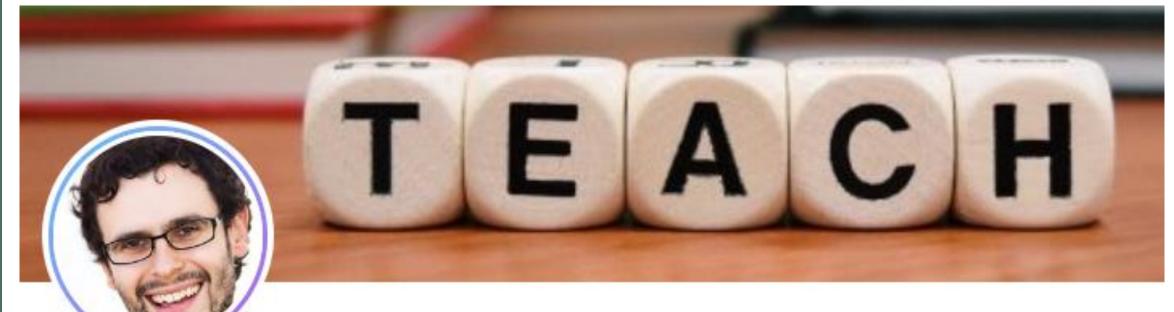# LinkedIn:
New Perspectives for 2023

My Career Transitions – March 11, 2023

Cheryl Bonner, Penn State Alumni Career Services

As a result of this session, you will be able to:

- Evaluate your own profile
- Understand LinkedIn from the recruiter's perspective
- Discover easy-to-apply shortcuts for LinkedIn success
- Apply ways to create relationships through use of a highly technical tool

Jeremy Schifeling · 1st

Marketing Director at Khan Academy | Passionate about EdTech + Career Development | Author of #1 LinkedIn Best-Seller on Amazon

Talks about #edtech, #linkedin, and #careeradvice

Khan Academy

University of Michigan - Stephen M. Ross School of Business

Cheryl (Clark) Bonner

Career Coach | Speaker | Team Leader

State College, Pennsylvania, United States · Contact info

Penn State University

Penn State University

https://www.linkedin.com/in/cherylclarkbonner/

LinkedIn has over 875 million users.

It is estimated that 25% of adults in the United States are LinkedIn users.

LinkedIn suggests that up to 90% of recruiters use the tool at some point in the hiring process.

OLD	NEW
Submitting a resume	Getting found online
Random networking	Purposeful connecting
Thoughtful, customized cover letter	Thoughtful, keyword-laded About section on LI
Expecting employers to pick out what is relevant	Purposefully showcasing what is relevant
Quantity over quality	Quality over quantity
Making guesses and assumptions	Using insider knowledge
Finger-crossing and wishful thinking	Constantly improving and having a growth mindset

Adapted from: Garriott, O., & Schifeling, J. (2022). *Linked: Conquer LinkedIn. Get Your Dream Job. Own Your Future.* New York: Workman Publishing Company.

Profile Evaluation

Experience + Aspiration

Job title in headline	Location is set to desired if not current	Open to Work is on	Address books are imported
Targeted companies are being followed	Profile Picture	Relevant background photo	Thoughtful and purposeful About section
Experience section reflects resume, includes industry keywords	Volunteer experience highlights skills	Visuals are added to support skills and knowledge	Custom URL
Skill section is relevant to goal	Education section includes formal and informal learning	Recommendations are from clients/managers and others with credibility with recruiters	Email address is included for ease of contact

Adapted from: Garriott, O., & Schifeling, J. (2022). *Linked: Conquer LinkedIn. Get Your Dream Job. Own Your Future.* New York: Workman Publishing Company.
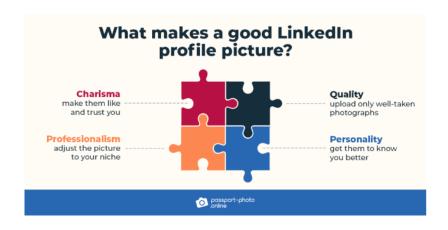
Recruiters and Algorithms

Images

Recruiters:

Helps to get to know a person better

Indicates professionalism

Likely to dismiss a profile without a picture

Profile Photo

People choose people, not profiles

A good profile photo = 13x more profile views

Profile Photo

- A photo makes your profile real & come alive. Make sure your photo will attract people (especially recruiters)!

- People love faces - so crop yours around your head & shoulders. Face forward with no one else in the frame

- People love smiles - so make sure you have a genuine one

- People love people like themselves - so match your desired industry's dress code (e.g., casual for tech, formal for finance)

Adapted from: Garriott, O., & Schifeling, J. (2022). *Linked: Conquer LinkedIn. Get Your Dream Job. Own Your Future.* New York: Workman Publishing Company.

