Maximizing your LinkedIn profile

April 22, 2021
(online)

Stephen Fischer,
Staff Trainer/
Career Counselor
EPFL Career Center
What is the EPFL Forum?

**WHAT?**
The biggest campus recruitment fair in Europe, with more than 190 companies, 85 startups and more than 2000 registered students.

**WHY?**
To help you prepare for your professional career and to find your dream job.

**HOW?**
With many events organized throughout the year:
- **Conferences** ("Craft an effective CV," "How to have a successful Forum," "Maximize your LinkedIn profile")
- **Workshops** (job interview simulations, CV correction, motivation letter correction, career counseling)

**WHEN?**
- April: Spring Skills Week
- 27th of September - 1st of October: Autumn Skills Week
- 4th to 8th of October: Get Ready (last-minute prep) & Forum

Remember to register on our platform and upload your CV!
COVID fatigue?

Some people are stressed, some more relaxed than ever. How are you? What have you done to improve your network during confinement?

Quote: “Citizens have made huge sacrifices,” said Dr. Hans Kluge, the World Health Organization’s regional director for Europe. “It has come at an extraordinary cost, which has exhausted all of us, regardless of where we live, or what we do.”

NY Times blog, 19.10.20
The sandwich approach to applying

1. Activate your network: who knows someone who works where you want to?
2. Prepare a killer application: revisit your CV and create an original letter of motivation. Send all required docs in the time limit required.
3. Re-contact the people you spoke to beforehand to ask how to “boost” your candidacy, and ask about nuances re. the company culture, the section or unit, what they think you should emphasize during your interview(s).
4. Repeat between each round of interviews, and remember to follow up with the recruiters and with your network (keep them informed and/or ask for references).
Launched in 2003, LinkedIn is a worldwide platform facilitating professional relations:

- a database of profiles,
- a job board,
- a social network.

➢ 660 million members (303 million *Monthly Active Users*) as of Nov. 2019; 2 new members per second!

➢ 30 million profile views per day

23rd most visited social media site in Switzerland (21st in USA, 57th worldwide)*

*source: alexa.com
Networking & job search with LinkedIn

Three ways to use LinkedIn for networking:

- Passive networking: be seen thanks to your profile (aim for “all-star” level)
- Do job search and prepare for job applications on LinkedIn using your network
- Active networking: enlarge your network and participate in groups

LinkedIn conferences: usually twice per year (EN and FR). Sign up on Career Center website: https://www.epfl.ch/about/recruiting/career-center/students-2/
3rd most consulted social media site worldwide

3. LinkedIn

- Headquarters: Mountain View, CA
- Founded: 2003
- Active Monthly Users: 303 million

Within its massive network of professionals, you'll find more than 61 million users in senior positions on LinkedIn.

If you're looking for decision makers who have the power to hire your company, stock your product, or partner with you, LinkedIn is the place to be.

Did you know that 44% of LinkedIn users have an income above the national median? Or that more than 50% of Americans with a college degree use LinkedIn?

Since launching 16 years ago, it can boast the following user stats:

- LinkedIn has over 560 million registered users and an estimated 303 million monthly active users.
- 5.3 million new accounts per month are created on LinkedIn.
- There are over 30 million company pages.
- Average visit duration is about 10 minutes.
- 57% of users are male and 43% females.

https://dustinstout.com/social-media-statistics/

https://www.searchenginejournal.com/biggest-social-media-sites/308897/#close
LinkedIn’s little brothers...

