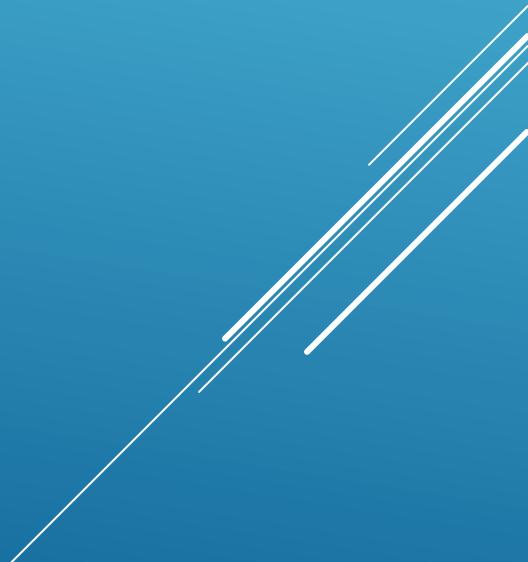


LinkedIn

TechWeek 2019

Sheena Ordinario
Humber College
Faculty of Business
Placement Advisor
Sheena.ordinario@humber.ca



Agenda

How do employers use social media to recruit

Building a Marketable LinkedIn Profile

Creating Connections and Building your Network

Staying Active and Relevant!

Quiz

| | |
|---|--|
| <p>Recruiters do not use LinkedIn in the screening process.</p> <p>False</p> | <p>What shouldn't you share on LinkedIn</p> <ul style="list-style-type: none">a) Projectsb) Where B ate during the weekendc) Publicationsd) Awards |
| <p>I will use LinkedIn for:</p> <ul style="list-style-type: none">a) Job Searchb) Networkingc) Researchd) All of the above | <p>Only Business Professionals should be on LinkedIn.</p> <p>False</p> <p>True or False?</p> |

Google Yourself



LinkedIn Facts

610M+

Members across the globe

15.8M+

Members in Canada

20.1M+

Open jobs globally

LinkedIn is the world's largest professional network in more than 200 countries and territories worldwide

How employers use Social Media

Unsurprisingly, LinkedIn is the most-used channel for recruitment efforts — with 77% taking advantage — followed by Facebook (63%).

However, LinkedIn's popularity has shifted dramatically. In 2017, **92%** of recruiters used LinkedIn compared to this year.

77%
LinkedIn

63%
Facebook



But Instagram's popularity with job seekers is increasing its use with recruiters — now, a quarter of recruiters are investing in recruiting efforts on Instagram, especially millennial recruiters (**35%**) and those working at technology companies (**63%**) — double the number in 2017.

How employers use Social Media

Social Sleuthing Is Standard in Recruiting

When recruiters do go digging on social media, here's what they're on the look-out for:

The GOOD



60%



58%



36%

Engagement In
Local/National
Organization
Groups

Examples Of
Written Or
Design Work

Mutual
Connections

The BAD



58%

#&%*!

47%



43%



42%

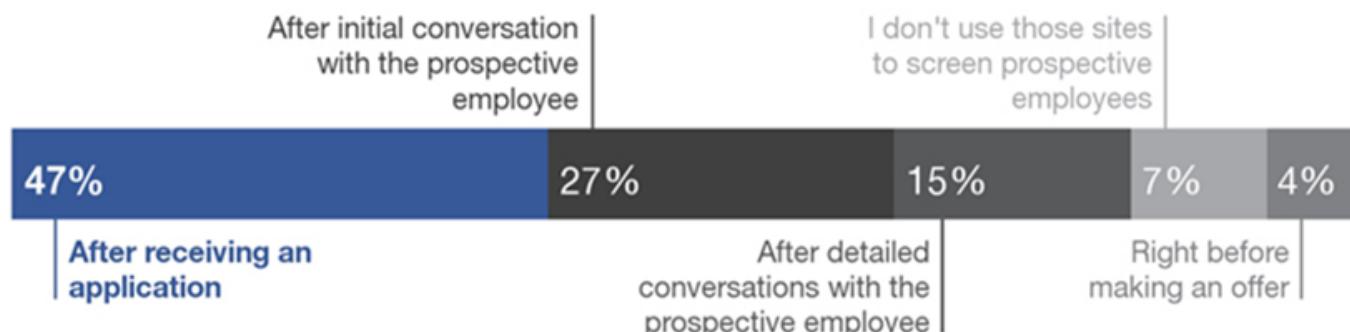
References To
Marijuana

Political
Rants

Spelling &
Grammar
Mistakes

Pictures
Of Alcohol
Consumption

During which phase of the hiring process do you look at social networking sites to screen prospective employees?



Source: www.reppler.com

AT WHAT POINT IN THE RECRUITMENT PROCESS DO EMPLOYERS LOOK AT SOCIAL MEDIA?

Have you ever rejected a candidate because of what you saw about them on a social networking site?

