



NATIONAL
CONVERGENCE
TECHNOLOGY CENTER

**“Avoiding LinkedIn Blunders:
Preparing Students to Market Their
Job Skills”**

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Background

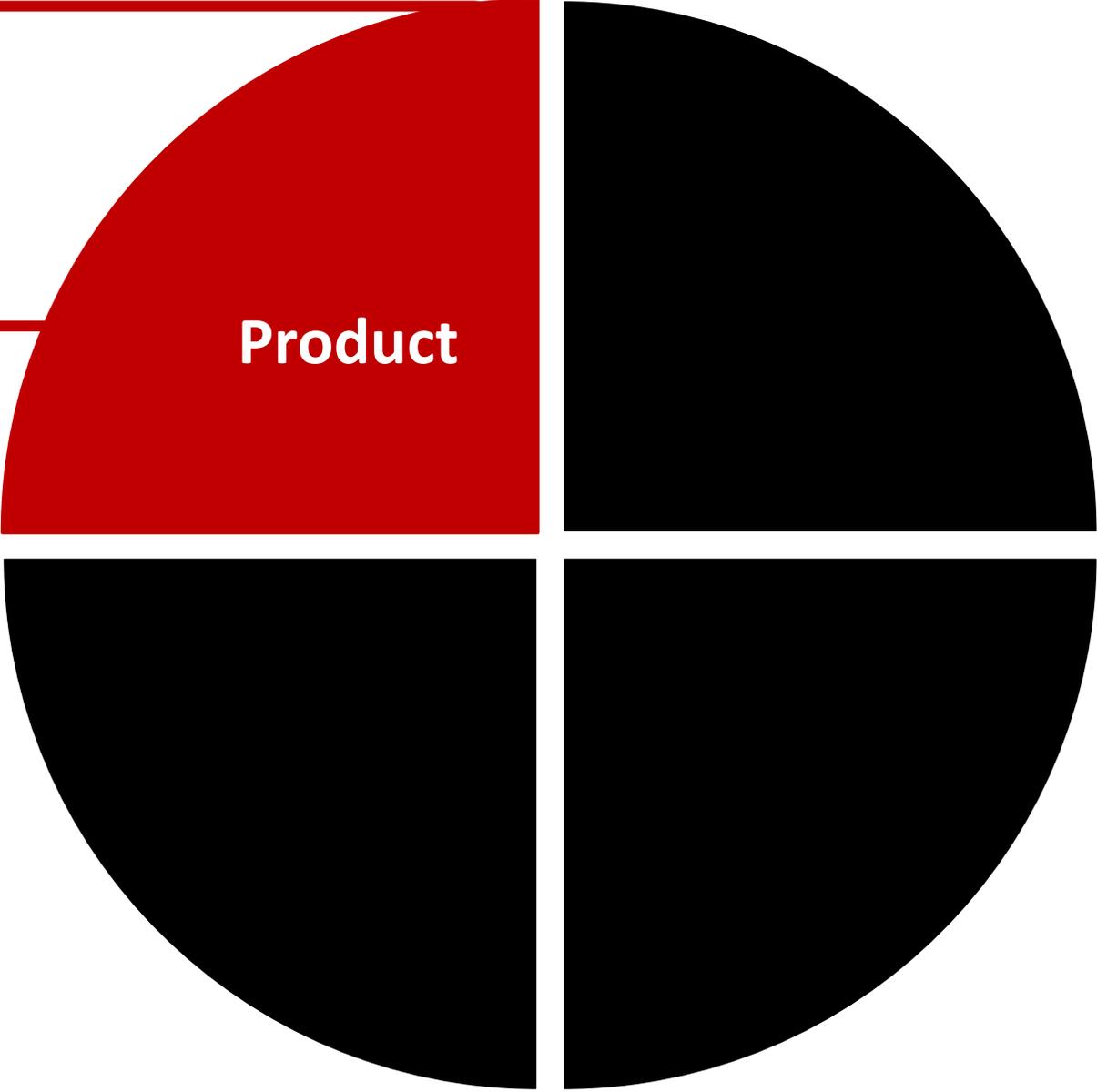


4 Ps

- Product
- Place
- Price
- Promotion

WHAT are you selling?

- Knowledge
- Skills
- Abilities



Product

WHAT are you selling?

- Knowledge
- Skills
- Abilities

Product

WHERE do you want to work?

- Geographic location

Place

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HOW MUCH do you want to earn?

