

# Making the Most of Your LinkedIn Profile



## From the Talent Development Unit

### **Betty Almonte**

Career Development &  
Employee Experience  
Analyst

Let`s connect on LinkedIn!

<https://www.linkedin.com/in/betty-almonte-67b2985/>



# Hello and thank you for tuning in today!

**Dora Csordas**

Talent Outreach Specialist, UNHCR

Let`s connect on LinkedIn!

<https://www.linkedin.com/in/dora-csordas-92327b19a/>



# Pre-Session Activity Review Poll



**Do you have a LinkedIn account?**

YES/NO

# Pre-Session Activity Review Poll



- Why do you use LinkedIn?
- A good way to '**Network**'
- A great way to connect with '**Recruiter**'
- Find information relevant to my '**Interest**'
- Establish myself as a '**Knowledgeable Professional**'

# Learning Agenda



What is LinkedIn  
Used for?



What do People First  
Pay Attention to?



LinkedIn  
Facts



Show  
Yourself

# Learning Agenda



Engaging Headlines



Writing a Great Summary



Building Your Professional Network



Promote UNDP's and Your Work

# Learning Agenda



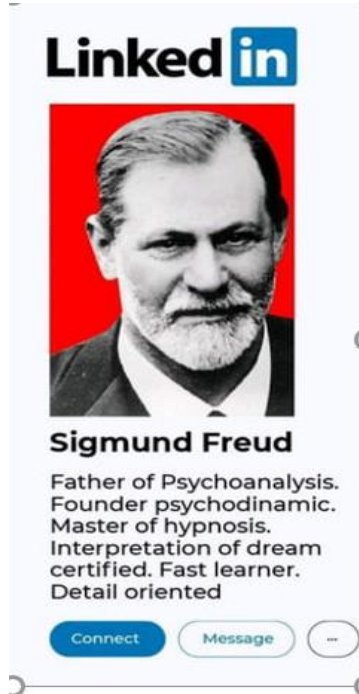
Practice and Make Changes to your Profile as we Progress



# What is used for?

This is NOT about  
**Linked in**  
at all!

# Translation exercise- reality vs LinkedIn



LinkedIn:

I am honored and thrilled to announce that I have been selected among the top 5 applicants who participated in professional and the most-respected exam which evaluates the skills and ability to operate fuel-based vehicles. I cannot wait to see what the next chapter holds, and I cannot express my appreciation to the ministry of transportation, Wendy's, Google, NASA, my neighbors who supported me during this difficult journey.

# Word of Caution

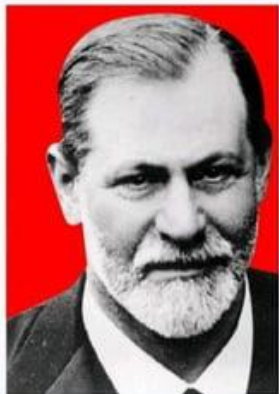
## Real Life



**Sigmund Freud**

Psychiatrist

## LinkedIn



**Sigmund Freud**

Father of Psychoanalysis.  
Founder psychodynamic.  
Master of hypnosis.  
Interpretation of dream  
certified. Fast learner.  
Detail oriented

Connect

Message

...

## Reality vs. LinkedIn 😂



LinkedIn:

I am honored and thrilled to announce that I have been selected among the top 5 applicants who participated in professional and the most-respected exam which evaluates the skills and ability to operate fuel-based vehicles. I cannot wait to see what the next chapter holds, and I cannot express my appreciation to the ministry of transportation, Wendy's, Google, NASA, my neighbors who supported me during this difficult journey.

Reality:

I got my driving license

# Word of Caution

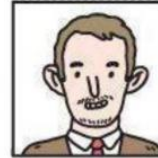
REALITY	VS.	LinkedIn
		
UNEMPLOYED		Blockchain Enthusiast   Cryptocurrency Evangelist   Influencer   Inspirer   Chief Visionary   Serial Entrepreneur (i.e. every business I started has failed)   Founder (Omission)   Philanthropist (Another Omission)   Empowering (Something)   Life Coach   Father   Trendsetter   Top 1% of LinkedIn Profiles (According to Myself)   Speaker   TEDx (2 x Attendee)   ICO Advisor

