LinkedIn Profile Development

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00:00:03.660 --> 00:00:31.059

Lisa Winston: Welcome. My name is Lisa Winston. I am going to speak with you today about creating an engaging Linkedin profile. I'm the career specialist for Technology and Health Division here at Mount San Antonio College. I will be showing the presentation and additionally navigating you through the Linkedin website to show you in real time what each of these sections of the presentation would look like.

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00:00:35.530 --> 00:00:56.479

Lisa Winston: So for all of the presentations that I give. If you've viewed my presentations before I have 2 main ground rules for the presentations. Number one approach each topic with curiosity. I know Linkedin is maybe a scary thing for some people it may be not a very exciting thing for for other people. It may be very interesting for

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00:00:56.480 --> 00:01:21.300

Lisa Winston: for others. Wherever you stand, with engaging with Linkedin and creating a Linkedin profile, find it within yourself to to develop curiosity for navigating the website, for making it exciting, because when you come at the topic with a lot of excitement and a lot of energy and and hope, and all of those good things that will create engagement in the presentation, and and will be all the better

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00:01:21.300 --> 00:01:45.470

Lisa Winston: for how your Linkedin profile will turn out at the end. Number 2 is, if you email me any questions about Linkedin, how to create a linkedin, what you should or shouldn't put on your linkedin. I'm always going to assume good of you. So please email me any questions you might have about this presentation. I'm happy to help you with Linkedin, either one on one or via Zoom, and I'll talk about my appointment options at the end.

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00:01:47.010 --> 00:02:06.089

Lisa Winston: So parts of a Linkedin profile. The 1st section that we'll talk about is the profile photo. So I'm going to give you a general overview of the entire Linkedin profile, and then we'll go into more detail. But of course you'll start with a profile photo that Linkedin will have you set up. When you initially set up your profile.

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00:02:06.520 --> 00:02:08.799

Lisa Winston: you'll also have a background photo.

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00:02:09.320 --> 00:02:16.179

Lisa Winston: You'll have your name a section for a main headline and about section which is kind of a summary about you

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00:02:16.670 --> 00:02:26.070

Lisa Winston: experiences section similar to your job section on your Resume Education section again, very similar to the Education Section on your resume

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00:02:26.590 --> 00:02:31.629

Lisa Winston: skills and endorsements. Once again, you'll see a lot of overlap of this with your resume

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00:02:31.970 --> 00:02:39.400

Lisa Winston: recommendation section, where people can actually go in and recommend you people that you've engaged with people that know you very well.

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00:02:40.290 --> 00:02:50.880

Lisa Winston: Accomplishment section. It's gonna be award section on a resume volunteer experiences, your interests.

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00:02:51.440 --> 00:02:55.640

Lisa Winston: And then a featured section. We'll talk a little bit more detail about each of those today.

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00:02:57.040 --> 00:03:17.200

Lisa Winston: So number one for your profile photo when you set up your new Linkedin account. It will ask you to add a profile photo. So some tips for that profile photo use a high quality. Recent headshot of yourself ensure that your face takes about 60% of that frame. We don't want one where we can barely see your face, and you're really far away.

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00:03:17.500 --> 00:03:40.649

Lisa Winston: Conversely, we don't want one where we're right up and close, and can see the pores of your face right? So your face should take up about 60% of the frame. So actually, that second example with where you can see the framing of that person's face is actually a good example of the framing on both images. But we also want to make sure we're dressed appropriately for our industry in the photo.

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00:03:40.650 --> 00:04:02.579

Lisa Winston: We're smiling and we're approach. We're appearing approachable, but also professional, so that you know the peace sign. Those sort of more casual poses those are are to be avoided for a Linkedin profile. We still want to appear, appear professional, and then always select a neutral or a blurred background for that profile. Photo

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00:04:03.141 --> 00:04:09.440

Lisa Winston: to give you an example on the profile that we have set up. We have grizzly, the grizzlies profile.

