



# 2024 October Career Fair

**Amy Geffen**  
*Linked In for Results*



# Leveraging LinkedIn for Results

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## Agenda

- ▶ What is LinkedIn?
- ▶ Why you need to optimize LinkedIn
- ▶ Parts of your profile
- ▶ Highlighting your accomplishments
- ▶ Recommendations
- ▶ LinkedIn for networking
- ▶ LinkedIn to Get Noticed



# What is LinkedIn?

Overview of LinkedIn as a professional networking platform  
Importance of having a strong LinkedIn presence

## Similarities to resume

- ▶ Advertisement for you
- ▶ Summary
- ▶ Highlights skills and accomplishments

## Differences from a resume

- ▶ Photo
- ▶ Headline
- ▶ More detailed information about your accomplishments
- ▶ 4-5 Recommendations

# Why LinkedIn Matters

- ▶ Number of users and engagement - 1 billion worldwide
- ▶ Companies using LinkedIn 55 million
- ▶ Benefits of having a strong LinkedIn profile
  - ▶ Networking
  - ▶ Job prospects
  - ▶ Brand building - your personal brand

61 million people use LinkedIn to search for jobs weekly

The background of the slide features a blurred image of a person's hands working on a laptop. The desk is cluttered with various items, including a laptop, several sheets of paper, and numerous colorful sticky notes (yellow, green, pink, blue). The overall scene suggests a professional or creative workspace. The slide is framed by blue geometric shapes on the left and right sides.

## Optimizing Your LinkedIn Profile

- **Profile Picture:** Importance of a professional photo.
- **Headline:** Craft a compelling and keyword-rich headline.
- **About** section – passion, accomplishments, skills
- **Experience** – use bulleted accomplishments
- **Summary:** Write an engaging summary that highlights your skills and experiences.
- **Recommendations** – at least 4 to 5

## Headline: 220 characters

- ▶ Headline Keywords:
- ▶ We know that keywords are important for a human reader so draw their attention to your profile by developing a great Headline (shown directly under your name),
- ▶ Showcase key skills AND a value proposition in the 220 characters available
- ▶ 97% of recruiters and hiring managers are using LinkedIn to search for viable candidates

## About = 2600 characters

- ▶ Summary/About Keywords: 2600 characters equivalent to one-page single spaced typing
- ▶ While we do not know the exact parameters that LinkedIn uses for the search algorithm; we have learned that in a recruiter search ~25% of a search is tied to the Summary/About section.
- ▶ You have a space of 2600 characters to tell your story. Include a list of key competencies and skills (tip: Enter the Skill with the same word phrase as found in the Skills & Endorsement section).
- ▶ First paragraph should announce what you are passionate about
- ▶ Then describe two or three accomplishments in detail with results
- ▶ Then list all your hard and soft skills

# Endorsements

- ▶ Keywords: Populate the best 50 skills for your Skills & Endorsements section. Include the most important keywords and synonyms multiple times, don't forget to include related options as well in your Experience section.
- ▶ In any search LinkedIn looks at two things: how many times you use the words in your profile and how they rank based on the searcher's network.
- ▶ Search results are unique to each person running the search, the same as each network is unique to the individual.
- ▶ Endorsements are not as important as RECOMMENDATIONS

## Recommendations

- ▶ Recommendations are more important than endorsements for your skills.
- ▶ Get 4-5 recommendations from former supervisors, managers, colleagues, teammates, vendors and clients.
- ▶ Call or email to request the recommendation. Explain why you need it and remind them where you worked together and what you did.
- ▶ Then go their LinkedIn profile to request the recommendation.