Viadeo Facts
- Website: www.viadeo.com
- Year Founded: 2004
- Founders: Dan Serfaty, Thierry Lunati
- Headquarters: Paris, France

Viadeo Statistics
How many people use Viadeo?
75 million
Last updated 10/17/18

Number of recruiters on Viadeo
720,000
Last updated 10/17/18

Maimai Facts
- Website: maimai.cn
- Year Founded: 2007
- Founder: Fan Lin
- Headquarters: Beijing, China

Maimai Statistics
How many people use Maimai:
50 million
Last updated 8/21/18

Xing Facts
- Website: xing.com
- Year Founded: 2003
- Founder: Bill Liao
- Headquarters: Hamburg, Germany
- CEO: Thomas Vollmoeller

Xing Statistics
How many people use Xing?
14 million members
Last updated 7/12/18

All stats from: https://expandedramblings.com/

"Maximum affiliation among users who share the same tastes, interests and personal and professional experiences"

https://www.bebee.com/
Platforms for academics & engineers

**NITC** (new information and communication technologies): tools for staying competitive. In contrast to Facebook or Twitter, these were conceived specifically for the use of researchers and/or engineers.

**Use:** they can assist in maintaining contact with peers, collaborating online, and for distributing research results.

- **ResearchGate:** social network for academics providing advanced functions, including evaluations of the “impact factor” of both the publications and the researchers on their respective fields. Over 1.4 million members, most from exact science.

- **Academia.edu:** also one of the most popular with researchers. It differentiates itself from RG by having a much higher percentage of active members in social sciences and humanities.

- **GitHub:** a Web-based Git version control repository hosting service, mostly used for computer code. It offers the distributed version control and source code management (SCM) functionality of Git and provides access control and collaboration features such as bug tracking, feature requests, task management, and wikis for every project.

- **Publicationslist:** a service for posting a list of publications online without having to belong to a particular social network.
You’re better than buzzwords

Most (over-) used words in LinkedIn profiles:

1. Specialized
2. Leadership
3. Passionate
4. Strategic
5. Experienced
6. Focused
7. Expert
8. Certified
9. Creative
10. Excellent

Leonardo Da Vinci is a detail oriented self-starter with experience in drawing
Your LinkedIn profile

- Your LI profile serves above all to support your job applications: industry recruiters will use it to verify your profile. But it can also serve as a way for you to be found spontaneously (passive networking).
- Your profile must be coherent with your CV and enrich it (documents, photos, videos, references, links), but does not have to be identical.

LinkedIn’s search algorithm generally lists results in order based on these criteria:
- Geographical distance from person doing the search and/or company location
- Proximity: degrees of separation, # contacts in common, shared groups
- Profile 100% complete (all sections filled out + 3 recommendations = “All Star”)
- Search keywords found in your name, title, profile and/or description of your current position

Important exception: recruiters who use paid recruitment tools can access more than average users.

To become a “search magnet,” activate button showing you are on an active job search each month, and ensure your settings allow recruiters to see your whole profile, and that you have at least an email listed in your “contact” rubric.
How you get from here to there (on top of a list)

Order of Your Profile in Search Results – People Search

When performing a people search on LinkedIn, we can't guarantee a particular order that your profile will appear in, regardless of your subscription level and tenure on LinkedIn. The ranking of LinkedIn search results is dependent on relevancy to the searcher. Because the results are tailored to what we believe is most relevant to each individual member, it’s possible that a profile will appear on the 2nd page for one member and on the 5th for another, even if they are searching for the exact same keywords. The variables that determine this include the searcher’s profile and attributes, and filters that the searcher applies, like Location.

For details about proximity ranking: [https://www.linkedin.com/help/linkedin/answer/50991](https://www.linkedin.com/help/linkedin/answer/50991)
# Be found...be compelling

