

LinkedIn

How to Present Yourself & Promote Your Professional Brand

Faculty of Social Work

Employment Preparation Series

Career Development Centre
2015

Purpose of Today's Session

- Introduce LinkedIn and highlight elements to **create** and **manage** your professional online presence
- Identify tools to assist you with online **networking** and **job search strategies**
- Know how to use LinkedIn for **career research**
- Be aware of additional **resources** available through the Career Centre

Why Bother?

2014 research by CareerBuilder

- 43% of hiring managers use social media to research job applicants
- 51% of hiring managers reported not hiring a candidate because of something negative
- 23% of hiring managers reported finding something positive that led to a job offer

Introducing LinkedIn



Click image to
watch video



Linked  TM

Why use LinkedIn?

- **Create** a professional online presence
 - Increase likelihood of being found online
 - Support and expand on your resumé claims
 - Define your professional brand
- **Conduct** career research
 - Start with an interest, see a career path
 - Find companies, groups and individuals
- **Build** and **maintain** your professional network
 - Join groups, make connections, customize your news
 - Build it before you need it

Where to Start?

Evaluate your Online Presence

Google yourself!

- Is what you found helpful to your professional image?
- Will the information support or contradict your resumé and interview claims?
- If you found nothing, is that really helpful to your professional reputation?



What's Next?

Create a LinkedIn Profile

Goals

- Use Industry Keywords
 - Get included in searches
- Differentiate yourself
 - What is your brand?
 - What makes you different from classmates or colleagues?



What is your Brand?

Perception and Differentiation

- What are your skills and values?
- What descriptors are you using?
- What makes you unique?
- What are your goals?
- What do you care about?
- How are you perceived in personal and professional relationships?

What makes
you
stand out?

Your student
status/job/employer
is **NOT** your brand!





Your Profile

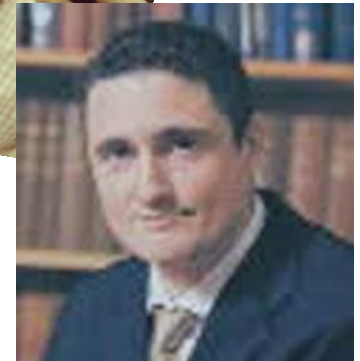
Your Profile Matters: Brand to Stand Out

- Include an appropriate **Photo**
- Write a creative and engaging **Headline**
- Create a compelling **Summary**
- Add your **Skills** and **Experiences**
- Establish and maintain your **Network**

Be strategic
about what others
see!

Developing Your Profile: Use an Appropriate Photo

Who do you want to connect with?



Developing Your Profile: Write a Creative & Engaging Headline

Mentoring; Educating; Writing; Consulting; Supervising;
Counselling; Art Therapy

Counsellor| Mental Health Professional| Working towards
MSW| Individuals, Families & Groups

MSW Candidate specializing in counselling and facilitation for
people with multiple barriers and disabilities

Coaching professional passionate about helping leaders to
achieve their goals. Greater Toronto Area.

Psychology Graduate, Specializing in Survey Design.
Interested in Market Research and Analysis

Developing Your Profile: Create a Compelling Summary

Tell your story

- Who you are
- What you've done
- Where you want to go
- Use first person

Don't forget

- Think about who you're writing for and tell them what they should do after reading your profile



Sample Summary

I'm a Registered Social Worker in Halifax, NS. I am passionate about and provide counselling and therapy to parents who are feeling overwhelmed trying to raise their teen.

I have a Master of Social Work from Wilfrid Laurier University and have completed post-graduate training in a family systems therapy. I've been providing counselling to adolescents and their families for over 8 years. I counsel teens individually and in groups, and at other times counselling sessions involve parents or other family members.

I help parents regain confidence in their parenting abilities and feel more in charge in difficult situations with their teenager. I assist parents and their adolescents in overcoming hurtful and harmful patterns in relating to each other within the family system. I work at increasing understanding, respectful communication, and accepting responsibility for one's own behaviour.

For further information, please visit my website at www.icanhelptyou.com

Sample Summary

I've always been intrigued by clever marketing campaigns and consumer behaviour. Currently I am completing a semester abroad in England, where I'm studying global business and marketing. Back home, I am pursuing a Bachelor of Business Administration at Wilfrid Laurier University.

My interests in human behaviour and social culture have led me to complete a Psychology minor to complement my business and marketing studies. After graduation, I plan on connecting my new knowledge in marketing and psychology to better understand and predict consumer behaviour and marketing trends in the fields of advertising and marketing for a multinational corporation. I hope to connect with colleagues and other professionals who share a strong interest in Marketing, Consumer Behaviour, Consumer Insights, and Market Strategy.

Specialties:

Marketing | Advertising | Social Media Strategy | Sales | Market Research |
Public Speaking | Project Management | Communication

Developing Your Profile: Add your Education & Training

Much like the resumé, evaluate whether to include information within the 'Education' section, or by incorporating additional sections (LinkedIn will suggest profile sections as you build it)

**Consider Adding
Additional Areas to
Build Your Profile:**

Projects

**Awards/Honours/
Scholarships**

Organizations

Certifications

Courses

Publications

Developing Your Profile: Add your Skills & Experiences

Include Paid and Unpaid Experiences – practicums, too!

