The professional profile for students





• Why have you come?

• What are you hoping to learn?

Todays 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

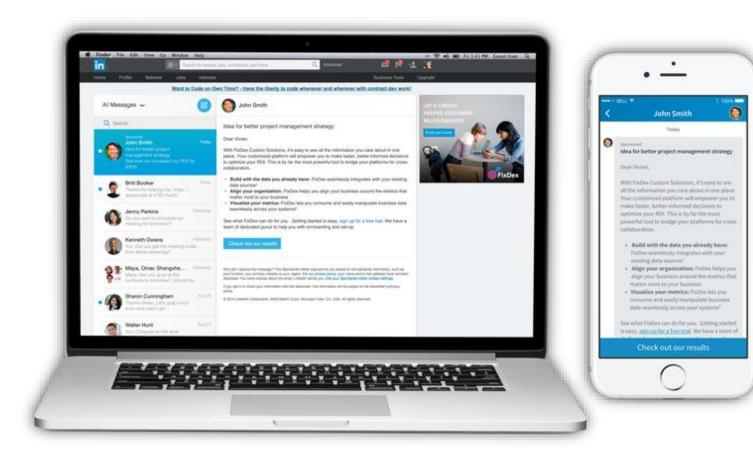
Goal:

- 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.



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Sign out	:		



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.





What is LinkedIn?



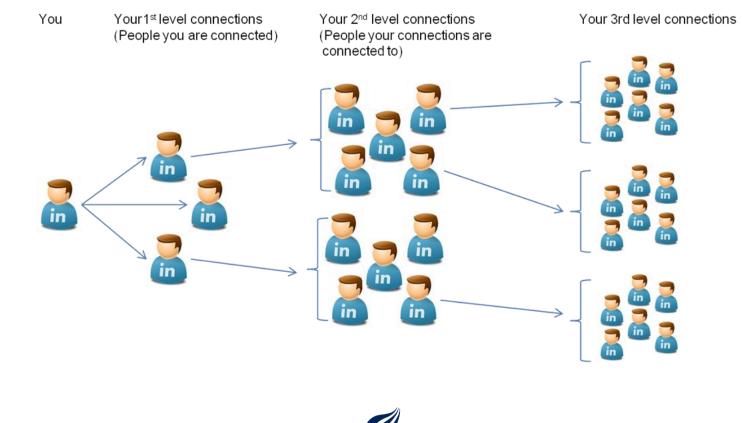
675 million members in 200 countries and regions worldwide



Source: https://news.linkedin.com/about-us#statistics

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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)

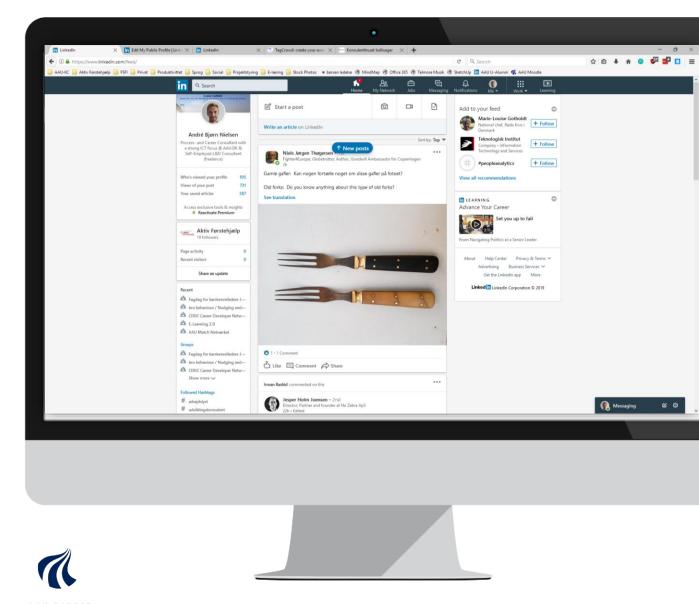
67% of Danish employers is researching a future employee via LinkedIn during the recruitment process (2016)





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



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

Passive (pull)

