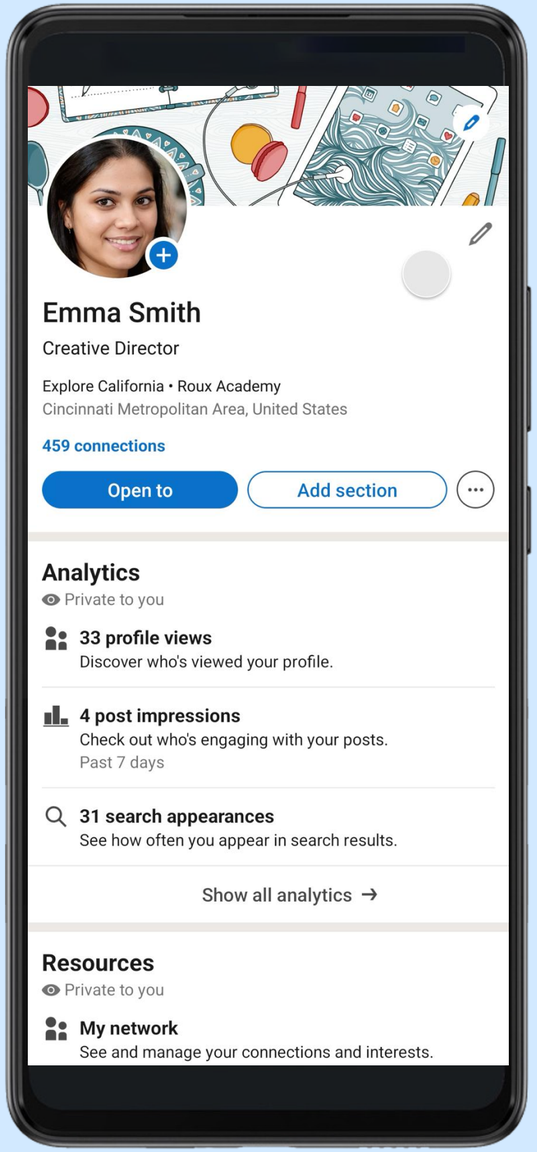


Optimize your LinkedIn profile

Add your Career Break

62% of people report taking a career break. Contextualize yours by selecting “Add Career Break” when updating your experience section.

- Choose from reasons like health & wellbeing, caregiving, and layoffs
- Consider adding context that ties your career break into your professional story

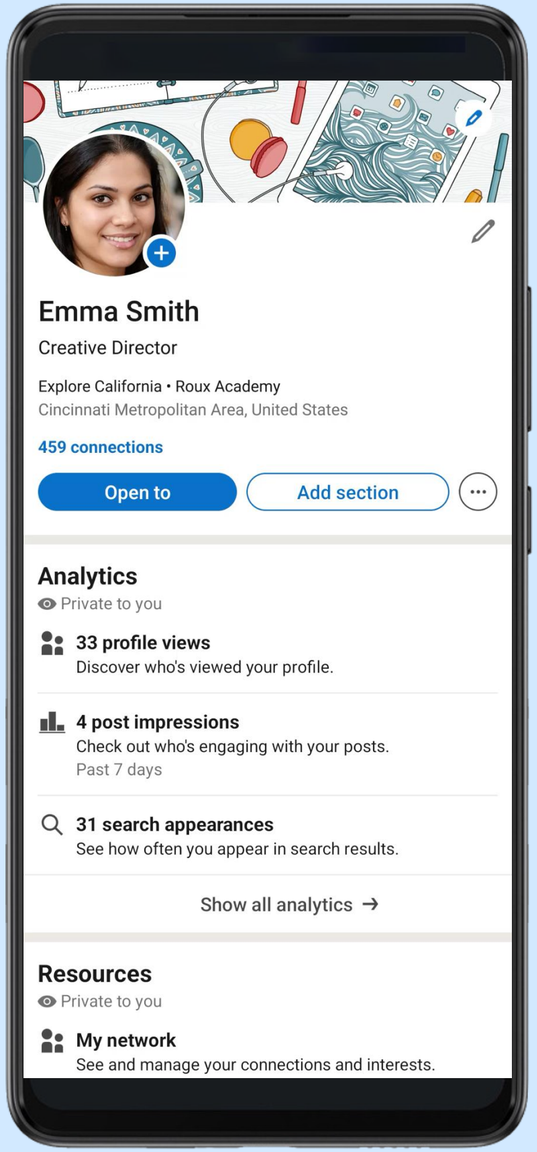


Optimize your LinkedIn profile

Tell your story: Include education, certifications, or licenses

Include relevant details, such as:

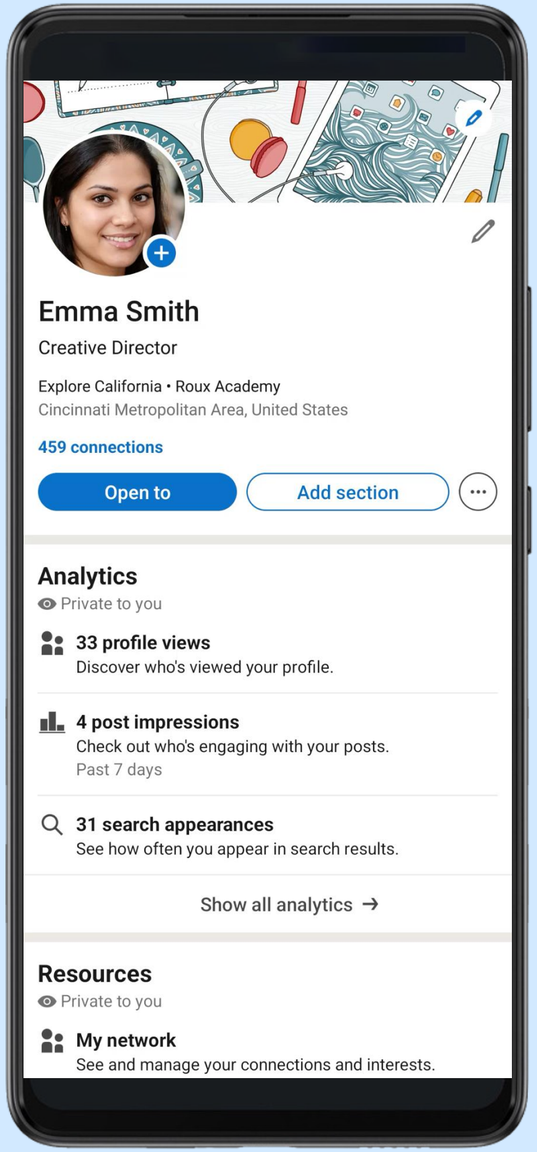
- Schools, programs, degrees, fields of study, and courses
- Extracurricular activities (clubs, projects , athletics)
- Keywords and descriptions that align with your career objectives



Optimize your LinkedIn profile

Tell your story: Include education, certifications, or licenses

Did you know?
Members with education, license, or certification information receive up to 11x more Profile views and 6x more connection requests.



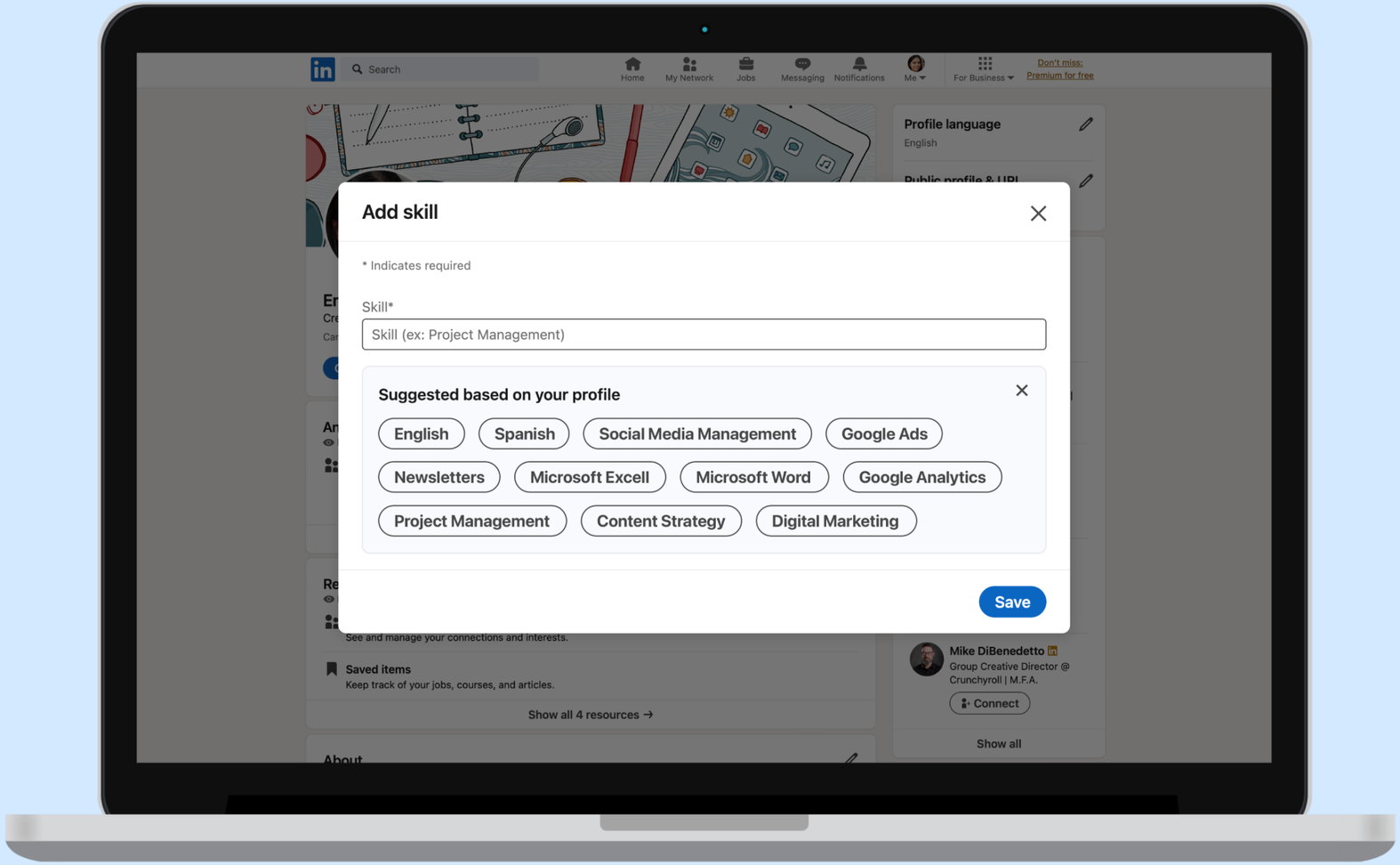
Optimize your LinkedIn profile

Highlight your skills

Here's how to choose your featured skills:

Prioritize the skills that align closet with your dream job

- Include a mix of technical and human skills
- Add context by associating your skills with experience
- Be authentic – don't include aspirational skills

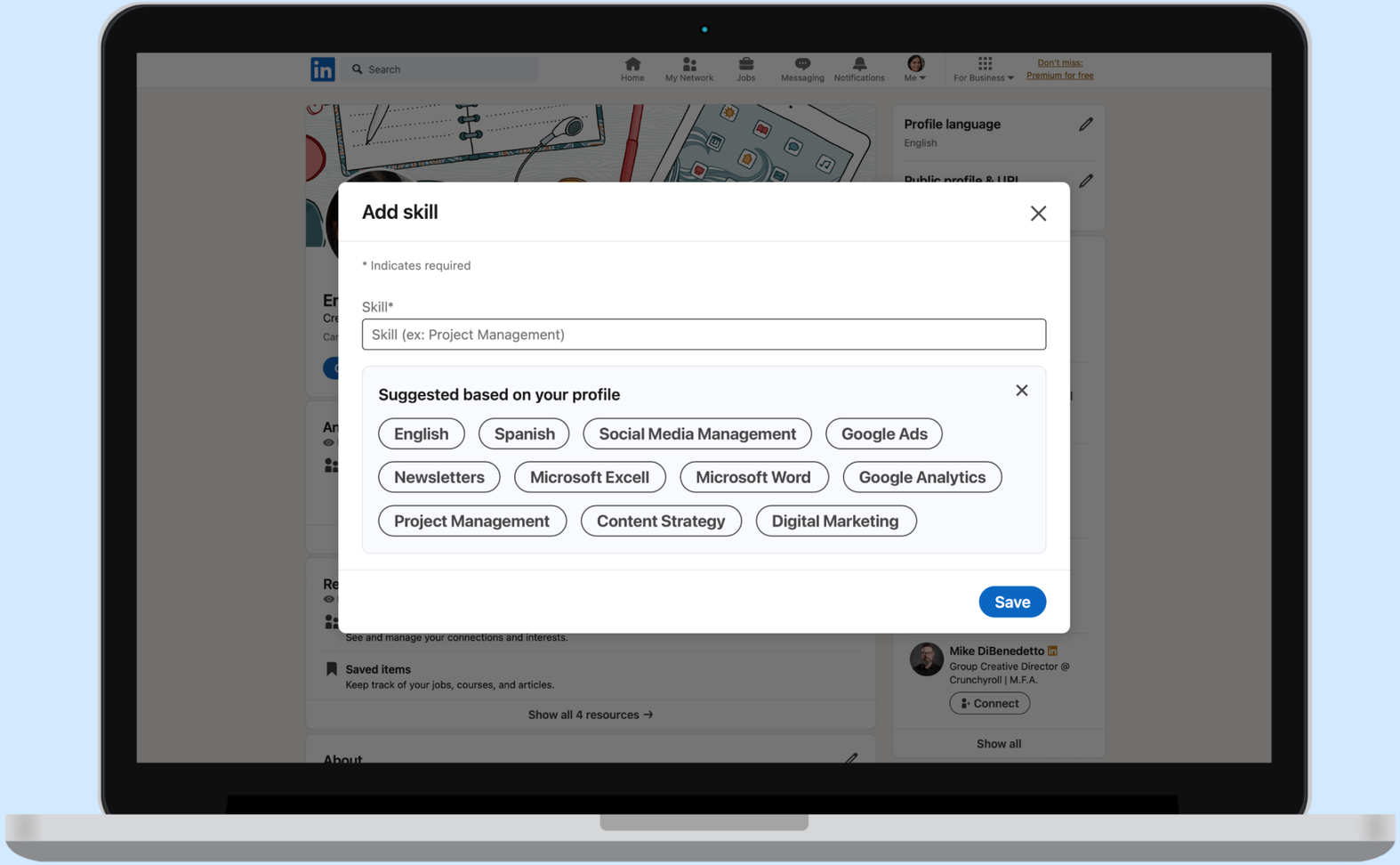


Optimize your LinkedIn profile

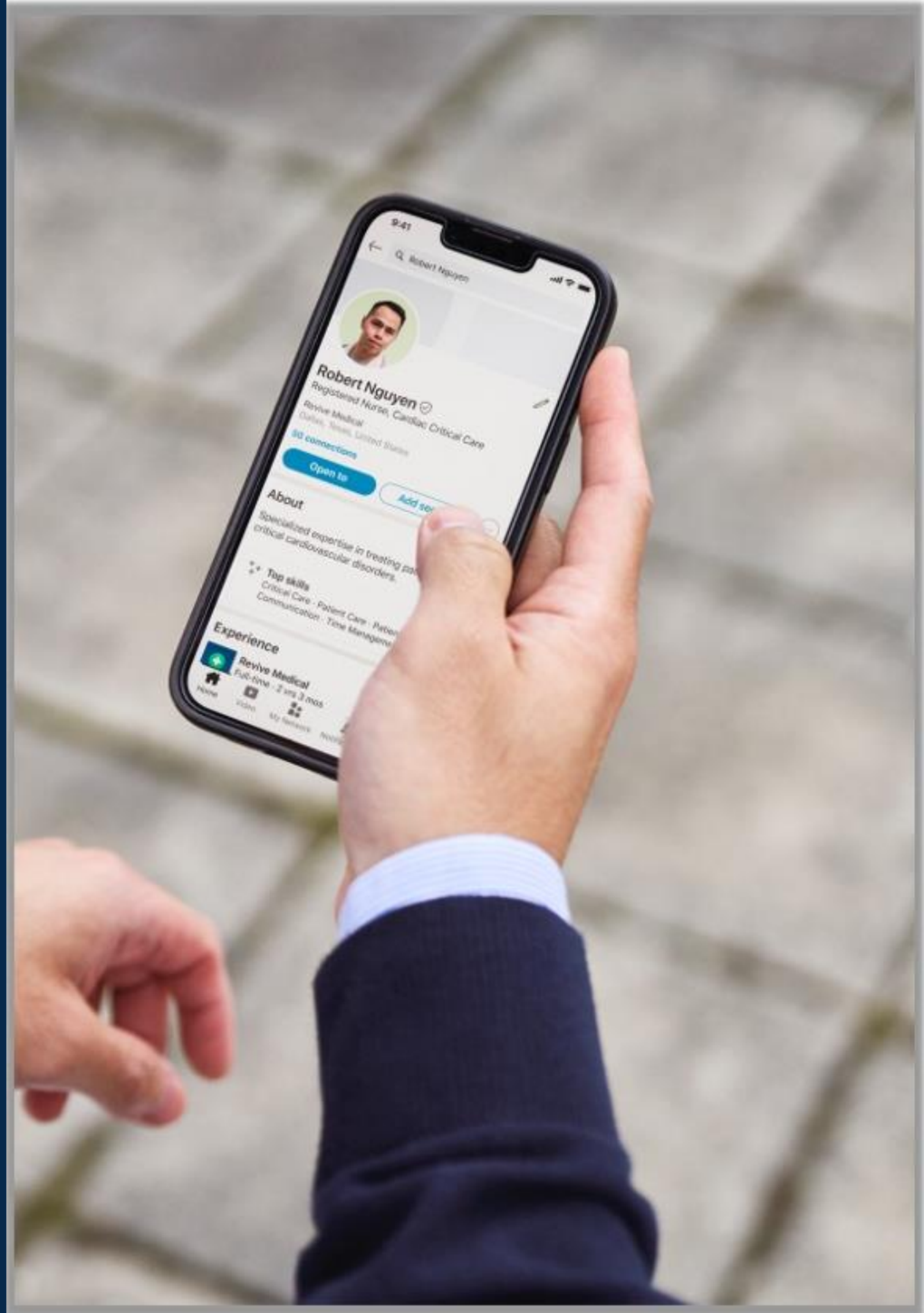
Highlight your skills

Did you know?

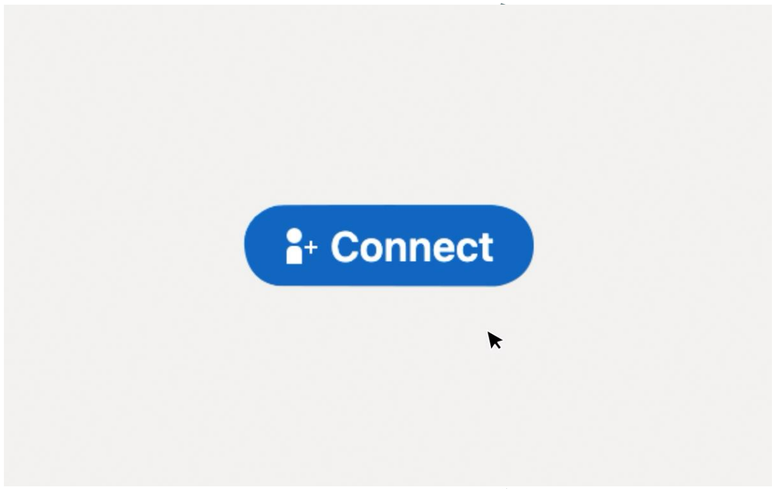
Members who include skills receive 2x as many profile views, 2x as many connection requests, and 4x as many messages.



Building your professional network



Grow your professional network







2nd

The power of networking

Grow your professional network

Expand your network strategically

Reach out to people who...

