

LinkedIn

UL Careers Service





# LinkedIn - Overview of Session

1. Maximise your Profile
2. Develop your Connections
3. Useful Search & Networking Features



# Linked

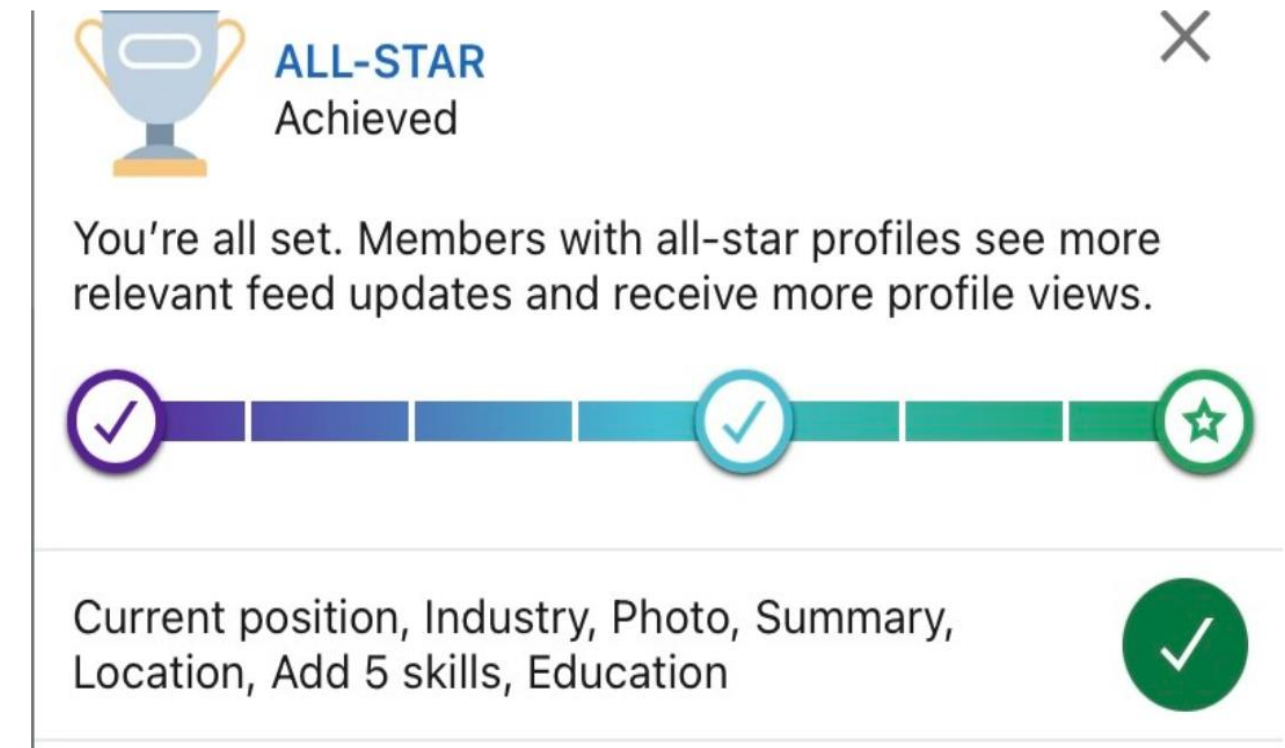
- Networking Website...for PROFESSIONALS !
- A far reaching resource tool for connecting, researching, gaining knowledge and advice.
- 675+ million members worldwide including .....
- UL alumni?
- Over 82,000 UL Alumni



# LinkedIn - Aim for All Star Profile

<https://www.linkedin.com/pulse/how-achieve-all-star-status-linkedin-anda-lainez/>

- ✓ Photo (banner image-optional)
- ✓ Clear and Relevant Headline (120 characters)
- ✓ Industry & Location
- ✓ Summary (2000 characters)
- ✓ Current Position
- ✓ Experience (give details)
- ✓ Education (highlight modules, projects, thesis)
- ✓ Skills (list minimum of five)
- ✓ At least 50 connections
- ✓ Customise your URL



The screenshot shows a notification titled "ALL-STAR Achieved" with a trophy icon. Below the title, it says "You're all set. Members with all-star profiles see more relevant feed updates and receive more profile views." A progress bar with five segments is shown, with the first four segments containing checkmarks and the fifth containing a star. Below the progress bar, a list of requirements is shown: "Current position, Industry, Photo, Summary, Location, Add 5 skills, Education", with a large green checkmark icon to the right.

