



I'VE SIGNED UP

# NOW WHAT?

Jenn Baytor, Career Counsellor + Psychotherapist

TODAY'S SESSION

# WHAT WE WILL COVER



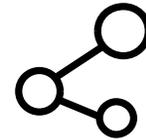
## ETIQUETTE

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 Unspoken LinkedIn

# ETIQUETTE

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 as part of the Own Your Future program 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



**John K.**

PhD student in Mathematics | Specialty in Symplectic Geometry/Topology | Interested in using math in the real world



**Amandeep S.**

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

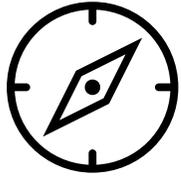


**Melissa N.**

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

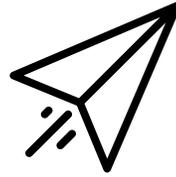
## TIP #3

# 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 | Event Planning

Personal Website: <http://smmcoulter.wixsite.com/shannoncoulter>



TIP #4

## Complete Additional Profile Sections

Courses, Honors & Awards.  
Languages & Certifications.  
Projects & Volunteer Work.

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TIP #5

## 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.

TIP #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

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TIP #7

## Share Your **Work**

Add real examples of your writing, analysis, research, or other work directly on your profile



# DID YOU KNOW?

## Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/jenniferbaytor](http://www.linkedin.com/in/jenniferbaytor) 

## Edit Content

This is your public profile. To edit its sections, update your profile.

## CLAIM YOUR UNIQUE LINKEDIN URL

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

Country/Region \*

Canada

ZIP code

N6A 3K7

Locations within this area

London, Ontario, Canada

Industry \*

Higher Education

Contact info

Profile URL, Email, Birthday, WeChat ID

## SETTING YOUR LOCATION

Pick the location of your most desirable place of employment.

## Jennifer (Caron) Baytor

Career Counsellor + Psychotherapist | Helping students design a meaningful life & prepare for work in a changing world

London, Ontario, Canada · [500+ connections](#) · [Contact info](#)

Show recruiters you're open to job opportunities—you control who sees this.  
[Get started](#)

About

## SHOWING YOU ARE OPEN TO JOBS

Let recruiters know by editing your job seeking preferences

# 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](#)



RENSEIGNEZ-VOUS :  
[CANADA.CA/LE-CORONAVIRUS](https://canada.ca/le-coronavirus)

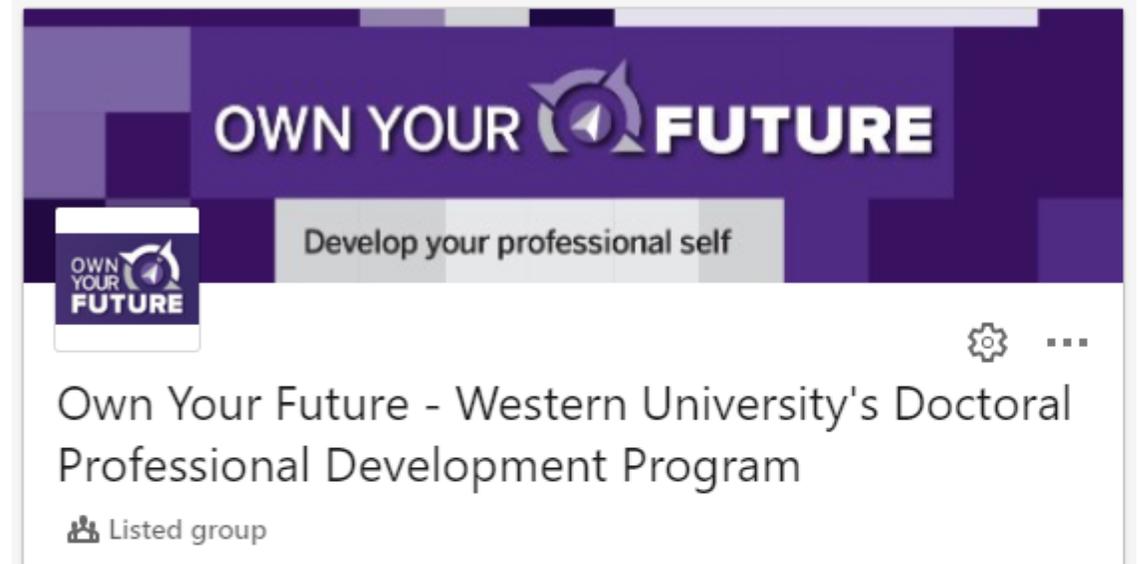
GET THE FACTS:  
[CANADA.CA/CORONAVIRUS](https://canada.ca/coronavirus)

#StayHome  
#ResteChezToi

Follow More...