## THE LinkedIn EFFECT

### Real Life



JANE  
SUPERVISOR



CARLOS  
SALESMAN



AMER  
RECRUITER



HANNA  
FREELANCER

### LinkedIn Alter Ego



JANE  
REGIONAL CHIEF LEADER,  
SOLUTION EVANGELIST, PROJECT  
MANAGER, BUSINESS GURU, TEAM  
GUIDING SPIRIT

[Connect](#) [Send InMail](#)



CARLOS  
SALES MANAGER, AREA DIRECTOR,  
PRO-CLIENT IDEA CREATOR,  
PASSIONATE SOLUTION  
DELIVERING LEADER

[Connect](#) [Send InMail](#)



AMER  
INNOVATION HEAD HUNTER,  
VISIONER OF THE POTENTIAL,  
CAREER ENABLER, TALENT  
EXPORTER, EMEA

[Connect](#) [Send InMail](#)



HANNA  
CEO OF MY OWN DESIGN STUDIO,  
ENTREPRENEUR, CRAFTING THE  
AWSOME

[Connect](#) [Send InMail](#)



## This is one of many methods to support you in:

- Developing your Professional/Personal Brand outside of social media
- Refining your elevator speech
- Enhancing your ability to demonstrate how you add value (offline)
- Aligning yourself with the Organization's mandate in the way you conceptualize your day to day work
- Articulating your Organization's Employer Value Proposition
- Leveraging your networks to showcase what the Organization does best and by default how you contribute
- ...

# Profile Anatomy

- Photo
- Banner
- Headline
- Summary (About)
- Experience
- Education
- Skills
- Groups
- Skills, Endorsements





# Pre-Session Activity Review Poll



How would you describe your profile status/ strength?

- 1** = Bare minimum (title, workplace, no picture)
- 2** = Little information (picture, a few jobs, no descriptions)
- 3** = Some information (picture, a few descriptions, some skills)
- 4** = Adequate information (picture, job descriptions, skills, <500 connections)
- 5** = Good/Great (fully complete including 500+ connections)

# What do People Pay Attention to on Your Profile?

# Heatmap Study



1



2



3



4



5

**19%** of the total time spent on your profile is looking at your photo !

Then, people look for your **Current Job Title**

Followed by your **Education**

In order to check whether or not they may trust you, people check the **People You May know**

To get a glimpse of your credibility, they also check your **Skills & Endorsements**



# Linked

# LinkedIn Facts



**36X**  
Adding a profile photo could result in 21 times more views and 36X more messages than someone without



**33X**  
Members who include skills get around 13 times more profile views



**10X**  
Members who have an education on their profile receive an average of 10 times more profile views than those who don't



A summary of **40 words** or more makes you more likely to turn up in a search



**15X**  
Adding an industry could get you 15 times more profile views



**11X**  
LinkedIn profiles with graphics have 11 times more chance of getting viewed than those that don't.

# LinkedIn Fact



Complete Profiles are **40X** more likely to be contacted by a recruiter on LinkedIn



**5X**  
Your profile is 5 times more likely to be viewed if you join & are active in groups



Members who list their current positions show up **18X** in searches than others who do not



**42%** of hiring managers surveyed by LinkedIn said they view volunteer experience as equivalent to formal work experience

Your profile  
is **not** there  
to tell your  
**full story**

It is there to  
tell your  
**best story!**





Let's get to  
working on  
**your** profile!

# Case Study



- Dunja B.
  - Slovakian of Kazak and Austrian Parents
  - Multilingual
- Female (~ 42 years old)
- Very unique skills
- Multiple Social Media Accounts
- Communicative and open but very focused on certain areas

# Challenge: Find the Right Photo



# Help Dunja select a profile photo



1



2



3



4



5



A

28



B



C



D



E

# Introduce Yourself to the World

## Great Examples



- Use a current photo of **YOU**
- Don't have anything distracting in the background (including signage)
- Use a plain black and white backdrop (or non distracting backdrop)
- Ideally you want your face to be centered and to almost fill the box
- Smile or don't, but above all look confident!