- You have something in common with
- Have a job or work at a company that interests you
- May be able to make a meaningful connection for you

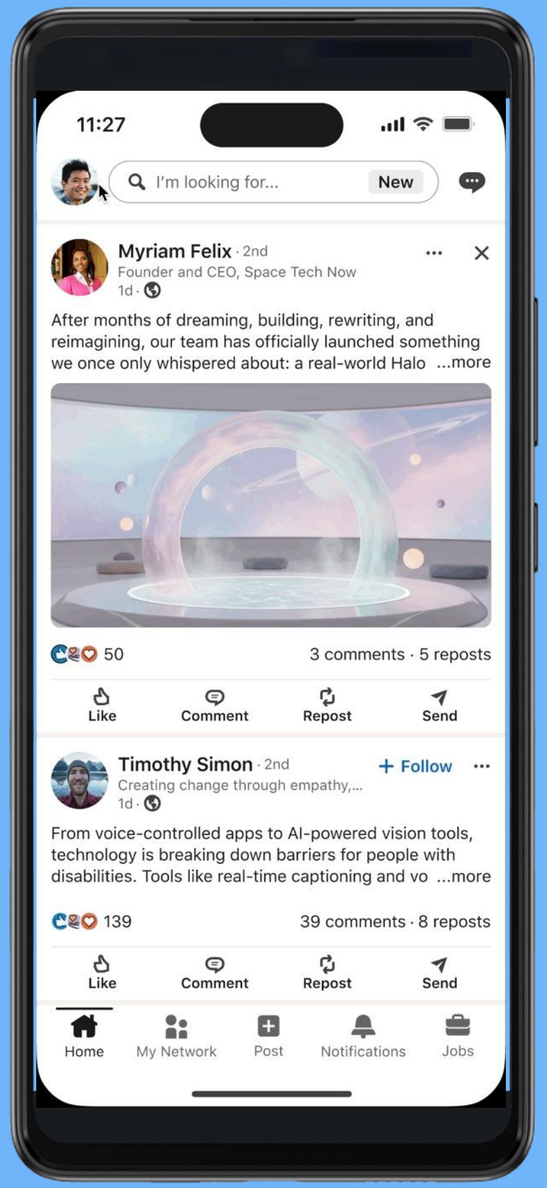


Search and apply for jobs

New: AI-powered people search

Describe the type of person you're looking for in your your own words, without having to use filters.

- The role type and area ("lawyers in sustainability")
- The location ("based in New York")
- Their relationship to an institution ("alumni of the University of Toronto")

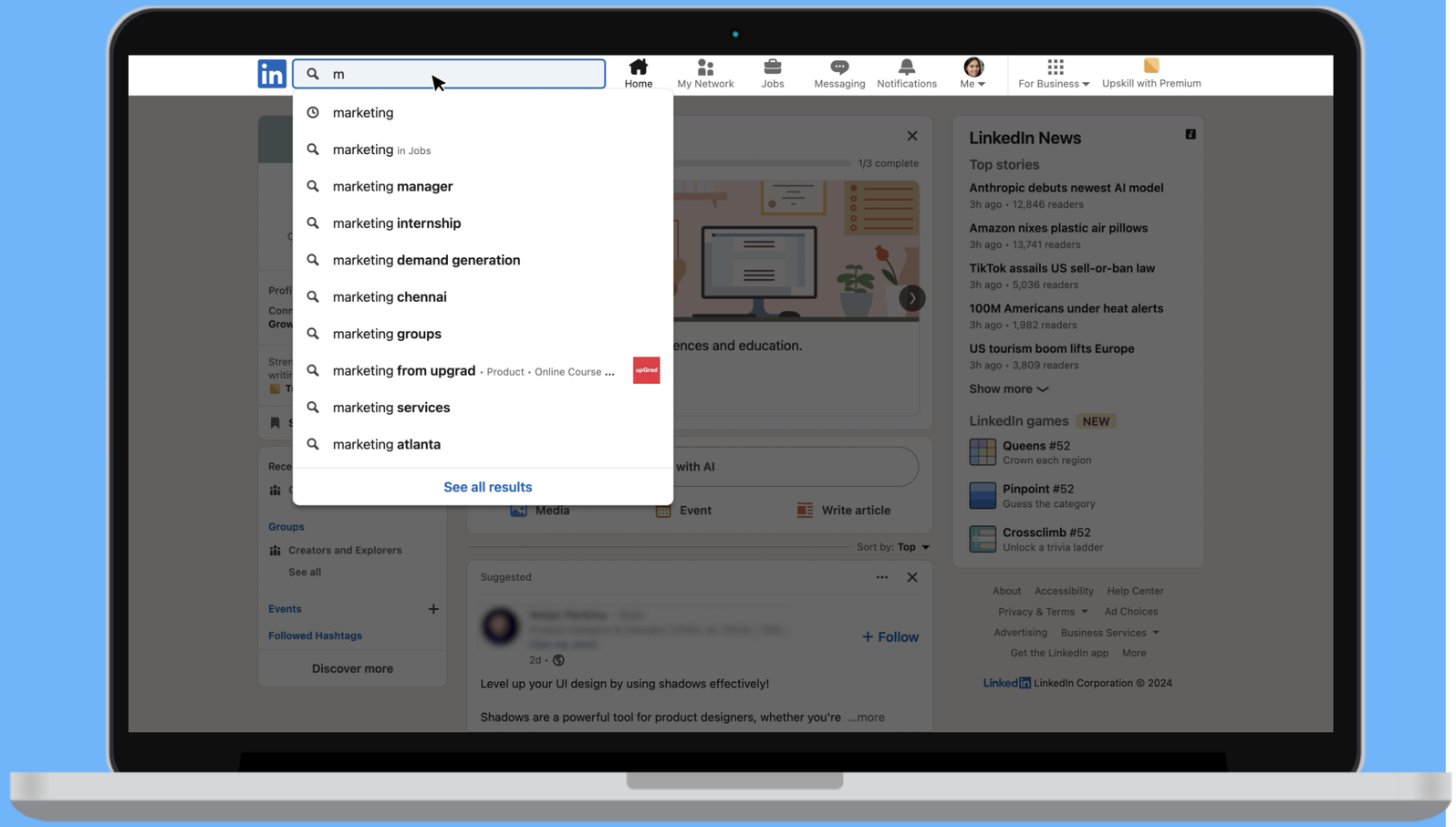


Grow your professional network

Search for new connections

Did you know?

LinkedIn members are 4x more likely to get hired at companies where they have connections.

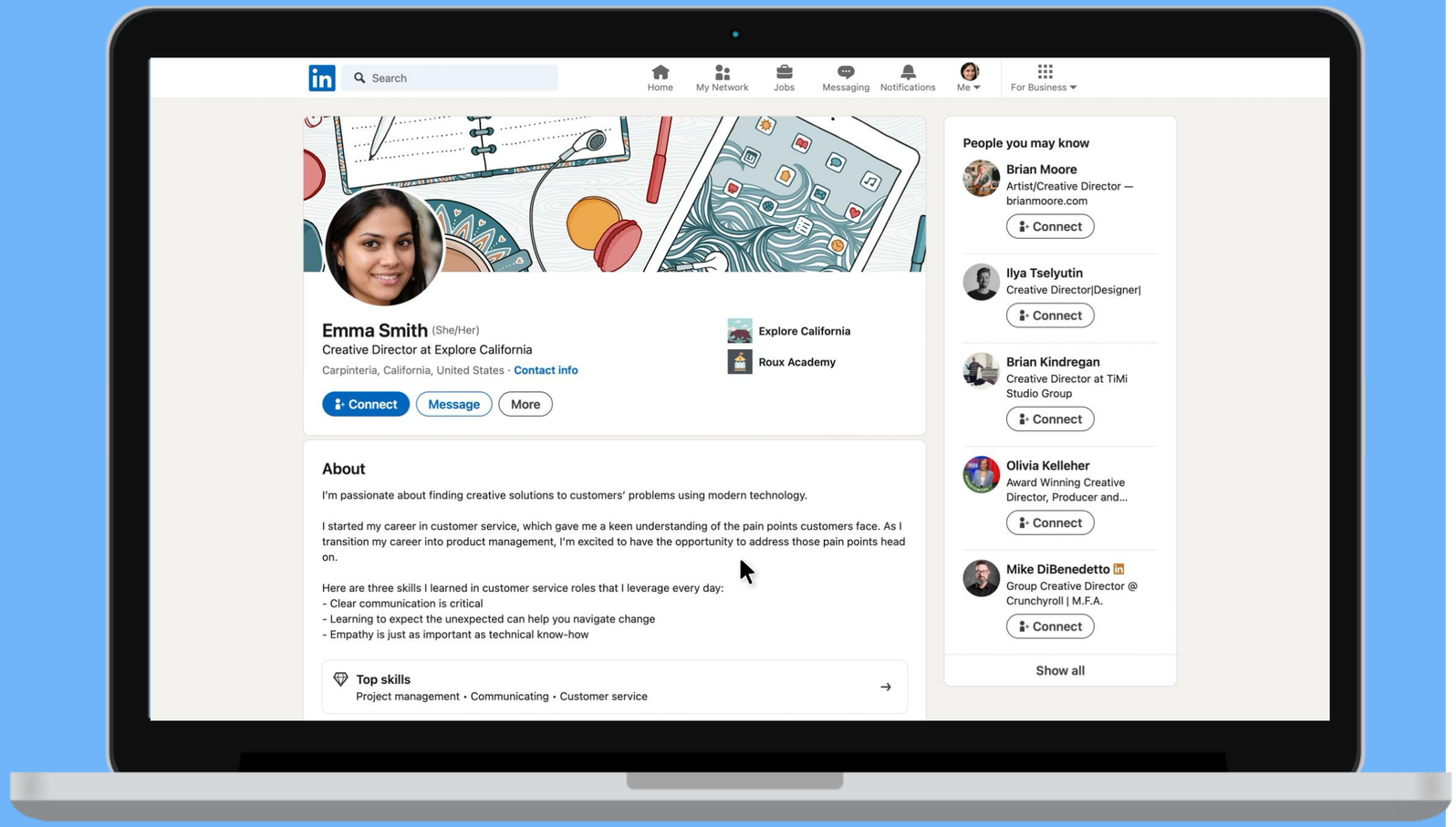


Grow your professional network

Sending a note to connect

After clicking **“Connect,”** you can send your invitation immediately or personalize your invitation request by selecting **“Add a note.”**

Top tip:
Always add a personalized message to make it clear why you are reaching out.



