The professional profile for students
Why?

- Why have you come?
- What are you hoping to learn?

Today's workshop would be a success for me if...
Agenda

- Why are we here?
- What is LinkedIn?
- Your profile (the "me" perspective)
  - To "make" or to "do" a profile
- Companies and alumni's (the career perspective)
- Short evaluation

Goal:
- Knowledge about LinkedIn
- Tools to improve your profile
- Tools to build and evaluate your strategy
Difference in platforms
Before we start

- **Important settings**
  - Privacy settings
  - Security (2 factor log-in)
  - Public profile
    - Adjust how much of your profile that is publicly available
  - Communication
    - Adjust how much and in which cases LinkedIn is allowed to contact you
  - Use LinkedIn in English to make sure you have access to the newest features.
LinkedIn user types

What kind of LinkedIn user are you?

- **The passive/anonymous networker**
  has a profile but it hasn’t been updated for a long time and probably lacks a lot of information.

- **The upcoming networker**
  has done some work the personal profile, is looking/scrolling the feed, clicking links, but doesn’t act proactively.

- **The casual networker**
  Probably has an all-star profile, like’s updates, sends out invitations, but without a strategy and awareness about why, chooses the “easy actions” (connecting without a personal comment, sharing and re-sharing without comments..), has a more random LinkedIn behavior.

- **The strategic networker**
  acts intentionally with a purpose, comments on posts, makes invites personal. Is very much aware about the content and layout of own profile – definitely has an all-star profile.

- **The persistent networker**
  more active behavior, regularly makes posts and blogs, has a clear LinkedIn communication strategy and purpose.

- **The seasonal networker**
  behavior is shifting within shorter or longer periods of time. Is shifting between the different roles defined above.
<table>
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<th>What is LinkedIn?</th>
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| Profiles
| Groups
| Alumni
| Slideshare
| Campaign manager |
| Mentor (career advice)
| LinkedIn Publishing
| Jobs
| Messaging
| Company pages
| LinkedIn Blogs & Annual reports
| CV builder (US) (word 365 integration)
| ProFinder (US)
| Recruiter
| Learning
| Sales Navigator |

NEW
675 million members in 200 countries and regions worldwide

Source: https://news.linkedin.com/about-us#statistics
Width and depth of your network
Connections vs. relations
3 reasons to have a profile on LinkedIn

51% of Danish employers uses LinkedIn as a channel for recruitment (2019)

54% of Danish employers use their company page on LinkedIn to share new jobs (2018)

67% of Danish employers is researching a future employee via LinkedIn during the recruitment process (2016)
Let’s take a closer look

- Live presentation of LinkedIn

- Please note:
  - The newest features are available in English first
  - Not all features are available across all platforms/devices
If LinkedIn is the answer – then what is the question?

- Why do you have/want a profile on LinkedIn?
  - What is the purpose of your profile?
  - What is your goal? / What are you hoping to achieve?
  - Who should find/see you on LinkedIn? / Who is your target group?
  - What do you want to show and share?
What is your LinkedIn strategy?

Active (push)

- Connect to/follow relevant contacts, groups and networks
- Regularly share updates or blogposts related to your industry or field of expertise

Passive (pull)

- Incorporate relevant keywords in your profile (*search optimize your profile*)
- Modify your profile to represent your current career goals
- Use LinkedIn for inspiration on your next career move
My keywords

1. Use [www.TagCrowd.com](http://www.TagCrowd.com) to analyse your current profile
2. Go to your profile
3. Click ‘Edit public profile and URL’
4. Copy all text into tagcrowd
5. Adjust the settings (language and so on)
6. Put in unwanted word like conjunctions in the “don’t show these word” section
7. Visualize the result
Profile strength
- get an ‘all star’ profile

Why
- ‘All star’ profiles ranks higher in search results
- 40x more likely to receive opportunities

How
- Have a profile photo (21x more views - 9x more connection requests)
- Include your industry and location (9x more views)
- Update your current position along with a description (8x more views)
- Contain a least two past positions (12x more views)
- Write a summary
- Insert your education details
- List a minimum of 3 skills
- Have a least 30 connections in your network
QUESTIONS...
10 tips to a better LinkedIn profile
TIP1: Update contact info and make a personal URL
Contact info

- Make sure contact info is updated
- Customize your personal url

1. Go to your profile
2. Click ‘Edit public profile and URL’
TIP2: Upload cover photo
Metaphor for you

- Find a picture that symbolizes your profession and/or personality
  - Remember to be aware about copyright!

