

Career Tips Thursday: Session 31

How to use LinkedIn for career progression

UNOG/HRMS/CLM

UNDP/BMS/OHR

UNIDO/COR/LED



Hello and thank you for tuning in today!

- **Andrea Kienle - UNIDO**

Head Learning and Development, UNIDO

- **Pierre Noel - UNDP**

Manager, Career Development & Employee Experience, UNDP

- **Let`s connect on LinkedIn!**

- [Andrea Kienle](#)
- [Pierre Noel](#)



Pre-Session Activity Review Poll



- Why do you use LinkedIn?
- I am **not using** LinkedIn (yet)
- 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 pay attention to on your profile



Working on your profile



Writing a good summary



Showing how you have made an impact



Creating and sharing posts



Checklist before you post

Learning Agenda



Practice and Make Changes to your Profile as we Progress


What is



used for?

Reality versus LinkedIn


REALITY



UNEMPLOYED

VS.

LinkedIn



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](#)

What is LinkedIn Used for?

Social network with a focus on business and **employment**

Promote your best **professional self** and even establish yourself as a thought leader

Connect with people you **work** with

Connect with people you **want to work with**

Follow companies and **organizations**

Apply for **jobs** or be approached for **jobs** in your network

Promote your organization's **mandate, EVP** and enhance visibility



Profile Anatomy

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

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 !

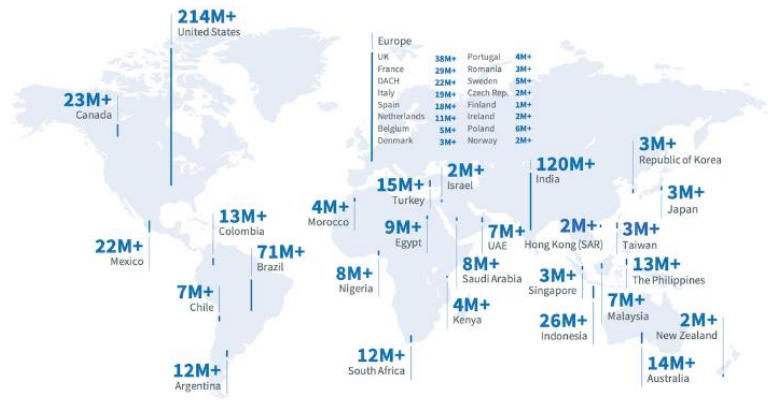
Then, people look for your **Current Job Title**

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**

LinkedIn Facts



1+ billion members
In more than 200 countries and territories worldwide.



6 recruitments per minute
Every minutes on LinkedIn, 6 people get hired.



67+ Million companies
Are registered on LinkedIn.

LinkedIn Facts



36X

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



13X

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

13



3X

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



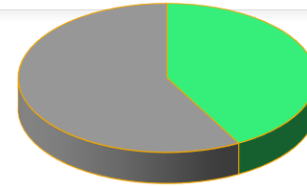
5X

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

LinkedIn Facts



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



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

14



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

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

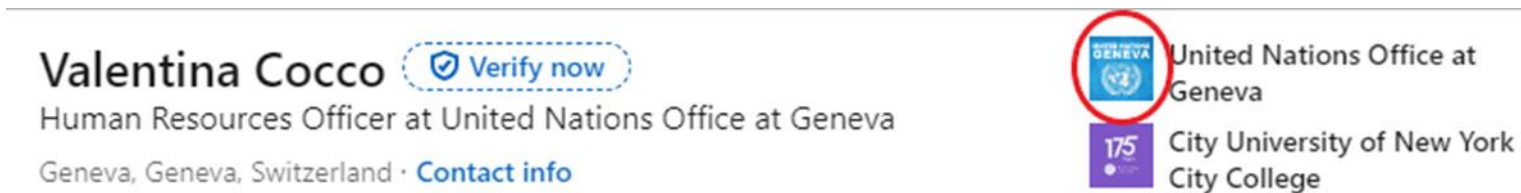
It is there to tell your
best story!



Let's get to working on
your profile!

For **all UN Secretariat staff**, please see official advice on how to use the UN logo in your personal social media:

As per the “Guidelines for personal use of social media” (available [here](#)), **the use of the name and emblem of the United Nations to further personal or third-party interests is prohibited as it is reserved for the official purposes of the United Nations. However, this does not apply to the automatic generation of the UN emblem by a social media platform when you identify yourself as UN personnel**”. See example below:



The guidelines also provide that personnel must ensure that **the expression of their personal views and convictions on social media does not adversely affect their official duties**, reflect poorly on their status as UN personnel, or call into question their duty of loyalty, impartiality, responsibility to the Organization.”

If you have any doubts on the use of the UN emblem, you may also reach out to the Ethics Office (ethicsoffice@un.org). If you are a staff member from another UN agency, fund or programme, please approach your Ethics Office or equivalent in case of doubts.

Please also note that the ST/SGB/2019/5 on Institutional use of social media does not apply to personal social media account.

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!

Good Example 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](#)



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
- 3- Put yourself in audience's shoes
- 4- Stick your head above the UN, NGO or even corporate
- 5- Promote your Organization's mandate, your job and by default yourself



Writing a Great Summary

Writing a Great Summary


About

At the end of the day, my job involves people. We're complicated, we're always changing, we have millions of things going on in our lives, and changing jobs is ALWAYS a big decision. Lately, I've been working to grow Datadog with some really great people, and I want to make sure it's right for you too.

That, to me, means transparency, it means being an advocate for you to get what you want, and it means creating a real partnership.