Message connections

Send messages to your connections directly from:

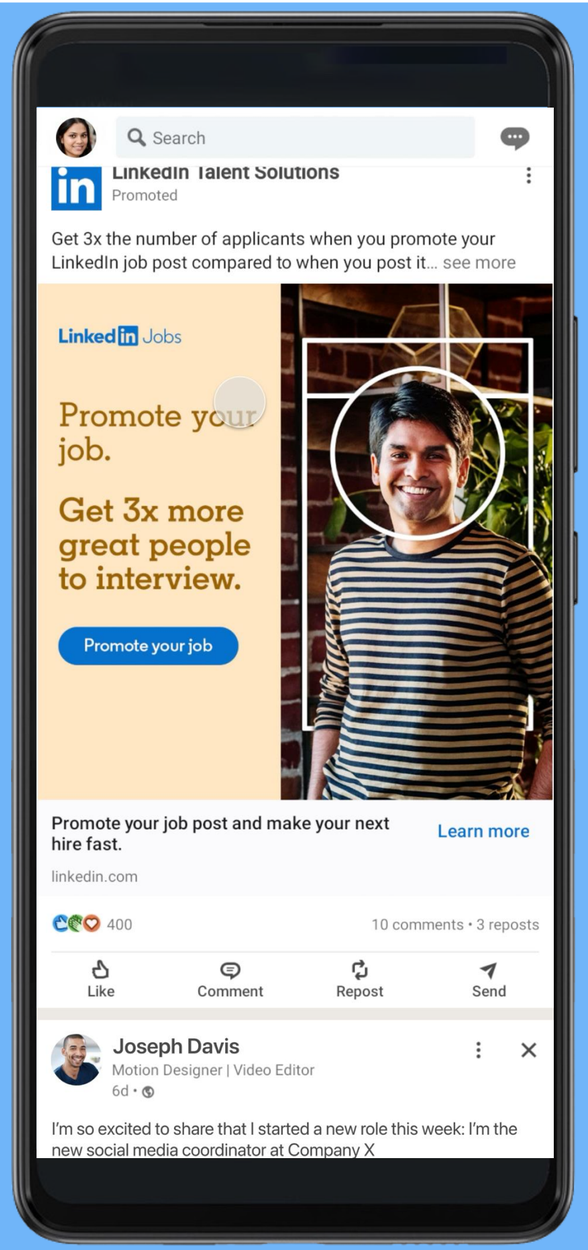
- The LinkedIn messaging page
- Your connections page
- Their profile page

Ex: Hi [Name],

My name is [Your Name], and I am currently studying [Major] at [Community College] with plans to transfer to a four-year university.

I came across your profile and was interested in your experience in [Industry, Company, or Career Field]. I am exploring internship opportunities in STEM and would love to learn more about your career journey and any advice you may have for students preparing to enter the field.

I would appreciate the opportunity to connect and learn from your experience. Thank you for your time!

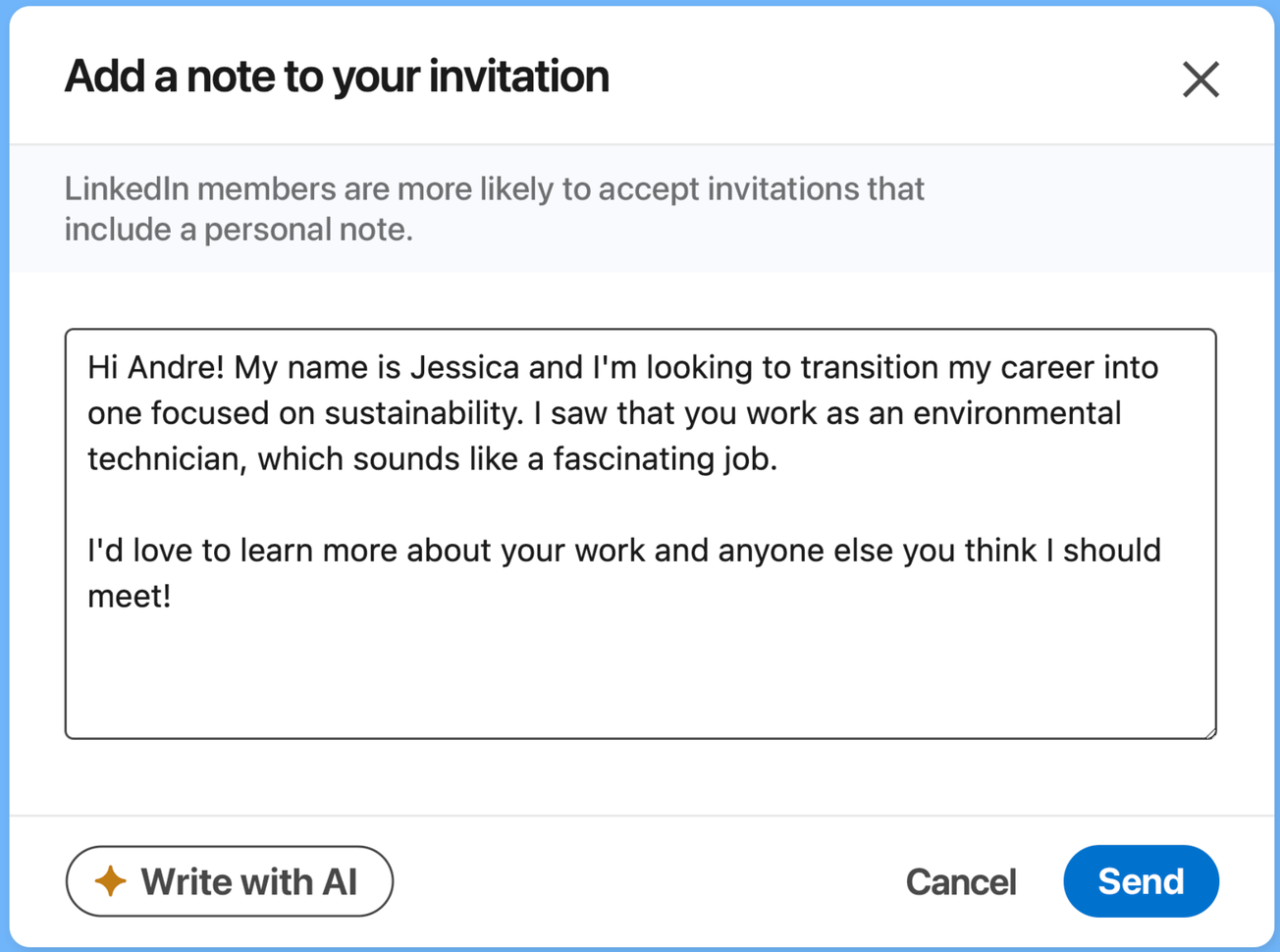


Grow your professional network

Ask for informational interviews

- Introduce yourself
- Share why you're interested in speaking with them
- Request a casual career conversation

Top tip:
Informational interviews can help you gain career advice, learn more about specific industries and companies that interest you, and establish professional bonds.



Maintain your professional network

Request referrals

Where appropriate, ask your connections to refer you for jobs you're interested in at their organizations:

- Highlight why you are interested in the specific role
- Show your sincere appreciation

LinkedIn Learning course recommendation: "Use Recommendations to Gain Credibility" from Rock Your Profile



Seth Soon · 1st
Program Manager, FixDex Communications

TODAY



Kate Kiefer (She/Her) • 3:51 PM

Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

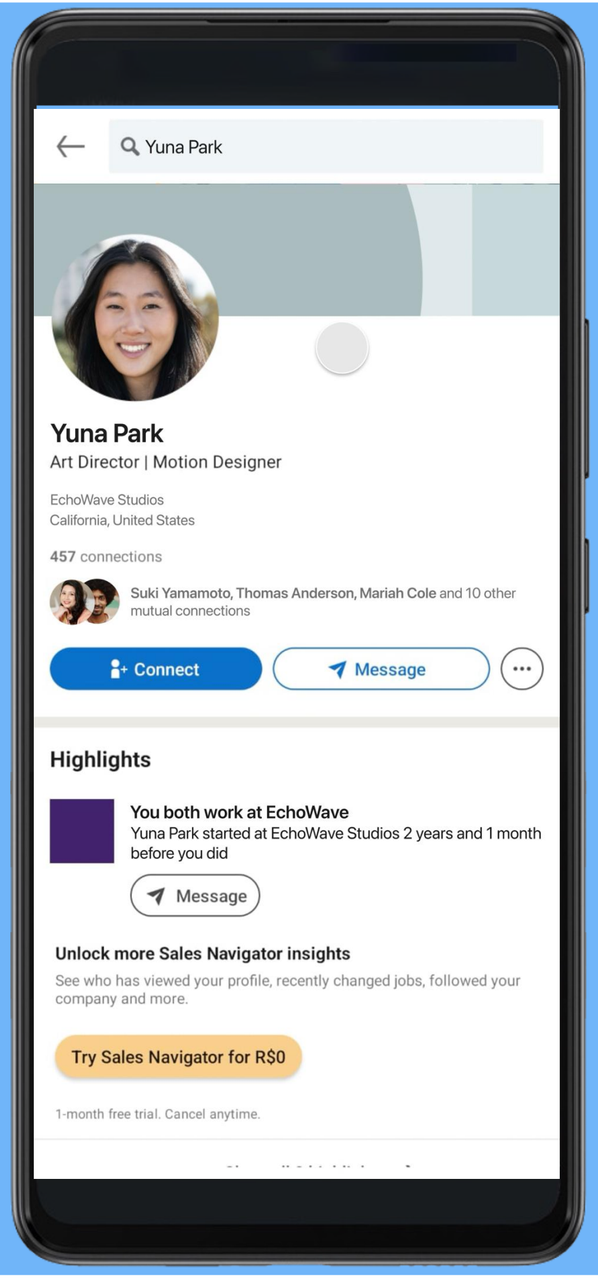
All the best,
- Kate

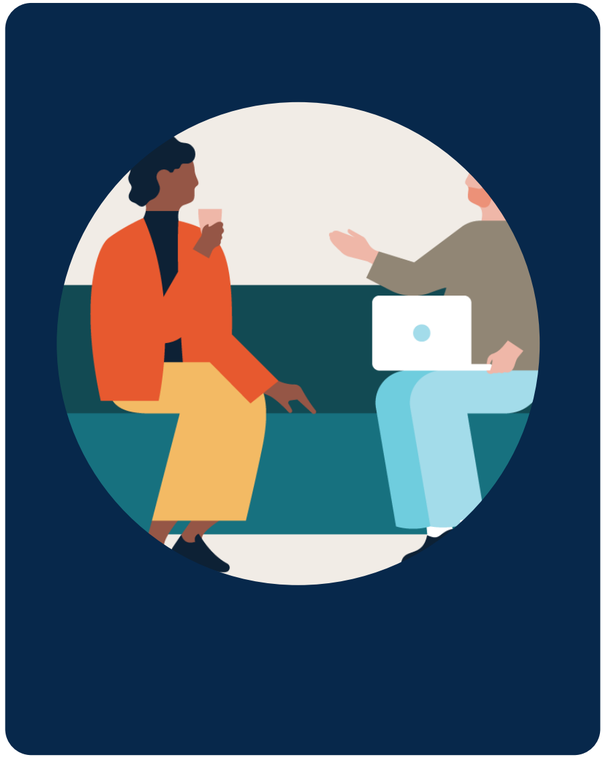
Request recommendations

Recommendations on LinkedIn act like referrals. . referrals. .