Pexels.com and Canva.com

Olivia Wilson
Communications Manager
123-456-7890   www.reallygreatsite.com

FINANCE

About

Recruiters:

Save InMails by including contact information

Algorithm:

Keywords are critical

Your Brand …Your Story

What makes me passionate about the work I do, and the work I will do for future employers?

Which combination of strengths and skills do I have that no one else does?

What ROI (Return on Investment) do I have that makes me the best hiring choice?

How did my past jobs lead me to where I am today?

What are the skills I am using when I feel most alive?

What work responsibilities do I look forward to most?

Experience

Recruiters:

Scanning quickly so use bullets and provide clear outcomes

Algorithm:

Consult job descriptions for specific skills

Experience

Associate Vice President and Chief Executive Officer of the Penn State Alumni Association
Penn State University
Jan 2016 - Present · 7 yrs 3 mos
State College, Pennsylvania Area

The Associate Vice President for Alumni Relations and Chief Executive Officer of the Penn State Alumni Association leads the largest dues-paying organization of its kind in the world. Reporting administratively to the Senior Vice President for Development and Alumni Relations and in an association management capacity to the volunteer President of the Alumni Association, this position guides and partners with a network of 315 alumni affiliate groups, thousands of volunteers, and a staff of more than 55 employees to connect the Alumni Association's 177,000-plus members with a broad range of programs, events, and resources. The CEO:

Serves as a powerful ambassador for Penn State among its alumni constituents while representing the continuing interests and affinities of our graduates at the University

Possess the stature and presence to be a national leader in the field of association management

Engages and values the Association's Executive Board and Alumni Council in shaping the future vision and strategic direction of the Association

Develops and pursues entrepreneurial approaches to increasing Alumni Association membership and building new revenue streams

Oversees and manages all Alumni Association activities and communications, including the publication of The Penn Stater, one of the nation's mostly highly acclaimed alumni magazines

Collaborates with leaders in the Office of University Development and the Office of Strategic Communications to support Penn State's broader mission and goals

| zoom | GG+A | 🖼 | 🖼 | +8 |

Podcaster
Alumni Trending Podcast
Jun 2020 - Present · 2 yrs 10 mos

https://www.alumnitrending.com

The Alumni Trending podcast will explore the issues that higher ed advancement professionals face each day. From episode to episode, you will hear the voices of our profession discussing the challenges and opportunities they face and the innovative and creative solutions they deploy As alumni professionals we are here to lead a movement, a mobilization of our alumni in service to and support of their alma mater Listen for ideas, Listen for

Volunteer Experience

Recruiters:

Value volunteer experience on par with paid work

Algorithm:

Looks at full profile for keywords

Annual Conference Committee Chair

Alumni Career Services Network (ACSN)

Sep 2018 - Sep 2022 · 4 yrs 1 mo

Conference Co-Chair for ACSN 2022 in San Diego/Coronado. Planned the first onsite event since 2019. Lead the team through many changes and new visions for a conference originally set to occur in this location in 2020. The 2022 Conference has received positive reviews from the members and corporate partners attending. The team worked together to execute a three-day experience focused on learning from peers and industry experts. The conference met organizational emphasis on sharing experiences and learning from each other.

Previously, provided guidance to the ACSN Annual Conference Co-Chairs. Worked closely with the teams planning the 2020 Conference to set a new vision and pivot to a virtual experience. Continued to work with the team to host the 2021 conference online, expanding on online experience from a one-day three-hour event to four hour events on three days.

Skills Section

Recruiters:

Filter for specific skills is binary

Algorithm:

Looks for keywords throughout

PennState
Alumni Association

Skills

Brand Development

Endorsed by Amy L. Dinning and 4 other mutual connections

Endorsed by 5 colleagues at My Career Transitions

69 endorsements

✓ Endorsed

Marketing Management

Endorsed by Amy L. Dinning and 5 other mutual connections

Endorsed by 2 colleagues at My Career Transitions

51 endorsements

Endorse

Marketing Strategy

Endorsed by Philip Kaplin and 4 other mutual connections

Endorsed by 2 colleagues at My Career Transitions

49 endorsements

✓ Endorsed

Hacks

Hunter.io

Collects information from across the internet to help you find the email pattern for any company or even the email of a particular employee
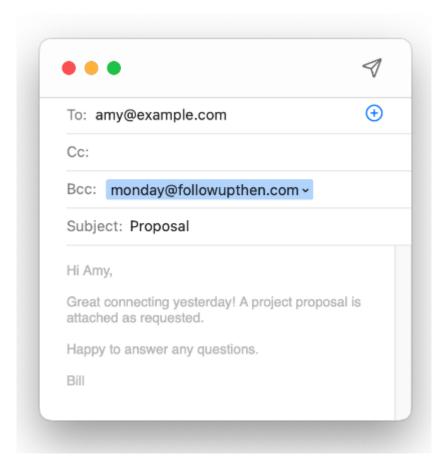
Jobscan.com