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00:04:11.410 --> 00:04:20.100

Lisa Winston: So what's wrong with Risley? The grizzlies profile? I wanted to show you all. We actually cannot see Risley, the grizzly's face. So we either need to zoom in

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00:04:20.269 --> 00:04:26.159

Lisa Winston: and bring Risley's face into the frame and save it.

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00:04:26.850 --> 00:04:28.929

Lisa Winston: There we go a lot better view.

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00:04:29.910 --> 00:04:40.779

Lisa Winston: Very professional there with with his torch. So I'll navigate more throughout the Linkedin profile that we have set up for Risley as we go through the presentation as well.

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00:04:42.840 --> 00:04:50.930

Lisa Winston: Then you're going to create a background photo. So this background photo should be not distracting or cluttered. It should add visual interest.

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00:04:51.270 --> 00:05:11.459

Lisa Winston: It should reflect the personality of that you're trying to convey, or the branding that you're trying to create, the profession or career that you're going interested, interested into or or aspirations that you might have for your career as well anything that connects your professional identity together.

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00:05:11.960 --> 00:05:39.249

Lisa Winston: So this is a good example for someone who might be working in an it or a technical related field computer networking. This is not a good example for somebody who wants to work in really any field. It's too clutter. There's too many things going on. It doesn't convey networking computer networking with without having a lot of distraction and clutter. So I'm going to pause the presentation. We're going to look at some options for Risley's profile as well.

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00:05:43.820 --> 00:06:06.869

Lisa Winston: Okay. So Risley is looking for a background photo for Risley's profile. So here's some options we've searched Mountain San Antonio College, right? This conveys where where we want to connect Risley to. So here's some options of photos that you can just browse and see on Google what might be good options, what might not right a campus map that's going to be way, too cluttered

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00:06:06.870 --> 00:06:32.420

Lisa Winston: way. Too many things going on to be the background photo for for Risley. The track. Does that communicate anything that we want to communicate about grizzly, so we want to make sure that it communicates something that it creates a branding of Risley, that it gives information on Risley. We've also got our Mount San Antonio College. Welcome sign, so that might be a good option.

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00:06:32.510 --> 00:06:36.769

Lisa Winston: We've got some buildings, some images of buildings on campus.

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00:06:36.870 --> 00:06:46.449

Lisa Winston: and of course, ultimately I'm going to have to go with right the iconic Mount sack letters, so we'll add that to Risalie's profile right now.

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00:06:49.210 --> 00:06:59.219

Lisa Winston: so, as you can see, we went through and edited the cover image and added a background image for Risley. We framed the letters of the Mount Sac Mountain

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00:06:59.600 --> 00:07:17.490

Lisa Winston: with the letters, and we apply that to the background. Photo not too distracted, not too many things going on conveys something good about about Risley and and their identity. So really good option as a background photo here, and we'll continue on to the rest of the presentation.

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00:07:20.780 --> 00:07:40.899

Lisa Winston: Okay, so next, we're going to look at the headline section of your Linkedin profile. So this is where you want to give something more in depth than just your job, title or or student title. You want to think of keywords that are repeated in your industry. And you want to highlight what's unique about you and your approach to that industry?

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00:07:41.030 --> 00:07:47.590

Lisa Winston: So an an example that we wouldn't want to utilize software engineer at Xyz Company.

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00:07:47.860 --> 00:08:06.680

Lisa Winston: A good example for a headline, full stack software on engineer expert and react delivered 30% faster deployment times for fortune, 500 clients. So again, we'll return to Risley's profile and apply this to an example for Risley.

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00:08:08.940 --> 00:08:21.710

Lisa Winston: so, as you can see the default. Option, for Risley is just student at Mount San Antonio College. This isn't specific enough, right? We want to make it a more unique headline that stands out.

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00:08:25.070 --> 00:08:29.169

Lisa Winston: So here's some options for headlines for Risley.

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00:08:29.280 --> 00:08:38.599

Lisa Winston: Alright. So we've got college mascot, spirit leader at Mount San Antonio College, promoting pride, unity, and student engagement.

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00:08:39.010 --> 00:08:43.629

Lisa Winston: Risley, the grizzly, Mount sac mascot, campus, hype machine

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00:08:43.740 --> 00:08:46.689

Lisa Winston: spreading school spirit, one roar at a time.