There's a real person behind this profile, too! In my free time you might find me: bouldering, hiking, eating hot pot, playing guitar & ukelele, listening to audio books and podcasts about history, political science, and economics, scrolling through Reddit, or playing video or tabletop games with friends!

```
1 message = ("I am a Python newb  
2 trying to learn the basics")  
3 print(message)
```

 **Top skills** →
Sourcing • Technical Recruiting • Greenhouse Software • Lever Recruiting Software • LinkedIn Recruiter

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 1st person**
- **Use Action Words (verbs) instead of buzz words**
- **End with a Call to Action (CTA)**

Showing
how you've
made an impact!

Talking about what you do!

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



Recruitment Officer / Sourcing & Outreach Specialist

International Atomic Energy Agency (IAEA)

Apr 2014 – Jun 2017 : 3 yrs 3 mos

Vienna, Austria

- 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

Suggested "step by step" strategy:

1. **Learn:** follow on the social media the top 10 or top 20 companies/people you are interested in; learn their "lingo"
2. **Be visible:** join face to face or online events; like and share stories on the social media
3. **Be coherent:** build a "persona", showcase your expertise, build a coherent CV
4. **Contribute:** start posting your own stories/items; add comments, join discussion groups, etc.

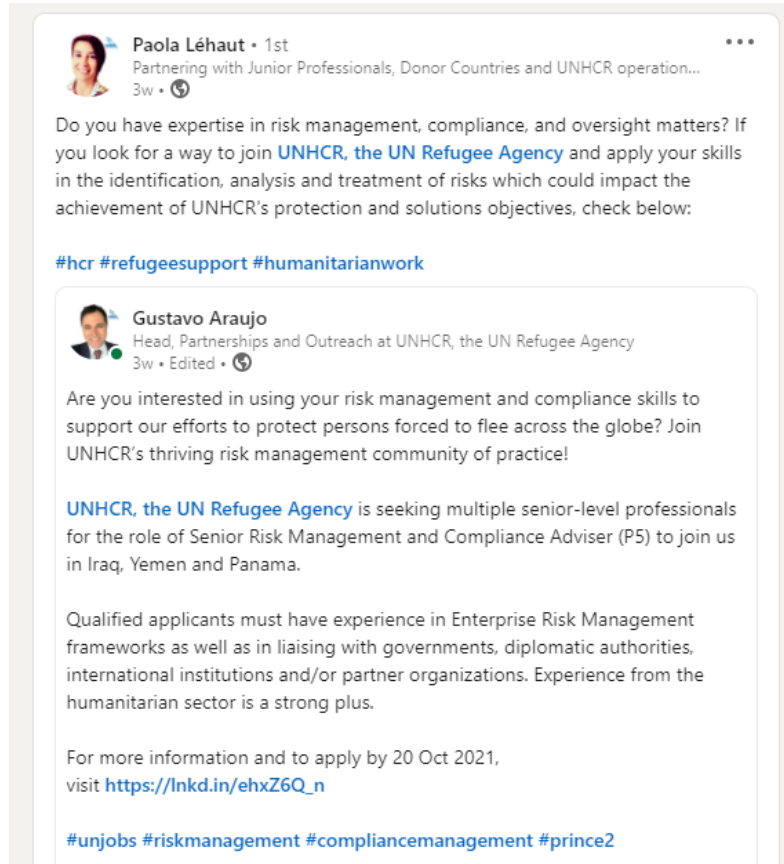


Writing Posts



- Visible: first 3 lines
- Structuring: use white space
- Use a picture or video
- 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

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

Who viewed your profile?

Analytics

 Private to you



308 profiles views
Discover who's viewed your profile.



Viewers of the last 90 days

Percentage change from previous week



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

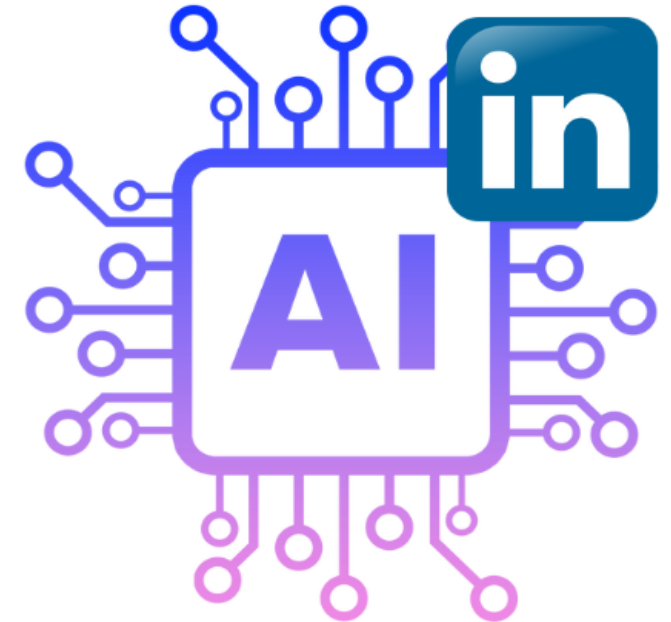
Keywords you were found for

LinkedIn and Artificial intelligence

How AI can generate leads for your LinkedIn Profile

LinkedIn created AI-Assisted searching tool for recruiters, which offer advanced search capabilities <https://business.linkedin.com/talent-solutions/recruiter#works>

- Optimize your LinkedIn profile using AI tools like ChatGPT and CoPilot AI to :
 - Tailor your LinkedIn headline to match the job you're looking for.
 - Creating an engaging summary based on your resume
 - Networking, by sending personalized formal messages that align with job descriptions



WIIFM?

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



Upcoming CTT sessions in 2024

26 September **Psychological safety** at work: managing expectations with colleagues

31 October Using the **DISC assessment** to boost your career

21 November Exploring my personal journey





Questions and Answers

Thank You! Merci ! Gracias! :)

Questions?