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



**OWN YOUR FUTURE**

Develop your professional self

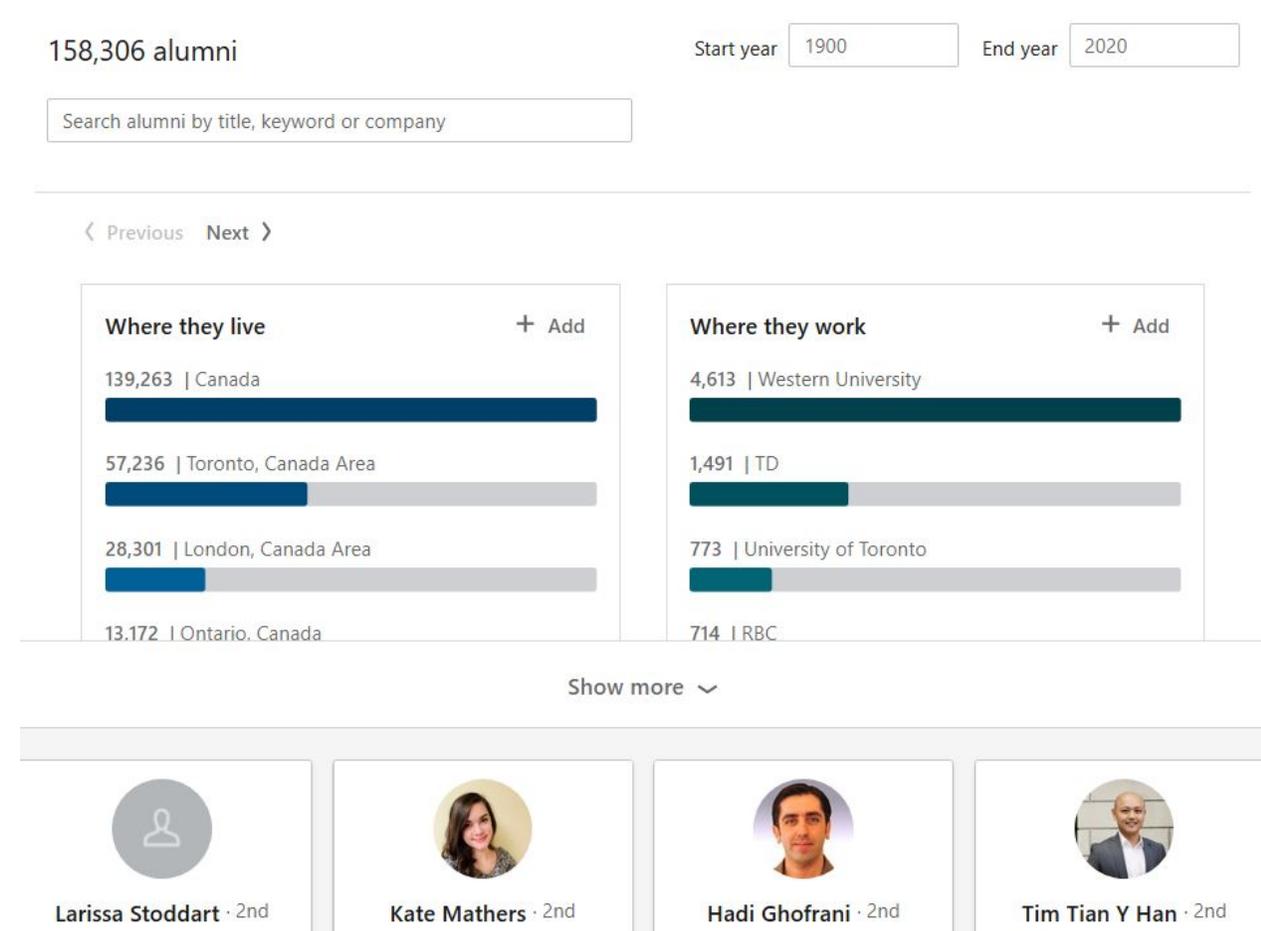


Own Your Future - Western University's Doctoral Professional Development Program

Listed group

# RESEARCHING JOBS & EMPLOYERS

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.



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.



CAREER.UWO.CA