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00:08:47.240 --> 00:08:53.809

Lisa Winston: mascot with a mission grizzly, the grizzly at Mount Sac, cheering on students fueling campus vibes.

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00:08:54.070 --> 00:09:02.170

Lisa Winston: or your favorite grizzly, mount. Sac mascot spirit squad, Mvp. Always ready to roar for Mountie pride

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00:09:03.030 --> 00:09:07.629

Lisa Winston: for just the sake of our presentation. We'll just go ahead and go with the 1st one.

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00:09:09.050 --> 00:09:10.330

Lisa Winston: and we'll see.

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00:09:11.230 --> 00:09:18.319

Lisa Winston: Oh, they also want us to add our current position. See, we'll just do, student.

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00:09:21.680 --> 00:09:23.910

Lisa Winston: and see

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00:09:27.450 --> 00:09:28.310

Lisa Winston: entertainment.

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00:09:30.950 --> 00:09:35.429

Lisa Winston: There we go alright. So we'll return to the presentation. Now.

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00:09:39.540 --> 00:09:58.530

Lisa Winston: Okay, so next section that we'll talk about is the about section or the summary section of the Linkedin profile. So this is to tell the story of what drives you professionally and personally, you're always going to want to begin with a hook that grabs the audience's attention as they're looking at your Linkedin profile

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00:09:58.630 --> 00:10:09.240

Lisa Winston: briefly, highlight any key accomplishments that are important to you, and then end with a call to action. Aka, you're inviting the reader of your profile to connect with you on Linkedin.

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00:10:10.150 --> 00:10:20.410

Lisa Winston: So some examples, I built my 1st computer from scratch at the age of 12 years old, igniting a lifelong fascination with how things work and how they can be improved.

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00:10:21.200 --> 00:10:27.750

Lisa Winston: I believe the intersection of creativity and technology can transform industry and improve lives

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00:10:27.840 --> 00:10:47.329

Lisa Winston: over the past decade. I have honed my skills in software development project management and data analysis. I'm proud to have led cross-functional teams. Xyz, where I successfully launched a cloud-based solution that increased operational efficiency by 30% within the 1st year

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00:10:47.400 --> 00:11:02.519

Lisa Winston: and then calls to action. I am always eager to connect with like minded professionals who share my passion for technology and innovation. Let's connect and explore how we can drive, change together. These are all great options.

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00:11:06.330 --> 00:11:15.170

Lisa Winston: So on your profile. When you're adding your profile sections, you will just click, add profile section.

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00:11:15.540 --> 00:11:45.210

Lisa Winston: So these are all of the areas that we're going to talk about throughout the presentation you'll also see recommended, and then additional sections. As you go to put up your profile. So for your core sections we've done about. We've done our education. We added our positions services. We can add career breaks or add any skills that we need to right now, we're talking about the about section. So we're going to add a about section for Risley, the grizzly.

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00:11:47.690 --> 00:11:51.450

Lisa Winston: Okay? So we have our about section for Grizzly, the grizzly.

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00:11:51.630 --> 00:12:01.880

Lisa Winston: You can read through it here. We've started off giving some background, talking about what drives Risley, and then we've ended with our call to action to connect.

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00:12:07.810 --> 00:12:14.210

Lisa Winston: So we'll continue on to the next sections. This will be the work experiences section of the profile.

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00:12:14.350 --> 00:12:23.710

Lisa Winston: So this is very similar to your resume work section. But you also want to make sure to note accomplishments and utilize your bullet points for clarity.

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00:12:25.120 --> 00:12:38.579

Lisa Winston: So developed a new feature for an e-commerce platform using react and nodejs increasing. I hope I pronounce that correctly increasing user engagement by 30%

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00:12:39.070 --> 00:12:54.799

Lisa Winston: is a good option in your work experience section. So you'll utilize that much. Similarly to how you would write bullet points for your resume. Make sure to be specific about the things that you accomplished in that role.

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00:12:55.230 --> 00:12:58.319

Lisa Winston: and we'll go ahead and do that for Risley as well.

