What is LinkedIn?

• A business-oriented social media website
  – professional networking
• Create a profile showcasing your experience and qualifications
• Add people you know as “connections” (friends)
  – Post status updates and blog posts
  – Read other people's’ posts and share
• Find career opportunities
Why is LinkedIn important?

• “If you’re not on LinkedIn, you don’t exist”
  – A Wise Man (Dan Sui)

• Large numbers of recruiters search for applicants’ profiles

• More flexibility than a resume
  – Showcase parts of yourself not written on a resume
  – You get to put your best foot forward
Why is LinkedIn important?

467 Million Users

Each second, 2 new users will join LinkedIn
How can you use LinkedIn?

- Keep in touch with connections
- Maintain your online presence
- Keep others up-to-date on your career
- Find jobs and new opportunities
- Get endorsed by co-workers for relevant skills
- Showcase recommendations from previous employers
Parts of a profile

- Profile picture
- Cover photo
- Summary
- Experience
- Education
- Languages
- Skills & Endorsements
- Test Scores
- Volunteer Experience
- Courses
- Honors & Awards
- Projects
- Organizations
Tips & Tricks

• Profile picture
  – High-resolution headshot recommended
  – Your face should be clearly visible
  – Business formal perfectly fine, but not mandatory

• Cover photo
  – Google Image Search “LinkedIn cover photo 1400 x 425”

• Summary
  – Explain why you are interested in being an actuary
  – Your vision for your future career path
• Education
  – GPAs higher than 3.0 are good to include

• Languages
  – Rate your proficiency
    1. Elementary
    2. Limited Working
    3. Professional Working
    4. Full Professional
    5. Native or bilingual

• Skills & Endorsements
  – Your connections can endorse you for skills
  – E.g. “analysis,” “leadership,” or “SQL programming”
Tips & Tricks

• Test Scores
  – A place to showcase your Actuarial Exams!

• Volunteer Experience

• Courses
  – List relevant UCLA and outside coursework
  – Online classes, Community college courses, etc.

• Honors & Awards
  – Dean’s List
  – Scholarships
Tips & Tricks

• Projects
  – Case Competitions
  – Hackathons
  – Significant projects from PIC classes
  – Independent projects

• Organizations
  – Bruin Actuarial Society :D

• And connect with BAS on LinkedIn
Building your “Basic” network

• Connect with (old) friends, classmates and colleagues using LinkedIn
  – When you are sending request to someone who you are not familiar with, it will be the best if you can customize the message instead of using the default one
  – MAKE IT PERSONAL
• Join the groups which are in line with your goals or like the pages
Important feature on LinkedIn

• LinkedIn shows the connection between people, and shows you which of your contacts can introduce you to their connections

• LinkedIn eliminates the “cold” calling.
Other features on LinkedIn

• SlideShare
  – Many awesome professional slideshows with interesting topics

• You can also upgrade your account to premium
  – Send direct message

• You can also design your own URL
The Finished Product

LinkedIn Profile of Dan Sui

Dan Sui
Actuarial Intern at Oliver Wyman
San Francisco Bay Area | Insurance
Current: Oliver Wyman, Brain Actuarial Society, UCLA
Previous: SchoolCity Inc., Northwestern Mutual, Sagacity Technologies
Education: University of California, Los Angeles

Profile Strength: All-Star

Who’s Viewed Your Profile:
- Your profile has been viewed by 5 people in the past 3 days.
- Your rank for profile views moved down by 9% in the past 15 days.

Add a section to your profile – be discovered for your next career step.

Volunteering Opportunities
Non-profit organizations could be looking for someone like you.

Patents
Showcase your innovation and expertise.

Notify your network?
No, do not publish an update to my network about my profile changes.
The Finished Product
Who’s Viewed Your Profile

- You can see *Who’s Viewed Your Profile*
- Others can also see when you click their profile
- You can turn this off in *settings*
  
  - You will also not be able to see who views your profile
Job Hunting

LinkedIn search results for Actuarial Intern jobs in California.
FIN

• Questions?