<table>
<thead>
<tr>
<th>Musts</th>
<th>To avoid</th>
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<tbody>
<tr>
<td>- URL: click on “Edit public profile &amp; URL” to simplify the computer-generated one: e.g. linkedin.com/in/saffischer</td>
<td>- Education: mixing levels/types (degrees and summer, MOOC’s or p/t courses)</td>
</tr>
<tr>
<td>- Photo: profiles with a photo are consulted 21x more often than those without!</td>
<td>- Courses: list only those not expected as standard in your field (so no “Intro to Physics,” but yes to “Data Science”)</td>
</tr>
<tr>
<td>- Title: include a maximum of key words which can help you to be found (127 characters.)</td>
<td>- Publications: no need to list everything; put the most impactful + link to RG, Google Docs, or EPFL Pub site</td>
</tr>
<tr>
<td>- About (“Summary”): put forward your strengths, values, selected interests (use your own voice to personalize)</td>
<td>- Interests (influencers, schools, businesses): keep this to a strict minimum. Avoid giving the impression that you cannot think independently, or that you spend all your time on social media. Don’t hesitate to follow companies you plan to apply to, though.</td>
</tr>
<tr>
<td>- Experience: Contributions, Accomplishments, Responsibilities. Elaborate with pertinence and moderation. Obtain a few key recommendations (which you can request from employers, profs or supervisors).</td>
<td></td>
</tr>
<tr>
<td>- Skills: indispensable for a young professional, principally what you will bring to a future employer. The 3-4 most important ones should also have the most recommendations.</td>
<td></td>
</tr>
<tr>
<td>- Contact details: you can make these visible for all, facilitating approach by recruiters, new contacts, and “well-wishers.”</td>
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</table>

**Tips:** [https://www.linkedin.com/help/linkedin/answer/50991](https://www.linkedin.com/help/linkedin/answer/50991)
LinkedIn will act as your HQ

- Your **title** needs to include “searchable terms,” not “MSc student, PhD, Postdoc, Researcher or Scientist, or, worse: “Looking for a new opportunity.”

- The **profile** should have a tone and a style which is yours, and this is an opportunity to maximize more searchable terms while also including your values, motivations and to show you understand the sector you plan to move into.

- The most critical section of your profile is “Skills and Endorsements;” include both **tech abilities** and **soft skills** like teamwork, interpersonal skills and project management.

**NB:** all participants should add any **data and analytical processes**, programs and methods (e.g. SQL, Bayesian or stochastic analysis, machine learning), and industry certification experience (cleanroom, en vivo, wet lab, ISO, etc.)—most of which will also be on your CV, under “Tech Skills.”

- Dare to ask for both endorsements and recommendations once your profile is updated and ready to back up your applications.

- Train LinkedIn’s algorithms to work for you: 5 minutes a day searching for jobs, reviewing other profiles in your field and following professional blogs will all help boost your rating.

- Having an “All-Star” profile puts you at the top of a recruiter’s search results!

LinkedIn makes frequent changes, so keep up-to-date!

What makes a good network? Not an absolute number, but a wide variety of profiles...my suggestion is to have roughly 100-120 contacts.

Otherwise: use a LION approach, to statistically boost your chances?
At any rate, the platform “limits” you to **only** 30k of your best friends!

*Bill Gates has 22,866,336 followers, but then, Microsoft owns LinkedIn, and he used to own Microsoft...*
Think about making a multilingual profile!

Only for languages you can actually speak! 😊
What recruiters see …

They can’t find you if you’re “hiding in plain sight!”
The social network

- You can ask any member you want to join your network, unless s/he has specifically excluded this possibility. LI will suggest prospective contacts.

- If you and the other member share a mutual connection, (2nd degree of separation), LI will show you who that is. You can ask your existing contact to introduce you to the prospective one.

Believe it or not, I’m just three degrees of separation from this guy…but it could be one if my brother connected with him!
Network examples

Giuseppe Furo · 2nd
Special Advisor, Partnerships, Office of the Executive Director at UNICEF
Geneva Area, Switzerland · 500+ connections · Contact info

Highlights
3 mutual connections
You and Giuseppe both know Alessandro P., Richard G., and 1 other
Potential network opportunities

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Stephen Fischer _ Staff Trainer/Career Counselor

Patrick K. 3rd
CEO at Schindler Aufzüge AG (Switzerland)
Lucerne Area, Switzerland  500+ connections

Karl-Heinz Schröder 2nd
Chief Technology Officer (CTO) _ Member of the Group Executive Committee at Schindler Group
Zürich Area, Switzerland  500+ connections  Contact info

Highlights
1 mutual connection
You and Karl-Heinz both know Marc G.