# Introduce Yourself to the World

## NOT-SO-Great Examples



**Kimberley Smith**

3rd  

Recruitment Manager, People Care AB Region Online Business Systems

Calgary, Canada Area | Information Technology and Services

Current Online Business Systems

Previous Sierra Systems, NexInnovations, Hunt Personnel

Connect

Send InMail

500+  
connections

[ca.linkedin.com/pub/kimberley-smith/7/38b/80b/](https://ca.linkedin.com/pub/kimberley-smith/7/38b/80b/)

Contact Info



B

Chief, GDACS Section, US Army Corps of Engineers  
Portland, Oregon Area | Defense & Space

Current US Army Corps of Engineers

Previous University of Portland

Education Lewis & Clark Law School

Connect

Send InMail

72  
connections

[www.linkedin.com/pub/bar1-rylander/a/834/521](https://www.linkedin.com/pub/bar1-rylander/a/834/521)



S

Inside Sales Representative at Shaw Pipe Protection Ltd  
Calgary, Canada Area | Oil & Energy

Previous AJ Energy Services, Hunting Energy Services, Hallmark Tubulars Ltd.

Education SAIT

Send InMail

89  
connections

[ca.linkedin.com/pub/shawna-mcllesh/4/466/6b9/](https://ca.linkedin.com/pub/shawna-mcllesh/4/466/6b9/)



A

Technology assistant  
Greater Chicago Area | E-Learning

Previous Chicago Public Schools, Westwood College

Education Westwood Community College

Connect

Send InMail

3rd

[www.linkedin.com/pub/andy-hershey/1/6a8/2b1](https://www.linkedin.com/pub/andy-hershey/1/6a8/2b1)

# UNDP LinkedIn banners

Join A Life Changing Mission



# Good Examples Profile



Paola Léhaut · 1st

Partnering with Junior Professionals, Donor Countries and UNHCR operations globally to provide HR expertise and support people forced to flee.

Budapest, Budapest, Hungary · [Contact info](#)

500+ connections



UNHCR, the UN Refugee Agency



Université Michel de Montaigne (Bordeaux 3)

## Important Tips:

- 1- Think of a headline that would be appropriate for an international civil servant
- 2- Take control of your personal brand
- 2- Put yourself in audience's shoes
- 3- Stick your head above the UN, NGO or even corporate
- 4- Promote your Organization's mandate, your job and by default yourself



# Good Examples Profile



**Picture**  
Engaging & friendly



**Descriptive headline**  
It appears in search results, so make sure its clear. You can get creative and go beyond your title. Check your dashboard to see previous searches.

**Betty Almonte** · 2nd  
Career Development & Employee Experience Analyst at UNDP  
Copenhagen Metropolitan Area · [Contact info](#)

500+ connections

66 mutual connections: Holly White, Marco Kamiya, and 64 others

[Connect](#) [Message](#) [More](#)

UNDP  
BEBS Barcelona Executive Business School

**Custom public profile link**  
Claim your public profile URL and add it to your CV

**Essential links**  
To UNDP company page, to UNDP Young Talents, VAs and anywhere people can learn more

**Summary**  
What you want people to remember about you

# Good Examples



**Alnoor Pirani** · 2nd

Developing Internal Tools for Sales Productivity & Enablement  
Toronto, Ontario, Canada · [Contact info](#)

500+ connections




**Gustavo Araujo** · 1st

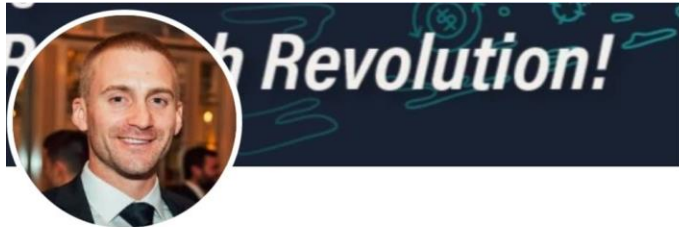
Head, Partnerships and Outreach at UNHCR, the UN Refugee Agency

Talks about #evp, #unjobs, #partnerships, and #employerbranding  
Budapest, Budapest, Hungary · [Contact info](#)



 UNHCR, the UN Refugee Agency

 Columbia University Mailman School of Public Health



**Aaron Henderson** · 3rd

Helping revenue teams compete and win in the age of Account Based Buying

Boston, Massachusetts, United States · [Contact info](#)



**Heejin Han** (She/Her) · 3rd

Strategic people leader, creating inclusive environments that empowers teams and promotes world-class experiences with technology.