- Use accomplishment-based statements with keywords
 - Don't focus only on duties or responsibilities
- Support and expand on your resumé, but don't repeat
 - Create connection or relevance
 - Speak to transferable skills
- Be strategic about placement
 - 'Experience' and/or 'Volunteer Experiences & Causes' sections
- Headline awareness
 - Defaults headline to newly added title – watch out for this

Add Industry-Relevant Skills

- Searchable terms
- Endorsements & Settings (can turn this off)

Add Rich Media

Experience



+ Add position



Career Consultant

Wilfrid Laurier University

November 2012 – Present (2 years 5 months) | Waterloo, Ontario

I'm privileged to meet with undergraduate and graduate students, alumni, faculty and staff every day to discuss career and job opportunities, to understand career goals, fears and uncertainties, and to help clients move forward through goal setting, action planning, and employment preparation.

Beyond one-on-one meetings (in person, by email/phone/skype), I also conduct workshops and professional development sessions.

MBTI | Resume Critiques | Job Search Strategies | Interview Preparation | LinkedIn Strategies



**Add files,
links, or
images in
'Edit Profile'
feature**

Add Media:

Document

Photo

Link

Video

Presentation

Be sure documents are non-proprietary

Sample



Ian Ko

Co-President of E-Business Laurier & Corporate Relations Manager at Laurier SBE Students' Society
Toronto, Canada Area | Management Consulting

Current E-Business Laurier, SBE Students' Society
Previous E-Business Laurier, Crestwood Valley Day Camp, Crescent Robotics Team 610
Education Wilfrid Laurier University

Send a message

500+ connections



Experience

Co-President

E-Business Laurier

March 2014 – Present (6 months) | Wilfrid Laurier University, Waterloo, ON

After a successful tenure as the Director of Social Media Operations, I ascended to the role of Co-President for E-Business Laurier for the upcoming school year of 2014-2015. In addition to managing the club with my fellow Co-President Rishi Verma, I will endeavor to grow EBL's reach through The Communtech Hub and our corporate sponsors. EBL aspires to bring the students of Laurier closer to the technology sector, and I aim to bring that aspiration to fruition in the coming year.

1st

- Coordinated hiring processes for Vice President and Director Level Club Executive Candidates.
- Expanded EBL's EXACT Consulting Division in the K/W Region over the Summer of 2014.
- Will volunteer time towards the SBESS mentorship of first-year BBA students in September 2014.
- Planning with WLUSU & SBE affiliated clubs for cross-promotional endeavours in the coming year.



Rishi Verma and Ian Ko - Co-Presidents of E-Business Laurier For The 2014-2015 Year



E-Business Laurier Membership Recruitment - Print Ad Made For Social Media Usage.



E-Business Laurier's Executive Team 2013-2014



Facilitated EBL's Co-Branding with ShawermaPLUS



EBL's First Line of Tangible Club Goods (2014, EXACT)

WILFRID LAURIER UNIVERSITY | Waterloo | Brantford | Kitchener | Toronto



Research

Search


10,137 results for social work Sort by Relevance

Advanced >

- All
- People
- Jobs
- Companies
- Groups
- Universities
- Posts
- Inbox

- Location
- All
 - Canada (10137)
 - Vancouver, Canada Area (715)
 - Toronto, Canada Area (646)
 - Calgary, Canada Area (408)
 - Ontario, Canada (325)
 - + Add


- Company
- All
 - NetHire (1605)
 - Scotiabank (699)
 - Knowledge Universe (448)
 - McDonald's Canada (414)


 **Director, Bachelor of Social Work Program**
 Algoma University
 Toronto, Canada Area • Feb 5, 2015
[View](#)
[Similar](#)

 **Social Media Consultant**
 Canada Mortgage and Housing Corporation CMHC / Société canadienne d'hypothèques et de logement SCHL
 Ottawa, Canada Area • Feb 18, 2015
[View](#)
 6 people in your network • [Similar](#)

 **5,583,623 People results for social work**

-  **Gale Cyr** 2nd
Elder in Residence Aboriginal Field of Study (AFS) Master of Social Work...
-  **Debashis Dutta** 2nd
College and University Teacher; Social Worker
-  **Melissa Strachan-Baylis** 2nd
Clinical Social Worker

 **Social Media Marketing Manager**
 Cwjstone.com
 Kitchener, Canada Area • Feb 13, 2015
[View](#)
[Similar](#)

 Only show jobs posted in the last 1 day? [Filter](#) ?

The Search: Social Work

Search

61 results for "social work"

Advanced >

Canada x Reset

- All
- Companies**
- More...

- Relationship**
- All
 - 1st Connections (1)
 - 2nd Connections (14)
 - 3rd + Everyone Else (47)

- Location**
- All
 - United States (581)
 - United Kingdom (178)
 - Greater New York City... (80)
 - Canada (61)
 - India (42)
 - + Add

- Job Opportunities**
- Hiring on LinkedIn (9)

Industry

Wilfrid Laurier University [Following]
Higher Education
Kitchener, Canada Area • 1001-5000 employees
▶ 1,013 people in your network • Similar

About: ..., **social work**, education and theology. Laurier has... of **Social Work** in Kitchener, Ontario and its office...

Saint Elizabeth Health Care
Hospital & Health Care
Toronto, Canada Area • 5001-10,000 employees
▶ 11 people in your network • Similar

About: Saint Elizabeth has been a trusted name in... for its track record of **social** innovation...

Erie St. Clair Community Care Access Centre (CCAC)
Hospital & Health Care
Ontario, Canada • 201-500 employees
▶ 2 people in your network • Similar

About: ...health care and **social** services in your community... Consultation • **Social Work** • Rapid Response...