# How can I see my LinkedIn level?

<https://www.linkedin.com/help/linkedin/answer/391/viewing-your-profile-strength-meter?lang=en>

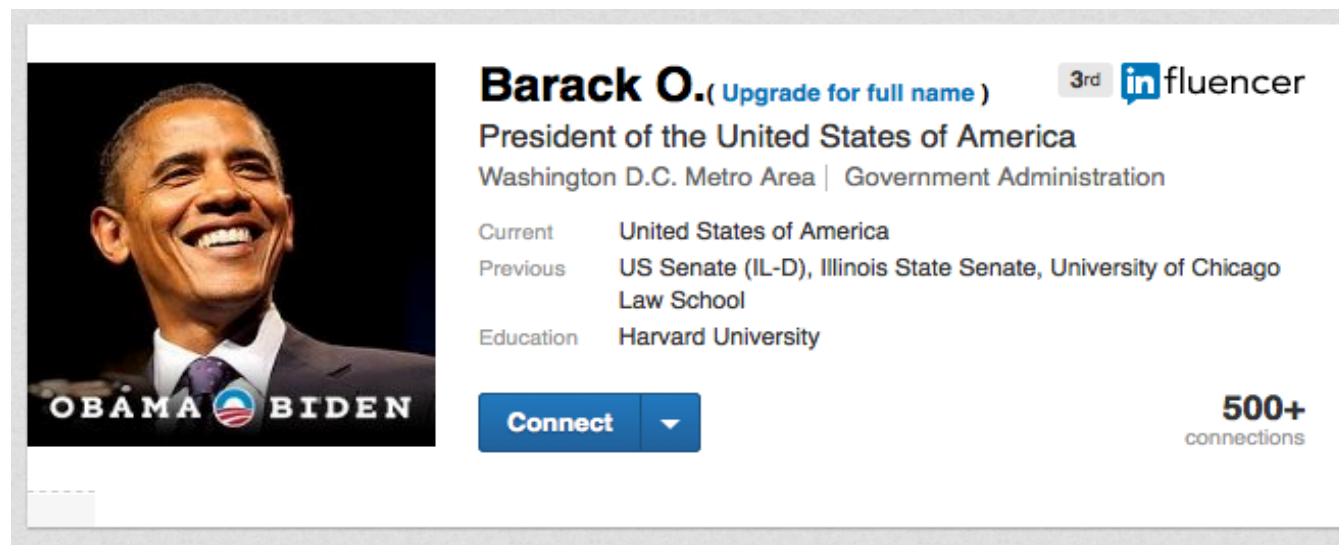
- The Profile completeness level shows how your profile is. The level of your profile will increase as you add more suggested sections. This helps improve the discoverability of your profile in search results, and to increase profile search appearances.

## To view your Profile level meter:

- Click the **Me** icon at the top of your LinkedIn homepage.
- Select **View Profile**.
- The **Suggested for you** section below your introduction card displays your current profile level.
- Follow the prompts to complete any of the steps listed.
- Once all the suggested prompts are complete, you'll receive an All-Star profile rating.
  
- When you have completed the last step , the **Suggested For You** box **disappears**
- **Once you are no longer being shown suggestions**, you have completed your profile and achieved your **All-Star profile\*** on LinkedIn.

# Upload a profile photo

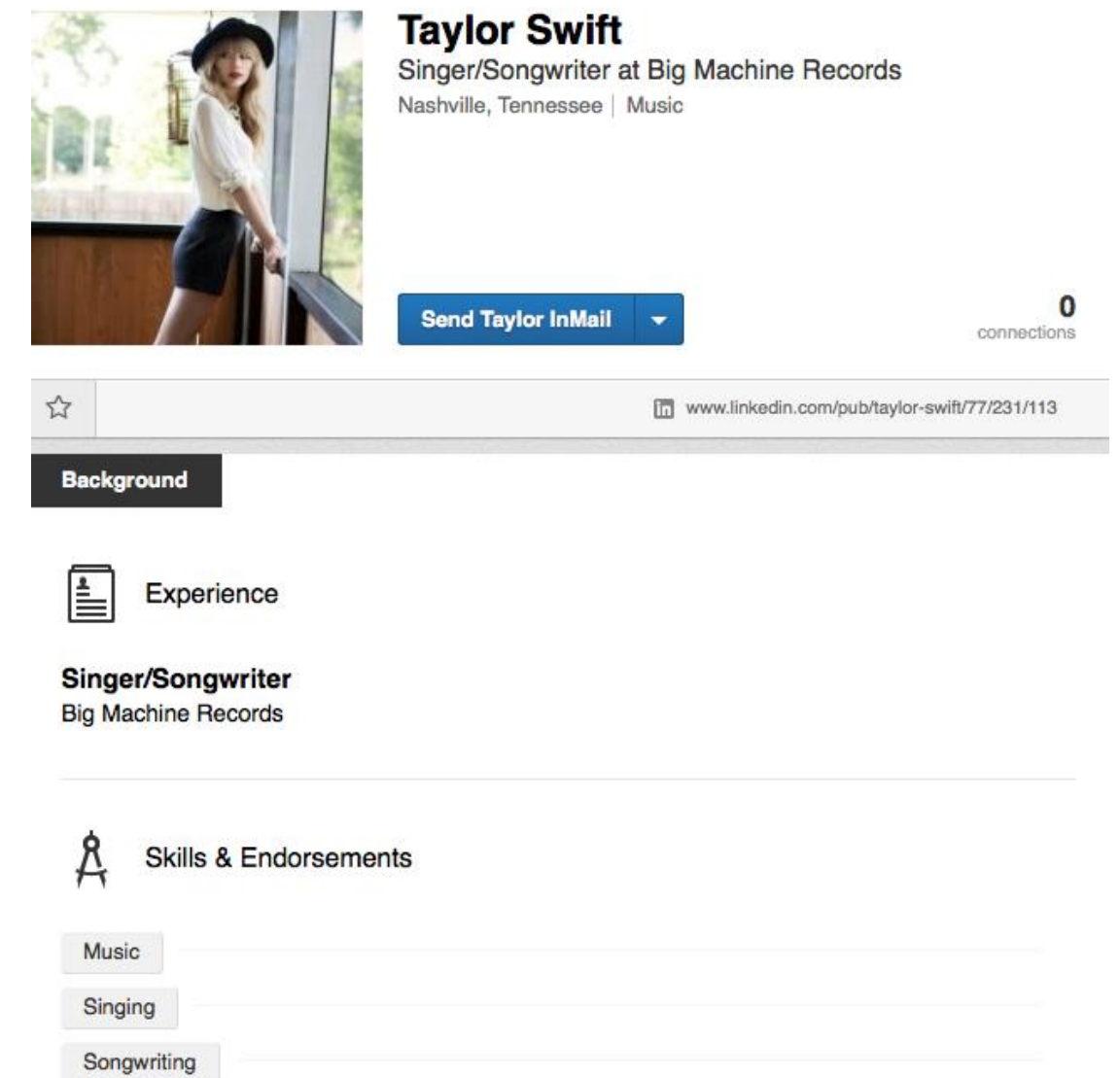
By adding a photo to your profile, your LinkedIn Profile is 14 times more likely to be viewed



