

**DEEP DIVE:**  
**LINKEDIN**

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Contact: [member@beyondgradschool.com](mailto:member@beyondgradschool.com)

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# How to Make the Most Out of This Workbook

This workbook is designed to accompany video lessons in the LinkedIn Deep Dive.

Completing this Deep Dive and its accompanying workbook activities will help you build an effective LinkedIn profile, use the platform in your job search, and avoid common LinkedIn scams.

This workbook contains reflective activities, templates and prompts that will help you build out each section of your profile, and engage on the platform in a meaningful and authentic way.

Each video lesson contains a set of “next steps” to take after watching and listening. Take time after each video to complete the activities in this workbook. Doing so will help you apply what you’re learning to your own unique situation and help you move forward in your job search.

-Your Beyond Graduate School Team-

# Lesson 1: How to build an exceptional LinkedIn profile

## Activities

### Articulate your key skills

As the lesson explains, showing off your marketable skills is an essential function of your LinkedIn profile. In the space below, make a list of the marketable skills that you want to make sure to highlight in your profile. If you are not yet sure what your marketable skills are, go check out the lesson called “How to Identify My Skills When Writing a Resume” in our Deep Dive on Finding and Applying for Jobs.

## Build your profile

Knowing what skills you want to highlight in your profile, use the guidelines on the following pages to write or edit the various sections of your LinkedIn profile. Sample LinkedIn profiles are available for you to view in Appendix A.

### Headline

The goal of a LinkedIn headline is to describe what you do in a way that entices the reader to click on your profile to learn more.

Remember, a successful headline should show employers where you're going, not where you've been. It is forward looking.

Here are some examples of forward-looking headlines:

- Mechanical Engineer | Recent M.Eng. Graduate Seeking Opportunities in Manufacturing Industry
- Aspiring UX Researcher studying Social Psychology and Quantitative Methods
- MA Candidate in English | Digital Marketing Intern | Connecting people to the products that matter to them

Use the space below to draft a forward-looking headline. Review it when you're done. What does your headline tell the reader? Does it grab attention? What changes could you make to entice readers to click on your profile to learn more?

Your forward-looking Headline:

## About Section

The goal of the About section is to tell a story about who you are and what you hope to pursue next in your career. It uses language common in job advertisements. It focuses on who you are as a working professional. It is forward looking.

Here are three examples of About sections:

### **1. (MSc in Biology)**

I am a hardworking, dedicated individual that is working to expand my knowledge in various areas in the Biological field. My interest is specifically in wildlife management and conservation.

My extensive background includes coordinating and collaborating with entities, preparing survey plans, coordinating and implementing biological surveys, managing collected data, and leading a team. I am currently seeking a position that would provide an opportunity to utilize my skills, but also gain new experiences as it can help with upward mobility in this field.

### **2. (MA in English Literature)**

My graduate degree is in English Literature. I'm interested in how people tell stories, and how stories help communicate meaning.

I did two internships in marketing, most recently with a boutique digital marketing firm. I learned SEO and email marketing, and was responsible for writing weekly blog posts for clients and newsletters.

I learned that my training in literature was directly applicable to marketing because what is marketing if not telling great stories to connect people to products that are meaningful to them.

### **3. (Career Change)**

I'm a Public Health researcher and project manager with a passion for improving the lives of people with diabetes.

Over the course of ten years working as a project manager at a medical device design company, I became increasingly fascinated by how our healthcare system can often stand as a barrier to people's wellness.

Wanting to address that problem more directly, I earned my MPH degree, and am now seeking Public Health research or analyst positions that will enable me to use both my understanding of diabetes public health solutions and my proven track record of collaborating with cross-functional teams to track project progress and meet deadlines.

Use the space below to draft a forward-looking About section. Review it when you're done. Does it highlight your strengths, values, and skills? What adjustments can you make?

Your forward-looking About section:

## Experience Section

The goal of the Experience section is to communicate how you've applied your skills with success.

Here is an example of how you might describe your skills in an Experience section:

### Role: Summer Digital Marketing Intern

- Researched emerging trends and proposed new content for weekly blog posts that aligned with my findings. The weekly blog posts I wrote increased client's search traffic by 10%.
- Integral part of a team in the creative department who launched a new client digital marketing campaign on time and on budget.
- Balanced weekly responsibilities with my role in a large-scale project, highlighting my time and project management skills.
- Excellent written communication skills demonstrated through my detail-oriented editing of copy.

### Role: Graduate Teaching Assistant

- Designed engaging multimedia presentations informed by best practices in adult education.
- Synthesized complicated technical information and presented to a general/non-specialist audience.
- Coordinated with a group of 4 teaching assistants to ensure delivery of content was standardized and conformed to department guidelines.
- Exceptional communication and public speaking skills, demonstrated through the delivery of weekly presentations.

Use the space on the next page to draft your Experience section. Review it when you're done. Does it include evidence that shows how you've applied your skills? Does it highlight skills employers value? What changes can you make to highlight your value in the professional workspace?

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