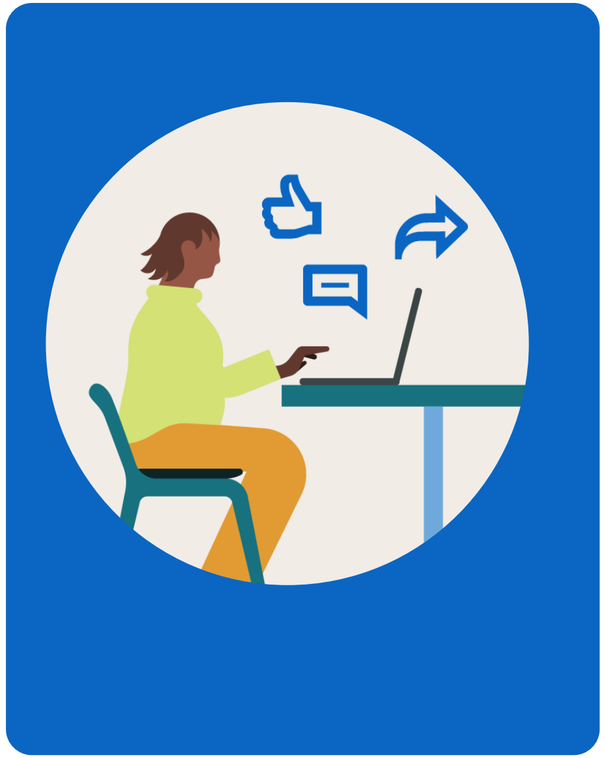
Consider asking for referrals from:

- Current or former managers
- People you've worked closely with
- Professional mentors and advisors (e.g. through through nonprofit training programs)

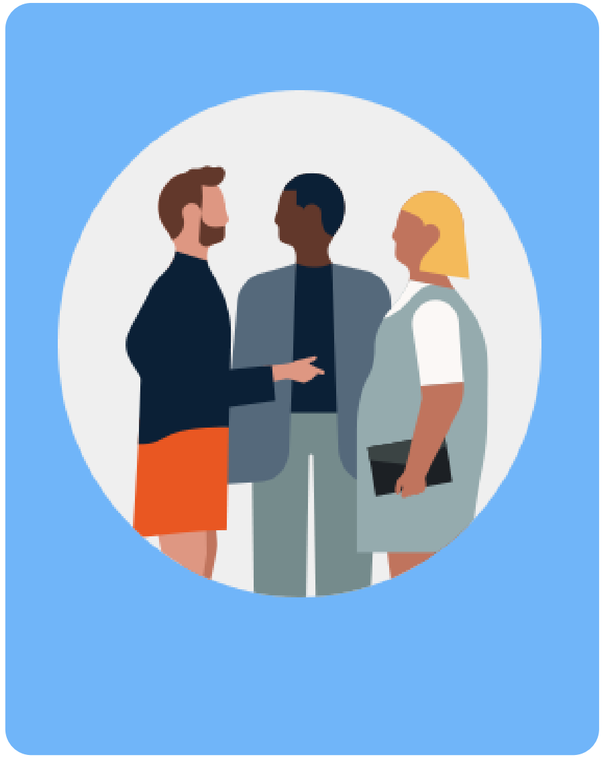




Stay in touch even when you don't need anything



Engage with your connection’s posts



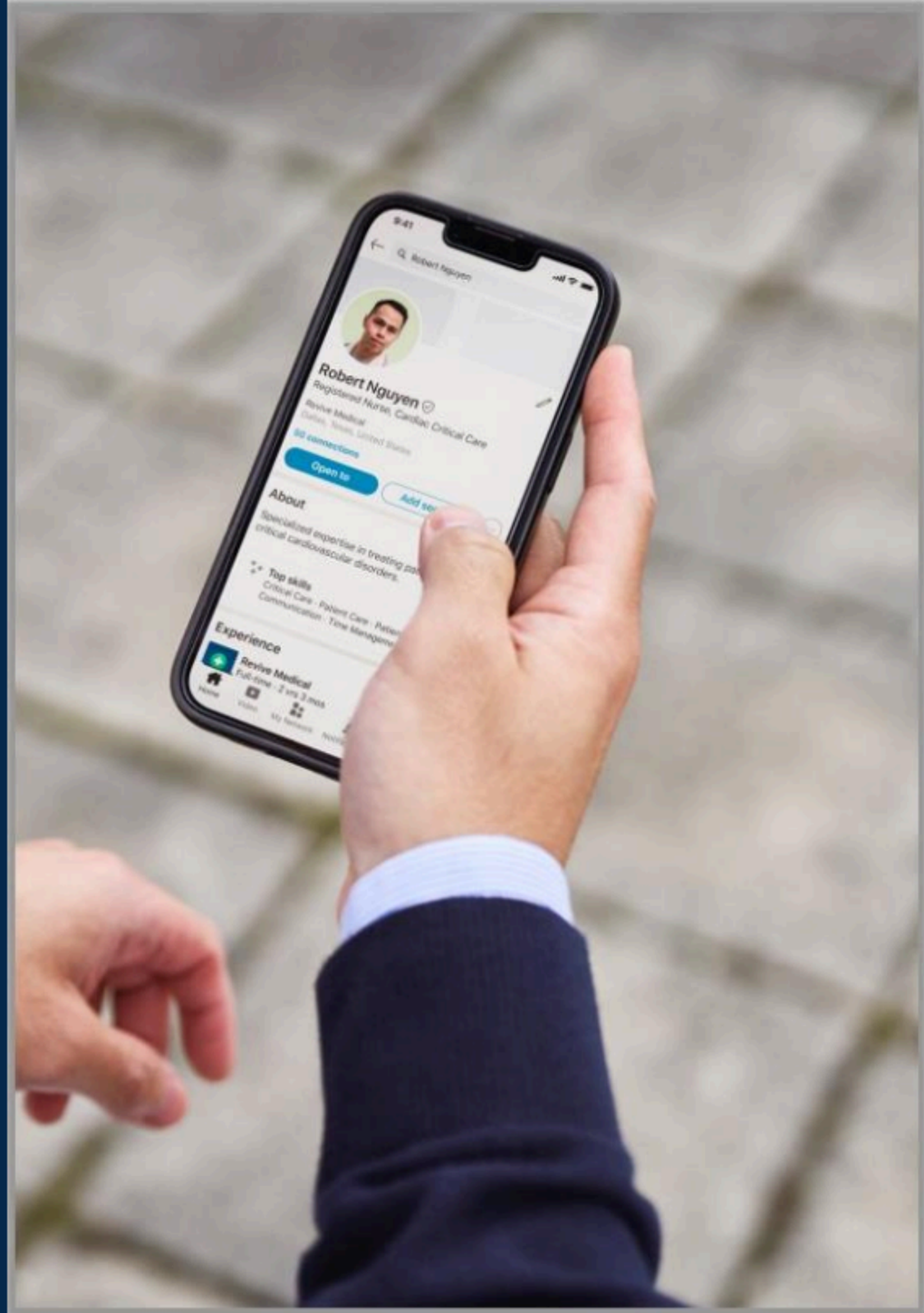
Join relevant groups and exchange insights



Write recommendations for others

Add value and engage with your network

Searching and applying for jobs



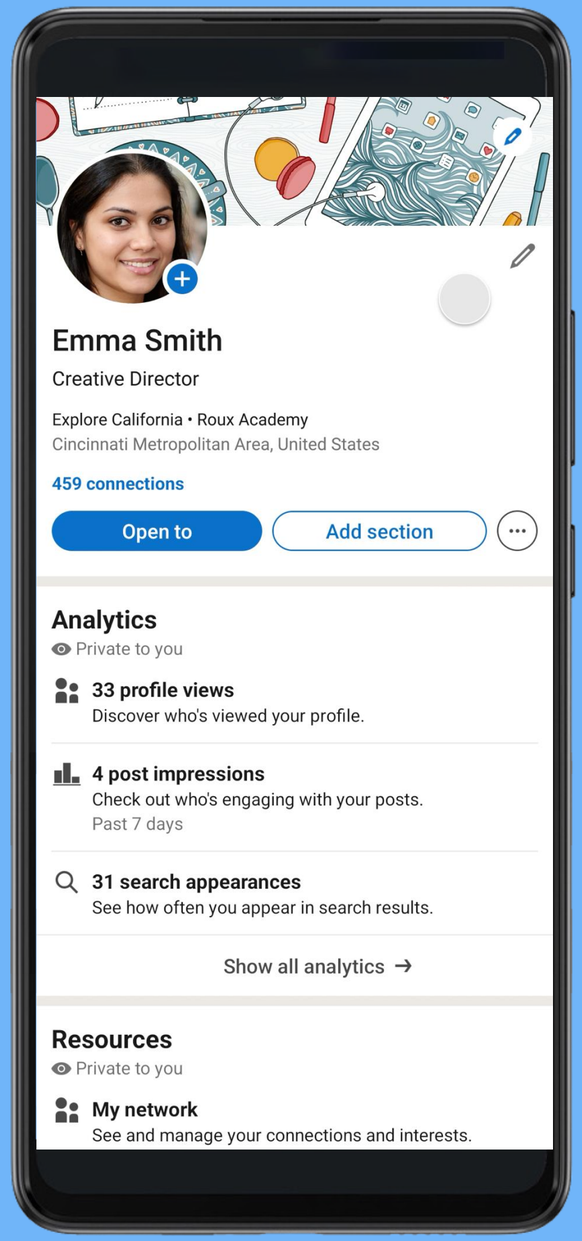
Search and apply for jobs

Show recruiters you're #Opentowork

Click "Open to" at the top of your profile to get started.

- Add job titles, locations, and the types of work (e.g. hybrid, full-time) that interest you
- Indicate your start date flexibility
- Choose who can see that you're open to work

Top tip:
Turning on Open to Work on your LinkedIn profile increases your likelihood of getting a recruiter message by 2x.