**Barack O.** (Upgrade for full name) 3rd **in**fluencer  
President of the United States of America  
Washington D.C. Metro Area | Government Administration

Current United States of America  
Previous US Senate (IL-D), Illinois State Senate, University of Chicago Law School  
Education Harvard University

**Connect** 500+ connections



**Taylor Swift**  
Singer/Songwriter at Big Machine Records  
Nashville, Tennessee | Music

**Send Taylor InMail** 0 connections

www.linkedin.com/pub/taylor-swift/77/231/113

**Background**

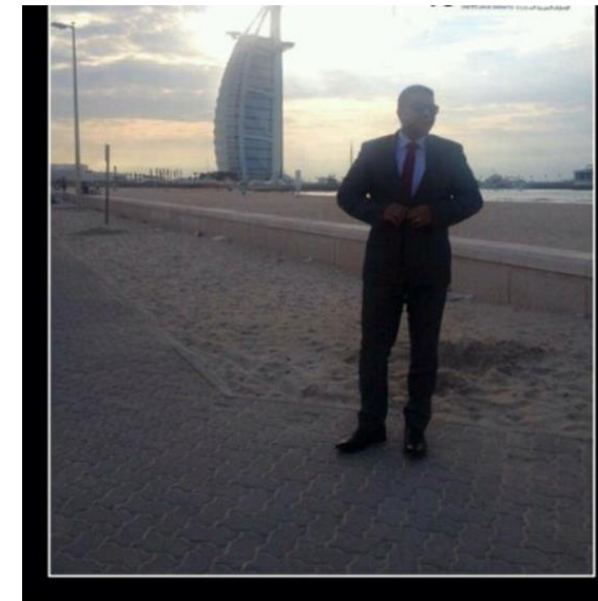
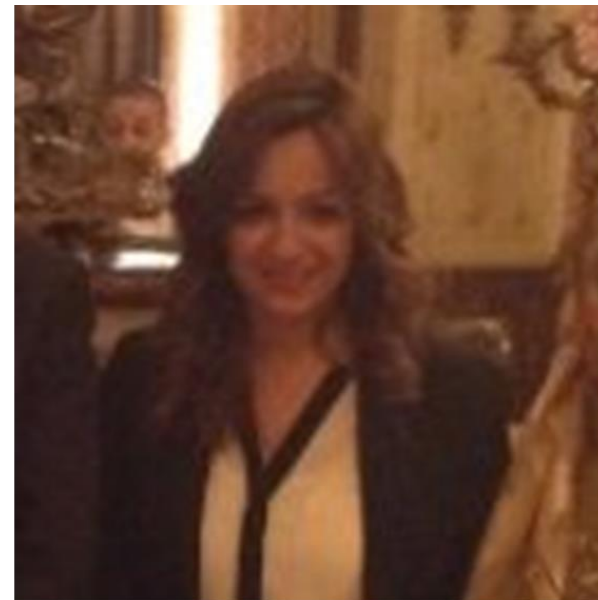
**Experience**