Reach out to Karl-Heinz for...
Joining a nonprofit board.

Message Karl-Heinz
Ah—someone in my network already...

I can contact Min to ask questions about the company, connect her with potential candidates, and to find out the best places to stay informed about Schindler...
Reminder: young professionals are hired for skills

- Profiles with photos get **21 times** more profile views
- Profiles with photos get **36 times** more messages
- **13x increase** in profile views for LinkedIn members who list skills
- Hottest skills since 2014 that got people hired: **Statistical Analysis** and **Data Mining**
Requests from left field? What to do?

PhD, sure—but from where? No photo of him, so how serious? No tagline worth the term, so not interesting—but, he needs to hide behind a firewall with LinkedIn Premium...why bother accepting his request?
Pretty good list—shame the rest of his profile is not up to par!
Expanding your network

With a basic profile, LinkedIn allows you to access the network of your contacts (3rd degree). Of relatively limited value for a young graduate.

By contrast, joining **groups is an easy and rapid way to extend your network at no cost.**
- Groups are communities of members who share a common interest: Alumni, colleagues, or specialists in the same area.
- Members of the same group can **contact each other free of charge**, even without being connected.

Two types of groups:
- **“Standard”** (1.2 Mio): visible on the public list of groups + each member can approve a request for membership by any of his/her personal contacts
- **“Private”** (~ 1 Mio): not visible on the public list + membership must be approved by one of the managers of the group (ex: EPFL Alumni)

**Only 2% of LinkedIn members are not in any groups at all. 60% are members of 10 or more groups.** You can join up to 100 groups...
You can contact any member of a group you belong to, even if they are not in your personal network.
How to find and join a group

Standard groups can be found easily using keywords, in the group directory:

1. Search by keywords
2. Choose “Groups”
3. Click on the name of the group to get more details
Look-at-In

This seems to be quite a useful inventory of groups worth joining, especially at this point in your transition:

https://www.labsexplorer.com/c/how-to-use-groups-on-linkedin-to-grow-your-scientific-network_49
Contact someone via a group

1. Identify an interesting person using the search function (do several tries: French / English, variations on the title, etc.)

   - Search by keywords
   - Choose “People”
   - Click on his/her profile to get more details

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Contact someone via a common group

2. Go to their profile, see which groups s/he is a member and ask to become a member of one or more of the same groups
Contact someone via a common group

3. Once you are accepted into the group, (1) click on the number of members, (2) enter the name of the person whom you wish to contact. When s/he appears, (3), the function, “send a message” (4) will be activated...for free!
EPFL Alumni: your HQ group (>10k members!)

For those of you who have obtained at least one academic degree here...

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Stephen Fischer, Staff Trainer/Career Counselor

Request to join: https://carriere.epfl.ch/alumni

Join both for max networking value!
Contact an Alumn(-us/a)

Dear M. Perisic,

I am a long-time fan of LinkedIn, a member since 2012 and active nearly every day on your site. I've recently received my MSc in Computer Science from EPFL.

My degree now in hand, I would love to contribute to the ongoing personalization of business services you provide.

Your impressive career with LinkedIn and the fact that you are also an Alumnus of EPFL motivated me to ask your advice about how best to prepare my job application.

I would be extremely grateful for any assistance. Thank you in advance.

Sincerely,
Philippe Ory
What makes a good (professional) network?

LinkedIn is the one social media site relevant to your job search!

What makes a good network? Not an absolute number, but a wide variety of profiles…my suggestion is to have roughly 100-120 contacts.