69%

Yes

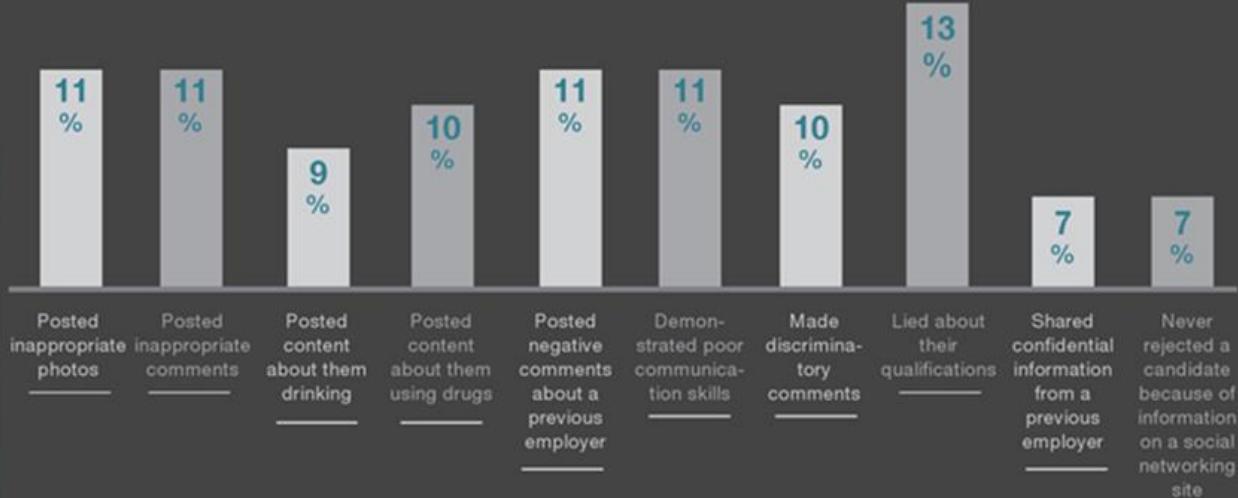
26%

No

5%

I don't use those sites to screen prospective employees

Why have you rejected those candidates?



Source: www.reppler.com

Have you ever hired a candidate because of what you saw about them on a social networking site?

68%

Yes

27%

No

5%

I don't use those sites to screen prospective employees

Why have you hired those candidates?

39 %

Gave a positive impression of their personality and organizational fit

36 %

Profile supported their professional qualifications

36 %

Profile showed candidate was creative

33 %

Showed solid communications skills

33 %

Profile showed candidate was well-rounded

34 %

Candidate had good references posted by others

24 %

Candidate received awards and accolades

18 %

Never hired a candidate because of information on a social networking site

reppler

Reppler conducted a study with Lab42 among a random sample of 300 individuals involved in the hiring process at their company. To learn more about Reppler, go to www.reppler.com.



YOU ARE GOING
INTO AN INTERVIEW
AND YOU SEARCH
UP YOUR
INTERVIEWERS,
WHAT ARE YOUR
FIRST IMPRESSIONS?

Choosing the right Profile photo

Key notes:

- Professional attire
- Use clear pictures
- Proper background- no clutter
- Be sure to have good lighting
- Do not use cropped photos ie- cropping other people
- Be sure to smile to give a positive impression
- *Increase profile views by 11x by including a photo*



Creating a Headline

#1 New York Times best-selling author, life and business strategist, **Tony Robbins** neur

San Diego, California · 4,967,926 followers · [Contact info](#)

Former President of the United States of America

Washington, D.C. · 11,000,000 followers · [Contact info](#)

NBA Player at Los Angeles Lakers

Los Angeles, California · 11,000,000 followers · [Contact info](#)

Founder of Herjavec Group | Shark on ABC's Shark Tank |

Bestselling Author

Greater Los Angeles Area · 1,500,000 followers · [Contact info](#)

Default: Job title and Company name
OR current Program and School

Step 1: Who are you? Student, Job title

Step 2: Who do you help/cater to?
clients/students/ investors

Step 3: How do you help? What service do you provide?

Step 4: Provide examples of results

CREATING A HEADLINE



CREATING A HEADLINE

- ▶ “Financial consultant who provides personalized financial advice to investors. Clients include the Fidelity Investments and Wealthsimple.”
- ▶ “Executive Recruiter who helps connect career professionals with the right company. 100% Placement Rate.”
- ▶ “ Career Facilitator who works directly with students and alumni with specialization in Career Assessments and Counselling.”
- ▶ ** Header shows up under your name on google search**

Creating a Headline

Andrew Bascome

Career Counsellor | Workshop Facilitator | Employment Advisor

Mississauga, Ontario, Canada · 322 connections · [Contact info](#)

[Add profile section ▾](#) [More...](#) [Edit](#)

 Humber College

 George Brown College

Creating a Headline



Tristan • 3rd

3D Animator / Environment Artist / Digital Artist – Seeking Entry-Level Opportunity!
Greater Seattle Area

Neelam • 3rd

Actively Seeking Summer Internship for UI/UX and full stack development roles |
Grad Student at University of Washington

Megan • 3rd

Selling & Sales Management Major graduating in December 2017 and looking for a
full time sales & marketing position.