**Singer/Songwriter**  
Big Machine Records

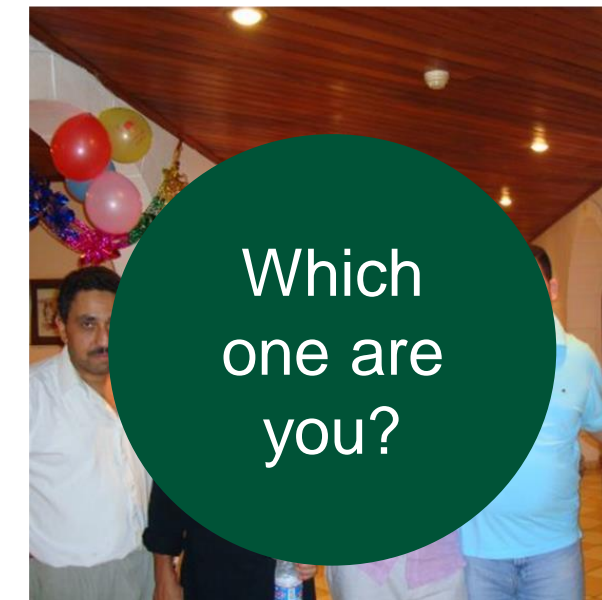
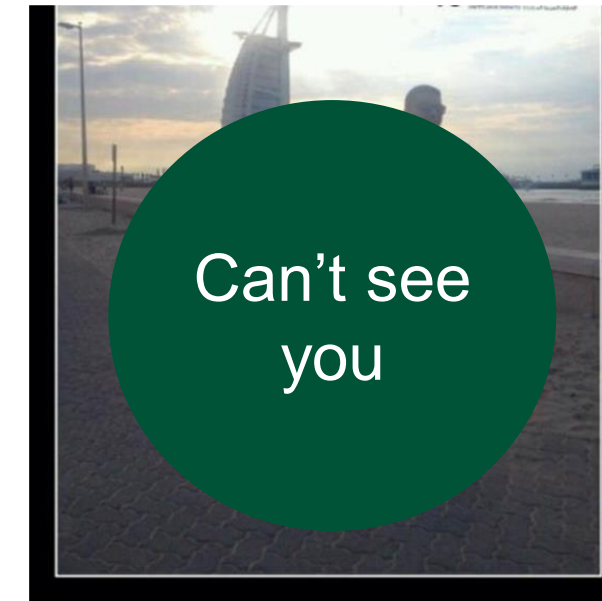
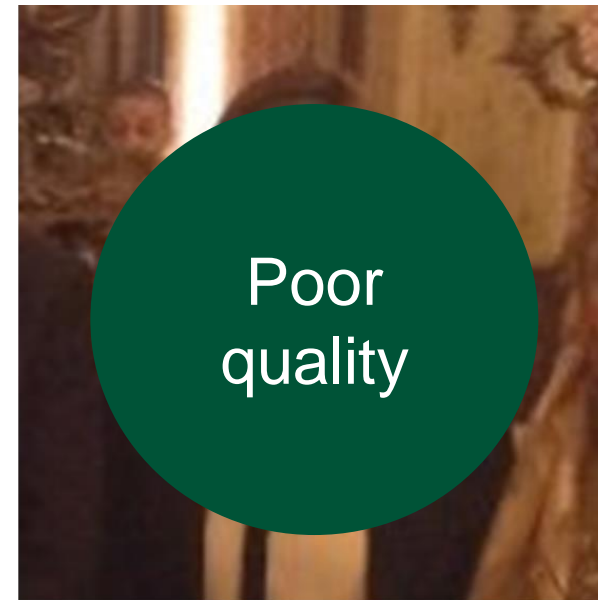
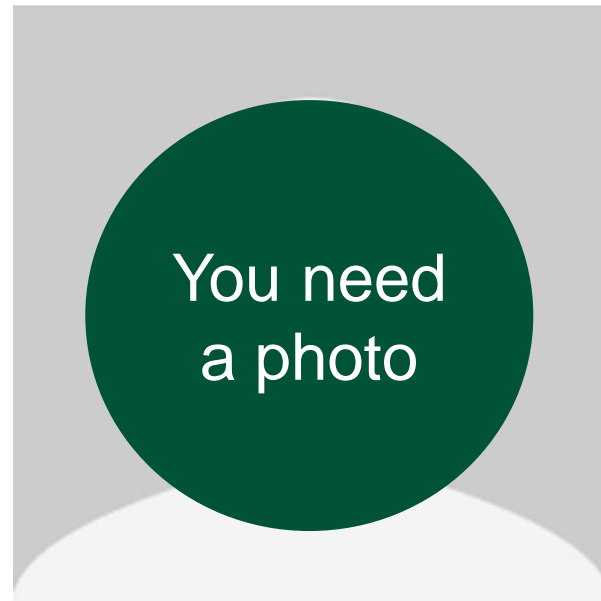
**Skills & Endorsements**