You can “grow your network” with a range of new contacts chosen from groups you join on LinkedIn (and from professionals you meet offline first, too).

Otherwise: use a LION approach, to statistically boost your chances?

At any rate, the platform “limits” you to only 30k of your best friends!

Bill Gates has 22,866,336 followers, but then, Microsoft owns LinkedIn, and he used to own Microsoft...

LinkedIn is the one social media site relevant to your job search!
Increase your chances to be found/ranked higher?

You can also sign up for the “Premium Business” service on LinkedIn; after a one-month free trial, it will cost you 55 CHF/month, or 660 CHF per year, and offers the following extra perks:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Free</th>
<th>PREMIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>InMail per month</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>Who’s viewed your profile</td>
<td>Limited access</td>
<td>✓</td>
</tr>
<tr>
<td>Job insights</td>
<td>—</td>
<td>✓</td>
</tr>
<tr>
<td>Salary insights</td>
<td>—</td>
<td>✓</td>
</tr>
<tr>
<td>Unlimited people browsing</td>
<td>—</td>
<td>✓</td>
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<tr>
<td>LinkedIn Learning</td>
<td>—</td>
<td>✓</td>
</tr>
<tr>
<td>Open Profile</td>
<td>—</td>
<td>✓</td>
</tr>
</tbody>
</table>

If you follow our tips, you may not need this...
Job offers on LinkedIn

- An international Job Board (11 million worldwide)
- 149,430 * jobs in Switzerland vs. 61,871 on jobs.ch (reversal since 2018!)
  - Offers on LI generally require a higher level of qualifications than those published on traditional job boards (because of LI demographics)
  - LI will suggest job openings similar to those you have previously consulted, and shows you which were consulted by other members with similar profiles (personalized push marketing)
  - LI will suggest targeted opportunities based on your profile (“jobs recommended for you”)

➤ You can “train” the algorithm by doing focused job searches twice a week

<table>
<thead>
<tr>
<th>Country</th>
<th>Jobs (Nov. 2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>4,059,788</td>
</tr>
<tr>
<td>UK</td>
<td>586,959</td>
</tr>
<tr>
<td>Germany</td>
<td>1,073,354</td>
</tr>
<tr>
<td>France</td>
<td>942,083</td>
</tr>
</tbody>
</table>

*down from 216k in Nov. 2019; vs. 7,125 job ads in November 2015, and just 64,877 in March 2018! (Slight reduction in USA, while UK & DE also doubled in just one year, FR up by 50%...)
Insider info/advice on applying
Using your network to apply for a job

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Now, let’s look at one of the most amazing profiles ever...ahem...

Stephen Fischer
Lausanne, Vaud, Switzerland  •  500+ connections  •  Contact info
LinkedIn is simultaneously:

- A database of profiles where recruiters spend a lot of their time;
- An immense job board, more intelligent than standard job boards;
- A social networking platform which allows users to network on a huge scale, via their personal and professional interests.

*LinkedIn has evolved steadily since 2003, so it is worth staying up-to-date with its newest features.*

Tips: [https://www.linkedin.com/help/linkedin/answer/50991](https://www.linkedin.com/help/linkedin/answer/50991)

Free online tutorials: [http://sfp.epfl.ch/home](http://sfp.epfl.ch/home)
It never stops... evolving... for better, and for worse...
Gotta keep your sense of humor...

Remember that everyone has lived through this extraordinary time...
Happy Spring Time, everyone!

✓ Company presentations, career counseling, Industry RoundTables & future workshops: sign up for our Memento! Also, check out the new “EPFL Get Hired” job platform…

✓ A copy of this presentation in .pdf will be posted on Forum website by next week!

✓ “CV Group Correction” sessions, week of 26-30 April 2021 (only for those present last night): details to follow; check https://www.forum-epfl.ch/en/

Stay safe, cross your fingers for the Satellite to reopen soon, and enjoy the rare moments of sunshine!