- Incorporate <u>relevant</u> keywords in you 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

- Use <u>www.TagCrowd.com</u> to analyse your current profile
- Go to your profile
- Click 'Edit public profile and URL'
- Copy all text into tagcrowd
- Adjust the settings (language and so on)
- Put in unwanted word like conjunctions in the "don't show these word" section
- Visualize the result



In Linkedin × In ← ③ ● https://tagcrowd.com/	Ede My Public Profile Linke 🗙 👘 Linkedin	X (^{ag} , TagCrowd create your own X +	C Q Search	- ♂ × ☆☆★★● 6¹ Ξ □ =
AAD-XC Attiv Forntelyiele FSH	<image/>	v Create yoursee with v Create yoursee with upload File Visualize! v v v v v v v v v v v v v	Coffice 283 @ Telmore Musik @ StatchUp ID AAU Li-Aumini (AA ard cloud new any text to visualize word frequency.	U Moode TagCrowd Is free to use. If you find it useful, you can by the reason a offee - FAQ. When the TagCrowd FAQ. When the TagCrowd Mode in a starter a source when the tag and a source a source tag and the da of cast and a make or Bef for global Tweet





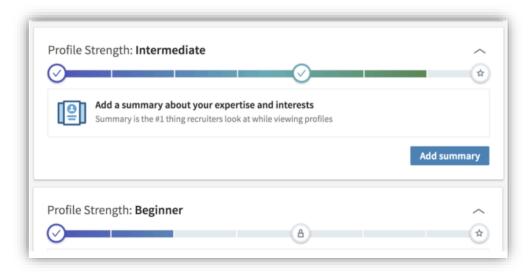
Profile strength - get an 'all star' profile

• 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









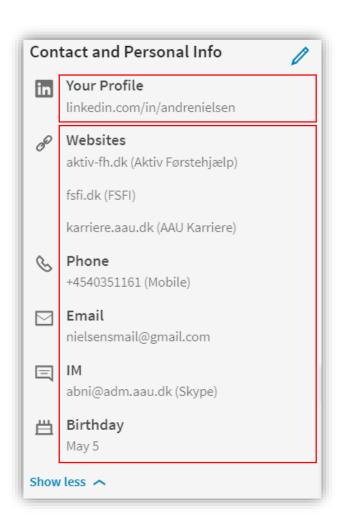


FIP1: Update contact info and make a personal URL



Contact info

- Make sure contact info is updated
- Customize your personal url
- 1. Go to your profile
- 2. Click 'Edit public profile and URL'