- Music
- Singing
- Songwriting

# What's wrong with these profile photos?

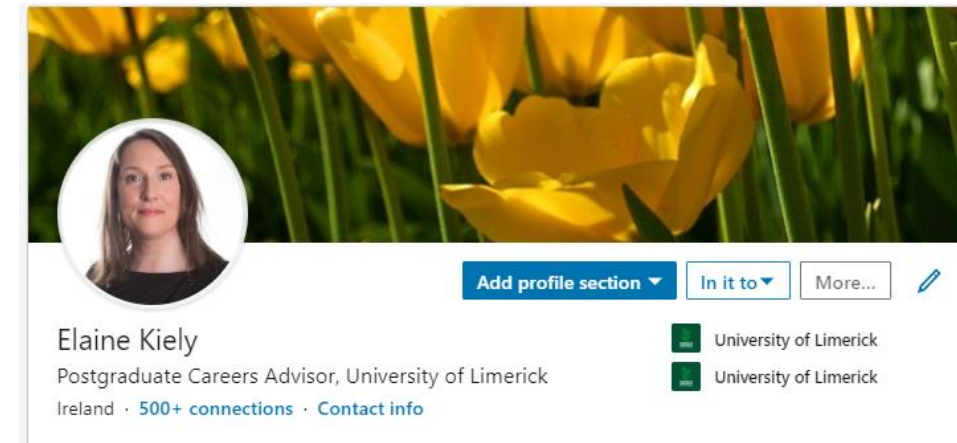


# What's wrong with these profile photos?





# Write Your Headline



Your Headline is the line of text under your name

- ✓ It's the first thing people see in your profile. It follows your name in search hit lists. Be strategic and choose one or two themes that strengthen your profile.
- ✓ As students, you may not have a company brand or job title yet. You will need to distil your professional personality into an eye-catching phrase, something that at a glance describes who you are.

# Sample Headlines

- 120 characters

International Management MSc@ UL | 9 months@.. | Avail for Role August '20 **(87 characters)**

Masters of Law @ UL| First Class Honours – Law Undergrad NUIG **(62 characters)**

Final Year Mechanical Engineer @UL | 8 months experience at ... | Available June '20 **(87 characters)**

Accountant| Masters of Taxation @UL| 4 Years Experience  
Graduated in 2019 **(82 characters)**

Take 3 minutes to start  
writing your own headline



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Careers Division

# Summary: What's your career story?

Write your story in the 1<sup>st</sup> person

- This should be the next best introduction to meeting you – a virtual introduction

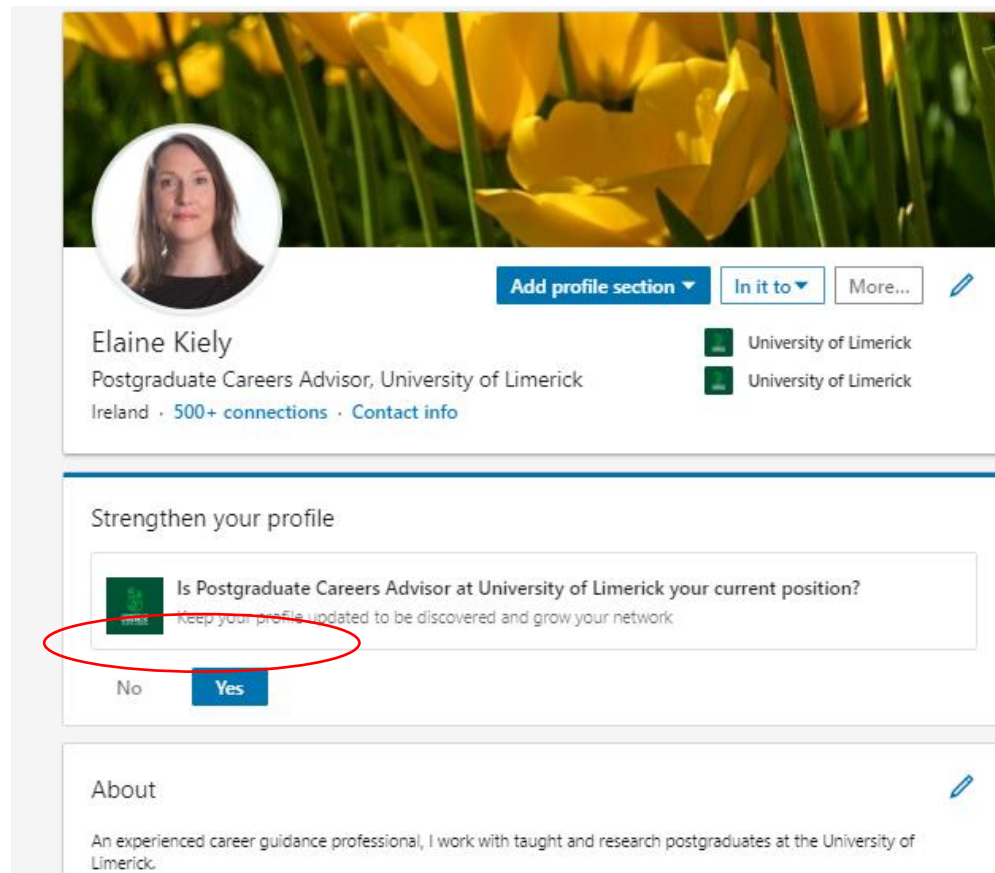
- It is your story to date and where you want to go!