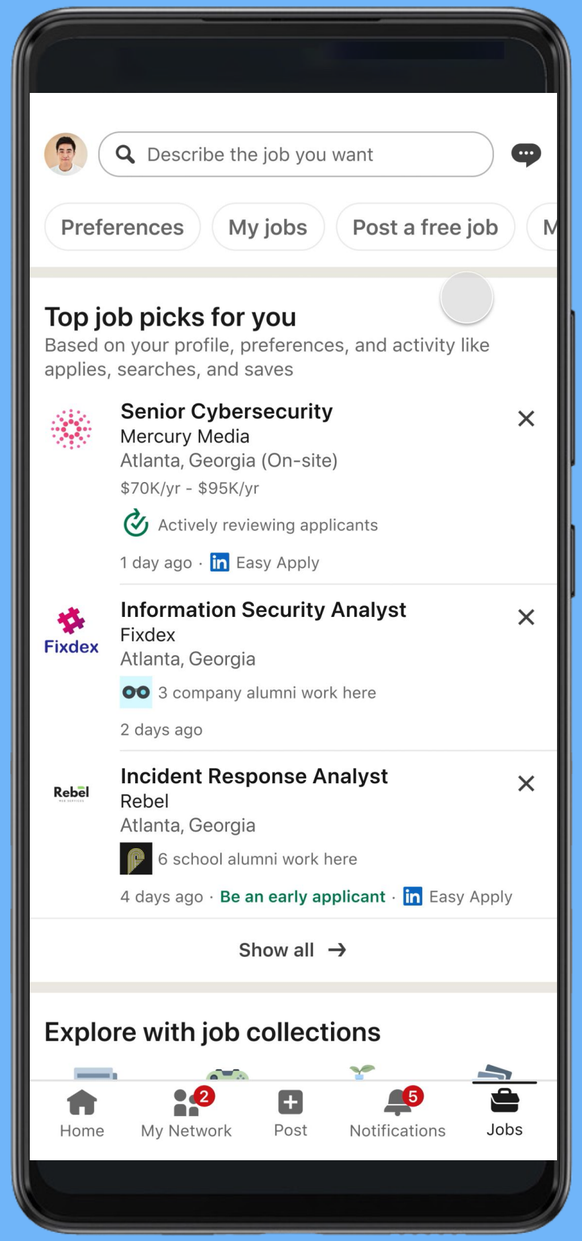


Search and apply for jobs

New: AI-powered job search

AI-powered job search allows you to describe the role you want in your own words. Try these prompts in your searches:

- **The kind of job you want** (job title, functions, experience)
- **Where you want to work** (industry, location, org type
- **What skills you want to use** (hard, soft, tech, etc.)
- **Ways to find opportunities** (date listed, Easy Apply, etc.)

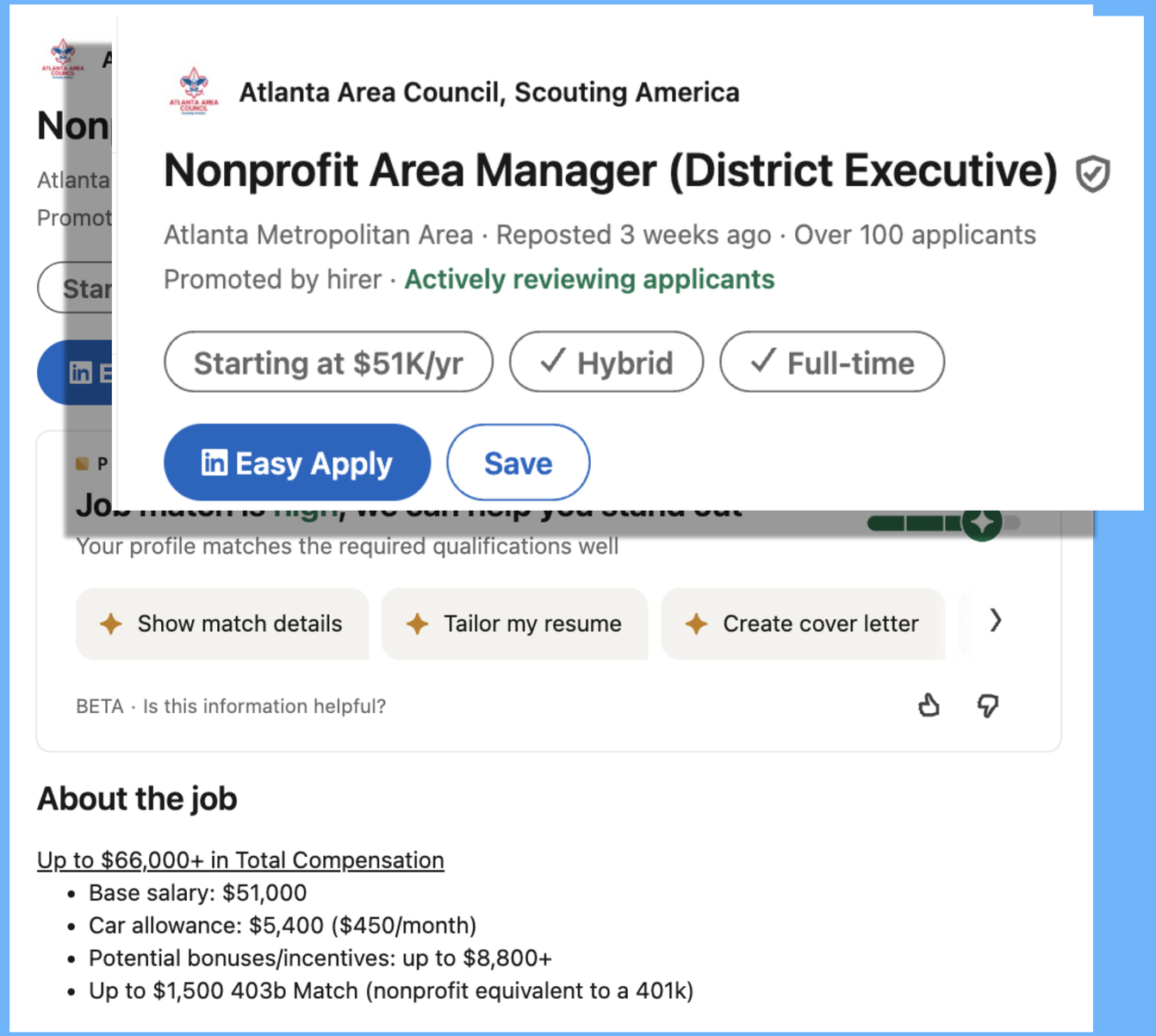


Search and apply for jobs

New: Hiring Insights

Hiring Insights show you whether employers are actively reviewing applicants, how quickly they respond, and if a job is high-priority or verified, helping you focus on the best opportunities.

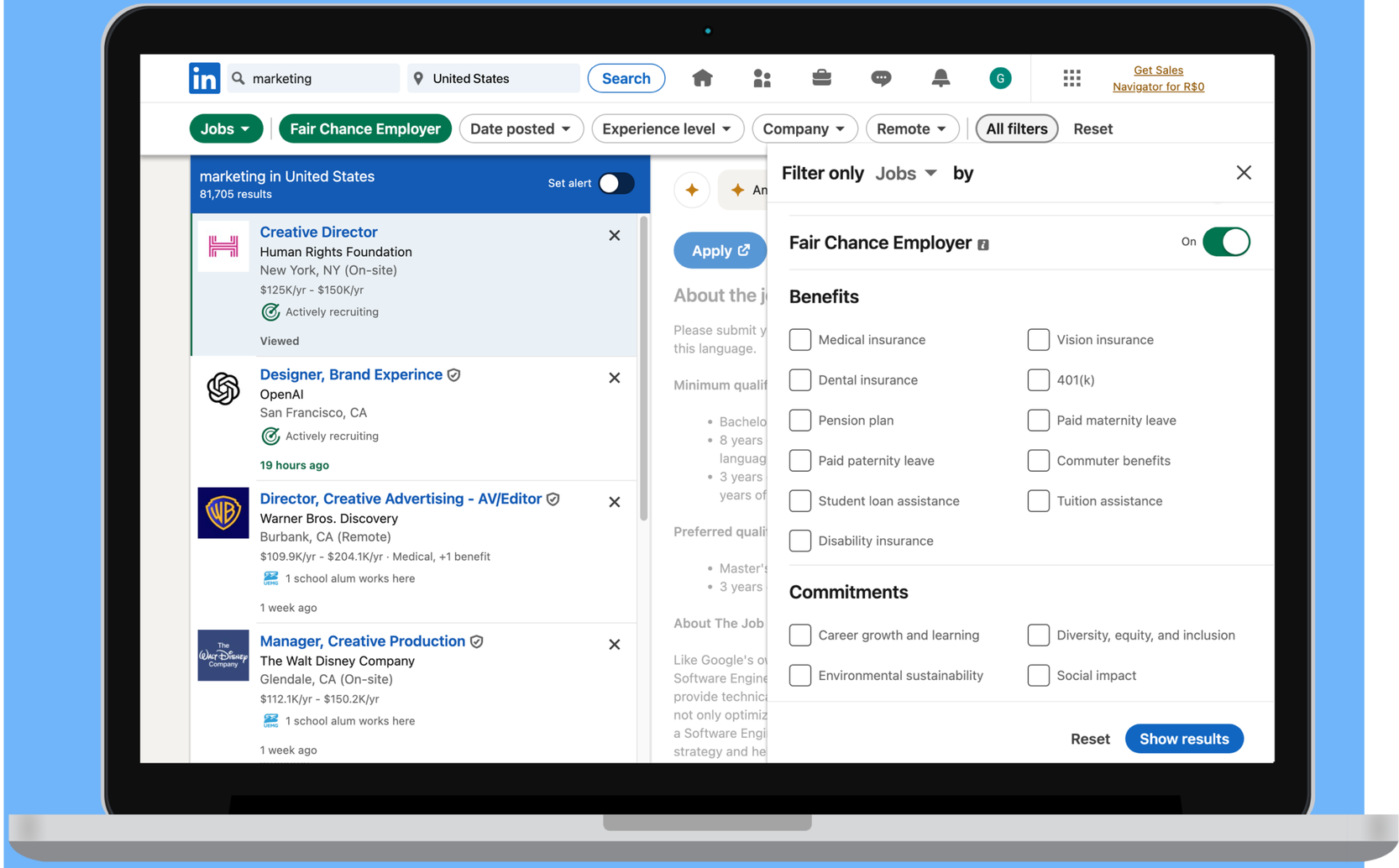
- ”Actively reviewing applicants”
- “Promoted by hirer”
- “Response time is typically X weeks”
- “No response insights available yet”
- Responses managed off LinkedIn”



Search and apply for jobs

Leverage equity filters (U.S.)

