



**POLYTECHNIQUE  
MONTREAL**

TECHNOLOGICAL  
UNIVERSITY

Career Counseling Department



## 101: Creating a LinkedIn profile in 10 easy steps

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**1**

### **PHOTO**

- ⇒ Add a photo = This will get you **7 times more clicks** (head shot or head and shoulders)
- ⇒ Make sure your photo style is appropriate for your field
  - No selfies!
  - Ask the Polyphoto Committee for help (B-120)

**2**

### **SECURITY**

- ⇒ Make your profile invisible while it's under construction
- ⇒ Turn off notifications when you make a change to your profile (unless you have something important to share!)
- ⇒ Slowly and strategically build your professional network. Be selective when adding contacts and give priority to people who may be able to advance your career

**3**

### **ADDRESS**

- ⇒ Personalize your LinkedIn address with your name, as this will make it easier to search for you. The default name contains several numbers and is therefore less appealing to recruiters
  - If you aren't the only person with your name, add your professional title or a differentiator such as your middle name
- ⇒ Make sure your name is always written the same way, including on your résumé, cover letter, LinkedIn profile, business card, email signature, etc.

**4**

### **RESUME**

- ⇒ Write two short paragraphs describing who you are
  - Use paragraph style as well as bullet points to make the information easier to scan
  - Provide an overview of your interests, skills and experience

**5**

### **EXPERIENCE**

- ⇒ Provide detailed information in the various sections to describe your career. It's a little like a résumé, but with more detail, links, images, videos, etc. Make sure the links work and are relevant!
  - Education
  - Work experience: Explain your duties to showcase your skills, abilities, knowledge and aptitudes
  - Volunteer experience
  - Honours and awards
  - Languages

# 6

## SKILLS

- ⇒ Present your skills in order of importance for your field
  - What keywords are often used in job postings?
- ⇒ Look at the profiles of people in your field for inspiration

# 7

## GROUPS

- ⇒ Connect with groups whose work is in line with your professional interests
- ⇒ Add groups that are popular in your field (relevant, interesting)
  - Examples: Quebec Order of Engineers (OIQ), Polytechnique, businesses...

# 8

## CONTACTS

- ⇒ Add people to your network
  - Colleagues from Polytechnique or other schools you have attended
  - Professors, employers, conference speakers, friends, etc.
- ⇒ Personalize your requests when you add someone that you don't know personally. This will increase your chances of grabbing their interest!
  - Example: "I attended a conference at Polytechnique yesterday and...."
- ⇒ View your network's contacts. Someone you know may be connected with an interesting person and they may be able to put you in touch!
- ⇒ Be proactive when searching for contacts

# 9

## LANGUAGE QUALITY

- ⇒ Ensure your profile write-up doesn't contain mistakes (in French, English or whatever other language you choose)
- ⇒ A profile that contains errors will leave a poor impression on recruiters. It will diminish your professional image (if you are careless with your profile, people will think you'll be careless on the job as an intern or employee)

# 10

## WHAT NOT TO DO

- ⇒ Do not include information that is confidential or could lead to discrimination (i.e., your birthdate, social insurance number, home address, etc.).

### Useful links:

- <http://mathieulaferriere.com/wp-content/uploads/2016/03/Plan-daction-Linkedin.pdf>
- <https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekershttps>
- <https://students.linkedin.com/fr-fr>

## 102: Using LinkedIn strategically

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### Selling yourself on LinkedIn

Employers can view your profile—but you can check theirs out too! If you’ve been called for an interview, find out who will be there. What’s their professional background? What projects are they working on now? LinkedIn is a great tool for exploring businesses, employees, industry news, and more.

Think strategically: ask questions, network, click on other people’s profiles! The Advanced Search feature can help you find internships and jobs, as well as other Polytechnique graduates. Leverage the solidarity among fellow graduates of your alma mater!

It’s normal to have a more active LinkedIn profile when you’re just starting out or looking for a job.

### How do you create an advanced profile?

Start by making your intentions clear. “Seeking an internship in sustainable development” is much more to the point than “Seeking internship opportunities.”

To build your reputation, consider sharing relevant articles. But beware of off-colour jokes (especially those about Human Resources!). If you have published articles about science or engineering, post them—but don’t fall into excessive self-promotion. Look at the best in your field and follow their example. This will also help you learn industry buzzwords or catchphrases, interesting project ideas, or how employees from certain companies describe their past experience. What do other people showcase in their profiles?

What are your profile keywords? Are they in line with the vocabulary used in your field, your desired occupation, or your internship interest area? Check out the profiles of businesses in your field to see which keywords they’re using.

You can ask your contacts for a recommendation that emphasizes the skills you would like to highlight. Make sure recommendations are from someone in a position to assess your professional work, such as a boss, professor, internship supervisor, former client, etc. Recommendations should not be made by members of your family!

Unlike a résumé (which should fit on two pages), your LinkedIn profile does not have space constraints. This means you can mention all the projects you’ve worked on. Make sure your duties are described clearly and succinctly, so that recruiters can quickly get a sense of what you can do (see the Résumés checklist for tips on describing each responsibility). Recruiters may partially read, skim or even skip this section, depending on their needs. Your profile will be seen by a lot of people. What will they learn about you? What impression would you like to give?

## The difference between your LinkedIn profile and résumé

Your résumé should be adjusted for the type of position you are seeking (when sending targeted applications) or the company you are interested in (when sending speculative applications). In contrast, your LinkedIn profile should be more general, since you can't update your profile each time you apply somewhere! And yet, there should be commonalities between your CV and your online profile. Since your LinkedIn profile doesn't have a two-page limit, you can showcase the full breadth of your experience and interests!

## Networking on LinkedIn

**Targeted networking:** This involves connecting with people you know or who you've met in a professional context (conference, networking event, etc.). Be specific when you send your request. Since the default message is too general, it is unlikely to grab the reader's attention.

**Passive networking:** This involves connecting with people you have never seen or spoken to, but whose profile interests you and is related to your career aspirations.

When adding someone you don't know (e.g., a company manager, experienced engineer working at a company that interests you, etc.), send a personalized request message. The communications strategy you choose will depend on your comfort level. It could be an email, an in-person interview to discuss opportunities at the company, or a telephone or Skype call to learn more about their career path. What do you find interesting about their past experience? What would you like to inquire about? You can be direct with your questioning or use a softer approach. Sometimes, it's worthwhile to ask more general questions, such as "What advice would you give to new graduates?" This will give you insights on how to fine-tune your application and you may even get the name of the right contact person. If you receive requests to connect on LinkedIn, make sure you respond within a reasonable time frame.

Even if your search for an internship or a job feels urgent to you, remember that potential employers don't see things from the same perspective. Term start and end dates don't necessarily mean much to companies. LinkedIn can be very helpful for finding information that can help you target your application for a specific company. The employer will check your online profile to see if you have the qualifications they are looking for over the short, medium and long term. A growing number of students are landing internships through LinkedIn, but for the time being, it's still not as useful as a solid résumé!