

The background of the slide features a photograph of several individuals in a meeting, looking at documents and a laptop. A semi-transparent red overlay covers the entire image. The text is centered and rendered in white.

# Learning about LinkedIn

UNIVERSITY of **HOUSTON** | CAREER SERVICES



# Outline

- **Introductions**
- **UCS Overview**
- **LinkedIn Basics**
- **LinkedIn in the Job Search**
- **Identify and Build your Network**
- **Making Connections**



# Overview of Career Services

## Services

- Career Counseling: *In-person & Drop-ins*
- Events: *Workshops, Meet & Greet, Career Fairs & Employer visits*

## Resources

- Smart Resume Powered by VMock
- Vocational Assessments – Focus 2
- Career Closet
- Cougar Pathway



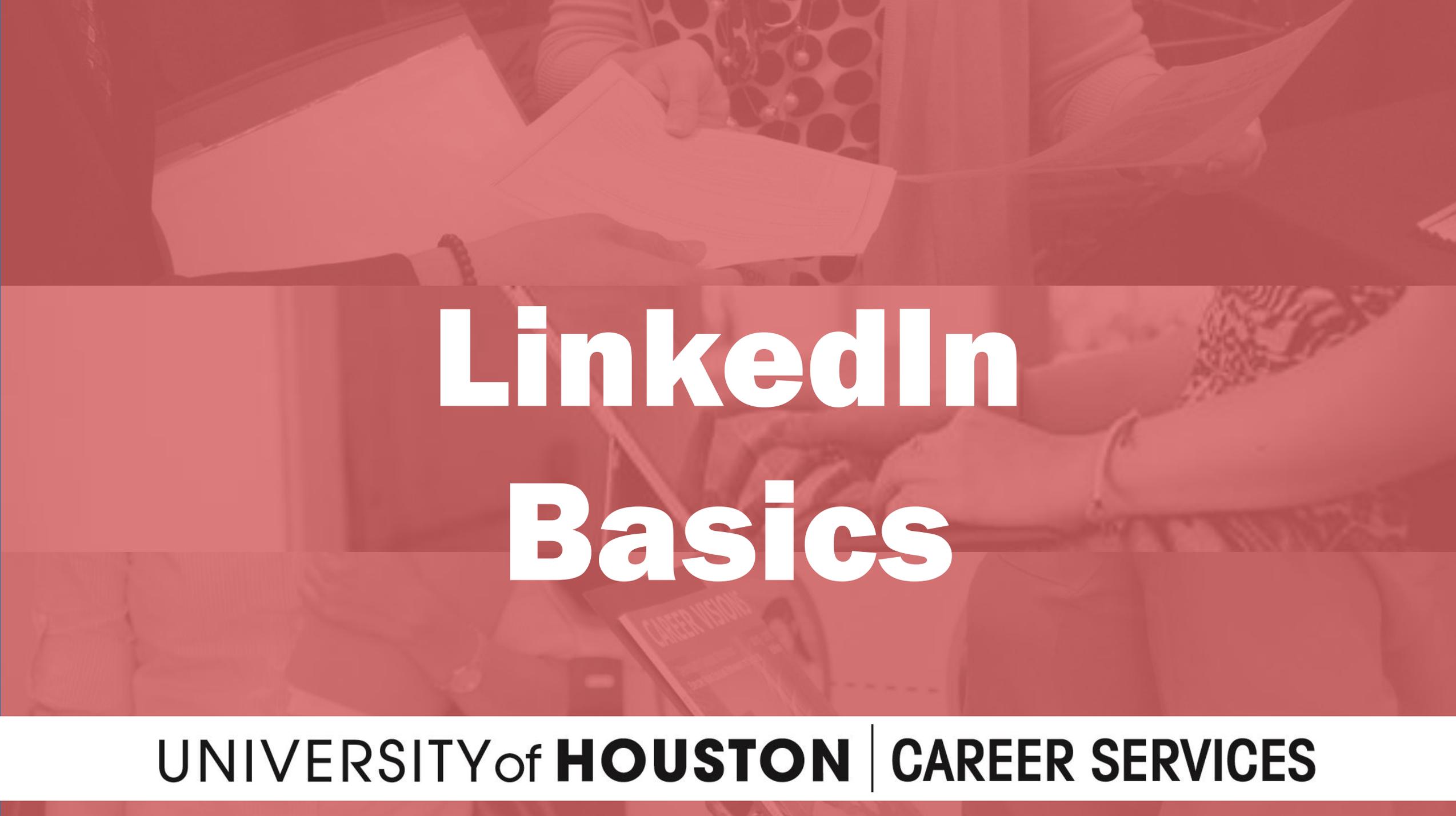
# COUGAR PATHWAY

Database for **students & alumni subscribers:**

- **Search & Apply for on-campus jobs, internships and full-time jobs**
- **Upload resumes & cover letters for review**
- **RSVP for UCS Events**
- **Schedule 1:1 career counseling appointments**

*COUGAR  
PATHWAY*





# LinkedIn Basics

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# LinkedIn Basics

- **Headshot**

- No selfies
- Chest up
- Can be taken with a nice phone camera with nice background
- You can even use a ring light if you have one

- **Banner**

- Relevant to your or industry



**Kamah "Asha" Lovelle** (She/Her)  
Career Development Specialist at University of Houston

· [Contact info](#)

15 connections



University Career Services at  
the University of Houston



University of Houston  
Graduate College of Social  
Work

# LinkedIn Basics

- **Headline**

- Keywords and phrases used to find you
- Tailored to the position or industry you're interested in
- Incorporate your specialty



Natsai Ndebele · 3rd

Founder and CEO of Our Journey Through Code| Software Engineer at BlackRock| Advocate for Inclusion and Diversity| Digital Content Creator| Google Scholar| BlackRock is my Superpower

San Francisco Bay Area · 500+ connections · [Contact info](#)

 Message

More...



BlackRock



Harvard Business School  
Online



# LinkedIn Basics

- **About Section**