<https://www.jobscan.co/blog/impactful-linkedin-headline-examples/>

Creating a Headline

Carsten

B2B SaaS Growth & Content Marketer • On a mission to close the digital knowledge gap • Event Marketing & Event Tech

Caversham, Berkshire, United Kingdom

[Connect](#) 

 Event Tech Partner

 CIM | The Chartered Institute of Marketing

 See contact info

 500+ connections

Source: <https://brandyourself.com/blog/branding/linkedin-headline-examples/>

About Section

Write in 1st person- avoid writing in third person

Share what you are passionate about and show your personality – more room for creativity unlike your resume

e.g. "I'm an innovative Financial Advisor who can provide personalized services to ensure my clients are comfortable and are making informed decisions."

About Section

Include:

- Introduce yourself (ie-student, studying x/ occupation, experience in x industries)
- What are your goals? (ie- open to x opportunities in x industries)
- What makes you stand out? What have you obtained in your field? (ie- skills, accomplishments, achievements, awards)
- What is your WHY statements? What are your values/passion?

About

Employee Relations, training & development, and a strong communicator with expertise in student recruitment, developing partnerships, health & safety, and Human Resources Information Software (HRIS).

With almost 5 years working in Finance and Non-Profit Organizations, my most recent experiences are focused in business. I love developing relationships with students and employers, working with CRM systems and delivering personalized service. I work best in a team environment working with great people collaboratively, through difficult situations.

I have spearheaded service delivery programs, managed marketing tools to create awareness for Career Services to alumni, in addition to document collection, negotiating with employers and key stakeholders delivering great customer service.

Either through 1 on 1 appointments, engaging workshops and delivery of classes with students, I want to develop awesome personalized experiences to each student/client that are overcoming job search struggles.

Specialties: competitor insight and strategy, Constructivist counselling, CRM systems, health and wellness, marketing operations, due diligence, consumer engagement strategy, work- integrated learning opportunities, placements, partnerships

Experience

Include:

- Full Company Names
- Job titles
- Create accomplishment statements, not just duties/responsibilities
- Include the following:
 - Duties and Responsibilities
 - Achievements
 - Highlights
 - Awards
- Dates are accurate and match your resume

**Avoid copying and pasting exactly what is on your resume-
Linkedin should be supplementary to your resume**



Employment Consultant (contract)

Job Skills

2015 – 2016 · 1 yr

Brampton, Ontario, Canada

Conducted needs assessments through one on one consultations, created tailored Action Plans with clients, ensured clients are job search ready with marketable materials (Resume & Cover Letter, Social Media accounts) , provided community referral information and worked hand in hand with Job Developer to find the best suited positions for clients. The main purpose was to always ensure clients career needs and goals were met.

Accomplishment: Delivering one on one intakes at neighboring youth focused organization which assisted in maintaining our partnership. Intakes also allowed youth at risk clients to receive financial assistance to assist clients in conducting active job search activities ie- provided bus passes which allowed clients to conduct job search and attend interviews, purchase work boots to meet requirements of specific position.

See less

EXPERIENCES EXAMPLE:

Business Placement Advisor

Humber College

2018 – Present · 1 yr

My current role as a Business Placement Advisor is two-fold, working directly with students and collaborating with employers. Whether it is working one on one with students or delivering workshops and the Career Development course, it is my aim to help develop students' job/placement search skills so that they are able to identify their goals and market their skills and value to employers.

I collaborate with employers to ensure that they find best suited candidates that meet their company needs and that employers are able to provide a positive and enriching work e... See more



Humber Business School
- We Are Changing...



The Business School:
Annual Employer...

Include Media: videos, portfolios, photos. More engaging to reader

EXPERIENCES EXAMPLE:

Education

Include:

Education



George Brown College

Post Graduate Diploma, Career and Work Counselling
2013 – 2017

Pursued part-time
-Dean's Honours List: All terms



McMaster University

Bachelor of Science (B.Sc.), Life Science
2012

Don't forget about the following!

*Every section matters

- Licenses and Certifications
- Volunteer Experiences
- Interests
 - Groups
 - Pages
 - Companies
 - Schools
- Accomplishments
 - Courses
 - Honors & Awards
 - Languages
 - Projects
 - Publications
 - Test Scores

Having content in every section of your profile increases your search results ie- google search!