- Make it conversational and less formal than a CV

- You got 2,000 characters / 400 words (but remember it is a summary)

- Express a little personality 😊

- Insert some keyword tags – So search engines can find you!



# Customise Your Profile URL

Elaine Kiely  
Postgraduate Careers Advisor, University of Limerick  
Ireland · 500+ connections · Contact info

University of Limerick  
University of Limerick

linkedin.com/in/myname/



## Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/elainekiely](https://www.linkedin.com/in/elainekiely)

### Edit Content

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

[Edit contents](#)

### Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility

Basic (required)

- Name, number of connections, and region

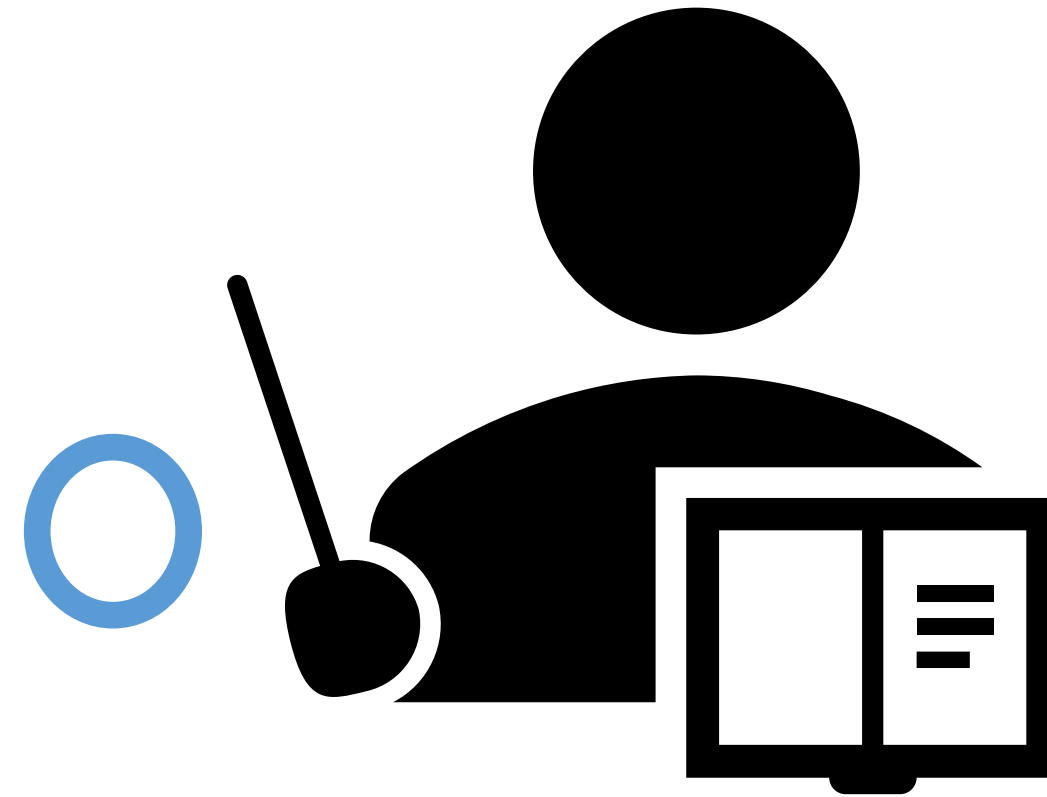
# Experience

- Start with most recent and work back
- Give 3-4 bullet point description of each job
- Be selective – no need to include every part-time or casual job.
- Make sure it corresponds to your CV
- Ask for Recommendations



# Education

- Start with current course and work back
- Give the FULL name of your college course and third level institution
- List modules and include grades of undergrad if 2.1 or better
- Include Project details – either in this Education section **OR** you can use LinkedIn's separate **Media** section to detail the projects





# Add Skills & Ask for Endorsements

Think of the Skills fields as your personal search engine optimiser, a way to refine the ways people find you.

This section is where that list of industry keywords from your CV belong

Do some research on what employers are looking for (job adverts) and add the skills and specialties that apply to you.

Minimum of at least 3 when aiming for All Star Profile

The screenshot shows a LinkedIn profile section titled "Skills & Endorsements" with an "Add a new skill" button. Below the title is a "Take skill quiz" button. Three skills are listed:

- Career Counseling** · 34: Endorsed by Sinead English and 2 others who are highly skilled at this; Endorsed by 21 of Elaine's colleagues at University of Limerick.
- Career Development** · 27: Endorsed by Sinead English and 2 others who are highly skilled at this; Endorsed by 13 of Elaine's colleagues at University of Limerick.
- Interview Preparation** · 23: Endorsed by 14 of Elaine's colleagues at University of Limerick.