- Organized summary of skills, talents and expertise in detail
- Who you are, who you help, and how you help them
- Use bullet points to break up the content
- Specialty or expertise section – keywords that show up in a job posting that help you be found in search results.



**Desiree Thompson** · 3rd

Talent Acquisition Specialist, Recruiting, Human Resources

Little Rock Metropolitan Area · [Contact info](#)

500+ connections

[Message](#)

[View in Recruiter](#)

[More](#)

 **Pediatrics Plus**

 **Liberty University**

## About

One of my first memories in school, is going to a parent teacher conference in kindergarten and having my teacher tell my parents, "Desiree is definitely one of my most talkative, no matter where I move her in class she communicates with everyone!" Throughout my life I have developed this art of being able to communicate with anyone at any given time. From joining the debate team in college, to studying internal and external communication, to working in different careers that allow me to utilize this skill in different ways, I've learned that effective communication is at the core of any successful leader and business.

I have developed a passion for not only being the voice of those that cannot communicate for themselves, but also teaching people to communicate effectively. In recruiting I am able to do this, by helping people acknowledge the potential within themselves and be able to communicate that effectively to hiring managers. I am able to communicate with people from all walks of life that all have one thing in common, they NEED A JOB.



# LinkedIn Basics

- **Experience Section**

- Informal
- Can write in first person
- 2-3 sentences that explain biggest accomplishments
- 1 quantifiable accomplishment
  - things you can measure such as a number, data point, percentage, \$ amount
- Place keywords and phrases that show up in the job description



## Sumo Group (Sumo.com / AppSumo.com)

2 yrs 4 mos

### Marketing Advisor

Aug 2019 – Oct 2019 · 3 mos

Austin, Texas Area

Taco kings upstairs thought I did a good job growing Sumo.com, so now I advise on marketing for Sumo Group (Sumo.com/AppSumo/FAM/SendFox/KingSumo).