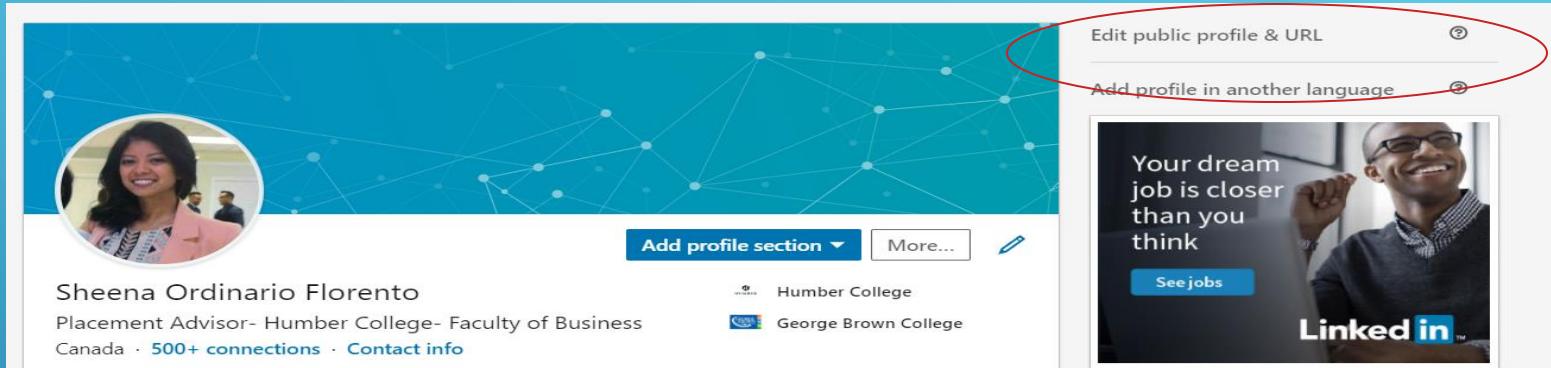
Get Recommendations

Having people that know you speak positively about your skills will leave a stronger impact to the reader.

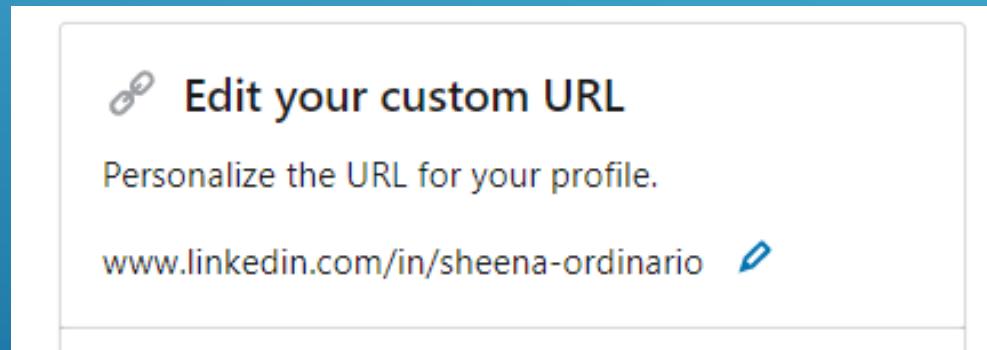
People to ask:

- Managers
- Mentors
- Professors
- Volunteer Coordinators
- Clients
- Give and take- write recommendations for your peers

Customize your LinkedIn URL



The image shows a LinkedIn profile for Sheena Ordinario Florento. The profile picture is a circular photo of a woman with dark hair, smiling. Below the photo, the name 'Sheena Ordinario Florento' is displayed, followed by the title 'Placement Advisor- Humber College- Faculty of Business' and 'Canada · 500+ connections · Contact info'. On the right side of the profile, there are two buttons with a red circle around them: 'Edit public profile & URL' and 'Add profile in another language'. Below these buttons is a promotional image for LinkedIn jobs, featuring a smiling man and the text 'Your dream job is closer than you think' and 'See jobs'.



🔗 Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/sheena-ordinario 

Build your Network

Aka Connections

...it will lead to
opportunities



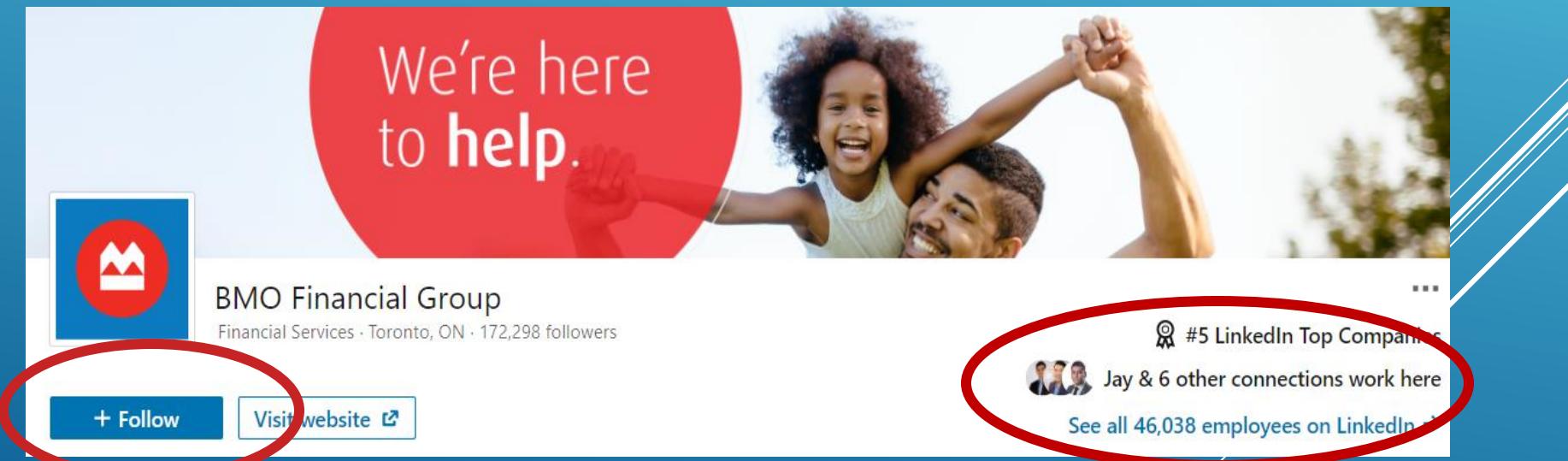
FOLLOW Companies and Organizations

Company Pages:

Search for companies that you are interested in.

