

# Level Up Your LinkedIn

PIHRA X PSE



# Profile Picture & Banner

Your profile picture is your online “first impression” - It’s your chance to communicate that you are friendly, professional, and trustworthy

Having a professional LinkedIn photo makes your profile 14 times more likely to be viewed!

- Up-to-date - Reflects how you look on a daily basis.
- Close up - Face should cover 60% of the photo
- Show your personality - Smile!
- Non-distracting background - [Remove.bg](#)
- Dress appropriately

Use [Canva](#) to create a professional banner - it’s FREE!



## Create a Captivating Hook - Headline

- ❑ Who you are and what you do in one line.
- ❑ When someone searches for [Job Title] and they see 15+ people with the exact same headline, why should they pick you out of the crowd?
- ❑ Things to include:
  - ❑ Job title
  - ❑ Value proposition - Ex: [HR Coordinator] helping X do Y.
  - ❑ Showcase your skills and expertise
  - ❑ Key Words! (Human Resources, HRIS, Sales & Marketing)
  - ❑ Students: Major, graduation year, what you are aspiring to be.





# Things to Avoid on Your Headline

When you use these phrases, you're wasting valuable space!

- ❖ Seeking New Opportunities
- ❖ Open To Transition
- ❖ Seeking Summer Internships
- ❖ Actively Looking For Project Manager Roles

You are not providing potential visitors with any clue as to where your expertise lies and why they should contact you.



# Create a Succulent Summary

Your summary is your chance to tell your own story and to sell yourself.

- ▶ Include a strong one line opening that kicks off your story
  - ▷ Entices the recruiters to read further
  - ▷ Reveal your character by telling a story, sharing your favorite quote, motto, or even your greatest achievement or skill
- ▶ Answers 3 important questions:
  - ▷ What you do?
  - ▷ Why you do it?
  - ▷ How you do it?
- ▶ Call to action
- ▶ Write in 1st person - Be personable
- ▶ Include career and industry specific keywords!

# List Your Results-Driven Work Experience

- Resembles your resume - Do NOT copy and paste
- Appropriate to include your entire work history on LinkedIn
- Include organizations, extra curriculars, courses, and projects
- Start with an Overview:
  - ◆ Use 2-3 sentences to give the reader an overview of what your job entails.
    - Ex: If you are a manager, who do you manage, what do you manage?
- Use actions verbs
- 1st person with a conversational tone
  - ◆ "I did XYZ"
  - ◆ Use numbers - "I increased sales by 12% in the first year following my promotion"

LinkedIn





## PARS Method

**P** – What was the Problem you addressed? Ex.: high labor costs

**A** -What were the Actions you took? Ex.: focused on cost reduction initiatives

**R** – What were the Results? Ex.: reducing labor costs by 12%, overtime by 24%, and material waste by 43%

**S** - What Skills did you use or develop? Ex.: managing and leading a team

The resultant bullet point: I managed and led a team of six in cost reduction initiatives that reduced labor costs by 12%, overtime by 24%, and material waste by 43%.”

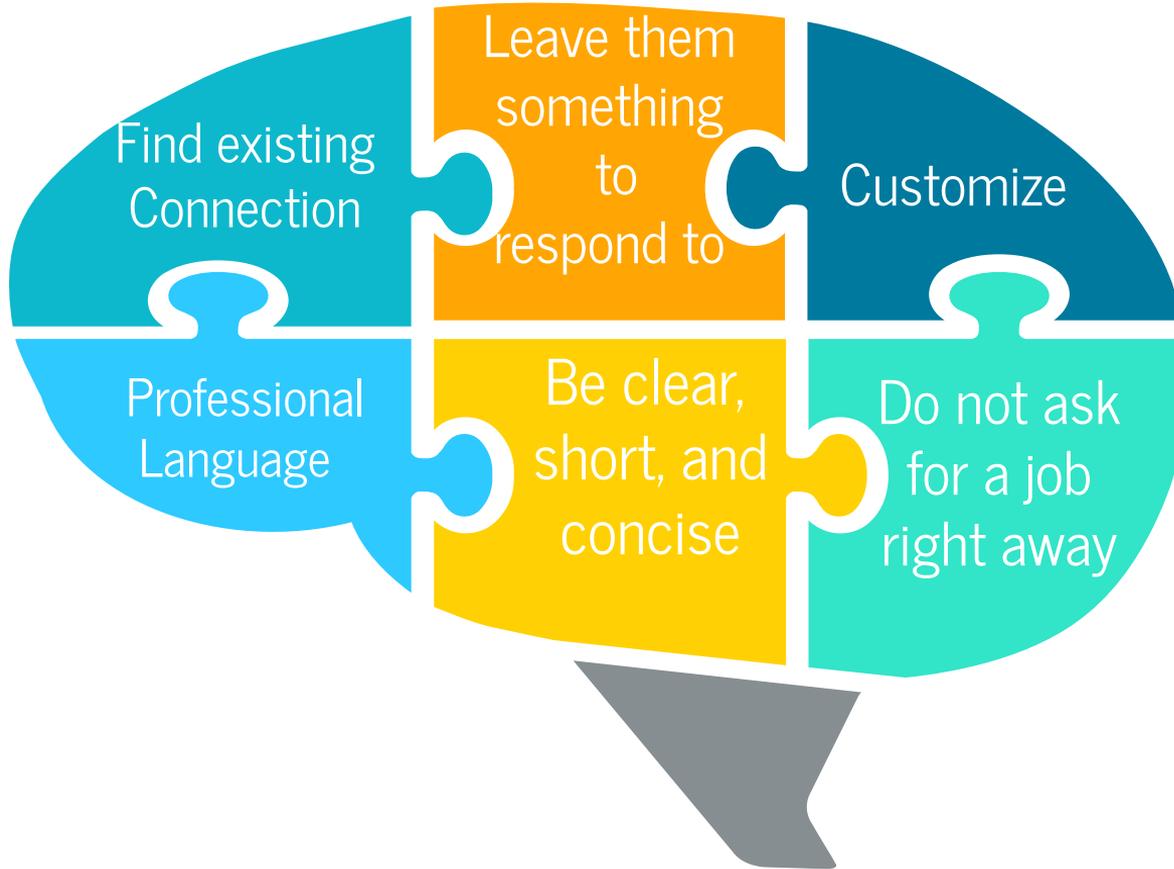
# List Your Relevant Skills

- LinkedIn allows you to list up to 50 skills
  - Place your best 3 skills at the top
- Use endorsements to your advantage!
  - Helps make you more searchable
  - Be proactive! Endorse others and many will reciprocate
- Take skills quiz!

# Networking

**“Networking is an investment in your business. It takes time and when done correctly can yield great results for years to come.”—Diane Helbig**

# Tips On Networking



Hi Matthew,

I noticed that you are an alumni of Pi Sigma Epsilon. I am a member part of the Beta Kappa chapter at Cal Poly Pomona!

Did your time and connections in PSE help you land the position of Marketing Director that you are in now? I would love to talk to you further about your position.

Are you available for a zoom chat sometime this week?

Thanks,  
Jenna Quijano

# BE ACTIVE!

- ▶ Create posts that capture the attention of like-minded people.
- ▶ Make your comments count. If you can't add something of value, you can interact with other comments or simply like the post.
- ▶ Share articles that stand out to you and represent your personal brand.
- ▶ Groups are like smaller communities within LinkedIn. Join, participate and learn.

# Thank You!

Lets connect!