### VP of Marketing

Jan 2019 – Aug 2019 · 8 mos

Austin, Texas Area

I went from eating taco crumbs off the floor of the AppSumo office, to eating Red Lobster on the top floor of Sumo HQ :)

### Head of Content

Jul 2017 – Dec 2018 · 1 yr 6 mos

Austin, Texas Area

I was hired by Noah Kagan to take over Sumo's content strategy. I basically sleep on an air mattress in the AppSumo office and eat tacos all day. During my taco breaks I've:

- 1- Doubled the blog traffic from 100,000 to 200,000 uniques in one month.
- 2- Increased marketing qualified leads over 100x in five months.
- 3- Got the blog generating over 6 figures in monthly recurring revenue within one year.

While most people chase backlinks, I chase sales, and I get it.

see less

# LinkedIn Basics

- **Education Section**
  - Helps you build your career story
  - Type of degree
  - Institution
  - Awards received
  - Certifications and Trainings

## Education



### University of Pittsburgh

BS, Business Administration

2003 – 2006

Activities and Societies: National Society of Collegiate Scholars, AIESEC University of Pittsburgh Chapter

Certificate Program in International Business



### San Diego Mesa College

Computer Science

2012 – 2014

Java, Visual Basic, C++, C#



### Skillcrush

Computer Programming

2014 – 2016



### College International de Cannes

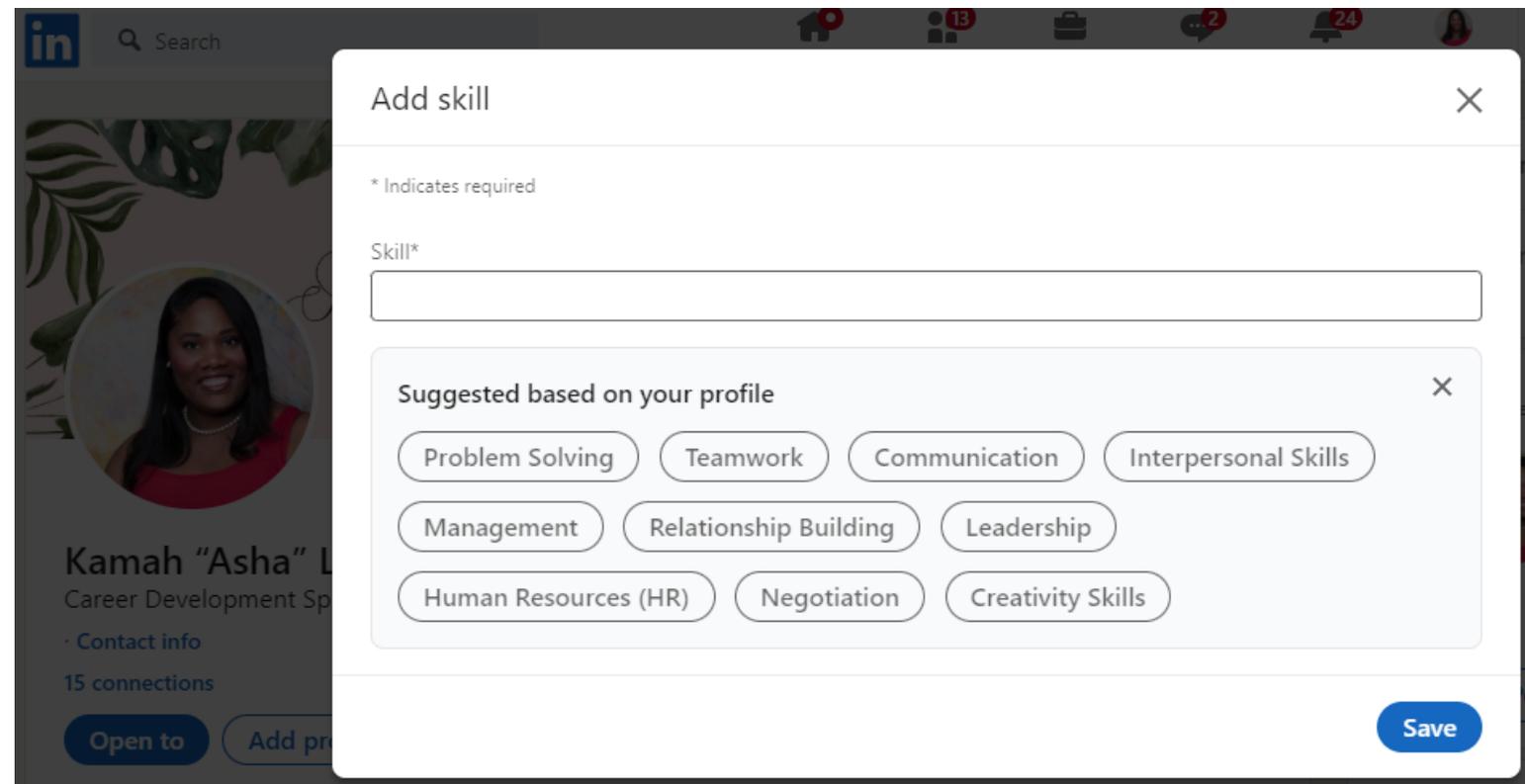
French, History, Art

2005 – 2005

# LinkedIn Basics

- **Skills and Endorsements**

- Helps you show what your expertise is
- Employers use this section to find talent
- Profile displays top 3 skills
- Able to list up to 50 skills, but this may water down the profile



The image shows a screenshot of the LinkedIn 'Add skill' dialog box overlaid on a user's profile. The profile background is dimmed, showing the LinkedIn logo, a search bar, and a profile picture of Kamah 'Asha' L. The dialog box has a title 'Add skill' and a close button (X) in the top right corner. Below the title, there is a note '\* Indicates required'. A text input field labeled 'Skill\*' is present. Below the input field, there is a section titled 'Suggested based on your profile' with a close button (X). This section contains several skill tags: 'Problem Solving', 'Teamwork', 'Communication', 'Interpersonal Skills', 'Management', 'Relationship Building', 'Leadership', 'Human Resources (HR)', 'Negotiation', and 'Creativity Skills'. At the bottom right of the dialog box, there is a blue 'Save' button.