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/



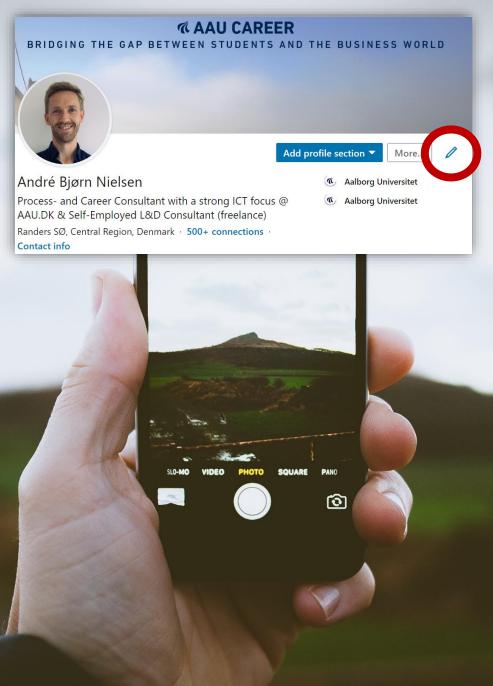


Photo by Ian Robinson on Unsplash

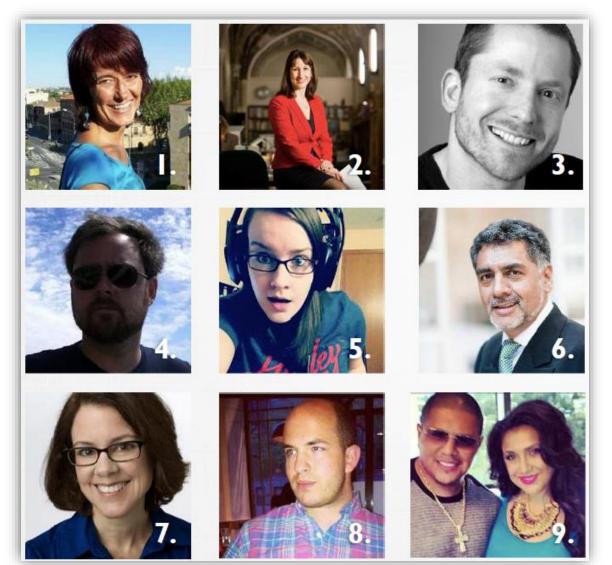
inkedin Adjust / upload profile photo



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 <u>https://www.photofeeler.com</u>.
 Here you can get other peoples first-hand impression on your profile photo.



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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?

Showing 3	57,959 results	
	Mona Elsamahy • 2nd in Senior Manager, Talent Acquisition at LinkedIn Ireland	Follow
	Past: Manager, Talent Acquisition at LinkedIn	
	Les Simon Malte Hansen is a shared connection	
B	Jasmine Kaur • 3rd Senior Manager - LinkedIn Talent Solutions Gurgaon, India	Connect
	Current: Senior Manager - LinkedIn Talent Solutions at LinkedIn	
	Stewart Samkange In LinkedIn Talent Solutions - Africa @ LinkedIn Ireland	Connect
	Current: LinkedIn Talent Solutions Africa at LinkedIn	
	Les Simon Malte Hansen and Dave Ulrich are shared connections	
	Nancy Wang • 3rd GM, Head of LinkedIn Talent Solutions China Shanghai City, China Current: GM, LinkedIn Talent Solutions at LinkedIn	A Message
P	Shireen S. • 3rd Im Recruiting talent for LinkedIn! Singapore Current: Talent Acquisition Partner- SEA, Hong Kong and Japan at LinkedIn	Message
	Mark Lobosco • 3rd Im VP, Talent Solutions at LinkedIn Austin, Texas Area Past: Senior Director, Talent Solutions at LinkedIn	Message
	Aishwarya Srinivasan • 3rd In Manager, Talent Aquisition at LinkedIn San Francisco Bay Area Past: Senior Technical Recruiter at LinkedIn	Message

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Headline - Clear vs. clever

Ideas for headlines

- A selection of skills
 - "Qualitative analysis, SPSS, SPAD, SAS"
- <u>A selection of job titles, roles, job functions</u>
 - "Analytic consultant, Evaluation, Research assistant"
- Your value proposition what do you offer? And to who?
 - "I help x to get more"
- <u>Call-to-action a suggestion or a question</u>
 - "Click here to..."; "Am I your next....?"
- A mix of the above
 - "Analytical consultant specialised in evaluation SPSS, SPAD, SAS"





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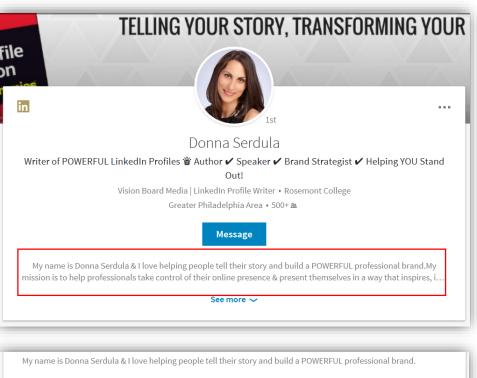
heed R TIP5: Write your summary (about)





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.



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My mission is to help professionals take control of their online presence & present themselves in a way that inspires, impresses, & builds confidence in their abilities, products, & services.

Unfortunately, it doesn't matter who you are or what you do, it's not easy to write about yourself.

I hear it all the time, "I can... sell snow to an Eskimo / manage complex projects / lead exceptional teams... but sell myself? NO WAY!"

