

Tech Intersections · January 28, 2023 · GSB 117 · 10:10 am to 11:10 am

Leveling Up on LinkedIn for Software Engineers



Hola, I'm Frances!



available to software engineers
for 1:1 mentoring calls

#LatinaDev
#LatinxInTech
#SoftwareEngineer



Frances Coronel  (She/Her)

Senior Software Engineer 

Talks about #ergs, #latinxintech, #apprenticeships,
#softwareengineering, and #diversityandinclusion

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

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10,869 followers · 500+ connections



Frances Coronel LLC



Cornell Tech

Analytics

 Private to you



1,607 profile views

Discover who's viewed your profile.



3,014 post impressions

Check out who's engaging with your posts.

Past 7 days



479 search appearances

See how often you appear in search results.

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1. Introduction

Agenda

DURATION	SECTION	TOPICS
5 minutes	1. Introduction	<ul style="list-style-type: none">• Agenda• Goals• Slido survey
15 minutes	2. Crafting Your Story	<ul style="list-style-type: none">• Establishing your story and what you can offer, and why it's important• Sharing a framework for reviewing a profile
10 minutes	3. Further Optimizations	<ul style="list-style-type: none">• Review LinkedIn features you should take advantage of
15 minutes	4. Getting a Second Opinion	<ul style="list-style-type: none">• Pair with people and review each other's profile• Utilize new framework and features learned
10 minutes	5. Group Profile Review	<ul style="list-style-type: none">• Review 3 profiles as a group in real-time and provide feedback
10 minutes	6. Wrap-Up with Q&A	<ul style="list-style-type: none">• Recap of the key concepts covered• Resources for further learning• Connect with everyone

Goals

By the end of this workshop, audience members should

- have a more optimized LinkedIn profile
- have a framework for how to review someone else's
LinkedIn profile
- be connected with more Tech Intersections peeps on
LinkedIn

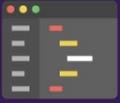
Survey – Raise Your Hand

1. Have you been laid off in the last 6 months?
2. Are you currently job searching?
3. Do you think your LinkedIn profile is attracting recruiters?
4. Do you use LinkedIn at least once a week?
5. Do you need help making your LinkedIn better?



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2. Crafting Your Story



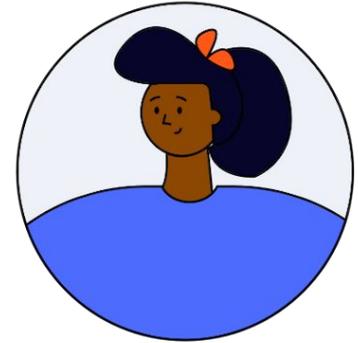
EXERCISE

What's your job search story?

5 minutes



- Add yourself to the spreadsheet
- Copy the review document
- Take a few minutes to answer these questions
 - Who are you?
 - What do you want out of your career?
 - Where do you want to start your new job?
 - When can you start a new job?
 - Why are you someone I should hire?
 - How can you provide value to a company?



Reviewing a Profile

The **Pretty ROACH** Framework



- **Personality** - does your uniqueness shine through
- **Relevance** - are your skills relevant for the job
- **Optimization or SEO** - can I easily find your profile via search
- **Accessibility** - can I easily view your profile and understand it
- **Credibility** - are you taking advantage of every section
- **High Impact** - does your experience show quantitative impact

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3. Further Optimizations

The Bare Minimum

Get your profile to 100%

- Profile picture
- Location and industry
- Experience (a current position, with a brief description, plus two previous positions)
- Skills (at least three)
- Education
- At least 50 connections



Getting There

- Banner
- Most sections have at least 1 item
- Open to work question filled out
- Featured posts
- CTA link provided
- Each role has 3+ bullets of quantitative impact
- Custom URL



Going Above & Beyond

- Profile video (mobile only)
- Recommendations
- Skill endorsements
- Above the fold captive one-liners
- Skills linked to role
- All sections have at least 3 items
- Max out skills (50 max)



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4. Getting a Second Opinion



EXERCISE

Pairing Time

5 minutes each * 3 people = 15 minutes



- Pair up
- Go to their document from the spreadsheet
- Take 2.5 minutes to review each other's profile and write feedback
- Take 2.5 minutes to discuss that feedback
- Connect with each other on LinkedIn

If there is any odd person out, you will pair with me

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5. Group Profile Review



EXERCISE

Group Review

10 minutes



- We are going to review **3 profiles in real-time**
- We will use one Google Doc to reference our framework, review and give feedback together in real-time
- We will only spend 2.5 minutes reviewing each profile

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6. Wrap-Up with Q&A

What We Covered

- understanding your job search story
- the Pretty ROACH framework
- how to further optimize your profile
- getting feedback on your profile
- reviewing someone else's profile

Further Resources

- [Teal LinkedIn Review Tool](#)
- Your LinkedIn Network

The image shows a screenshot of a LinkedIn profile for Tina Miller, with a teal overlay window titled "LinkedIn Review". The overlay window provides a summary of the profile's strengths and areas for improvement.

LinkedIn Review

Your LinkedIn profile is a key piece of your professional brand and identity. We've gone ahead and analyzed your profile page and here's what we found:

We've found **3 areas** of improvement for your profile!

- ✓ Profile Picture
- ! Banner
- ✓ LinkedIn URL
- ✓ Headline
- ! About
- ! Experience
- ✓ Skills

[Check Again](#)

The background shows the LinkedIn profile for Tina Miller, Social Media & Influencer Marketing Director at WeWork. The profile includes a profile picture, a banner, a headline, and a bio. The analytics section shows 24 profile views and 1 search appearance.



EXERCISE

Send LinkedIn Connection Invites

1 minute



- Go through spreadsheet and invite people as connections
- In the invite message, share that you met them through the workshop



EXERCISE

Bonus: Draft a Post

3 minutes



- Take a photo of yourself at the workshop (or with me)
- Tag others in the photo
- Post about your workshop experience on LinkedIn



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Feedback Survey