Los Angeles, California, United States · [Contact info](#)



# Writing a Great Summary

# Writing a Great Summary



## About

I have been working at UNHCR, the UN Refugee Agency since 2008. I have supported the Organization's effort to protect people forced to flee in field operations such as Libya, Egypt and Mali as well as in HQ locations such as Budapest and Copenhagen. As a Human Resources Officer, I am proud to promote UNHCR as an employer of choice. Part of my duties includes ensuring a fair, transparent, and efficient recruitment process for applicants across the globe. I lead a team of 4 outstanding individuals focusing on outreach, recruitment induction, career development as well as the well-being of more than 280 colleagues from across the globe based in Copenhagen.

Prior to UNHCR, I worked in increasingly challenging roles in the private sector, including at IBM. I am fluent in English, French, Spanish, Italian and Hungarian. My team and I are always on the lookout for diverse talent in various areas of relevance to humanitarian work including but not limited to fundraising, communication, legal protection, education, data management and many more.

For more information on our opportunities, follow me on LinkedIn and visit our Careers Page at <https://www.unhcr.org/careers.html>

## Important Tips:

- 250 words to make a great first impression
- Short version of **why** you do what you do and **why** you love it
- Highlight key/recent accomplishments
- Write it in the 1<sup>st</sup> person
- Use Action Words (verbs) instead of buzz words
- End with a Call to Action (CTA)

What will  
your summary  
be like?

# More LinkedIn Summary Tips: Create an Outstanding Professional Profile



## LinkedIn Summary Tips: Create an Outstanding Professional Profile

- Keep it Concise. Do not get into the nitty-gritty. ...
- Use SEO Keywords. ...
- Make Use of Whitespace. ...
- Write in the First Person. ...
- Focus on Your Strengths. ...
- Let Your Personality Shine. ...
- Write as You Speak in Person. ...
- State the Reasons.

# Getting Started

Guidance Questions for Brief Summary	Potential Ways to Get Unstuck	Enter your responses here
What are you passionate about regarding UNDP's mission?	<ul style="list-style-type: none"> <li>I am passionate about my work because...</li> <li>I love working at UNDP because...</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
What has been your trajectory prior to joining UNDP?	<ul style="list-style-type: none"> <li>(briefly description of roles you've had and places you've worked to inspire people of multiple backgrounds to apply...)</li> <li>Before working for UNDP, I ....</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
How does your role at UNDP add value to supporting the organization's mission?	<ul style="list-style-type: none"> <li>As a (Recruitment Officer, or HR Officer...), I contribute to XXX, XXX, and XXX</li> <li>I contribute to XXXXX by XXX, XXX, and XX, among many other tasks.</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
( For Hiring managers and Recruiters) What areas of expertise do you typically recruit for?	<ul style="list-style-type: none"> <li>My team is always on the lookout for... (list areas of expertise you sorely need)</li> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
What are the hard-to-recruit areas you search for? What call to action would you like the reader to follow up on?	<ul style="list-style-type: none"> <li>If you have a background in XX, XX, XX, don't hesitate to</li> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>

Showing  
**how** you've  
made an impact!



# Talking about what you do!



## Recruitment Officer / Sourcing & Outreach Specialist

International Atomic Energy Agency (IAEA)

Apr 2014 – Jun 2017 : 3 yrs 3 mos

Vienna, Austria



### Important Tips

1- List every job you find **RELEVANT** in your professional career

2- Write the important projects, tasks and accomplishments for every position

3- Add media to engage with viewer or work samples, if appropriate

- Design, Implement and Assess Candidate Sourcing & Outreach Strategy for the Agency to increase visibility of vacancies among non- and under-represented Member States, including women and potential candidates overall
- Conduct and/or facilitate webinars in the Agency's official languages targeting key audiences. Participate in outreach events with counterparts from Member States to seek potential candidates
- Build and Manage relationships with key nuclear and nuclear friendly institutions from around the globe
- Provide guidance on roster creation, develop pipeline descriptions and collaborate on referral program upon implementation of new recruitment system
- Manage Vacancy Notice postings online via targeted social media channels (LinkedIn groups, Facebook Instagram and Google+)
- Manage recruitment process of Director positions, DGOC and ORDG
- Facilitate special recruitment exercises and advertising campaigns for posts at G6-P5/D level
- Set target timelines and staff profiles and ensure timely advertising of posts and pre-screening of candidates
- Contribute to the evaluation of internal and external candidates by: advising interview panel
- Review extension requests for the respective Joint Advisory Panels on contract extensions for Professional and General Service staff.
- Planning and administration of technical & psychometric testing, ensuring integrity of the processes and results are maintained
- Research, provide and update recruitment statistics to support the work of the Recruitment Unit.
- Project manage the updating and creation of promotional brochures and materials for external audiences