- **In your network:** Find job posts from companies where you have a connection
- **On-site, Remote, or Hybrid:** Find job posts that match your preferences and needs
- **Fair Chance Employer:** Identify job posts from employers open to hiring justice-impacted professionals *(U.S. only)*

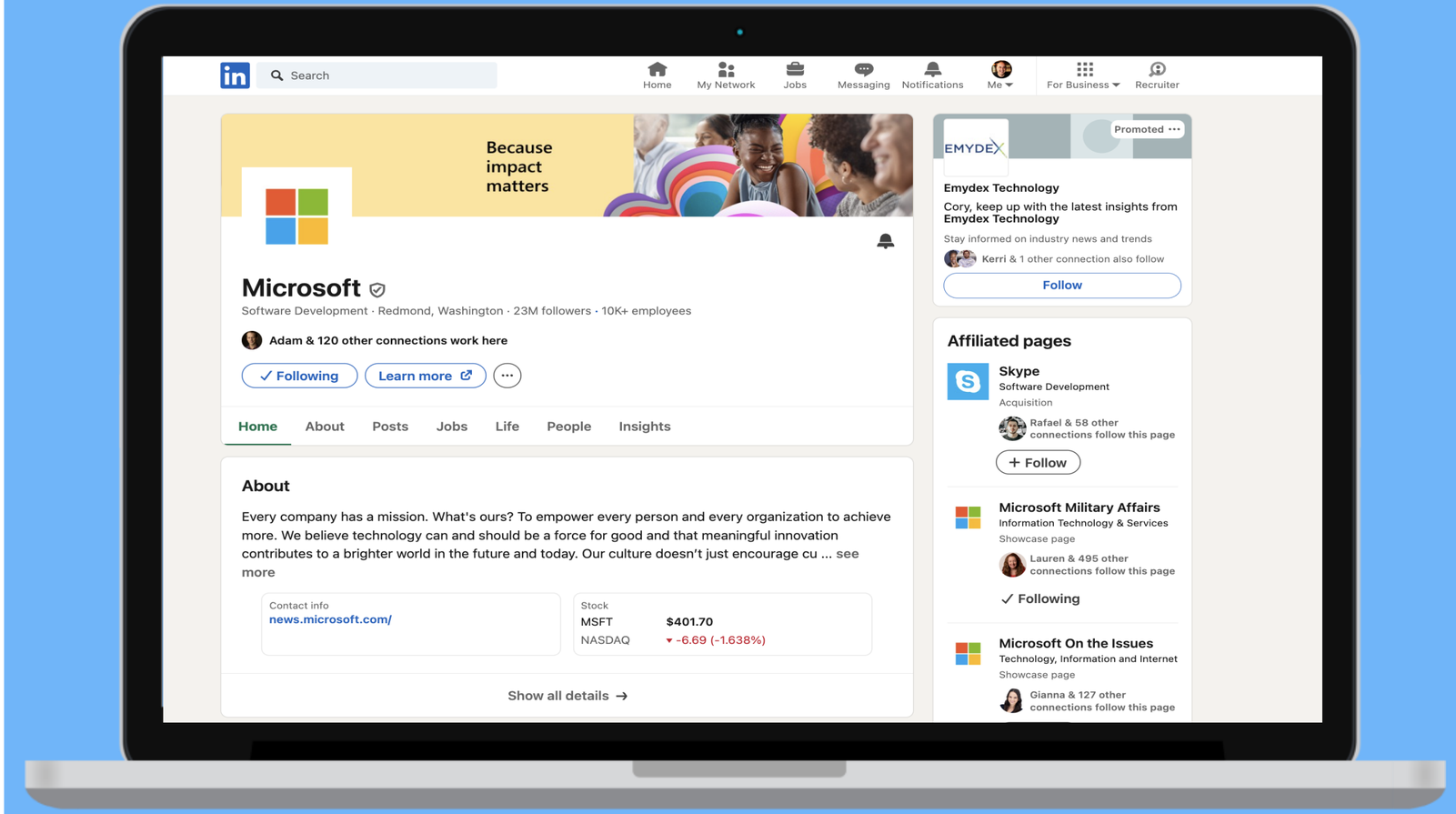


Search and apply for jobs

Follow organizations that interest you

- Indicate you're interested in roles and create job alerts to get notified when they're hiring
- See their updates in your feed
- Explore their "Life" tab (if applicable) to learn about their culture, values, and more

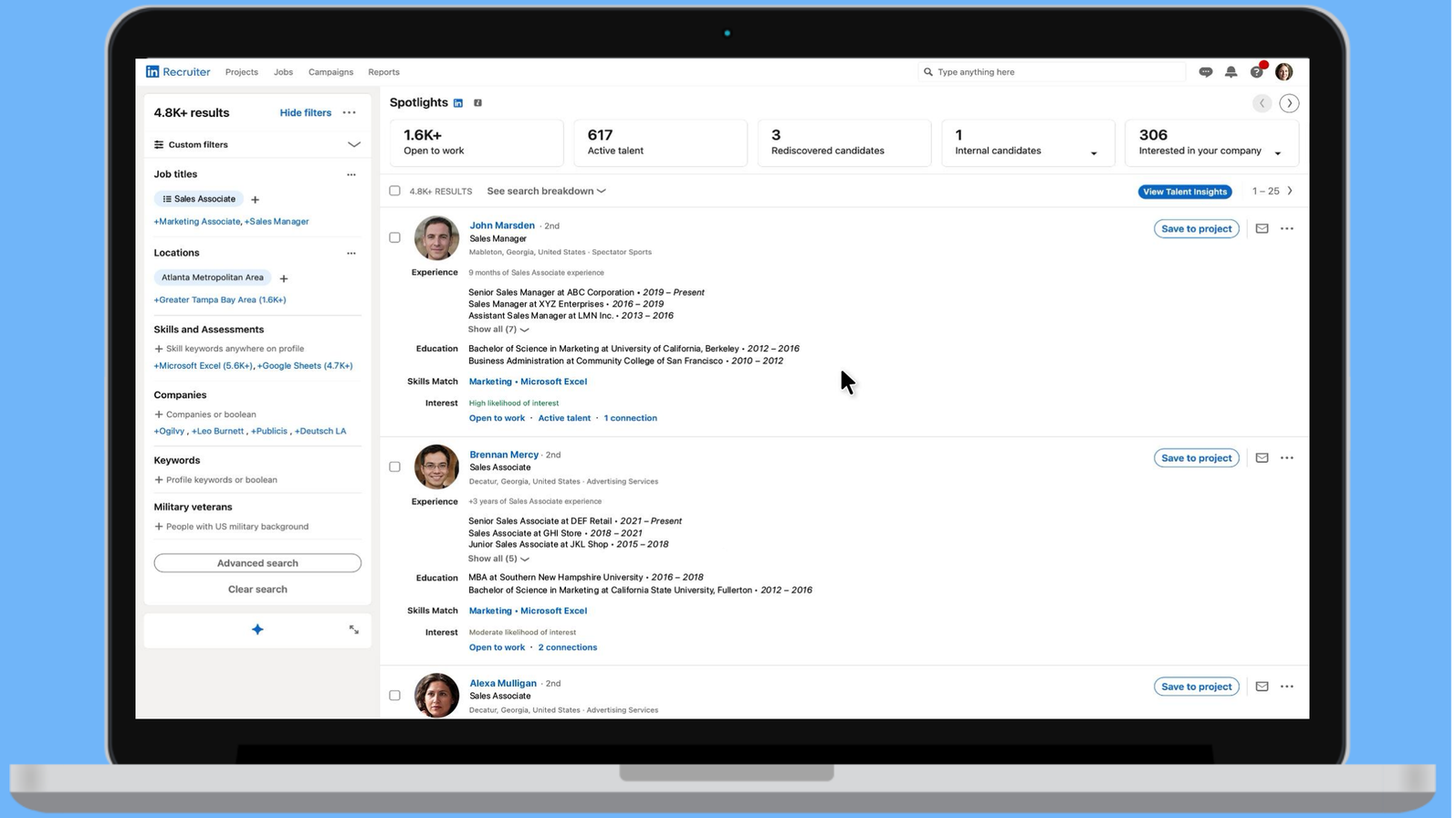
Did you know?
Recruiters can filter by candidates who have engaged with their Company Page.



Search and apply for jobs

Companies can see that you are interested in working for them

Following a company, interacting with their content, and/or clicking the **"I'm interested"** button can help you stand out to recruiters by positioning your profile in their "Spotlights" tab.

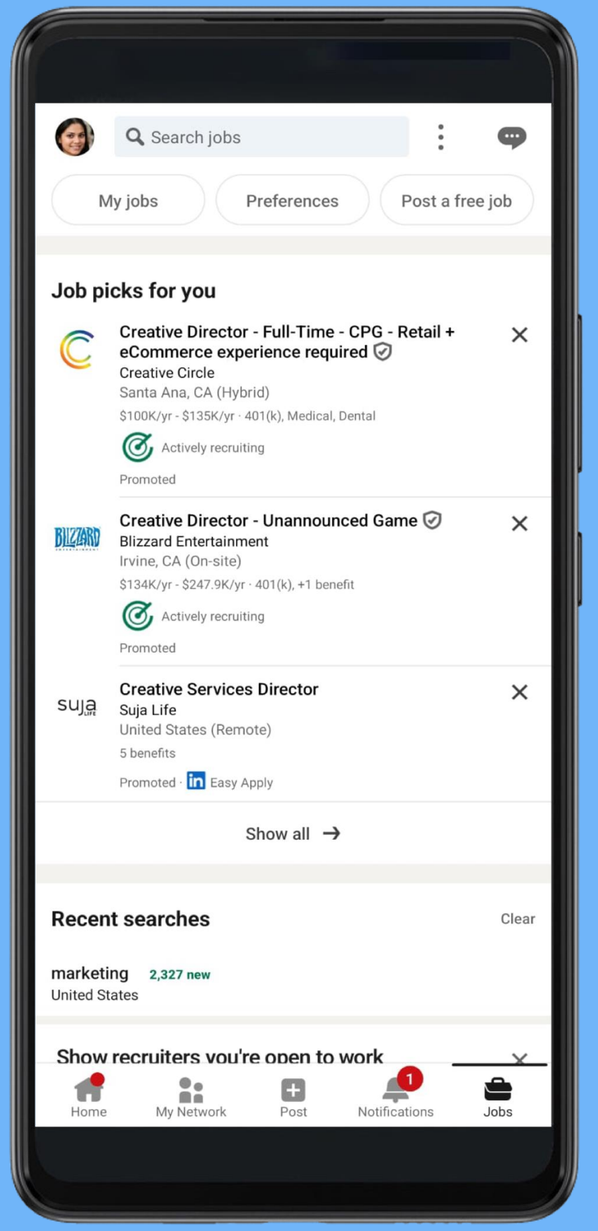


Search and apply for jobs

Apply actively

- Click **"Apply"** and take the next steps on the company's website
- Click **"Easy Apply"** (if applicable) to apply in seconds on LinkedIn
- Download the LinkedIn app to stay on top of your job search from anywhere

LinkedIn Premium feature:
When applying to the jobs that interest you most, select “Top Choice Job” to help you stand out.