FOLLOW their page and see who you are connected with from that organization.

Who are your 1st and 2nd degree connections??



We're here to help.

BMO Financial Group
Financial Services · Toronto, ON · 172,298 followers

+ Follow

Visit website

#5 LinkedIn Top Companies
Jay & 6 other connections work here
See all 46,038 employees on LinkedIn

Joining Groups

Groups that you have joined will show up on your profile under Interests- Groups. Although you may not have experience, it will show that you are actively participating in industry-related groups.

Members from the same groups would be ideal people to connect with. Send connections to 2nd and 3rd degree individuals from these groups.

Showing 77 results

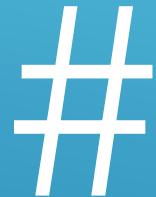
Digital Business Management B.Comm Degree Program, Humber College
Group • 171 members
This group offers a platform to network, stay in touch, share ideas and resources, generate work term and employment opportunities, post relevant articles, information, events and jobs.

Humber College unofficial Alumni
Group • 3,961 members
The Official Unofficial Alumni Group for Humber College Institute of Technology & Advanced Learning formerly Humber College of Applied Arts and Technology 205 Humber College Blvd. Toronto, Ontario,...

Humber College Alumni
Group • 2,759 members
A place for Humber College alumni to connect and network. Representing 250,000 alumni worldwide. Stay connected!

Humber College School of Hospitality, Recreation & Tourism
Group • 2,065 members
Share networking events, career opportunities and keep in contact with former classmates and teachers.

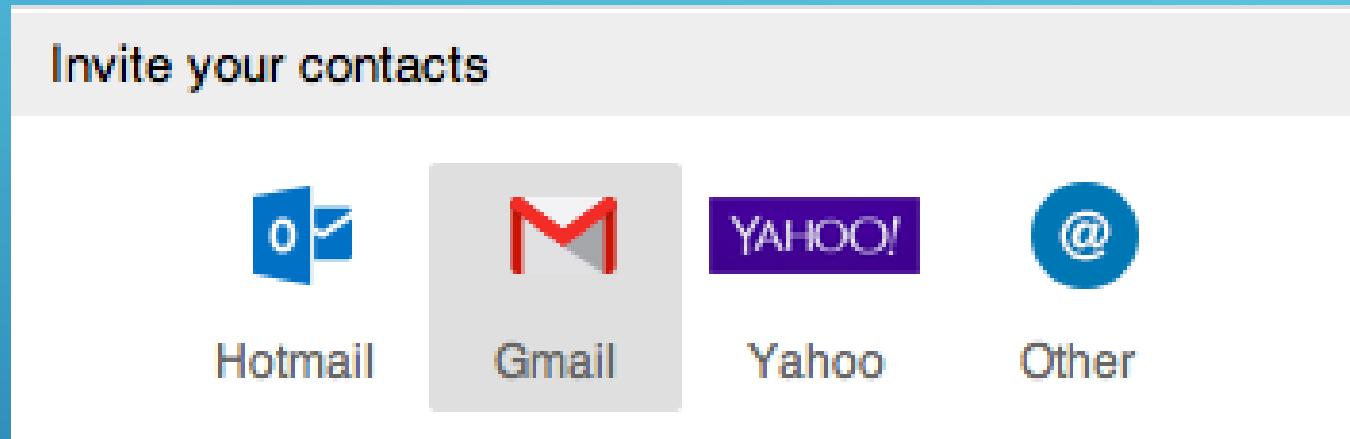
WHAT WOULD YOU REFER TO THIS AS?



Hashtag

- Follow KEYWORDS (endless possibilities of keywords), job titles, industries. i.e- #marketing, #summeropportunities #business
- Read the content from hashtags on your homepage, see WHO is posting them --> connect

Import your connections from your email:



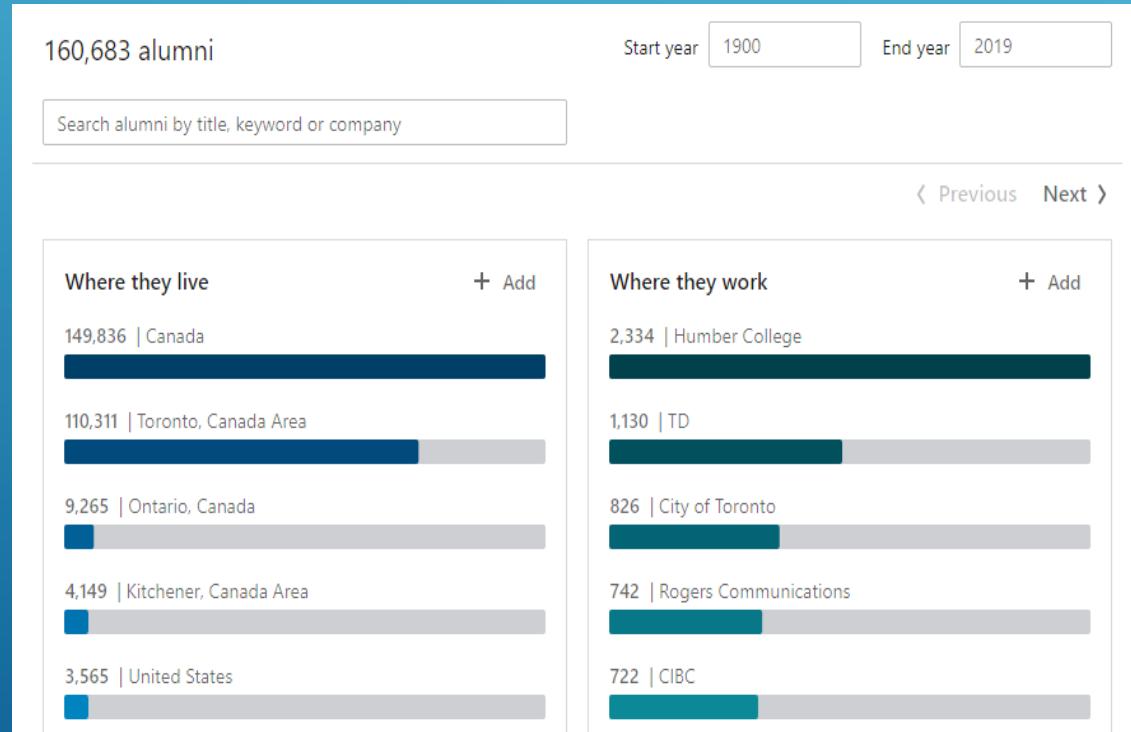
Look at your previous managers, coworkers, classmates

You will find people that you forgot you knew.

Alumni connections

Humber College Alumni

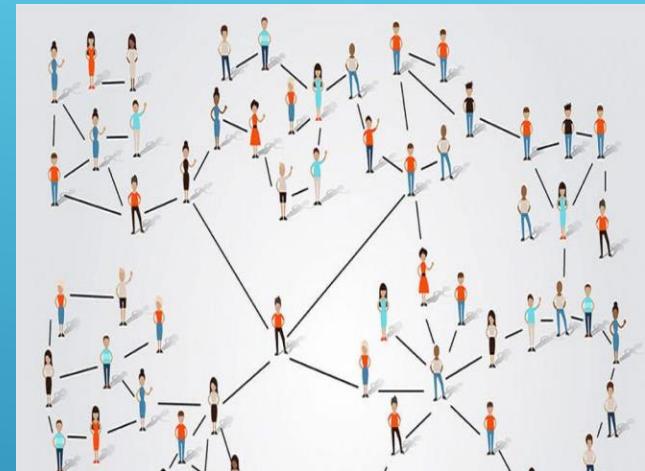
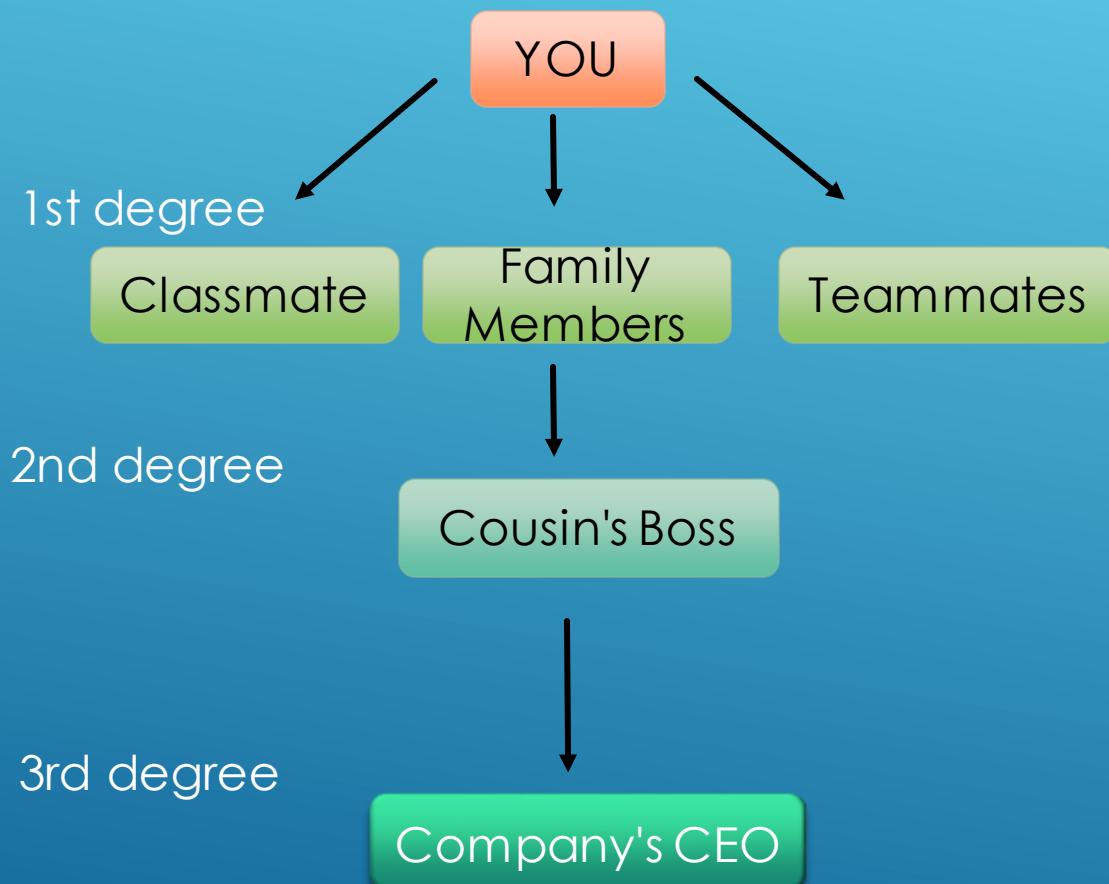
<https://www.linkedin.com/edu/alumni?id=19958&trk=edu-up-nav-menu-alumni>