- Suggestions for sites
  - Unsplash.com
  - Canva.com
  - Pexels.com

- Adjust the format to LinkedIn (1584x396px):
  - https://www.onlineresizeimage.com/LinkedIn-background-photo-resizer/
TIP3: Adjust / upload profile photo
Profile photo

- Who would you rather connect to? - and why?

- Tip: LinkedIn has a build in photo editor, especially useful on your phone or tablet.

- Tip: Try the site https://www.photofeeler.com. Here you can get other peoples first-hand impression on your profile photo.
TIP4: Adjust your headline
Headline

- 120 characters
  *(or more if you use the LinkedIn App – a little hack..)*

- A teaser for your profile
  – what do you want to be known for?
Headline
- Clear vs. clever

Ideas for headlines

- A selection of skills
  ○ “Qualitative analysis, SPSS, SPAD, SAS”

- A selection of job titles, roles, job functions
  ○ “Analytic consultant, Evaluation, Research assistant”

- Your value proposition – what do you offer? And to who?
  ○ “I help x to get more …”

- Call-to-action – a suggestion or a question
  ○ “Click here to…”; “Am I your next….?”

- A mix of the above
  ○ “Analytical consultant specialised in evaluation – SPSS, SPAD, SAS”
TIP5: Write your summary (about)
Summary

- Visible 200-250 characters
- See more => total 2000 characters
- 40 word or more is recommended
- Unfold your story
  - What characterizes your profile?
  - What can you help me with? / what do you offer? (your “value proposition”)
  - Why (in which situations) should I contact you?
- 2 first sentences should be making the viewer want to read more
- Should be easy read (use bullet points, headlines or similar)
- Include keywords – not buzzwords
- Use examples. Tell about how YOU do it.

Find inspiration here: https://business.linkedin.com/talent-solutions/blog/LinkedIn-best-practices/2016/7-LinkedIn-profilesummaries-that-we-love-and-how-to-boost-your-own#bruce
Non-stop writing
- continue the sentences that makes sense/inspire you

• I work with...
• I’m studying xxxx because...
• I’m dedicated to...
• The most import thing for me is to...
• It’s my dream to work with...
• I’m on the lookout for...
• My 3 core competencies are… / what I’m best at is...
• The essence of my professional profile is...
• I create results by...

• Preparation before adjusting you summary on LinkedIn
  • The following words and/or phrases are important to incorporate in my summary:
    › A
    › B
    › C

Photo by Artem Riasnianskyi on Unsplash
TIP6: Describe your education(s)
Relevant education

- What is your education about?
  Don’t assume that people knows about your education

- What are your core competencies from this education?

- What type of problem are and tasks are your working with/studying?

- How does this education contribute to your “story”?
TIP7: Add relevant skills
Skills and endorsements

Skills are automatically sorted into categories by LinkedIn:

- Industry knowledge
- Tools and Technologies
- Interpersonal skills
- Language
- Other Skills (skills that can’t be into the other categories)

Think about adding skills to as many categories as possible.

With at least 5 skills on your profile you get 17x more views
TIP8: Add relevant projects
Situation
- What was the context for solving the task?
  1. What situation was the organization in?
  2. Problem analysis and - delamination

Task
- What task/problem were you given the responsibility for solve / did you choose to solve?
  2. Problem statement

Action
- What did you do exactly to solve the task?
  2. Method(s)

Result
- What results did your work create?
  2. Results and conclusion

Competence
- What skills did you use or develop?
  2. Learning – both specific but also the general aspects of what you learnt (exemplarity)
Your personal profile - summarized

• Get an ‘all star’ profile.
  • ‘All star’ profiles are ranked higher in the search results

• Make a personal URL to your profile

• Describe relevant experience, education, volunteer experience and how it’s all relevant to others than yourself.

• Describe and add skills and get endorsements of the most important skills

• Think about your profile in a holistic way – what impression do you want the reader to get and what would you like to remember about your profile and “story”

• Make sure it’s clear in which cases you would like to be contacted and by whom

• Remember that you can add extra sections to your profile (like projects, publications, patents etc.)
TIP9: Find and follow relevant companies
LinkedIn company pages

- Follow
- Read the latest news
- Like and comment on posts
- Share articles and posts in your own network
- See the current members of the staff
TIP10:
Find alumni's with professional profiles similar to your own
LinkedIn Alumni

- Find alumni's from AAU who studied the same or a similar education as you, and see where they work and what they are doing.