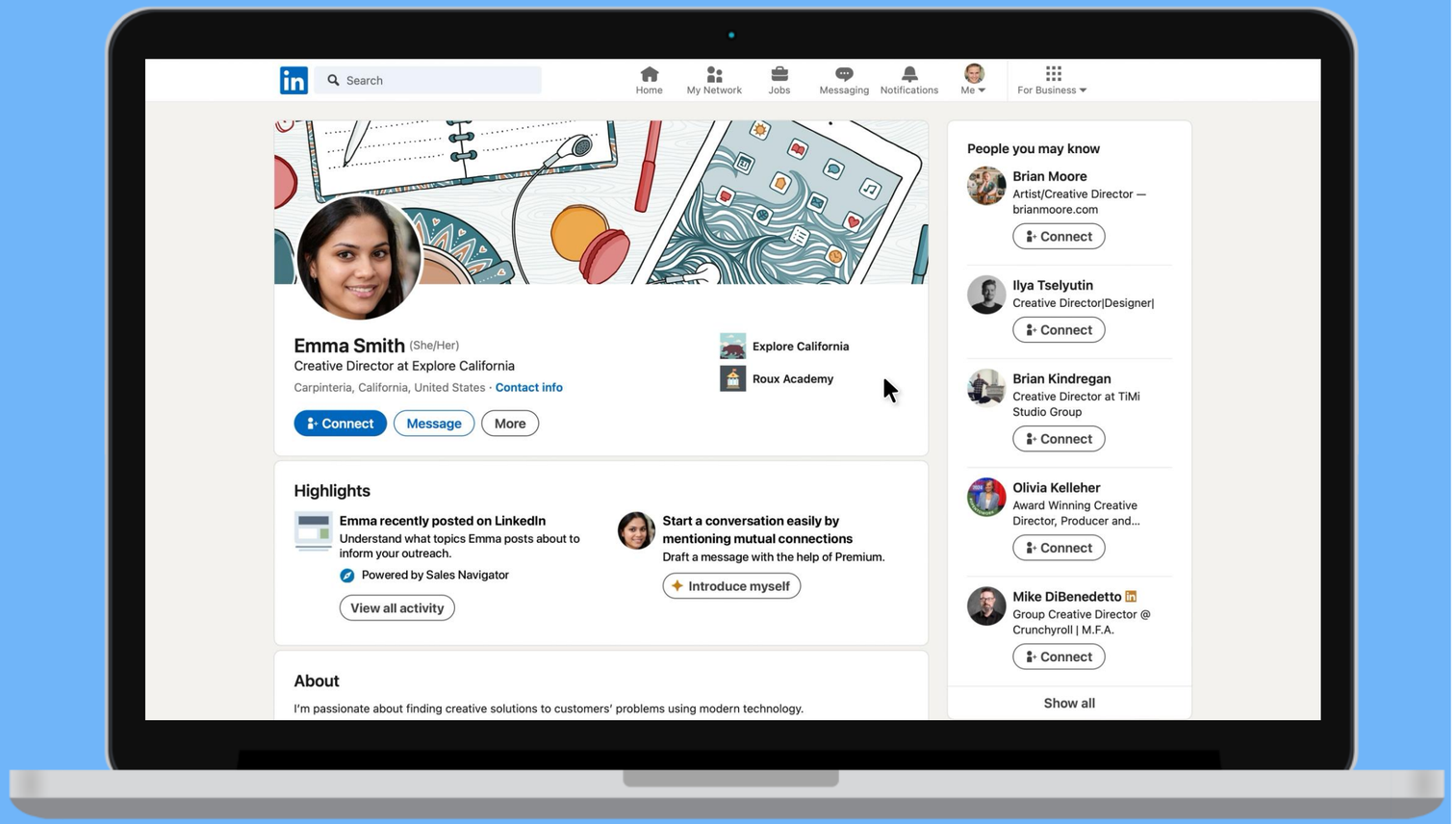
Search and apply for jobs

Message hiring managers directly

LINKEDIN PREMIUM FEATURE:

- Premium members can message people outside outside their network using InMails.
- Request more information about roles and companies you care about.
- Signal your interest and highlight why you're a great a great fit.

LinkedIn Premium feature:
Get help drafting your message from your AI messaging assistant (U.S. only).

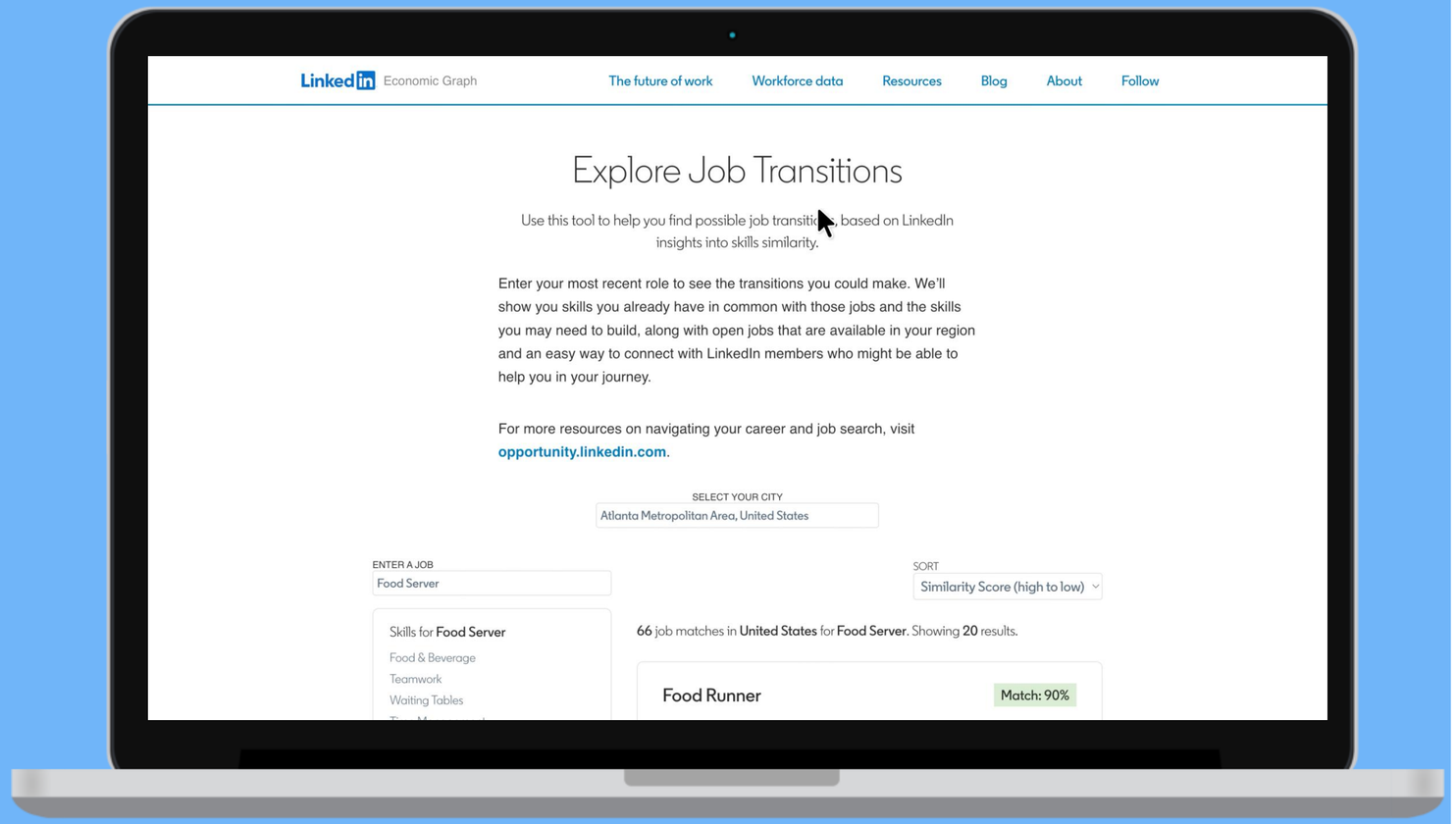


Extra credit

Identify possible job transitions with Career Explorer

Visit linkedin.github.io/career-explorer to get started.

- Discover how your current skills can be used used in other roles or industries
- Gain a clear learning pathway with insights on with insights on what skills you'll need to need to build for a role
- Identify which job titles to search for

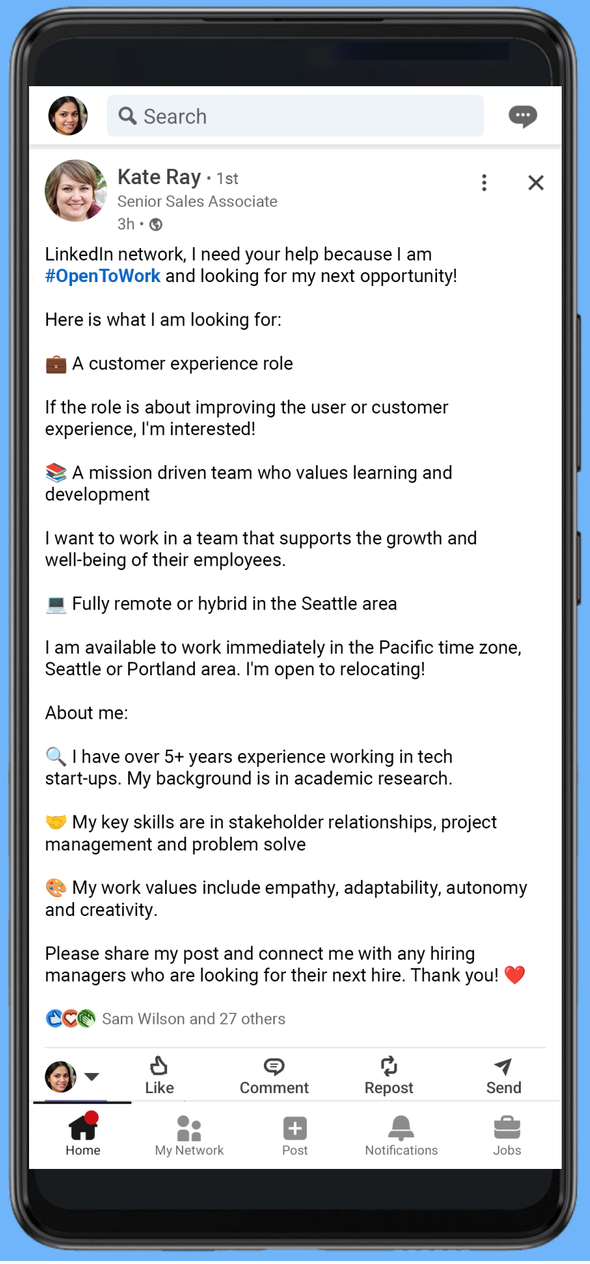


Extra credit

Post engaging content

Strengthen your professional brand by posting regularly.

- Share your knowledge and unique experience
- Try different formats (text, images, etc.)
- Schedule posts in advance
- Be authentic — let your personality shine through
- Feature your best posts on your profile



Applied Learning: updating your own LinkedIn profile