1to1 Therapy Services
Hospital & Health Care
Toronto, Canada Area • 11-50 employees
Similar

About: ..., Dietitian Services, Physiotherapy, **Social Work**... with complex

Companies:
Find
companies
based on your
interests

Search

13 results for "social work" canada

Advanced >

All
Groups
More...

Categories

- All
- Your groups (0)
- Open groups (4)
- Members only (9)

Languages

- All
- English (13)
- + Add



Social Work Canada

Social Work Canada is to let all involved in **social work** in **Canada** to get to know one another, post articles and materials...
 7 discussions · 70 members
 ▶ 7 in your network · Similar

Join



ASWB Social Work Regulation Forum

The Association of **Social Work** Boards (ASWB) is the nonprofit organization comprising jurisdictional **social work** ...
 3 discussions this month · 325 members
 ▶ 1 in your network · Similar

Join



International & Community Development, Faculty of Social Work, UCalgary

Graduates, current students, practicum hosts and faculty of the Masters of **Social Work** specialization in International & ...
 1 discussion this month · 47 members
 Similar

Join



Canadian Clinical Social Work Association

Designed for **social workers** in **Canada**; who are interested in developing a clinical **social work** association. Please note ...
 4 discussions this month · 34 members
 ▶ 1 in your network · Similar

Join



Canada Green Jobs & Career Network [Subgroup]

This group is intended to be a resource for those in **Canada** who **work** in jobs pertaining to **social** or environmental ...
 8 discussions this month · 1,439 members
 ▶ 41 in your network · Similar

Join

Groups: Find relevant association, organization and industry groups

in "social work" canada Advanced

Home Profile Connections Jobs Interests

Search 34,904 results for "social work" canada

Advanced >

All
People
 More...

Relationship

- All
- 1st Connections (12)
- 2nd Connections (822)
- Group Members (669)
- 3rd + Everyone Else (33553)

Location

- All
- Canada (31218)
- Toronto, Canada Area (9024)
- Ontario, Canada (3763)
- British Columbia, Ca... (1955)
- United States (1925)
- + Add

Current Company

- All
- Alberta Health Services (372)
- Government of Alberta (242)

Gale Cyr 2nd
 Elder in Residence Aboriginal Field of Study (AFS) Master of **Social Work (MSW)** at Wilfrid Laurier University
 Kitchener, Canada Area • Higher Education
 > 1 shared connection • Similar **Connect**

Debashis Dutta 2nd
 College and University Teacher; **Social Worker**
 Kitchener, Canada Area • Higher Education
 > 2 shared connections • Similar **Connect**

Summary: ...human services and **social work**. I also provide **social work/counselling** to individuals and families.

Megan Piticco 1st
 Outreach Leader, Innovation and Entrepreneurship
 Kitchener, Canada Area • Higher Education
 > 10 shared connections • Similar • 499 **Message**

Past: Coordinator, Business Development at TAPE Educational Services...

Only show people in Canada? **Filter** ?

Jessie Eulenberg 1st
 Career Consultant at Wilfrid Laurier University
 Kitchener, Canada Area • Higher Education
 > 24 shared connections • Similar • 268 **Message**

Summary: ...+ years experience in **social** services and post... newcomers to **Canada** ► Proven ability to develop...

People: find professionals in your field of interest



Connect

Your Network:



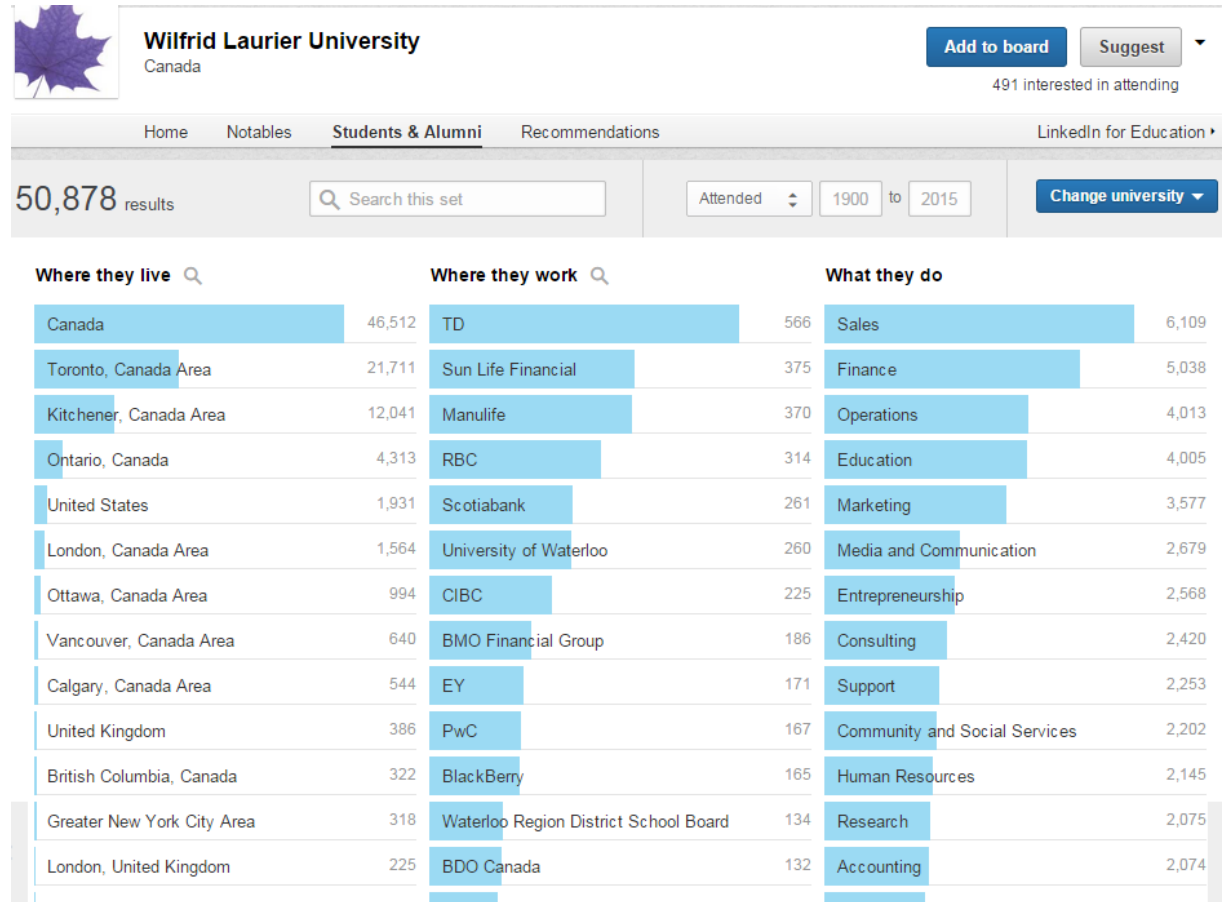
Establish your Network

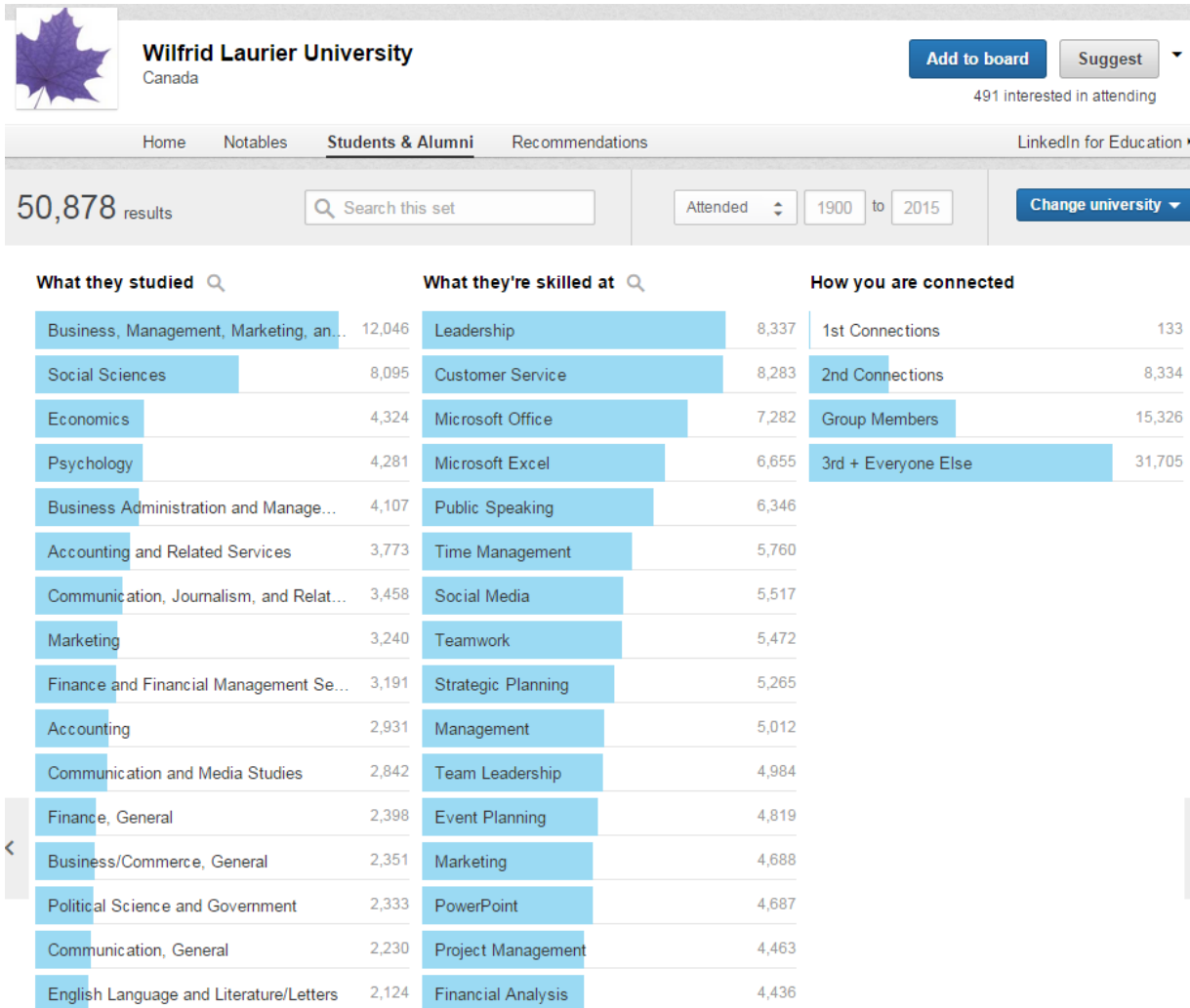
- Start with **whom you know** – but NOT by inviting your address book to connect
- Connecting **standards** vary - be strategic
- Not a **one time project**
- Always **customize** Invitations
 - Phone awareness



Further Your Connections: The Alumni Tool

Find by going to the school's page, mousing over 'Connections' or [linkedin.com/alumni](https://www.linkedin.com/alumni)





Filter results by:

- Where they live
- Where they work
- What they do
- What they studied
- Skills
- Connection level

Building your Network: Explore Groups

Join and participate in Professional/Interest Groups

- Join up to 50
 - Strategic visibility
 - Look for active members/discussions
- Learn, connect and raise your profile
 - Ask questions, make comments, share experiences, talk about issues, recommend connections
- Customize your digest

in Social Work

Home Profile Connections Jobs Interests Business Services Upgrade

Search 2,160 results for Social Work

Advanced >

All Groups More...

