I’VE SIGNED UP

NOW WHAT?

Jenn Baytor, Team Lead, Career Education
TECHNOLOGY REMINDERS

**MUTE**
Please keep yourself on mute in the main room.

**VIDEO**
We want to see you! Open your video if comfortable.

**CHAT**
Teresa is here to answer your questions.

**POLLS**
To better understand your experiences and opinions.
Today’s Session

What We Will Cover

Etiquette
Dropping the baggage you carry from other social outlets

Your Profile
Tips to enhance your profile and get to all-star status

Interacting
How to actually use LinkedIn on a regular basis

Researching
Using LinkedIn as a tool to research jobs and employers
The information you include in your profile is professional, period. It is not "creepy" to look at a person's profile who is unknown to you – that's the purpose!

Adding someone to your network. Add a "Note" to your connection request.

Hi Jennifer, I attended your LinkedIn session today and found it really helpful! Hope to stay connected!
TIP #1

Upload an Appropriate Photo
TIP #2

Write A Brief Yet Informative Profile Headline

Your Current Role | Area of study | Top Skills or Area(s) of Expertise
Notable Accomplishments | Career Goal | Industry of Interest

Megan K.
Master of Media in Journalism & Communication Candidate | Multimedia Journalist | Content Producer

Amandeep S.
Graduate Student at Western University | Mechanical Engineering | Helping to shape a better community

John K.
Mathematics Major | Specialty in Symplectic Geometry/Topology | Interested in using math in the real world

Melissa N.
MSc | Cognitive, Developmental, and Brain Sciences | Interest in Research & Development | Recruitment & Communications

Careers & Experience | Western
TIP #3

Personalize the **About** Section

**WHO YOU ARE**
What you’re interested in pursuing. Your career goals. What you studied and achieved.

**YOUR ASSETS**
The skills and experiences you possess. Role you take, people know you for.

**PERSONAL DETAILS**
What are some unique qualities about you. What makes you stand out? Involvements?
About

Recently graduated with a Master of Media in Journalism and Communication from Western University. I graduated in June 2018 with a BA in Digital Media and Journalism from Wilfrid Laurier University, along with a post-graduate certificate in Contemporary Media Arts from Conestoga College. My goal is to further establish myself in digital journalism, social media management or communications, ideally in sports.

- Accomplished journalist for four respected media organizations, with over 200 articles published
- Experienced social media manager for professional Facebook, Twitter and Instagram accounts
- A proficient copyeditor with the ability to research, fact-check and edit articles in CP style
- Skilled videographer with editing capability on Avid, Premiere Pro, After Effects and Audition

Specialties:
Writing | Editing | Social Media Strategy | Digital Media | Videography | Photography | News Judgement | Storytelling |
Adaptability | Creativity | Public Speaking

Personal Website: http://smmcoulter.wixsite.com/shannoncoulter
Complete Additional Profile Sections


Think Broadly About Your Experience

20% of hiring managers have hired someone because of volunteer experience and 41% of recruiters consider volunteer experience on par with paid work experience.
T I P  # 6
Add Skills You Can Be Endorsed For

Find relevant keywords by browsing job listings that appeal to you and profiles of people who have the kinds of roles you might want.

T I P  # 7
Share Your Work

Add real examples of your writing, analysis, research, or other work directly on your profile.
**DID YOU KNOW?**

**CLAIM YOUR UNIQUE LINKEDIN URL**

Personalize the URL for your profile to use in other places.

**SETTING YOUR LOCATION**

Pick the location of your most desirable place of employment.

**SHOWING YOU ARE OPEN TO JOBS**

Let recruiters know by editing your job seeking preferences.
Add a voice recording to help people learn to properly pronounce your name.
INTERACTING ON LINKEDIN

✓ Read & Share Industry News
✓ Follow thought leaders/influencers
✓ Follow Companies/Organizations
✓ Join Groups Participate in Discussions
✓ Publish long-form posts
✓ Search for student jobs
✓ Use the resources

Build a Meaningful Life and Career

RENSEIGNEZ-VOUS :
CANADA.CA/LE-CORONAVIRUS
GET THE FACTS:
CANADA.CA/CORONAVIRUS

Justin Trudeau · 2nd
Prime Minister of Canada | Premier ministre du Canada
Ottawa, Ontario, Canada · 4,103,201 followers · Contact info

Office of the Prime Minister of Canada | Cabinet du... The University of British Columbia

Careers & Experience | Western
Hi Heidi. I’m a current Western student and found your profile as I was searching for FIMS graduates working in the field of broadcasting. I’m interested in connecting with you and learning more about your work and career post-Western.

LinkedIn is a great resource to network & research companies and employers of interest. Start locating informational interview contacts and use our helpful networking tracking tool (xlsx) to keep yourself organized.
Real examples, up-to-date articles, and accessible career resources that address our most popular career questions.

ONLINE RESOURCES
Your one-stop-shop for personalized feedback on resumes, cover letters, CVs, LinkedIn profiles and starting October 13, with interview practice too!

WORKSHOPS
Attend sessions on virtual job search strategies, growing your professional network, interviewing in a virtual world and improving your resume and cover letter.

CAREER APPOINTMENTS
1:1 support with virtually ANY career related topic! We are also well-equipped to support mental health concerns impacting your career success.

WERC
Real examples, up-to-date articles, and accessible career resources that address our most popular career questions.

We help students prepare for and pursue meaningful work.
We support students in better understanding who they are and who they want to become.
THANK YOU

@westernstudentexperience  @westernuSE  @westernstudentexperience