# LinkedIn Basics

- **Recommendations**

- Perfect way to get recognized for what you do
- Statement written by another LinkedIn member to commend you for things you've done on the job
- **ASK** for recommendations from people in leadership positions or colleagues
  - Don't be shy.

## Recommendations

Ask for a recommendation

[Recommend Lisa Marie](#)

[Received \(60\)](#)

Given (13)



**Eric K. Daniels, RA**

Principal, Eric K. Daniels  
Architect, PC

February 17, 2019, Eric K. was a  
client of Lisa Marie's

LisaMarie, Thank you so much for your input and guidance on our new business strategy involving social media. Your expertise is not only invaluable, but clear to understand and implement across media platforms. We here at ekdnyc look forward to continuing this process with you to maximize our social media pre... [See more](#)



**Rebecca Fisher, MBA,  
Safe Agilist**

Testing Program Manager at  
Anthem, Inc.

May 3, 2018, Rebecca was a client  
of Lisa Marie's

I just met with Lisa Marie to get me started on a LinkedIn presence to start my job hunting. I have not had to look for a position in over 20 years, so having an online presence for job hunting is new to me. Lisa Marie provided so much advice and support and many tips and tricks! I am still working on implementing the... [See more](#)

# Make yourself open to

- Finding a new job
- Hiring
- Providing services

click here



Click here



 University Career Services at the University of Houston  
 University of Houston Graduate College of Social Work



# LinkedIn Basics

- **Privacy Settings**

- **Edit your custom URL**

- Use your name or variation of name

- **Edit visibility**

- You want to allow people to see your profile even if they are not signed in
    - Shows how you appear in search engines

- **Job seeking preferences**

- Job applications setting
    - Let recruiters know you're open to opportunities

- **<https://www.linkedin.com/mypreferences/d/categories/profile-visibility>**



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.