Categories

- All
- Your groups (0)
- Open groups (999)
- Members only (1181)

Languages

- All
- English (2099)
- Dutch (32)
- Spanish (6)
- French (5)
- Italian (4)
- + Add

Social Work Network
 At Social Work Network, you can network with other Social Workers on LinkedIn. Whether you're a seasoned social worker or ...
 Very Active: 58 discussions this month • 38,833 members
 155 in your network • Similar

Social Work Jobs [Subgroup]
 Social Work Jobs is a subgroup of Network of Professional Social Workers. Connecting Social Workers and Social Work Jobs.
 15 discussions this month • 22,835 members
 93 in your network • Similar

Positive Social Work Professionals
 Join like minded individuals in forming a community of social workers dedicated to the discussion and implementation of ...
 Very Active: 50 discussions this month • 18,312 members
 61 in your network • Similar

Sociology Jobs Behavioral Psychology Social Work Non Profit Anthropology Sciences
 SociologyJob.com [Subgroup]
 Sociology Jobs Psychology Behavioral Social Sciences Industrial Sociologist Psychosocial Public Health Sciences Services ...
 Active: 22 discussions this month • 14,811 members
 27 in your network • Similar

Public Interest Jobs, Social Services Jobs, Social Work Jobs
 PublicInterestCrossing provide latest Jobs likes Public Interest Jobs, Social Services Jobs, Social Work Jobs, and VISTA ...
 Active: 28 discussions this month • 11,537 members
 48 in your network • Similar

Social Work Research and Evaluation Practice Group-International (SWREP-I)
 SWREP-INTERNATIONAL- Discussion of the Teaching & Doing of Social work Research & Evaluation at the local and ...
 12 discussions this month • 9,464 members
 51 in your network • Similar

Social Work forum
 Social Worker forum for the UK and Europe

Rotman School of Management UNIVERSITY OF TORONTO

FROM CANADA'S #1 BUSINESS SCHOOL -FINANCIAL TIMES

Rotman

Look for Active or Very Active Groups

Prioritize Visibility In Your Profile

How do you actually connect?

- Review their profile for contact information
 - Within 'Summary' or 'Advice for Contacting X'
- Get introduced
 - Dependant on 1st degree connection strength
 - Limited number available
- Send InMail
 - Only part of premium accounts (not recommended)
- Send Connection Request
 - Often requires email address/past connection
- Join Group & Send Message
 - Can directly message members of shared groups

in Search for people, jobs, companies, and more...

Home Profile Connections Jobs Interests

Check Employee Background - Legal Employment Background Checks. Same Day Setup C

Sandra Martin 2nd
Coordinator Event Planning & Outreach at Wilfrid Laurier University | Proud Laurier Alum
Waterloo, Ontario, Canada | Higher Education

Current Wilfrid Laurier University
Previous Wilfrid Laurier University, Canadian Federation for the Humanities and Social Sciences, OSC Seeds
Education Wilfrid Laurier University

Connect Send Sandra InMail 298 connections

☆ c.a.linkedin.com/in/sandrakmartin/en

Background

Summary

A skilled student services practitioner and young professional with experience in the local university context and demonstrated capacity in student affairs, event management, administrative processes, communications and marketing strategies, and currently a student of Conestoga College's Event Management program.

Experience

- **Find a Contact**
- Look for shared Groups
- Visit Group page
- Search for Contact by name in 'Members'
- Click on 'Send Message'
- Can't see their full name? Google what you know and you'll likely get results

Groups



Conestoga Event Ma...
7 members
[+ Join](#)



Conestoga College E...
179 members
[+ Join](#)



Laurier Career Centr...
4,144 members
✓ Member



Conestoga College S...
5,039 members
[+ Join](#)



Laurier Alumni (Offici...
11,344 members
✓ Member

- Find a Contact
- **Look for shared Groups**
- Visit Group page
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- Click on 'Send Message'
- Can't see their full name? Google what you know and you'll likely get results

