

## LinkedIn Presentation

### Introduction:

**As a career services department, our whole goal is to get you in front of as many eyes as possible to get placed. One of the greatest resources we utilize and hope you utilize is LinkedIn.**

- What is the purpose of LinkedIn? Is it just a social media platform? Is it a recruitment tool?
- While these things are true, the main purpose of LinkedIn is two-fold;
  1. It's a platform made to give employers a visual representation of your resume. As an employer or recruiter, we can get your resume, and move to your LinkedIn profile and see what skills you hold, what you look like, how you interact with others, so they have a real picture of who you are.
  2. It's a platform also made to build a true and relevant network. Most of us don't have the time, resources, or opportunities to make friends with CEOs, tech recruiters, other developers, outside of work or home or school. With LinkedIn, you can actually build a following and follow others who can inspire you, who you can reach out to for development or career advice, and after applying for jobs, you can reach out to the decision-makers and introduce yourself.

- Utilizing these 2 combined purposes is what will help you use LinkedIn to get a job and boost your opportunity to be seen and heard by employers.

## **Second**

### **How do I build a LinkedIn Profile?**

- LinkedIn does a great job of walking you through the steps of creating and building your profile, but how do you build a professional LinkedIn like we are speaking about?
- Today we are going to look at 2 Bottega grads LinkedIn Profiles for reference. Geo Serrano, and Cami Godfrey.

Geo <https://www.linkedin.com/in/geo-serrano/>

Cami: <https://www.linkedin.com/in/camigodfrey/>

- Put yourself in a recruiter's shoes. What are the first things that stick out to you when you look at these profiles?
- Ordinarily the first things a recruiter notices (or really anyone) are
  1. **The profile picture**. You want a professional looking profile picture. When I say professional I don't mean it has to be in a suit and tie or anything, I mean it's a simple background, with a high resolution picture, dressed somewhat up. Avoid posting selfies, grainy or cropped pictures, or somewhere with a group of friends or busy

background, i.e., think of a brick wall or fence, a well-lit wall in your home, etc.

2. The **background picture**. This should reflect something about your personality or bring a desired effect. For example, Geo uses just nice waves implying a nice calm effect, whereas Cami uses a picture of paddle boarders implying she is adventurous and likes the outdoors. Same rules apply, avoid grainy pictures, also avoid anything unprofessional or busy like your favorite movie or video game.
3. The number of **connections** you have. The algorithm for LinkedIn is made specifically for those with 500+ connections to come up first, so for best advantage you want to add many people often. As an employer, it tells me you care about those you reach out to and put in the effort, where if you have 50 then it doesn't feel like you really tried. To build connections remember this isn't facebook, you are encouraged to add people you don't know. I suggest looking up companies you are interested in or desire to work for, looking up their developers or decision makers, and add them! And of course, add your classmates and Bottega alumni.
4. Lastly what will stick out is the **About** section. You want to write about who you are, not your resume or journey even. Avoid saying

“I’m a tech student looking for my first opportunity.” Say something more like “I’m a junior developer who loves solving problems whether at work or at home...” and elaborate off of that.

**Next are the things that will stick out if the person viewing your LinkedIn profile decided to stick around!**

- Add all work experience (companies, dates you were there, responsibilities, etc.) This is what tells your journey, how you got to development. On Cami’s she goes from “Manager at a burger place, Manager at a theater,” to developer at simplenexus. Show your life experience that proves you will have a great professional work ethic.
- Add a list of skills! Start with the tech skills you learn here at Bottega, also use your soft skills such as “exceptional written/verbal communication” or “exceptional work ethic,” etc. These are typical skills! Just list until you feel like it is enough. Then, reach out to people who can endorse those skills! They will just click a button and say they agree you are good at that!

Any questions you have with LinkedIn, PLEASE ask and I’ll be happy to help!

Add me on LinkedIn:

<https://www.linkedin.com/in/christina-greenwood-20636a157/>

In summary, be sure that you have the following key sections completed at a bare minimum:

- 1) Profile Picture
- 2) About section
- 3) Connections (start adding connections today!!)
- 4) Featured (for when you have your portfolio or other projects completed)
- 5) Work Experience
- 6) Education
- 7) Volunteer Experience

Please reach out to connect for a time to review your LinkedIn profile together with a member of our team!

careerservices@bottega.edu

<https://calendly.com/christinabottegauniversity/30min>

<https://calendly.com/trissabottegauniversity/30min>