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00:13:02.350 --> 00:13:20.620

Lisa Winston: So once again, once you go in and set up that section of your profile, your goal under, add profile, section, add position, and we've already gone ahead and done that for Risley down here below. So once you click, submit, it will show up here under your experiences section.

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00:13:25.840 --> 00:13:52.900

Lisa Winston: and, as you may have seen in my tab yes, I did utilize chat gpt to help me write some of these. I do suggest that you write these on your own, because I am not actually the mascot at Mount San Antonio College. I am utilizing Chat Gpt to help me. I actually don't mind you utilizing AI to help you with these. I actually encourage it. I do have tips on the career resources website to help you navigate creating

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00:13:52.970 --> 00:14:13.099

Lisa Winston: these about sections, these education sections, while utilizing AI in a way that will benefit your profile rather than take away from it. But yes, it is helpful to utilize these, to assist you in writing your bullet points and to amplify them for you, and especially if you are not actually the mascot.

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00:14:16.800 --> 00:14:21.510

Lisa Winston: Okay, so on to our next section. That would be the skills section.

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00:14:22.910 --> 00:14:31.880

Lisa Winston: So the reason to add your skills in there, your skill set is, it increases search ability for those recruiters who are looking for people with certain skill sets.

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00:14:32.450 --> 00:14:42.290

Lisa Winston: It is good to update these as you acquire new skills, hard and soft skills, listening skills as well as technical trainings.

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00:14:43.140 --> 00:14:49.930

Lisa Winston: etc. Other. There's, you know, a lot more soft skills other than just listening. But that's just one example.

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00:14:50.150 --> 00:15:10.609

Lisa Winston: and then you can utilize it to PIN your top skills that align with the career goals that you have for yourself. So some examples. As I mentioned hard skills, these can be teachable, measured and quantified. So these could be programming languages, data analysis, digital marketing graphics, design softwares that you're familiar with

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00:15:10.740 --> 00:15:35.950

Lisa Winston: financial analysis, technical writing, foreign languages, etc. And then also soft skills. These are interpersonal attributes that are subjective. They're harder to measure, but they can be a communication teamwork problem, solving adaptability, leadership, time, management, creativity or innovation, etc. So we'll go ahead and do that for Risley right now. And yes, I will once again

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00:15:36.140 --> 00:15:39.470

Lisa Winston: utilize Chat Gpt, for some assistance.

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00:15:42.170 --> 00:15:57.820

Lisa Winston: Okay. So once again, we are going to go to our add profile section, and we are going to go to our skills section. So some of the suggestions that we received from Chat Gpt were

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00:15:57.990 --> 00:16:00.040

Lisa Winston: higher education.

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00:16:00.670 --> 00:16:12.690

Lisa Winston: And you want to attribute it to where you utilized it, add more skills, entertainment.

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00:16:15.660 --> 00:16:19.100

Lisa Winston: attribute it to where you utilize those skills.

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00:16:20.120 --> 00:16:22.030

Lisa Winston: Add more skills.

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00:16:22.510 --> 00:16:32.480

Lisa Winston: I actually can't remember what Chatgpt suggested. So I'm just going to come up with some off the top of my head that I would assume a mascot would need to utilize.

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00:16:41.140 --> 00:16:44.310

Lisa Winston: Oh, go!

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00:16:45.860 --> 00:16:48.830

Lisa Winston: Stakeholder! Engagement is a good one.

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00:16:54.410 --> 00:16:58.640

Lisa Winston: Public engagement.

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00:16:59.920 --> 00:17:01.249

Lisa Winston: It's a good one.

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00:17:01.660 --> 00:17:10.749

Lisa Winston: You'll just go through the skills that you've utilized in your job roles, and you'll put those in oops. Student engagement is a good one.

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00:17:11.310 --> 00:17:17.489

Lisa Winston: See? It will start suggesting, once you narrow down, your skill section will start suggesting new ones.

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00:17:18.280 --> 00:17:21.419

Lisa Winston: Let's see music production. Maybe.