Laurier Career Centre Network 🔒

Discussions Promotions Jobs **Members**

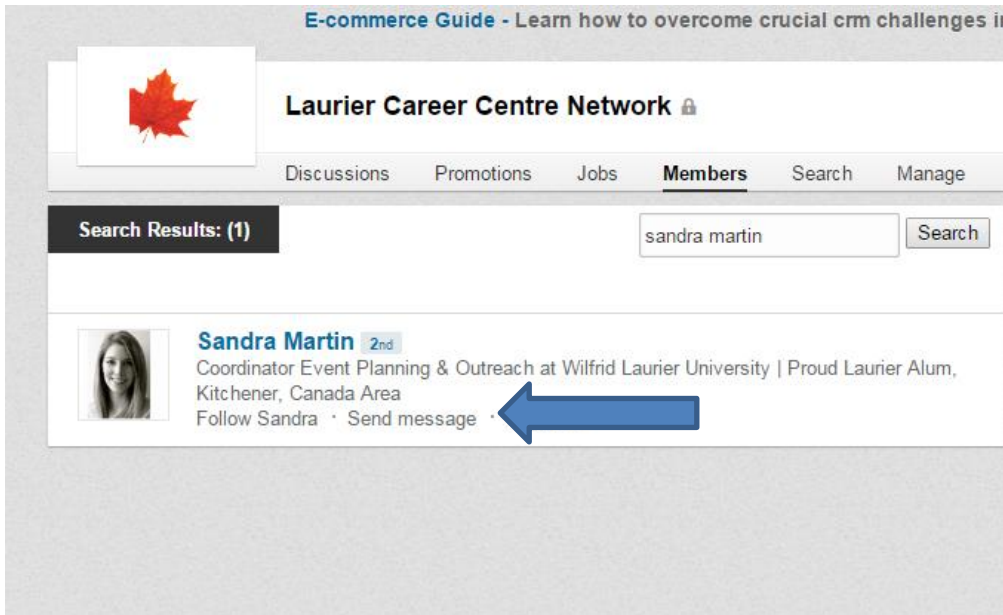
Alumni Employment Service navigator.wlu.ca Manager's Choice
 Connie Koebel
 Employment Specialist at Wilfrid Laurier University - connecting employers and Laurier alumni
 Laurier Alumni Register for Free - a great supplement to your job...
 Like (6) • Follow • 12 months ago

Start a discussion or share something with the group...

Popular Recent

Build Your Professional Identity and Network - Upcoming Event
 Laura Bolton
 Helping people connect their passions with career; Career Consultant at Wilfrid Laurier University
 This Tuesday, February 10th I'm pleased to be presenting with Jason Shim, Digital Media Manager from Pathways to Education as part of the Launch Your Career Series. Join us to learn more ...
 Aggregated Events Calendar navigator.wlu.ca
 Event Category Career Centre Events - Waterloo/Kitchener - Workshops Career Centre Events

- Find a Contact
- Look for shared Groups
- **Visit Group page**
- Search for Contact by name in 'Members'
- Click on 'Send Message'
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In addition to Groups...

- **Customize** the updates you see on your **home page**
- Follow
 - **Channels** (Higher Education)
 - LinkedIn **Influencers**
 - **Companies** (e.g., Laurier)

www.linkedin.com/pulse

Available- Sale Companies over 25 years in award winning sales and marketing.

Pulse The news and insights you need to succeed in your industry.

Your News Top Posts All Influencers All Channels All Publishers

Results for all respondents. Weighting: OE (1005 responses)
Confidence too close to call.

Response	Percentage	Count
No, can't afford	32.7%	(+357/-216)
No, too busy	29.8%	(+291/-27)
Yes, short ones, on weekends	22.3%	(+277/-25)
Yes, long one over the summer	15.2%	(+147/-21)

Mark Dixon
Chief Executive Officer at Regus plc
+ Follow

The First Law of Recruitment
April 22, 2014
In: Recruiting & Hiring

2.6K 64 6

Rafat Ali
CEO & Founder, Skift. @skift
+ Follow

What Have We Done To Ourselves: Majority of Americans Not Taking a Summer...
April 22, 2014
In: Your Career

349 6

Follow More Influencers

Ads You May Be Interested In

- Lean Training in Ottawa**
Register now for this Spring's Lean Six Sigma Training at Telfer!
- Customized China Trips**
Use BJBIE's resources across China to create the excursion of your dreams
- Win Contracts in 2014**
Learn 14 Ways to Grow Your Business. Download Free Resources Today!

in Search for people, jobs, companies, and more... Advanced



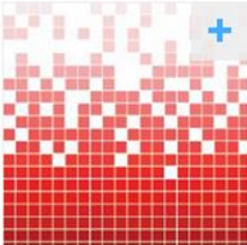





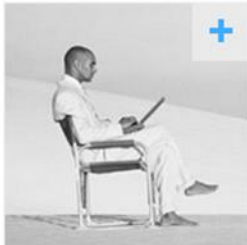

Home Profile Network Jobs Interests Business Services Upgrade

Masters in Communications - Earn Your Masters in Communication Mgmt. Online at USC. Specialize in PR.

Pulse The news and insights you need to know.


Your News Influencer Posts All Influencers **All Channels** All Publishers

Be inspired, stay informed.
Follow channels to stay on top of topics that interest you — featuring articles from Influencers and top news sources.

 <p>Accounting 93,233 followers</p>	 <p>Best Advice 554,009 followers</p>	 <p>Big Data 168,526 followers</p>	 <p>Big Ideas & Innovation 1,282,611 followers</p>	 <p>Business Travel 401,400 followers</p>
 <p>Customer Service</p>	 <p>Economy</p>	 <p>Editor's Picks</p>	 <p>Entrepreneurship &</p>	 <p>Father's Day Advice</p>

in Search for people, jobs, companies, and more... Advanced


Top minds, big ideas.
Follow trusted industry influencers to get essential professional insights and career advice.




Bradford Shellhammer
 Founder of Fab.com
Thoughts on Fab's first 18 months
 This Presentation is Designed To Help Fab's Employees (Current + Future), Partners, & Customers Get To Know...
 Jan 21, 2013

Follow


12,579
followers




Most Followed ▾




Richard Branson
 Founder at Virgin Group
 3,068,996 followers




Jack Welch
 Executive Chairman, Jack Welch...
 1,449,810 followers




Deepak Chopra MD (official)
 Founder, Chopra Foundation
 1,402,527 followers





Arianna Huffington
 President and Editor-in-Chief at...
 1,077,742 followers





Barack Obama
 President of the United States of...
 1,009,896 followers











Home Profile Connections Jobs Interests

Search

20 results for "counselling" canada

Advanced >

Industry: Mental Health Care x Reset

All

Companies

More...