- Direct link:
  - [https://www.LinkedIn.com/school/aalborg-universitet/people/](https://www.LinkedIn.com/school/aalborg-universitet/people/)

- Alternatively:
  - Seek for Aalborg University and find AAU's official school page
  - Choose Alumni in the left column

The illusion of the perfect profile/career

JOHANNES HAUSHEER
CV OF FAILURES

Most of what I try fails, but those failures are often invisible, while the successes are visible. I have noticed that this sometimes gives others the impression that most things work out for me. As a result, they are more likely to attribute their own failures to themselves, rather than the world that is stochastic, applications are capricious, and selection committees and referees have bad blood. This CV of Failures is an attempt to balance the record and provide some perspective.

This idea is not mine, but due to a wonderful article in Nature by Melanie S. Hebl, who is a Lecturer in the School of Biomedical Sciences at the University of Edinburgh. You can find her original article here, her website here, her publications here, and follow her on Twitter under @MelHebl.

I am not the first academic to post their CV of failures. Earlier examples are here, here, here, and here.

This CV is unlikely to be complete – it was written from memory and probably omits a lot of stuff. So if it’s shorter than yours, it’s likely because you have better memory, or because you’re better at trying things than me.

Degree programs I did not get into

2008 PhD Program in Economics, Stockholm School of Economics
2003 Graduate Course in Medicine, Cambridge University
Graduate Course in Medicine, UCL
2008 PhD Program in Psychology, Harvard University
PhD Program in Neuroscience and Psychology, Stanford University
1999 BA in International Relations, London School of Economics

Academic positions and fellowships I did not get

2014 Harvard Kennedy School Assistant Professorship
UC Berkeley Agricultural and Resource Economics Assistant Professorship
MIT Brain & Cognitive Sciences Assistant Professorship
This list is restricted to institutions where I had campus visits; the list of places where I had first-round interviews but wasn’t invited for a campus visit, and where I wasn’t invited to interview in the first place, is much longer and I will write it up when I get a chance. The list also omits the fact that I didn’t apply to most of the top economics departments (Harvard, MIT, Yale, Stanford, Princeton, Chicago, Berkeley, LSE) because one of my advisors felt they couldn’t write a strong letter for them.

Awards and scholarships I did not get

2011 Swiss Network for International Studies PhD Award
2010 Society of Fellows, Harvard University
Society in Science Scholarship
University of Zurich Research Scholarship

See more: https://www.sciencealert.com/why-creating-a-cv-of-failures-is-good-Princeton-professor-viral
Tips og tricks

- Know your LinkedIn strategy – why are you even on LinkedIn?
- Use LinkedIn in English to get the newest features first
- Get an “all star profile” to be ranked higher in the search results
- Let LinkedIn “nudge” you into optimizing your profile and behaviour
- Make a good and compelling headline and profile summary.
- Make a personal URL to your profile
- Include media on your profile (prolongs the time people spend on reading your profile)
- Use the network platform to….network (be active as a member of LinkedIn).
  Share content, start debates, write blogs, participate in discussion in groups and so on.
- Network on LinkedIn like you would in the real world.
Evaluating your strategy

- LinkedIn Social Selling Index
  www.LinkedIn.com/sales/ssi

- Who viewed your profile
  https://www.linkedin.com/me/profile-views/urn:li:wvmp:summary/

- Your weekly search stats
  https://www.linkedin.com/me/search-appearances/
QUESTIONS...
Read more…

- The Official LinkedIn Blog (UK)
  - https://blog.LinkedIn.com/
- Donna Serdula (UK)
- Morten Vium (DK)
  - http://netvaerksakademiet.dk/LinkedIn-profil-guide/
- Astrid Haug (DK)
- Djøf LinkedIn guide (DK)
- Socialsellingcompany.dk (DK)
- Digitalworks.dk (DK)
What’s next?

- Follow AAU Career and AAU
  - Facebook - “AAU Karriere”
    - https://www.facebook.com/KarriereAAU/
  - LinkedIn - AAU Alumni Group
    - https://www.LinkedIn.com/groups/87352

Find other offers from AAU Career
- www.Careers.aau.dk
- Events
- Book a personal counselling
- …and much more…
- www.Jobbank.aau.dk/
CAREERS FAIR 2020

MEET YOUR FUTURE COLLEAGUE AT THE CAREER DAYS

Join The Career Days and give your future colleague the opportunity to meet you face-to-face. We will be visiting Aalborg, Aarhus, Odense and Copenhagen in week 10. Register here to participate in the city closest to you. It is free to participate for students and newly graduated - for others there is an entrance fee of 100 DKK.

SIGN UP

AALBORG
GIGANTIUM
03.03.2020

AARHUS
RADISSON BLU
04.03.2020

ODENSE
DOK5000
05.03.2020

KØBENHAVN
FORUM
06.03.2020
THANK YOU FOR PARTICIPATING

AAU CAREER