Compares your LinkedIn profile or resume against a target job description and suggests salient keywords to optimize your application to pass through a screening technology

Followupthen.com

Career Explorer
linkedin.github.io/career-explorer/

Find new jobs with the skills you already have

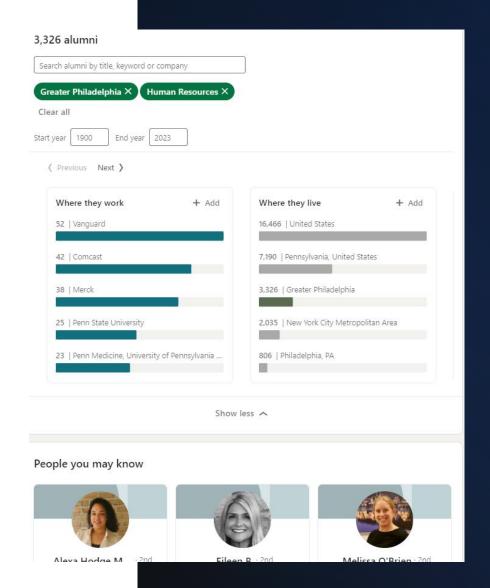LinkedIn's data uncovers career paths by matching your skills to thousands of job titles.

Read this story in **French** or **German**.
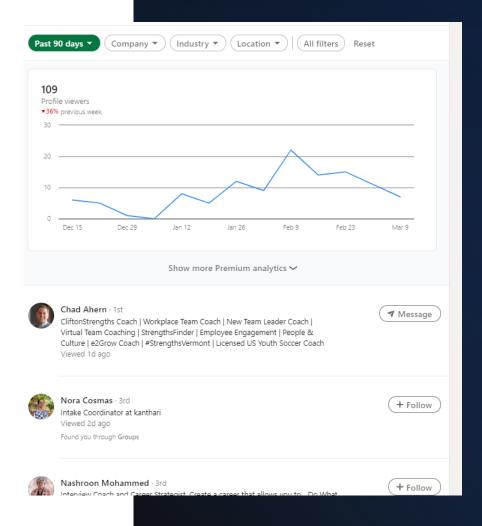
Linkedin.com/alumni

I came across your profile and, as a fellow Penn State grad, was so fascinated by all the awesome things you've done. In particular, I'd love to learn about your experience with role as a finance director, as I'm considering that field myself.

Any chance you have 10 minutes to chat next week? I'd love to get your advice!

3,326 alumni

Search alumni by title, keyword or company

Greater Philadelphia ✕   Human Resources ✕

Clear all

Start year 1900   End year 2023

❮ Previous   Next ❯

Where they work	+ Add
52	Vanguard	
42	Comcast	
38	Merck	
25	Penn State University	
23	Penn Medicine, University of Pennsylvania ...	

Where they live	+ Add
16,466	United States	
7,190	Pennsylvania, United States	
3,326	Greater Philadelphia	
2,035	New York City Metropolitan Area	
806	Philadelphia, PA	

Show less ∧

People you may know

Alexa Hodge M · 2nd   Eileen B · 2nd   Melissa O'Brien · 2nd

Who has viewed my profile

Thanks so much for checking out my profile! I am always interested in connecting with leaders in our industry about the work they are doing. Any chance you have 10 minutes free next week for a quick chat?

Relationship Building

Networking is about relationships.

Not a business card.

Not a LinkedIn connection.

Build Authentic Relationships

Reciprocal

Ongoing

Meaningful

Deeper

Trusting

alumni.psu.edu/career

Connection Continuum

Hot Contacts: People who know you

Examples: family, friends

Warm Contacts: People you know

Examples: LionLink Connections, friends of friends

Cold Contacts: People you have some connection to

Examples: all Penn State alumni

Garriott, O., & Schifeling, J. (2022).
Linked: Conquer LinkedIn. Get Your Dream Job.
Own Your Future. New York: Workman Publishing Company.

Cheryl Clark Bonner
linkedin.com/in/cherylclarkbonner
ccb11@psu.edu

Alumni Career Services
alumnicareer@psu.edu
alumni.psu.edu/career