Relationship

All

1st Connections (0)

2nd Connections (2)

3rd + Everyone Else (18)

Location

All

Canada (15)

Vancouver, Canada Area (6)

Ontario, Canada (2)

Australia (1)

Sydney Area, Australia (1)

+ Add

Job Opportunities

Hiring on LinkedIn (0)

Industry

All

Tranquility Place Counselling Services
Mental Health Care
Similar
About: Tranquility Place Counselling Services is a... , Cobourg, Ontario, Canada. **Follow**

New Beginnings Counselling Service
Mental Health Care
Similar
About: New Beginnings Counselling Service is a Mental... Westminster, British Columbia, Canada. **Follow**

Longclaws and Longclaws Counselling Inc.
Mental Health Care
Similar
About: Longclaws and Longclaws Counselling Inc. is a... , Headingley, Manitoba, Canada. **Follow**

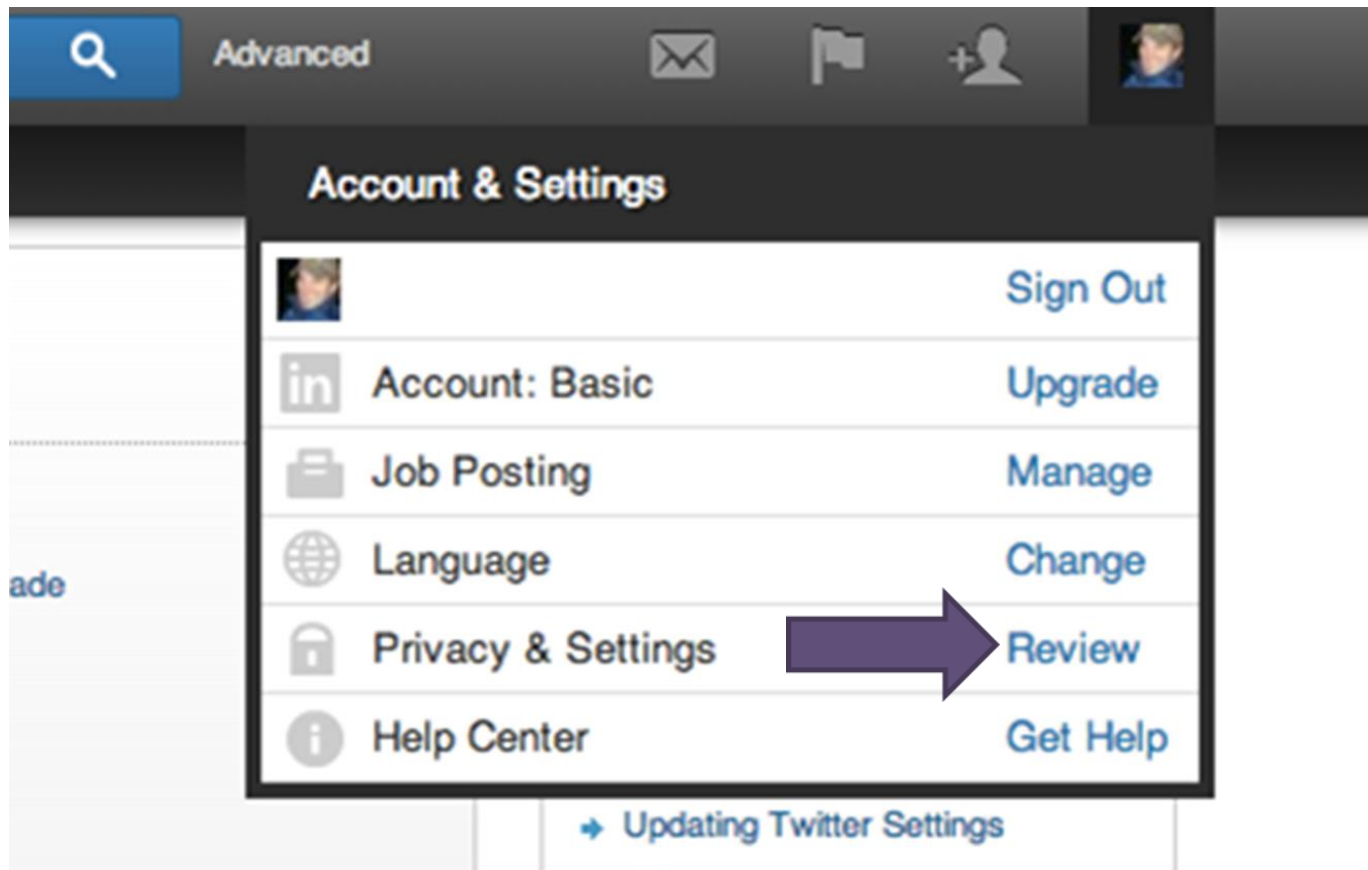
Finlay Counselling and Mediation Services Ltd.
Mental Health Care
Similar
About: Finlay Counselling and Mediation Services Ltd. is... , Canada. **Follow**

Private Counselling
Mental Health Care
Similar **Follow**



Settings

Review your Settings Strategically



Laura Bolton
Member since: March 3, 2012

Primary Email Change/Add
lauranbolton@gmail.com

Password Change

Account Type: Basic
Compare account types

Activity broadcasts

By selecting this option, your activity updates will be shared in your activity feed.

Let people know when you change your profile, make recommendations, or follow companies

Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.

