What is LinkedIn?
What do you hope to learn today?
Agenda

• Personal settings
  • Personalized url
  • Privacy and settings
• Making your profile amazing
• Finding and connecting with the right people
• Using LinkedIn for the job search (applying)
Successful profiles

- Professional photo
- Complete profile – all sections
- Headline – Describe yourself with the right words
- Summary statement
- Relevant experience – as much as you want
- Volunteer, languages, publications, projects, organizations you support
Navigating To your profile
Matthew Geddes

Career Specialist; Expertise in Resume Writing, Interview Preparation, Career Planning and Vocational Assessment
University of Calgary • The University of Calgary
Calgary, Alberta, Canada • 231 88

Matthew is passionate about helping individuals create careers that align with their values, skills, and interests. He has been a Career Specialist with the University of Calgary for over five years, where he supports Master and Ph.D.

See more

Your Dashboard

Private to you

14
Who viewed your profile
0
Post views
1
Search appearance

Strengthen your profile

Let's complete your info for The University of Calgary
This will help us find classmates and alumni you may know

Not now

Update education

Experience

Career Specialist
University of Calgary
Dec 2010 – Present • 6 yrs 10 mos
Career Services, University of Calgary
Support graduate students with achieving their career goals through individual coaching and group workshops. Services offered include resume review, interview preparation, career
Create informative headlines

Poor

Grad Student “Cause I am a champion and you’re gonna hear me roar”

Outdoor enthusiast, animal lover, movie fanatic and Flames addict

Better

MSc Student in Psychology and Aspiring Counsellor

Mechanical Engineering student seeking summer internship

Computer Science | Machine Learning | Data Science | Software Development

Communications specialist with interests in social media and digital marketing
Writing great headlines

• **Choose descriptive words:** Brainstorm a few keywords that are relevant to the field you’re targeting. Search others in your field, borrow keywords from profiles and headlines.

• **Be succinct:** Never use two words when one will do.

• **Show your expert status:** What makes you the chemical engineer/genomics researcher/neuroscientist?

• **Use a tried and true formula to writing your headline:** 3 keywords + 1 value proposition = Headline success
  
  • “Computer scientist with a passion for undergraduate education and experience in conceptual modelling and research management.”

• [http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linked-profile/](http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linked-profile/)
• https://www.linkedin.com/pulse/3-linked-in-headline-strategies-students-better-than-recent-ron-nash/
The information you feed people about yourself is vital to their understanding of you

• Showcases who you are
• Similar to a brief bio
• Invites others to connect with you
• Attracts the attention of recruiters or employers
Bad LinkedIn Summaries
“I’m the perfect choice”:

**Summary**

I have gained an enviable reputation as an inspiring Motivational speaker. I am one of a rare breed of athletes who can speak authoritatively and articulately about what it really takes to get to the top. I am the perfect choice to present at award ceremonies, deliver a keynote speech or take part in a question and answer session which gives me an opportunity to pass on valuable advice about self confidence, perseverance and ultimate achievement.

Specialties: I have worked extensively as a member of sports marketing and production teams and I have a strong network within the industry. I can help companies and brands meet the teams of people needed to make their project succeed.
Summary

(Bellow lies only a small summary of what I believe in and a snapshot of who I am/what I do. Do get in touch, It's always great to meet people and exchange thoughts, share ideas and maybe a beer or a coffee.)

I'm a post-disciplinary creative problem solver (WTF?), in the broader sense of the expression (WTFx2). Or sort of an inquisitive minded guy. (Ah! Ok, Nutjob).

I'm very interested in a bunch of things and I'm skilled on a few others, sometimes they overlap and sometimes they do not.

Among a very long list of stuff I'm interested in and sometimes proficient in you'll find creativity in general, technology, the relationship between human beings and machines, physical computing, the arts, storytelling (more specifically non-linear, participative, transmedia), robots, science-fiction, the human brain, motorcycles, photography and video-games.

https://www.socialtalent.co/blog/worst-linked-in-bios-ever-part-one
But seriously...

A well written summary:

- Highlights passion and achievements
- Emphasizes skills employers value
- Uses plain or industry language
- Includes an invitation to connect

Now it’s your turn to update your summary
Can use resume as template

• Education
• Experience
• Volunteer Experience
• Skills
• Accomplishments
  • Publications
  • Honors & Awards
  • Courses
  • Languages
• Interests – will come back to this
Your Network

- How to add people
  - Never add contacts through email
  - Instead go to the “People you may know” but DO NOT click connect here
  - Go directly to the person’s profile
  - Click “Connect”
  - Always add a personal message

- Using LinkedIn Alumni
  - From University’s home page
  - Search by various criteria
Growing Your Network

• Join groups
  • PhD Careers Outside of Academia
  • Versatile PhD

• Follow companies

• Join groups for professional associations

• Stay active!
Interests

- Companies
- Groups

The R Project for Statistical Computing
109,992 members

The University of British Columbia
249,323 followers

University of Calgary
158,529 followers

Higher Education Teaching and Learning
103,674 members

Strong Interest Inventory Practitioner
2,784 members

Let's Talk Science | Parlons sciences
5,277 followers

See all
• Job searching
• Saving jobs
• Job app
Who are we?

At UCalgary Career Services our purpose is two-fold:

Inspiring UCalgary students & recent alumni to embrace their potential and strive for career excellence

& connecting employers with top talent, future leaders and innovators.

Located on the first floor of MacEwan Student Centre – adjacent the bookstore
Your Career Services Team

Stephanie Warner
PhD Career Development Specialist
(403) 220 5067
stephanie.warner@ucalgary.ca

Matthew Geddes
Master’s Career Development Specialist
(403) 210 7894
mjgeddes@ucalgary.ca

Liliana Gonzalez
International Career Development Specialist
(403) 210 9619
gonzalml@ucalgary.ca
How can we help you?

Any topic, from career exploration to interview preparation

- **Pre-booked, 45-minute appointments**
  Register on CareerLink

- **Drop-ins (main campus)**
  Graduate  Thurs 9:30 – 11:30 a.m.
  International  Tues 1:30 – 3:30 p.m.

Resume & cover letter only

- Resume Rescue (main campus)
  Wed 11 a.m. – 1 p.m.

- E-Review of resume/cover letter
Workshops

Workshops on a variety of topics – register on CareerLink!

- Job search
- Resume, CV, cover letter
- Strengths, teamwork, resilience
- Networking
- Interviews

Specifically designed for...

- All graduate students
- and international students
Career Development Journey

Know Yourself

Explore Options

Get Focused

Take Action
LinkedIn is an important tool in today’s job market.

In addition, Career Services is here to help you effectively plan your career and succeed in your job search, during university and beyond.
Thank you for participating!

Your feedback is important to us.

@UofC_CS
UofCCareerServices
/ucalgarycareers
ucalgary.ca/careers