Besides, who can find the time to complete their LinkedIn profile on their own?

You know this... People are Googling you. Your LinkedIn profile is your digital introduction and first impression with the world. If your LinkedIn profile doesn't showcase your skills and portray you as a polished professional, you are letting the ultimate opportunity just slip away.

Do you know what makes a LinkedIn profile stand out from the crowd?

Well, I do.

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As a LinkedIn Profile Writer & LinkedIn Profile Optimization Specialist, I craft engaging, targeted, & highly compelling LinkedIn Profiles that got you NOTICED & FOLIND for the right opportunities

Find inspiration here:

https://business.LinkedIn.com/talent-solutions/blog/LinkedIn-bestpractices/2016/7-LinkedIn-profile-summaries-that-we-love-andhow-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





inkedin **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"?

Education

Aalborg Universitet

Master's Degree, Applied Philosophy 2014 – 2016 Activities and Societies: AAU Matcher

The focus of the degree is to learn to understand and apply philosophical thinking and methods actively in the solution of real problems. Throughout the education my focus has primarily been on the application of philosophy in an organizational context getting inspiration from dialogical philosophy among others.

Focus:

- Organizational change
- \checkmark The understanding of organizations, employees, and customers
- Strategy analysis in an organizational learning perspective
- ✓ Transfer of learning in organizations
- The philosophically inspired process consultant
- Philosophical dialogues (e.g. 'Protreptik')

Projects:

- Saying one thing - but doing another. A philosophical study of organizational consciousness.

- The philosophical consultant. A philosophical look a consultation in organizations

- The hermeneutics of transfer. A philosophical look at the transfer as a phenomenon in organizations

Project cooperations:

- TDC
- Favrskov Municipality
- UCN Act2Learn Ledelse og HR

Media (2)





Video: Hvad er Anvendt Filosofi?

Video: Anvendt Filosofi på AAU (DK)







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.

Take skill o	quiz		
Organizati	Development · 23		
C Endorse	by 9 of André's colleagues at Aalborg Univ	ersity	
Public Spea	ing · 21		
🕚 Endorse	by 11 of André's colleagues at Aalborg Univ	versity	
Coaching			
Endorse are hig	by Birgitte Ladefoged and 2 others who / skilled at this	Endorsed by 15 of André's colleagues at University	Aalborg
Lin	New feature kedIn skill asses		
0.7	kedIn skill asses		
0.7			1
& Tec <mark>pas</mark>	kedIn skill asses		
& Tec <mark>pas</mark>	kedIn skill asses	ssments	
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With at least 5 skills on your profile

you get 17x more views



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dustry Knowledge nange Management - 21 Project Management - 15 anagement Consulting - 10 Entrepreneurship - 6 onsulting -Knowledge Management Human Resources (HR) Learning Strategic Human Resource Planning cruiting ols & Technologies icrosoft PowerPoint 🖻 terpersonal Skills terpersonal Skills Talent Management - 1 adership --Job Coaching aching - 26 University Teaching eative Problem Solving - 5 Leadership Development - 4 areer Counselling Creativity Skills - 4 Junteer Management - 2 Career Development Collaborative Problem Solving esign Thinking ople Development Staff Development aining & Development Employee Training terviewing nguages alish - 12 ther Skills 🕲 usiness Insights Coaching & Mentoring reer Development Coaching - 6 Workshop Development LinkedIn - 11 Career Development Learning - 2 Personal Branding Organizational Learning - 14 Career Management Skills - 4 Networking · 7 Board Governance Problem-based learning L&D Employee Learning & Development Executive Leadership HR Strategy

nkedin Add relevant projects



S-T-A-R-C

A tool to describe your experience more varied and sufficient

Beneath an example with 1. working experience and 2. if you are describing a theoretical project

- Situation
 - What was the context for solving the task?
 - 1. What situation was the organization in?
 - 2. Problem analysis and delamination

• Task

1. What task/problem were you given the responsibility for solve / did you choose to solve?

2. Problem statement

• Action

1. What did you do exactly to solve the task?

- 2. Method(s)
- Result
 - 1. What results did your work create?
 - 2. Results and conclusion
- Competence
 - 1. What skills did you use or develop?