### Kamah "Asha" Lovelle

Career Development Specialist at University of Houston

15 followers · 15 connections

[Join to view profile](#)

 [University Career Services at the University of Houston](#)

 [University of Houston Graduate College of Social Work](#)

### Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/kamahaha](http://www.linkedin.com/in/kamahaha)

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

[Cancel](#)

[Save](#)

### 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](#)



## Experience



### Career Development Specialist

University Career Services at the University of Houston

Sep 2022 - Present · 8 months

Houston, Texas, United States



### School Social Worker

Communities In Schools of Houston

Nov 2019 - Sep 2020 · 11 months

Houston, Texas, United States

## Education



### University of Houston Graduate College of Social Work

Master of Social Work - MSW · Social Work

2016 - 2019



### Southeastern Louisiana University

Bachelor of Science in Social Work · Social Work

2009 - 2015

Your profile's public visibility On

### Basic (required)

Name, number of connections, and region

### Profile Photo

Only 1st-degree connections  
LinkedIn members directly connected to you.

Your network  
Your connections, up to three degrees away from you.

All LinkedIn members

Public  
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Background Photo Show

Headline Show

Current Experience Show

Details Show

Past Experience Show

Details Show

Education Show



# LinkedIn & The Job Search

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# LinkedIn Recruiter

- **Recruiter, employers, hiring managers have a tool called LinkedIn Recruiter**
- **Search engine similar to applicant tracking system**
- **Picks up keywords and phrases they focus on**
- **You want your profile to pop up in their results**
- **Optimize your profile**
- **Utilize keywords and phrases that match the job description**

# Job Search

**in** Search

Home My Network <sup>13</sup> Jobs Messaging <sup>2</sup> Notifications <sup>24</sup> Me

For Business <sup>Try Premium for free</sup>

*I became a Social Worker because your life is worth my time.*

**Kamah "Asha" Lovelle** (She/Her)  
Career Development Specialist at University of Houston

[Contact info](#)  
15 connections

[Open to](#) [Add profile section](#) [More](#)

**University Career Services at the University of Houston**

**University of Houston Graduate College of Social Work**

Edit public profile & URL ?

Add profile in another language ?

Ad ...  
Kamah "Asha", unlock your full potential with LinkedIn Premium

See the full list of who's viewed your profile

[Try 1 month free](#)



# Job Search Demo

- <https://www.linkedin.com/jobs/>

The background of the slide is a semi-transparent red overlay on a photograph of several people in a meeting. They are gathered around a table, looking at documents and a laptop. The scene is brightly lit, suggesting an indoor office or conference room environment.

# LinkedIn & Networking

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**Networking is not simply going to  
career fairs or networking events...**

**its developing long term  
relationships with people who know  
you or know of you.**

***#relationshipgoals***



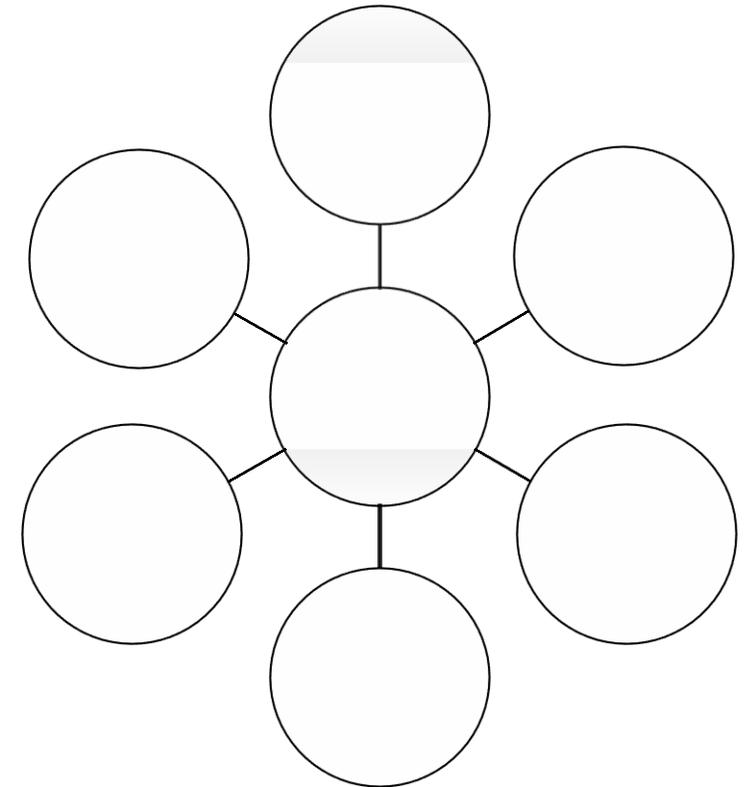
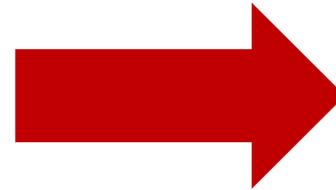
# Benefits of Networking