Save changes or Cancel

Frequently asked questions

- Managing Account Settings
- Can't Find "Settings" or "Sign Out" links
- Creating and Editing Subgroup
- Group Member Settings
- Accessing Settings on the LinkedIn Mobile App
- View all frequently asked questions

Profile

- Communications
- Groups, Companies & Applications
- Account

Privacy Controls

- Turn on/off your activity broadcasts
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Turn on/off How You Rank
- Select who can see your connections
- Change your profile photo & visibility
- Show/hide "Viewers of this profile also viewed" box
- Manage who you're blocking

Settings

- Manage your Twitter settings
- Manage your WeChat settings
- Manage your links
- Edit your name, location & industry
- Edit your profile
- Edit your public profile
- Manage your recommendations

You are using the new settings page.
Send us feedback

Or...

Advanced 3 3

You **BMO Wealth Management**

Get help to grow and protect your wealth

+ Follow

Who's Viewed Your Profile

12 Your profile has been viewed by 12 people in the past 15 days.

5 Your rank for profile views improved by 5% in the past 15 days.

in Unlock the full list with LinkedIn Premium

Notify your network?

No, do not publish an update to my network about my profile changes. No

 Profile

 Communications

 Groups, Companies & Applications

 Account

Privacy Controls

Turn on/off your activity broadcasts

Select who can see your activity feed

Select what others see when you've viewed their profile

Select who can see your connections

Change your profile photo & visibility »

Show/hide "Viewers of this profile also viewed" box

Settings

Manage your Twitter settings

Helpful Links

«  e, location & industry »

Edit your profile »

Edit your public profile »

Manage your recommendations »

What others see when you've viewed their profile ×

Your name and headline (Recommended)



Laura Bolton

Helping people connect their passions with career; Career Consultant at Wilfrid Laurier University

Kitchener, Canada Area

Anonymous profile characteristics such as industry and title

Note: Selecting this option will disable Profile Stats. Whenever you switch to anonymous, your viewer history gets erased.



Corporate Trainer in the Management Consulting industry from Kitchener, Canada Area

You will be totally anonymous.

Note: Selecting this option will disable Profile Stats. Whenever you switch to anonymous, your viewer history gets erased.

[Save changes](#) or [Cancel](#)



Profile

Privacy Controls

Settings

Turn on/off your activity broadcasts

Manage your Twitter settings

Select who can see your activity feed

Helpful Links

Select what others see when you've viewed their profile

Edit your name, location & industry »

Select who can see your connections

Edit your profile »

Change your profile photo & visibility »

Edit your public profile »



« Go back to Settings

Recommendations »

Communications

Groups, Companies & Applications

Public Profile

Laura, take control of how you appear in public search results.



Laura Bolton

Helping people connect their passions with career; Career Consultant at Wilfrid Laurier University Kitchener, Canada Area | Higher Education

Connections 182 connections

Laura Bolton's Summary

As a Career Consultant, I meet with students and alumni to assist with career exploration, employment preparation and goal setting. At Laurier, we are proud to offer lifetime services to students and alumni.

I believe we are guided to possibilities by what we are aware of. This is one reason that career awareness is so important: we don't know what we don't know, and there are thousands of career titles out there! Through career exploration we can discover options that will allow us to flourish in vocations that are satisfying, motivating and rewarding.

I look forward to connecting with career professionals to learn from each other and share tools and strategies. I also look forward to connecting with students and alumni to assist where I can in career exploration, and to share stories about finding career fit, job search strategies, career change considerations, career decision making, and experiences along the way. That being said, I'd appreciate if you take the time to let me know why you'd like to connect if I'm not keen

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- Make my public profile visible to **no one**
- Make my public profile visible to **everyone**
 - Basics
Name, industry, location, number of recommendations
 - Picture
 - Headline
 - Summary
 - Current Positions
 - Past Positions
 - Certifications
 - Skills
 - Education
 - Additional Information
 - Interested In...

Your public profile URL

Your current URL

ca.linkedin.com/in/boltonlaura
Customize your public profile URL • View your public profile



Laura Bolton

Helping people connect their passions with career;
Career Consultant at Wilfrid Laurier University

Kitchener, Canada Area | Higher Education

Current Wilfrid Laurier University, Genuine Contact

Previous Self Employed, Dalar International Consultancy, Inc.,
Cleanfield Energy Corp.

Education McMaster University

View profile as

247
connections

ca.linkedin.com/in/boltonlaura/en

Contact Info



Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

ca.linkedin.com/in/boltonlaura

Save

Cancel

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

with
urier
247
connections



Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

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Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more](#)

Make my public profile visible to no one

Make my public profile visible to everyone

Basics

LinkedIn – A Living Document

- **Maintain** your account
 - Adjust for optimal results
 - Try different approaches
- Actively **post** and **participate**
 - Links, articles, comment and like
- **Monitor** your online presence



Additional Resources

LinkedIn Resources

- LinkedIn University
<http://students.linkedin.com>
- LinkedIn Blog
- <http://blog.linkedin.com>
- Follow LinkedIn on LinkedIn
- Youtube channel
<http://www.youtube.com/user/LinkedIn>

Career Resources

- Book an individual appointment at x4495
- Drop-in hours, **Monday through Thursday, 1 – 3 p.m.** for quick questions

- Visit wlu.ca/career to access
 - Career Workshops
 - Employment Guidebooks
 - Schedule of Career and Employer Events

Connect with us!

519.884.0710 **x4495**

careercentre@wlu.ca

wlu.ca/career



facebook.com/lauriercareercentre



linkedin.com (Laurier Career Centre Network)



@WLUCareerCentre