Connect with people from Humber College

- Where Live
- Where Work
- Job Title
- Program of Study
- Skill Set
- Scroll Down

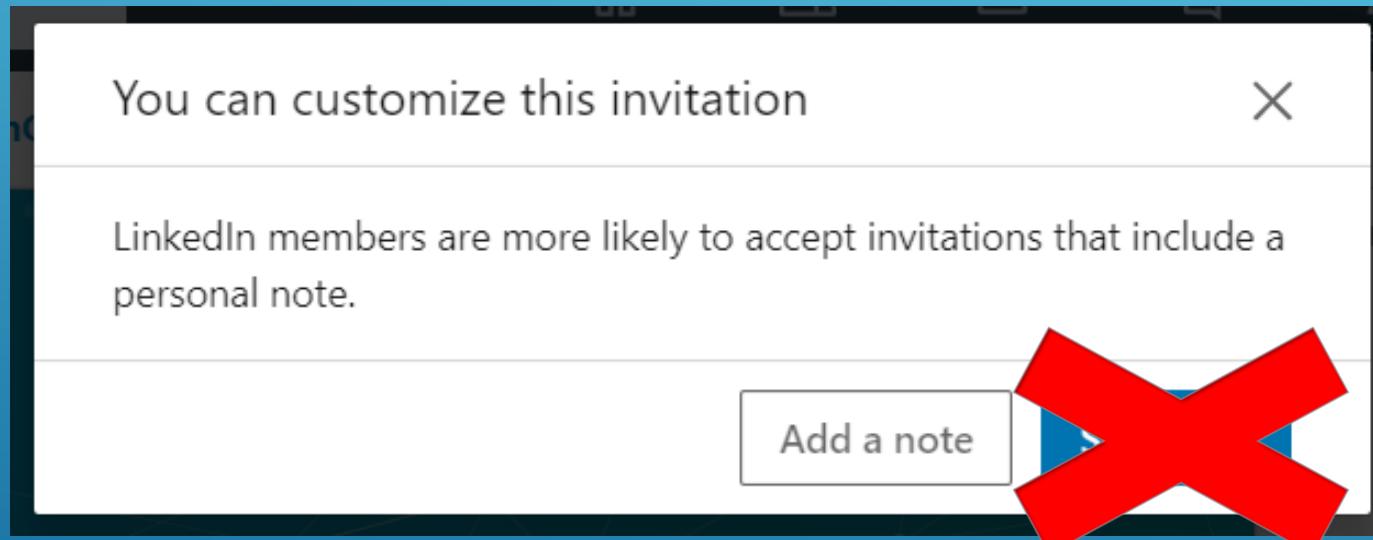
Degrees of Separations



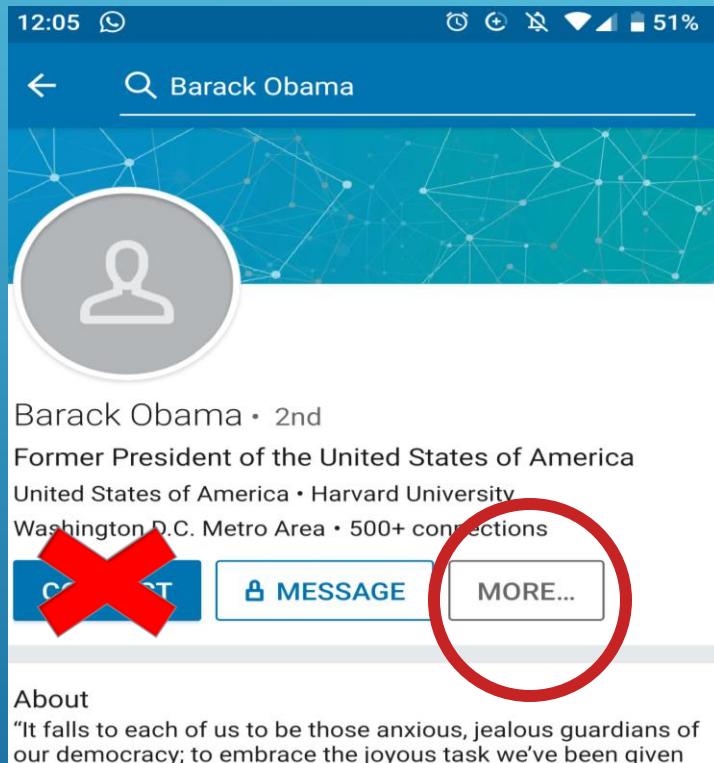
Source: <https://www.edeaf.co.za/2018/01/31/six-degrees-of-separation/>

