

Lighting Up Your LinkedIn Profile

Looking to take the next step in your career?

We have great tips for Lighting Up Your LinkedIn Profile, on how to:

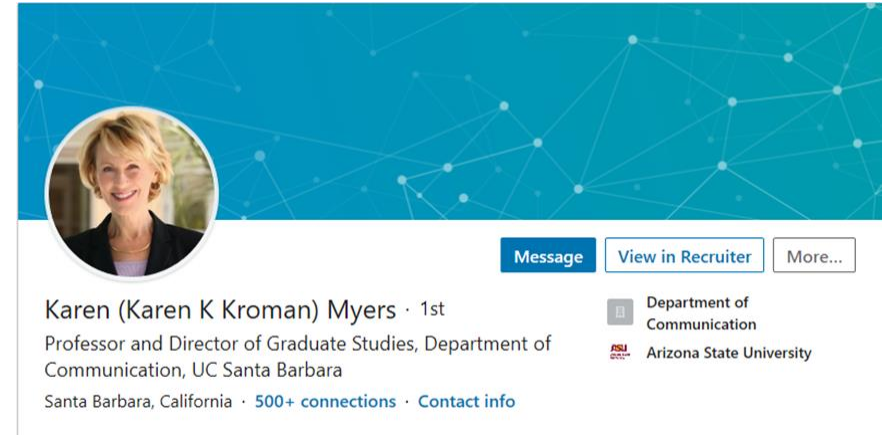
- Optimize your profile
- Build your network
- Engage your network
- Also use LinkedIn in other ways



From the UC Santa Barbara Department of Communication Alumni Council (<https://www.comm.ucsb.edu/alumni/involvement/resources>)
April 2020


Lighting Up Your LinkedIn Profile: Optimize Your Profile

- **Your LinkedIn** profile should be current, relevant, and compelling.
- **Profile Picture** Use a close-up headshot that is professional and welcoming. Avoid the use of cartoons, logos, and photos taken from far away.
- **Headline** Your headline appears directly underneath your name and it should simply state what you do. While it's okay to be creative, be sure to use keywords, which allow you to be searchable.
- **Contact Info** Add a customized URL, email address, Twitter handle, or personal blog to allow others to learn more about you.




Lighting Up Your LinkedIn Profile: Optimize Your Profile

- **About** Your “About” section is where your professional brand comes to life. This is a place to demonstrate who you are and include your expertise and accomplishments.
- **Keywords** are very important within this platform. LinkedIn’s SEO (search engine optimization) is set up so that the more keywords you use throughout your profile, the better, as the more searchable you will become. Keywords may be industry, location, company names, software names, job terms like project management, leadership, content marketing. All of these make you findable – which, when using LinkedIn, is essential.

**Alexandra Platt**
Idea maker, process optimizer, energy bringer

Experience

**Procore Technologies**
2 yrs 10 mos

- Business Relationship Manager, Hire to Retire**
Full-time
Feb 2020 – Present · 1 mo

Serve as strategic interface and trusted advisor between IT Business Systems and the Procore People organization, representing IT to the company by promoting IT's vision, value, services, and capabilities. Advocate on behalf of business stakeholders to ensure IT services meet their business priorities and needs.

Responsible for proactive consultation to align business strategies with technology solutions and communicate decisions, priorities and business roadmap back to IT.
[...see more](#)
- Senior Business Analyst, People Systems**
Full-time
Mar 2019 – Feb 2020 · 1 yr
Carpinteria, CA

As a Senior Business Analyst, key responsibilities include:
 - Support the implementation, administration, and optimization of HR business systems at Procore.
 - Work cross-departmentally to ensure systems are functioning effectively and to roll out updates and new systems to improve efficiency and scalability.[...see more](#)
- Business Systems Analyst, HRIS**
Jul 2018 – Mar 2019 · 9 mos
Carpinteria, CA

As a Business Systems Analyst, key responsibilities include:
 - Design and implement process improvements and feature enhancements to increase efficiencies and ensure reliability of HR systems according to business needs
 - Provide day-to-day end user support and deliver end user training where needed by ac[...see more](#)

Lighting Up Your LinkedIn Profile: Optimize Your Profile

- **Experience** Your Experience section should include a brief overview of your career to date.
- Your current role should be 4 – 8 bullets highlighting key responsibilities and the impact you're having, along with any relevant facts and figures.
- Your experience should demonstrate upward mobility and evolution as you grow your professional career.
- Consider including rich media, photos, videos or publications.