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00:17:23.089 --> 00:17:28.840

Lisa Winston: Alright. So we've added a few skills for Risley to give you a good example, and we'll return to the presentation.

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00:17:33.410 --> 00:17:56.539

Lisa Winston: The next section that we'll move on to is the recommendation section. So this is very similar to the way that someone would write a recommendation letter for you. It'll just be a lot shorter version of that. So it's testimonials about you from colleagues or clients that you have worked with people that know you well. So reaching out to former managers or colleagues who could speak positively about your work.

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00:17:56.540 --> 00:18:08.640

Lisa Winston: Ask them to provide a recommendation for you on Linkedin after you connect with them, ask strategically from those who can speak to those specific skills that you just put in in the skills section

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00:18:08.730 --> 00:18:24.480

Lisa Winston: and then offer recommendations and returns to encourage that reciprocity. So you can make sure that you are offering out recommendations for individuals who you are asking that of. So it's a mutual benefit for each of you.

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00:18:25.510 --> 00:18:30.230

Lisa Winston: So aim for at least 3 recommendations to enhance your credibility.

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00:18:30.350 --> 00:18:36.899

Lisa Winston: It does increase, enhance your credibility overall and just helps you stand out in the job application process.

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00:18:37.020 --> 00:18:46.570

Lisa Winston: and then utilize others than your references to stand out even more. If these individuals aren't your references. That shows that even more people can speak to your skill set.

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00:18:47.070 --> 00:18:50.960

Lisa Winston: so I'll show where you can ask for those recommendations right now.

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00:18:53.620 --> 00:19:01.800

Lisa Winston: So again, on your Linkedin profile, add profile. Section, go down to recommended, and go to add recommendations.

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00:19:02.020 --> 00:19:12.289

Lisa Winston: And then it's going to ask, who do you want to ask for a recommendation from? So Risley is not connected with anybody yet. But let's see, are we able to type in?

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00:19:13.300 --> 00:19:37.659

Lisa Winston: See? We're not able to just type in a name? So yes, it would be. You would need to connect with people on Linkedin, 1st prior to asking for that recommendation, and then you would continue on to that page and send a written note to them, asking for them to recommend you on the profile, and then it would show up toward the bottom of your profile. You would see recommendations here at the bottom.

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00:19:42.440 --> 00:19:44.780

Lisa Winston: Okay? So, continuing on.

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00:19:46.700 --> 00:20:02.079

Lisa Winston: So when you have your Linkedin profile, be sure to engage with content that you see on Linkedin relevant to your field, be active on there to increase your visibility, share any articles that you might find interesting comment on posts, and engage with other people in your network.

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00:20:02.090 --> 00:20:18.850

Lisa Winston: publish original content related to your field. This will establish thought. Leadership will show that you are a thought leader in in your area, meaning that you have

unique ideas. You're coming up with solutions that other people haven't thought of before, etc.

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00:20:19.780 --> 00:20:27.750

Lisa Winston: and then join groups related to your industry for broader engagement on your profile, so I'll show what groups look like on there as well.

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00:20:29.470 --> 00:20:35.999

Lisa Winston: So to show first, st an example of what a feed would look like. This would be a feed with a lot of different posts

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00:20:36.190 --> 00:20:46.459

Lisa Winston: and information on Layton. So if you agreed with something, if you had something that you wanted to share with other people. You could go through here and you could

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00:20:46.620 --> 00:21:04.600

Lisa Winston: click repost, or you could comment on the post. You could like the post. You could send the post to somebody. If there's a particular person that you would like to see that post so engaging with the feed, engaging with unique things for your career field will help you stand out

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00:21:07.610 --> 00:21:14.849

Lisa Winston: additionally up here on the search bar, where you see that I've typed in posts. You could type in an industry so mascot.

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00:21:17.870 --> 00:21:36.650

Lisa Winston: and you will see groups option. So here we see a bunch of groups that grizzly might be interested in. Right? We've got some mascot creation, some mascot organizations might want to connect with specific job options for mascots.