see less



# Showcasing your Skills



## Featured Skills & Endorsements

Add a new skill



Social Media Outr... · 57



Endorsed by 4 of Gustavo's colleagues at UNDP

social media recru... · 58

Juan Antonio Jung and 57 connections have given endorsements for this skill

Sourcing · 96



Endorsed by 5 of Gustavo's colleagues at UNDP

Show more 

# Building your Professional Network



- Join groups **strategically** within your professional field
  - Check their demographics
  - Seniority level
  - Location
  - Estimate potential value/reach
- Participate in groups by commenting, sharing or posting items of interest
- Check “**who viewed your profile**” to get a pulse of who you are reaching
  - If you’re not reaching the expected audience, change the way you describe yourself and your work!
  - Connect w colleagues from UNDP and other International Organizations

# Creating and Sharing Posts on LinkedIn

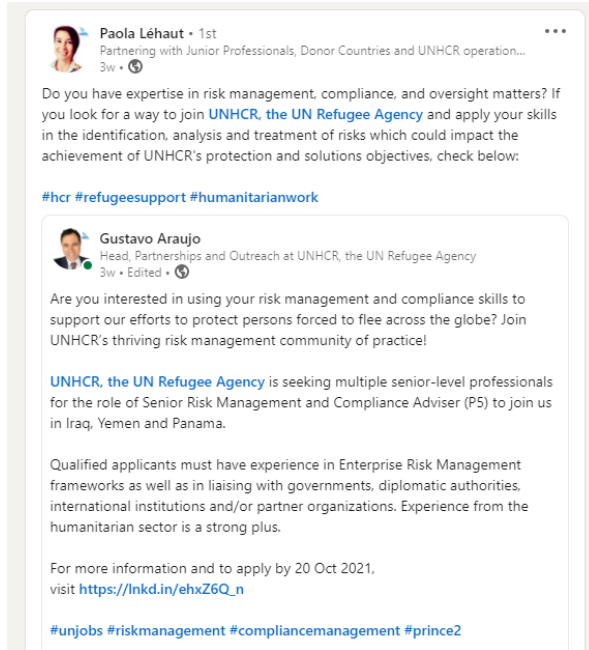


# Writing Posts



- Visible: first 3 lines
- Structuring: use white space
- Emojis
- Hashtags # (max 5)
- Use Tag function e.g. @UNDP

# Sharing from others



- 1-Add a message that adds value on top of what's posted in the original post
- 2- Tag UNDP using @UNDP
- 3- Use hashtags that add value beyond the original post to reach a broader audience

# Writing Tip



This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

So write with a combination of short, medium, and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.

-Gary Provost

# Checklist before you post:



- Be **authentic**
- Catchy **headlines** – capturing attention
- Don't make it too long! (Twitter – 140 characters)
- Double check spelling/grammar
- Ask **questions**/"how to"/call for action/give tips and suggestions
- Create an opportunity for **reciprocity**
- Use **pictures** and double check their quality
- **Tag** relevant colleagues (it will draw attention to their profiles)
- **Hashtags: #UNDP**  
**#JoinALifeChangingMission**  
**#UNDPCareers**
- **When?** 7-9am/12-13pm/5-6pm - Aim to share 3-5x per week



# Gain insights from your metrics

## Analytics

Private to you



308 profiles views  
Discover who's viewed your profile.



Viewers of the last 90 days

Percentage change from previous week

## Who viewed your profile?



7,403 post views  
Check out who's engaging with your posts.



Your post of March 1, 2022  
105 reactions – 7 comments  
7,402 views

Company

Title

Geographical area



93 search appearances  
See how often you appear on search results.



Top companies your searchers work at

Top jobs title of your searchers

Keywords you were found for

# WIIFM?

- Build your influence
- Increase your visibility
- Be known as an industry expert
- Expand your network strategically
- Contribute to strengthening UNDP's brand





# LET'S TALK

# Thank You!



For any further questions, reach out to us on:

[career.development@undp.org](mailto:career.development@undp.org)

**Yammer:** Career Development & Experience

[Betty.Almonte@undp.org](#)