# Develop Your Connections

- Build your Network
  - Search and connect within LinkedIn for classmates, colleagues and professional contacts that you know
  - Personalise your connections and message. Explain why you want to connect
- Follow Companies/Individuals/Influencers
- Be in control of who sees what  
(Get to know the Settings and Privacy tab)



# Personalise Your Invitations

Invite Lorna to connect ✕

Build a quality network by connecting only with people you know.

Message (optional)

Ex: We know each other from...

300 / 300

**PREMIUM**

Don't know Lorna? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Try Free for 1 Month](#)

Cancel Send invitation

**Important!**  
Insert your own  
personal  
message  
when inviting  
connections



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# Sector and Group Search

Showing 29,956 results


- Insurance Professionals**  
Group • 201,867 members  
The largest and most active Spam-Free Insurance Group on LinkedIn- Group for property, casualty, life, health Insurance and annuity professionals, underwriters, risk managers, producers, claims personnel, home...
- Global Insurance Professionals**  
Group • 103,199 members  
Life Insurance, General Insurance, Property & Casualty, Health Insurance, Annuity, Pensions Professionals across the globe. Actuary, Re-Insurance, Underwriter, Policy Servicing, Claims. Financial, Banking...
- Insurance Journal - Property Casualty Insurance news & info**  
Group • 101,864 members  
We've got P/C insurance covered. Join this group to keep up-to-date with the latest property/casualty insurance news, info, people, and events. Network and connect with other self-minded insurance industry...
- Global Insurance Network**  
Group • 79,224 members  
Group for global professionals in the Insurance( Life Insurance, General Insurance, P&C, Health Insurance) / Reinsurance / Risk Management/ Brokers/ Agents/ Bancassurance/ Claims professionals who'd be keen to...
- Insurance Claims Professionals**  
Group • 68,985 members

Help your team succeed - Your employees are the heartbeat of your organization Ad ...

Your dream job is closer than you think  
See jobs  
LinkedIn

Messaging

# Request to join or follow groups/employers



**UL Careers Service** · 1st  
Careers Service at University of Limerick  
County Limerick, Ireland · **500+ connections** · [Contact info](#)

[Message](#) [More...](#)

University of Limerick  
University of Limerick






Your dream job is closer than you think

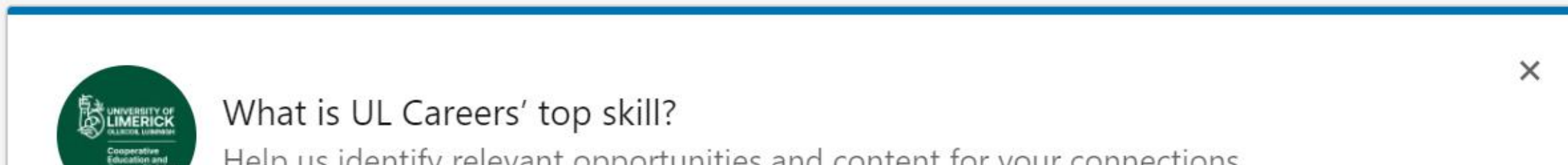
[See jobs](#)

LinkedIn

People Also Viewed

 **Gavin Connell** · 1st  
Head of Careers at University of Limerick

 Sa  **Messaging**



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Cooperative Education and Careers Division

What is UL Careers' top skill?  
Help us identify relevant opportunities and content for your connections

# Follow Companies

Accenture  
Information Technology & Services · Dublin 2 · 5,292,560 followers

+ Follow Visit website

Evan & 5 other connections work here  
See all 400,893 employees on LinkedIn

Find Warm Connections in Target Company

# Keep track of your settings



- Home
- My Network
- Jobs
- Messaging
- Notifications
- Me

## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



**Patsy Ryan**

Careers Advisor @ University of Limerick

Ireland

2K followers · 500+ connections

 **University of Limerick**

 **University College Cork**

### Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/patsyryan](https://www.linkedin.com/in/patsyryan) 

### Edit Content

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

[Edit contents](#)

### Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility  On

# Settings



## Settings

Account preferences

Sign in & security

Visibility

Data privacy

Advertising data

Notifications

### Profile information

Name, location, and industry →

Personal demographic information →

### Display

Dark mode →

### General preferences

Language →

Content language →

Autoplay videos

On →



## Settings

Account preferences

Sign in & security

Visibility

Data privacy

### Job seeking preferences

Job application settings →

Share your profile when you click Apply for a job Off →

Signal your interest to recruiters at companies you've created job alerts for On →

Stored job applicant accounts →

### Other applications

Permitted services →



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# Useful Job Search and Networking Features



**Linked** 



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# Job Search

Search by title, skill, or company

- My jobs
- Job alerts
- ✓ Demonstrate skills
- Interview prep
- Resume Builder
- Job seeker guidance
- Application settings

## Recent job searches

Clear

bell ringing  
Ireland

career development · 179 new  
Ireland

language · 128 new  
Ireland

Show more

## Open to work

Recommended based on your activity

Show recruiters you're open to new job opportunities



Get more InMails from recruiters when you are #OpenToWork - you control who sees this  
Get started →

## Job seeker guidance

Recommended based on your activity

I want to improve my resume



Explore our curated guide of expert-led courses, such as how to improve your resume and grow your network, to help you land your next opportunity.