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00:21:38.350 --> 00:21:40.880

Lisa Winston: mascot consulting

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00:21:42.310 --> 00:21:50.269

Lisa Winston: mascot, logo design, etc. So Risley would join these groups. These groups. Are of interest to Risley

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00:21:54.780 --> 00:22:23.849

Lisa Winston: continuing on. I would also encourage you to take Linkedin learning courses via Linkedin. There's over 6,000 courses on Linkedin. They cover a wide range of topics. Many of them will cost or completely free, taught by industry, experts on demand format. So you can learn as you go. And then the biggest thing that I'll highlight in this presentation. Once you complete those, you'll have a certificate that will actually be displayed on your Linkedin profile.

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00:22:24.281 --> 00:22:48.810

Lisa Winston: You can network through the Q, and a feature for interaction with other instructors or peers or colleagues, a great networking option, and then courses are available in many different languages as well. If you'd like to take one of those courses, I highly encourage you to do these to stand out on your profile as well, unfortunately, I can't exactly show you what it would look like, added to the profile for Risley

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00:22:48.810 --> 00:22:54.010

Lisa Winston: to go all the way through a course to do that, but I will show you where to access those courses.

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00:22:55.770 --> 00:23:00.440

Lisa Winston: So if you go to linkedin.com slash learning.

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00:23:00.550 --> 00:23:06.169

Lisa Winston: you'll see the library of courses. You'll see some popular courses

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00:23:07.580 --> 00:23:12.210

Lisa Winston: on here, and you can also search within your career field

112

00:23:12.320 --> 00:23:17.770

Lisa Winston: identify the skills that you need to enhance becoming an entertainer

113

00:23:18.180 --> 00:23:22.740

Lisa Winston: this week's top courses, courses that take 30 min or less.

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00:23:23.290 --> 00:23:34.650

Lisa Winston: and then popular courses on Linkedin learning. So these are highly recommended for you to take advantage of. So you can highlight them on your profile as well.

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00:23:39.160 --> 00:23:56.970

Lisa Winston: The next step that I will give is to keep your Linkedin updated, add new experiences, skills, or certifications as they occur. It's a lot harder to do that. 5 or 10 years out. We kind of forget what we've done. Right? So do those as you gain those skill sets or experiences.

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00:23:57.290 --> 00:24:04.259

Lisa Winston: you can attract opportunities in your field that are relevant to where you are aiming at in your next steps of your career.

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00:24:04.780 --> 00:24:10.789

Lisa Winston: and then it also encourages new networking connections in line with your career growth. When you do that.

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00:24:12.010 --> 00:24:28.979

Lisa Winston: just some odd and ends topics to cover for Linkedin. It is the world's largest professional networking platform. There's over 930 million users. I also have a link here, and I'll show that in a second for how to customize your URL on your profile.

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00:24:30.820 --> 00:24:38.589

Lisa Winston: complete your profile, and you'll be 40 times more likely to receive opportunities according to newest and latest statistics.

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00:24:39.190 --> 00:24:46.219

Lisa Winston: You also can turn on the open to work feature. I also have a link here for how to turn on the open to work feature.

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00:24:46.610 --> 00:24:56.849

Lisa Winston: You can share your name, pronunciation. I also have a link here for how to share your name, pronunciation, and I can show that information as well.

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00:24:57.460 --> 00:25:09.119

Lisa Winston: and then utilize the name that you'll provide on your application. So people can find you more easily. Once you are applying for jobs. So I'll go ahead and pause the recording, so I can show these links as well

123

00:25:11.190 --> 00:25:17.409

Lisa Winston: so to record and display your name. Pronunciation on your profile. Have a link here for Linkedin

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00:25:17.650 --> 00:25:19.420

Lisa Winston: on how to do this.

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00:25:20.690 --> 00:25:25.609

Lisa Winston: There we go, click the me icon, click, view, profile, edit

126

00:25:25.990 --> 00:25:31.090

Lisa Winston: delete icon next to your name, pronunciation and delete.

127

00:25:36.230 --> 00:25:51.300

Lisa Winston: And then, while recording their tips, are to make sure the total recording time is within 10 seconds. Limit, background noise, speak slowly and pronounce each syllable clearly and then hold the phone 4 inches from your mouth. If you're recording on mobile.