2. Learning - both specific but also the general aspects of what you learnt (exemplarity)

- Situation
 - Task
 - Action
 - Result
- Competence/learning

Project

S

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Saying one thing - but doing another. A philosophical study of organizational consciousness. [Master thesis] Jan 2016 – Jun 2016

Context and task:

Prior to the thesis, TDC had just rolled out a new strategy for the organization. A key element to the new strategy was the concept of customer centricity. My role was to examine the possible gap between what was communicated in the strategy and what was going on in reality in the organization.

Method:

Through empirical study's in TDC, I show that TDC as an organization suffers from the problem of saying one thing, but doing something else.

This is then explored through the works of Argyris and his concept of 'organizational traps'. From Argyris I learn that the way the organization talks and thinks about its customers could be what is creating traps and false consciousness. To provide a different way of approaching the customers Lévinas theory of ethics and Otherness is included as an alternative to the current systems thinking about customers in TDC. To provide a way for these two theories to be translated into the context of TDC, I use the model of translating organizational ideas between systems from Røvik, which is modified to better fit this thesis.

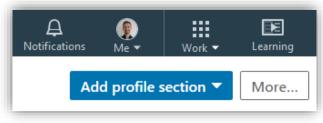
Results:

The thesis provides a number of suggestions on how the concepts above could be applied to the context of TDC. This brings me to the concepts of decentralized centralization; and with Lévinas, the concept of how you should let the customer leave traces of his being in the organization; and lastly the concept of defensive and inquiring listening

Keywords: applied philosophy, methodology, organizational change, idea translation, organizational metaphysics.

Your personal profile- summarized

- Get and '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 du 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.)



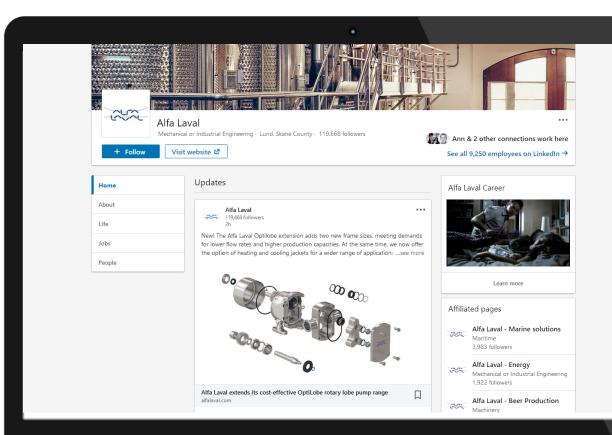


Find and follow relevant companies

R



- 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





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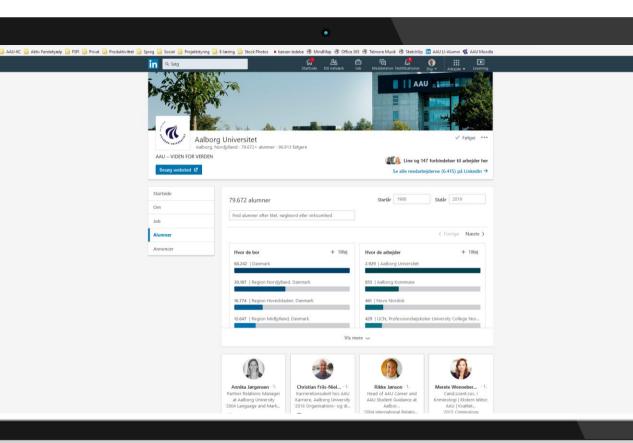


TIP10: Find alumni's with professional profiles similar to your own



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/
- Alternatively:
 - Seek for Aalborg University and find AAU's official school page
 - Choose Alumni I the left column
- Find our guide on LinkedIn alumni here: <u>https://www.karriere.aau.dk/digitalAssets/583/583757_linkedin-alumneguide-en-f19.pdf</u>







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The illusion of the perfect profile/career

JOHANNES HAUSHOFER CV OF FAILURES

Most of what I try fails, but these 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 fact that the world is stochastic, applications are crapshoots, and selection committees and referees have bad days. 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 I. Stefan, 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 @MelanielStefan.