Post a free job



### 23UHWMA0402 - Grade V, Recruitment

Health Service Executive  
Waterford, County Waterford, Ireland (On-site)



37 connections





Reply Reply All Forward IM



jobalerts-noreply@linkedin.com

Patsy.Ryan

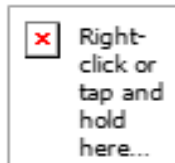
## 8 new jobs for "language jobs"

**i** If there are problems with how this message is displayed, click here to view it in a web browser.

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

# Your job alert for **language jobs**

8 new jobs in Ireland match your preferences.

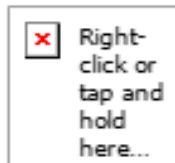


## **NAAS-02-2023-67 - Speech and Language Therapist, Senior**

Health Service Executive · Kildare (On-site)



37 connections



## **Accommodation & Groups Internship - Atlas Language School**

Atlas Language School · Dublin (On-site)



Be one of the first 6 applicants

# Job Search – AI feedback on interview questions

The screenshot shows the LinkedIn 'Common Questions' page. On the left, a list of four questions is shown, with the first one, 'Tell me about yourself.', highlighted. A blue button labeled 'Practice and get feedback' is positioned over the question. A notification banner at the top right of the content area reads: 'Get instant, AI-powered feedback on the delivery of your answer when you practice and record a video'. Below the question, an 'Overview' section provides context: 'A lot of jobs require someone who can think on their feet or present ideas with crispness and clarity. This question provides employers with an early preview of your core skills, your personality and your ability to respond to an unstructured question.'

Common Questions  
26 questions

Categories

- 1 Tell me about yourself. ✓
- 2 What is your greatest strength? ✓
- 3 What is your greatest weakness? ✓
- 4 Why should we hire you? ✓

Practice and get feedback 11,576,129 people viewed this question

Overview

A lot of jobs require someone who can think on their feet or present ideas with crispness and clarity. This question provides employers with an early preview of your core skills, your personality and your ability to respond to an unstructured question.

# UL Alumni - Study career paths | Identify contacts



**University of Limerick**  
Sunday Times Irish University of the Year 2019. Best Student Campus 2019 & 2020. #StudyAtUL  
#PostGradAtUL #ThinkBigAtUL  
Higher Education · Limerick, munster · 106,551 followers

Elaine & 193 other connections work here · 3,484 employees

Following Invite More

Home My Employer About Posts Jobs **Alumni** Events Videos

82,141 alumni

Search alumni by title, keyword or company

Start year 1900 End year 2023

< Previous Next >

Where they work + Add

1,745 | University of Limerick

1,138 | Health Service Executive

483 | Regeneron

401 | Stryker

Where they live + Add

58,067 | Ireland

13,226 | Limerick Metropolitan Area

11,629 | Greater Dublin

9,670 | County Dublin, Ireland

# The top 5 things you should do now

- Complete and enhance your **personal profile**
- Connect and grow your **network**
- Join 2 or 3 relevant networking **Groups**
- Follow companies, sectors and people you are interested in and check out where you have **Alumni...**
- Make your Profile Public

# LinkedIn Learning

<https://www.ul.ie/hr/current-staff/hr-talent-development/linkedin-learning>

- **LinkedIn Learning provides staff and students with a diverse range of courses essential to your professional and personal development.**
- With a library of over 13,000 videos to choose from, you can watch a five minute introduction or complete an entire course when you want, where you want. New courses are added each week making it easy for you to stay up to date with new developments and technology through high quality instructional videos taught by recognised industry experts.
- Project management, career development data analysis, strategic planning, essential excel training - the courses are a great way to enhance your professional development and augment your CV.
- Log in to [UL LinkedIn Learning](#) using your @studentmail.ul.ie email address and start exploring courses that engage and enlighten.
- Video with instructions on how to use LinkedIn Learning
- [LevUL Up Workshop Recording: An Introduction to LinkedIn Learning for Students \(Online\)](#)

This online resource, supported through the HCI-funded UL@Work project is a collaboration between this initiative, Graduation and Professional Studies, Centre for Transformative Learning (CTL) and HR Talent Development.

# Thank You



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Ireland.  
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Luimneach,  
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[ul.ie](https://ul.ie)

**Contact @ Careers Connect:**  
**<https://careersconnect.ul.ie/home.html>**