Jeanette Gibson
Social Media & Digital Marketing Executive

About

Digital marketing executive specializing in social media strategy and customer engagement. Passionate about helping companies thrive in the digital world. More than 20 years experience across large enterprises, B2B and B2C marketing, agency and start-up environments. Industry recognized leader in social media and keynote speaker on social media, digital strategy and communications.

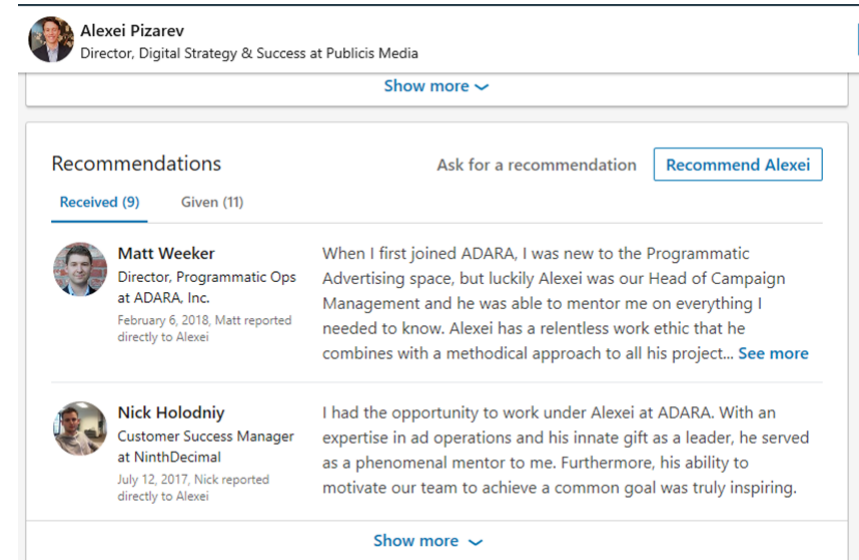
Previously, as VP of Customer Experience and Community at Hootsuite, Jeanette was responsible for helping customers achieve business impact via social media - whether it's an individual power user, a small business or a large enterprise. The community team engages with Hootsuite's vibrant community of 10M+ users via online engagement, advocacy and community events. Previously, Jeanette served as global head of social media and digital marketing at Cisco. During her 15 year tenure at Cisco, Jeanette held several management positions in corporate communications and marketing. Jeanette is an early adopter in social media and built Cisco's social presence in 2005, achieving recognition as #1 B2B company on Twitter and 280% ROI using social listening to accelerate sales.

Prior to joining Cisco in 1998, Jeanette worked for an Internet startup and several high-tech PR agencies, providing a bird's eye view into the rapid growth of the Internet industry and the emergence of the dot-com era. Jeanette enjoys public speaking and is a frequent speaker on social media and business transformation. She lives in San Jose, CA with her husband and two sons.

Specialties: Digital Marketing, Digital Strategy & Innovation, Social Media Marketing, Communities, Branding, Social Media Policy/Governance, Social Listening, Social Analytics, Corporate Communications, Public Speaking, Public Relations, Events, Crisis Communications