- Recognize your career goals and passions
- Develop confidence
- Improve your communication skills (written and oral)
- Learn more about your industry or profession
- Increase creativity and innovation
- Build your network and connect people together
- **Find out about opportunities!**

# Identify Your Network

Who is in your network? (1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> degree)

- Family
- Friends
- Neighbors/Family Friends
- Religious Community
- Supervisors/ Co-Workers
- Student Organizations
- Social Clubs/Groups
- College Classmates
- College Professors/Staff
- College Alumni





# **Build** Your Network

- **Make connections within your current network**
- **Attend on-campus career events (career fair)**
- **Get involved in student organizations, professional associations or social club**
- **Participate in networking events**
  - [Meetup.com](#) / [Eventbrite](#) / UH events
- **Informational Interview**
- **Use LinkedIn**

# What you do on other social media



**I like donuts**



**Watch me eat a donut**



**Here's a cool photo of my donut**



**Here's a donut recipe**



**I'm listening to "Donuts"**



**Any one want a donut?**



# **On LinkedIn: A professional mind-set**

- **I hope to operate a donut franchise one day**
- **I'm looking for a job at a donut company**
- **I have three years of experience making donuts**
- **My top skills are donut production and sales**
- **Here are 3 recommendations from former donut colleagues**



# Making Connections

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## University of Houston Graduate College of Social Work

Education Administration Programs  
Houston, Texas

141 followers

✓ Following

View page

### People

1st

2nd

3rd+



**Alan Dettlaff** • 2nd

Follow

Professor, University of Houston Graduate College of Soc...  
Houston, TX

Talks about #abolition, #socialwork, #childwelfare, and #upendmovement

2K followers • Dr. Monica D. Thompson, Jamie Gonzales (she/her), and 1 other mutual connection



**Anna Hunter, MSW** • 2nd

Connect

Director of Recruitment at University of Houston - Gra...  
Houston, TX

Current: Director of Recruitment at **University of Houston Graduate College of Social Work**

Donah Justice is a mutual connection



**Eleanor Becerra** • 2nd

Connect

MSW Candidate at the University of Houston's Graduat...  
Houston, TX

Current: **Graduate Assistant** at **University of Houston**

Kate Richter Balke, LMSW is a mutual connection



**Chiara Acquati, PhD, LMSW** • 2nd

Pending

Associate Professor at University of Houston, Graduate ...  
Houston, TX



The screenshot shows a LinkedIn mobile app interface. At the top, there is a search bar with the text "university of houston graduate colle...". Below the search bar are navigation tabs: "People", "Companies", "Jobs", and "Gr...". A dialog box is open in the center, titled "You can customize this invitation" with a close button (X) in the top right corner. The dialog box contains the text "Include a personal message (optional):" followed by a text input field containing the message: "Hi Ann, I noticed that like me, you are a social worker. It's great to see that we share a few similarities and connections. Would you mind if we connect on LinkedIn?". Below the message is a signature "-Asha". At the bottom right of the dialog box, there is a character count "127 / 300" and two buttons: "Cancel" and "Send".

in university of houston graduate colle...

People Companies Jobs Gr...

On this page

People

15

You can customize this invitation

Include a personal message (optional):

Hi Ann, I noticed that like me, you are a social worker. It's great to see that we share a few similarities and connections. Would you mind if we connect on LinkedIn?

-Asha

127 / 300

Cancel Send



# Follow Up & Maintain

- Share relevant articles
- Like and comment on posts
- Congratulate on anniversaries
- Invite for coffee
- Connect others!

# THANK YOU! Questions?

Connect with us:



@CoogCareers

Website:

[www.uh.edu/ucs](http://www.uh.edu/ucs)



Drop-In Hours

Tues-Wed: 1-3pm

In-person and virtual



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