Ask to connect, but always PERSONALIZE your message:

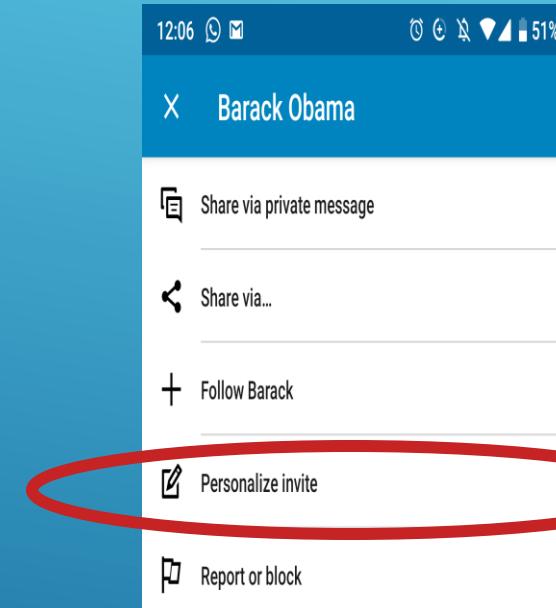
Don't use their default email blurb– tell the person your purpose in request to connect



Customising Connection requests: Sending through your phone- LinkedIn app



DO NOT click connect, it will send the request automatically without a custom message



Reaching Out: Linkedin



Post, share, like! (In groups & status updates):

Every post/ activity that you do will show up on others' feed and your profile.

It is an effective way of staying on people's radar within your industry. Remind them that you are active!

- Michelle is in my 1st degree
- Michelle likes Hector's post
- I am now familiar with Hector – gives me the option of viewing Hector's profile and possibly connect



Leena Ordinario likes this

Lloyd [REDACTED] • 2nd
Empowering people to land their next big client and dream job | Sales @ GrowthGeni...
2w • Edited

My friend [Patrick \[REDACTED\]](#) (marketing lead at [Dogtown Media](#)) found 2 perfect associates in one day, amongst hundreds of candidates.

[...see more](#)



The Foolproof Method To Land A Job As An Intern

Lloyd Yip

125 Likes • 75 Comments • 5,446 Views

[Like](#) [Comment](#) [Share](#)

LINKEDIN: LIKING,
SHARING,
LEAVING
COMMENTS →
BUILDING
NETWORK AND
EXPOSURE

OCT 10



• 10:55 PM

Hi Sheena,

Thanks for liking the collab between Lloyd and me. Hope you found it valuable.

Would love to connect.

Best,

LINKEDIN: LIKING, SHARING, LEAVING COMMENTS → BUILDING NETWORK AND EXPOSURE

Sheena Ordinario • 9:30 AM

Great article! Read your "The Co-op Series: Meet Lauren" post and found it very informative, especially for students that aren't too familiar with what potential roles they can get involved in for their co-op. Thought it'd be great to connect as I can gather information to share to my co-op students

[REDACTED] is now a connection

LINKEDIN: CONNECTION REQUESTS

Building the relationship: Send a response after they have accepted your request



Sheena Ordinario • 10:32 AM

Hi Anne,

Thanks for accepting my connection request. I work with international co-op students in our campus and wanted to see if you could share some information on common errors that you see from student co-op applications.

Any information would be great!
Thank you,



5:40 PM

Hi Sheena! Thanks for your message about the article! Trying to publish some more before the end of the semester from other coop students in different areas of the Bank. Let me know if you wanted to set up a call at some point in the beginning of April. Thanks!

Creating Customized Connection Request

1. State how you found their profile- mutual connection, company of interest, common topic, shared posting
2. What is the purpose of your connection request
 - a) learn more about their experiences/education/credentials,
 - b) more direct approach: learn about hiring processes in current company, following up from previous event
3. Short introduction of yourself- current student in x industry

Customized Connection requests:

Sheena Ordinario Florento • 7:00 PM

Hi Kathryn, I came across your profile while I was looking into Mavencare. I'd love to connect with you to learn more about the organization. -Sheena Ordinario, Humber College-Placement Advisor

Sheena Ordinario Florento • 7:25 AM

Hi Debra, Pleasure connecting with you. I've been following HIEC for a few years now and I'm a fan of the organization's contributions and focus on providing youth with information and encouraging them in their career explorations. Regards, Sheena

Sheena Ordinario Florento • 9:17 AM

Hi Maninder, Noticed your profile and your background in recruitment. Would love to get connected so we can share some information with one another. -Sheena

Activity: Search for a company you have recently applied to OR are interested in

Follow company page

Search through employees

Utilize FILTERS:

- Connections
- Locations
- Current/Past companies
- Industries
- SCHOOLS

Send Connection Request

Send thank you message after they accept your request; include 1-2 follow up questions

Keep the questions simple, something that won't take too much time to answer. This is to get the conversation going.

YOUR CAREER
—
STARTS HERE

LinkedIn

<https://www.linkedin.com/>

QUESTIONS?

Thank you