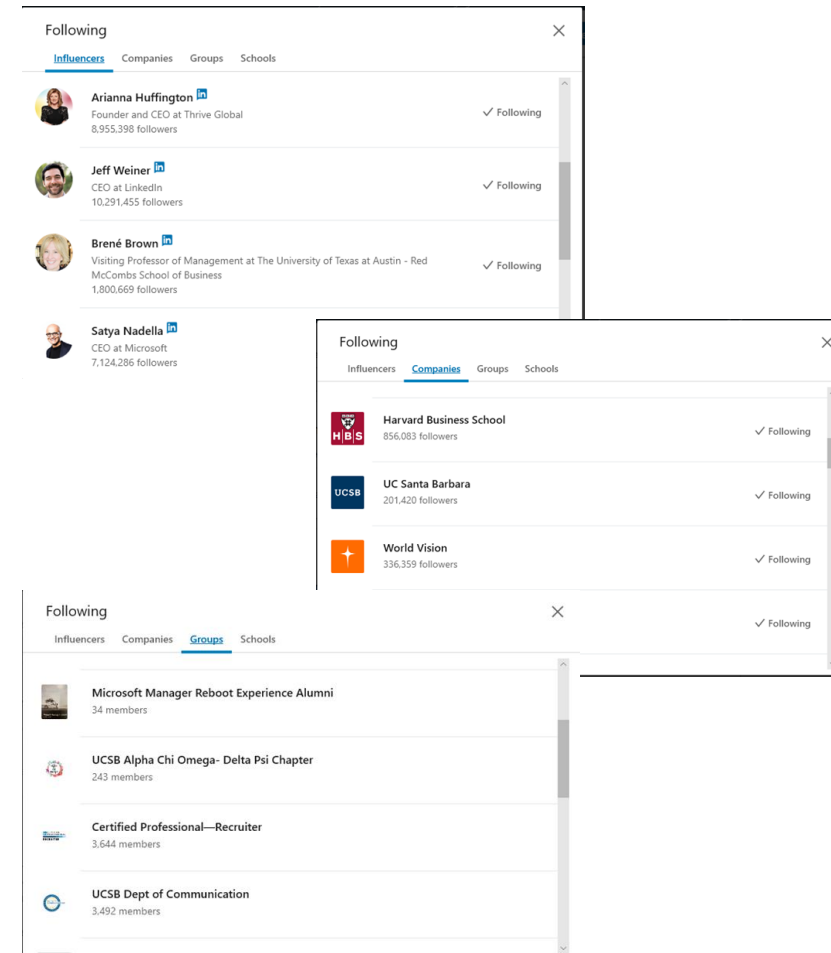
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- **Recommendations** This is about letting your network speak for you. They're fully transparent and add credibility to your profile, so reach out to colleagues, managers, and business partners to get recommendations.



Lighting Up Your LinkedIn Profile: Build Your Network

- **Connect Thoughtfully** Adding new connections is a great way to build your network. When adding connections, have a connection strategy in mind, and consider how you can add value to one another's professional lives.
- **Join Groups** Participating in groups is a great way to start conversations, build relationships, and position yourself as a thought leader in your industry. Groups are an effective way to find people you may want to add as connections.
- **Interests** Follow influencers and companies you are inspired by. Seeing what motivates you gives people a better understanding of who you are.



Lighting Up Your LinkedIn Profile: Engage Your Network

How do you [engage with your connections on LinkedIn](#) to strengthen your relationships? Here are some ideas for content to share:

- UCSB stories
- Industry articles that are relevant to your network
- If you write a professional blog post or you're featured in an article, share it on LinkedIn.
- Tap into your network by posting a challenge you are trying to solve. Leveraging your professional network is a great way to gain knowledge and expertise.
- Spread the word about an event your team is hosting or you participated in.
- Share an amazing TED talk or YouTube video of a speaker that will be relevant to your community, or share when you are a speaker.
- Share advice or insight with your community. For example, "The best piece of professional advice I've ever received is ..."

"I really want
to post a
status update,
but I don't
know what to
share!"

UCSB stories: Culture, achievements, leadership
Point Of Views

Industry articles, insights, trends, and blog posts

Engage: Ask for input or pose questions

Event information

Videos and presentations

Job opportunities at your current place of
employment

Add value: **Advice** or input relevant to your industry

Also Use LinkedIn To:

- Share a status update
- Comment on your networks' status updates
- Recognize your network members
- Show gratitude
- Use LinkedIn Pulse
- Provide congratulations or best wishes