# Let recruiters know you are open to opportunities

- ▶ They can't hire you if they never find you! With 80% of the jobs being filled before being advertised it becomes necessary to gain visibility with your targeted employers.
- ▶ A top priority will be to add connections to further the goal of being referred into jobs because LinkedIn looks at how you are connected to the "searcher."
- ▶ Add job titles to your HEADING so recruiters know exactly what job titles you are going for
- ▶ Another perspective – hiring managers prefer to hire people who are already working...so you may NOT wish to put on your photo "Open to Work"



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# Highlight Your Experience

- **Experience Section:**

- How to list jobs effectively.
- Using bullet points for achievements.

- **Skills & Endorsements:**

- Adding relevant skills.
- Encouraging endorsements from colleagues.

# Engaging with Content

- **Sharing Updates:**
  - Importance of sharing industry-related content.
- **Writing Articles:**
  - Benefits of publishing long-form content on LinkedIn.
- **Commenting and Engaging:**
  - Engaging with others' posts to increase visibility.





## Building Your Network

- **Connecting with Others:**

- How to send personalized connection requests.

- Alumni

- Professional Association

- **Joining Groups:**

- Benefits of participating in LinkedIn groups relevant to your industry

# How to Build Your Network

- ▶ Connections – get at least 500 connections.
- ▶ LinkedIn recently released results of a study they conducted and in brief they shared that a single connection makes a huge difference and can change the trajectory of a career.
- ▶ Having at least one connection at a company makes you 6 times more likely to get a job there.
- ▶ Having a formal referral from that connection makes you 9 times more likely to get the job.

## How to Build Your Network cont'd.

- ▶ To get started, think about who you already know without categorizing them as someone who might know someone at your target company.
- ▶ Every day that you have communications with someone new, not necessarily a face-to-face meeting, it can be through any type of contact, make it practice to request a connection.
- ▶ Spend time reviewing your second- and third-degree connections and move them to first degree.
- ▶ Follow this same best practice with your LinkedIn Groups – review the list of group members and ask many of them to connect at 1<sup>st</sup> degree.



## Who is in your network?

- ▶ Family
- ▶ Friends
- ▶ Alumni
- ▶ Former colleagues
- ▶ Former managers and supervisors
- ▶ Former vendors and clients
- ▶ Reach for network contacts far and wide, you don't really know the extent of their connections and you could be 2nd or 3rd degree from someone in your target organization.

## Network on LinkedIn

- ▶ Reach out to first degree contacts to get an introduction
- ▶ That is your second-degree contact - meet with that person
- ▶ Then ask your second-degree contact for an introduction
- ▶ That is your third-degree contact...



## Connecting to Alumni on LinkedIn

- ▶ Go to the LinkedIn profile for your high school, college or graduate school
- ▶ Click on ALUMNI
- ▶ Enter fields - city, date of graduation or major subject
- ▶ See the list of companies where they work
- ▶ Then go down the page to look for people with whom you would like to connect
- ▶ Send a message asking to connect on LinkedIn
- ▶ If they say yes, then send a second message asking for ten minutes of their time to get career advice

# Networking Strategies

- **Reaching Out:**

- How to effectively reach out to industry leaders.
- How to connect to alumni

- **Follow Up:**

- Importance of following up after networking interactions



## Utilizing LinkedIn Features

- Recommendations:**

- Requesting and writing recommendations.
- Ask person by phone or email. Remind them of your position and what you did.
- Then request on their LinkedIn profile page

- LinkedIn Stories and Videos:**

- Using multimedia to showcase your personality and projects.



## Other Ways to Get Noticed on LinkedIn



**WRITE AN  
ARTICLE**



**WRITE A POST  
AT LEAST  
WEEKLY**



**COMMENT ON  
OTHER  
PEOPLE'S  
POSTS AND  
ARTICLES**



**JOIN A GROUP  
THAT IS ONLY  
ON LINKEDIN**

## Key Takeaways

- **Recap Key Points:**

- Importance of optimizing your profile
- Get 4-5 recommendations
- Engage with content, and
- Build your network.

- **Call to Action:**

- Encourage yourself to take actionable steps to improve your LinkedIn presence.

## Q & A

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