128

00:25:52.130 --> 00:25:59.050

Lisa Winston: So these are the tips to record and display your name. Pronunciation on your profile.

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00:26:00.700 --> 00:26:05.360

Lisa Winston: how to activate the open, to work feature on your Linkedin profile.

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00:26:05.880 --> 00:26:10.080

Lisa Winston: Here's information on how to activate the open to work

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00:26:10.830 --> 00:26:15.980

Lisa Winston: section and why you would want to do that on your profile.

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00:26:17.250 --> 00:26:21.080

Lisa Winston: and I'm actually going to navigate to Risley's profile.

133

00:26:22.050 --> 00:26:27.930

Lisa Winston: And I let's see.

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00:26:32.200 --> 00:26:48.400

Lisa Winston: Oh, there it is, open to. So you can do. I'm hiring for a job. I'm providing specific services. I'm finding volunteer applications or opportunities, or I'm finding open to finding a new job. You can say what title

135

00:26:49.160 --> 00:26:59.459

Lisa Winston: where you like to work, and you can limit that to recruiters only, or for all of Linkedin members to see it. And then you'll see right here what it would look like. Open to work.

136

00:27:01.540 --> 00:27:02.380

Lisa Winston: Okay?

137

00:27:04.160 --> 00:27:08.270

Lisa Winston: And then to manage your public profile. URL

138

00:27:08.490 --> 00:27:12.859

Lisa Winston: Aka, customize your URL on your Linkedin.

139

00:27:13.260 --> 00:27:14.840

Lisa Winston: You can go here

140

00:27:21.890 --> 00:27:28.010

Lisa Winston: and navigate to your custom, URL.

141

00:27:28.420 --> 00:27:36.270

Lisa Winston: So if I just want it to be grizzly grizzly without all these numbers here I can save.

142

00:27:36.560 --> 00:27:37.789

Lisa Winston: and there we go.

143

00:27:38.050 --> 00:27:47.230

Lisa Winston: So now, when someone wants to go view my profile as Risley, it's just rizzly dash grizzly.

144

00:27:48.060 --> 00:27:49.370

Lisa Winston: So right here.

145

00:27:55.060 --> 00:28:05.890

Lisa Winston: So, as I said, there's many other sections on the profile that you can add under. Add your profile section. We've added a couple of things here. You can also add services.

146

00:28:06.550 --> 00:28:14.240

Lisa Winston: You can add a career break in there if needed. We added some skills. We've added our position. We've added our education.

147

00:28:14.770 --> 00:28:41.119

Lisa Winston: We can add featured settings, add licenses and certifications, add projects, courses, recommendations we spoke about, and then additional opportunities. You can add volunteer experiences, publications, patents, honors and awards, test scores, languages. You'd like to highlight that, you know. Add organizations, you can add causes, you can add your contact info as well.

148

00:28:41.180 --> 00:28:50.929

Lisa Winston: So all of those sections you can build out as you go on, Linkedin. But we've given you a good foundation to get started on building your Linkedin profile.

149

00:28:54.460 --> 00:29:01.250

Lisa Winston: and this will lead you to the tips for your specific program on things that you should include on your Linkedin profile.

150

00:29:03.770 --> 00:29:14.519

Lisa Winston: If you have any questions, please feel free to email me. My email address shouldn't have been. It's not displayed on screen. My email address is L. Winston.

151

00:29:14.850 --> 00:29:17.590

Lisa Winston: LWIN. S.

152

00:29:17.710 --> 00:29:24.080

Lisa Winston: ton@mountsac.edu, MTSA. C.

153

00:29:24.180 --> 00:29:48.839

Lisa Winston: You can email me, and we can set up an appointment time, or we can meet over Zoom to go over your Linkedin profile, and to help you enhance it. If you have any feedback for this presentation, please utilize this QR. Code below, and yes, please thank you for attending this presentation. Let me know if you have any questions at all. I'm happy to help you build out your Linkedin profile.

154

00:29:49.030 --> 00:29:50.040

Lisa Winston: Thank you.