I am also not the first academic to post their CV of failures. Earlier examples are 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 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 shrouds 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 could not 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

- 2009 Human Frontiers Fellowship
- 2007 Mind-Brain-Behavior Award (Harvard University)
- 2006 Mind-Brain-Behavior Award (Harvard University)
- 2003 Fulbright Scholarship Haniel Scholarship (German National Merit Foundation)

Paper rejections from academic journals

- 2016 QJE, Experimental Economics
- 2015 AER x 2
- 2013 PNAS, Experimental Economics, Science, Neuron
- 2009 AER
- 2008 Science, Neuron, Nature Neuroscience, Journal of Neuroscience, Journal of Vision

Research funding I did not get

- 2016 MQ Mental Health Research Grant
- 2015 Russell Sage Research Grant (two separate ones)
- 2013 National Science Foundation Research Grant
- 2010 University of Zurich Research Grant Swiss National Science Foundation Research Grant
- 2009 Financial Innovation Grant International Labor Organization Research Grant 3ie Research Grant

Meta-Failures

2016 This darn CV of Failures has received way more attention than my entire body of academic work

2





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Tips og tricks

- Know your LinkedIn strategy why are you even on LinkedIn? Make a personal URL to your profile 0
- Use LinkedIn in English to get the newest features first \odot
- Get an "all star profile" to be ranked higher in the search results 0
- Let LinkedIn "nudge" you into optimizing your profile and Ø behaviour
- Make a good and compelling headline and profile summary. \odot

- Include media on your profile \mathbf{O} (prolongs the time people spend on reading your profile)
- Use the network platform to....network (be active as a member Ο of LinkedIn). Share content, start debates, write blogs, participate in discussion in groups and s on.
- Network on LinkedIn like you would in the real world. \mathbf{O}



Evaluating your strategy

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

Who viewed your profile

https://www.linkedin.com/me/profileviews/urn:li:wvmp:summary/

• Your weekly search stats

https://www.linkedin.com/me/search-appearances/

Social Selling Dashboard



André Bjørn Nielsen

Learning and development (L&D), Strategy and Implementation, Coaching and Facilitation of meaningful processes

```
        Top
        Top
        ¶

        Industry SSI Rank
        Network SSI Rank
```

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. Learn more



'our Dashboard Private to you			ஓ All Sta
66 Who viewed your profile	50 Post views	55 Search appearances	
Career Advice Participate in the career adv Get career advice by conver	rice platform: Off sing with other LinkedIn users wh	o are leaders in their fields	

53

in Share

QUESTIONS...

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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/



CAREER SEMINARS AALBORG SPRING 2020 Find jobs, internships and oiect collaboratio 11 HOW TO APPLY FOR AN INTERNSHIP IN DENMARK iobhank aau dl FEB 18 LINKEDIN - HOW TO MAKE A PROFESSIONAL STUDENT PROFILE Webinar FEB 24 **DROP IN CV FEEDBACK** FEB In the canteen, Selma Lagerløfs Vej 300 Find job search 26 **DROP IN CV FEEDBACK** seminars at workindenmark.dk In the canteen, Fredrik Bajers Vej 7A FEB 28 **DROP IN CV FEEDBACK** Interested in FEB In the canteen, Fibigerstræde 15 entrepreneurship Visit sea.aau.dk 3 **CAREER FAIR - WITH MORE THAN 100 COMPANIES** MAR In Gigantium Aalborg 12 NETWORKING, TRADE UNIONS AND UNEMPLOYMENT FUNDS MAR 21 JOB INTERVIEW AND ASSESSMENT PROCESS APR Follow International Office 30 LINKEDIN – FINDING OPPORTUNITIES **Aalborg University** APR Webinar on Facebook for events career advice and other info 11 **GRADUATING SOON – ALL YOU NEED TO KNOW** JUN READ MORE AND SIGN UP AT CAREERS.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.