- Salary
- Benefits

Price

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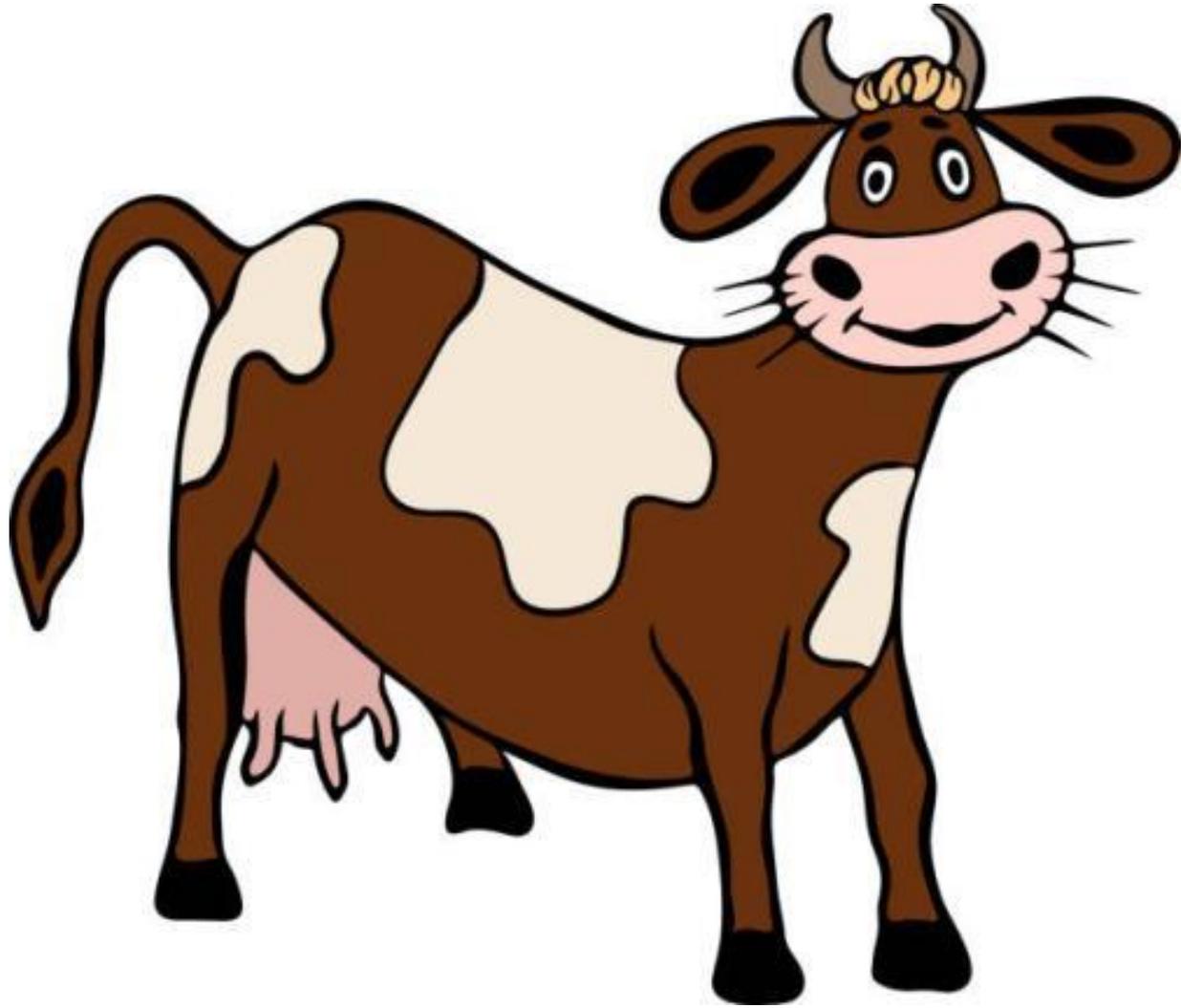
- Salary
- Benefits

Price

How will people HEAR about you?

- Online job boards
- LinkedIn
- Networking

Promotion

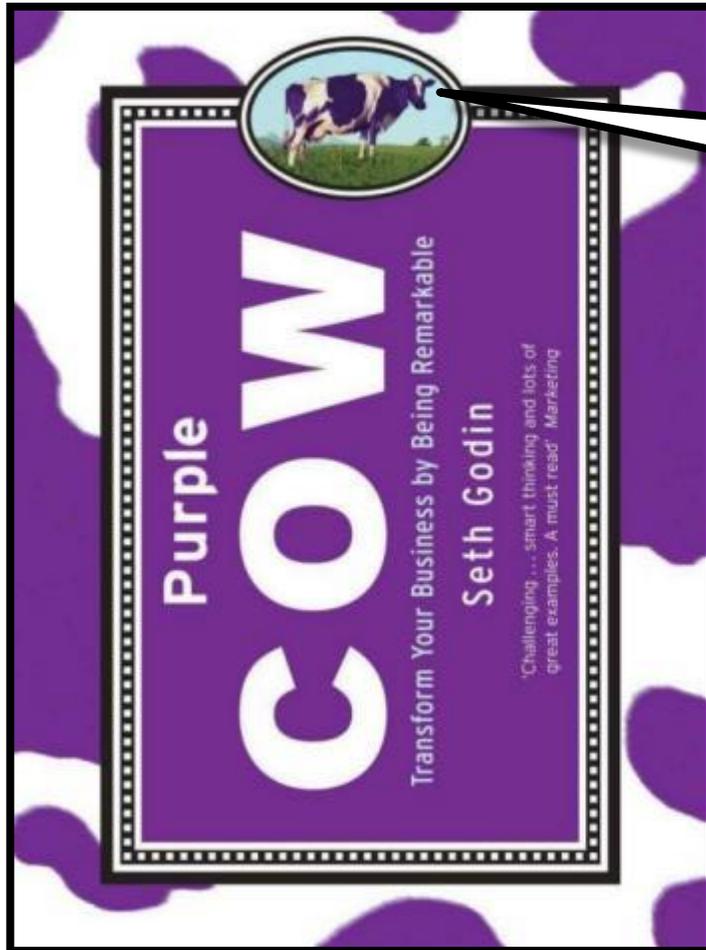


**What's special
about this cow?**

**What's special
about this cow?**



Unique Value Proposition



What makes you
REMARKABLE?

What gives you a
**COMPETITIVE
ADVANTAGE?**

WHAT are you selling?

- Knowledge
- Skills
- Abilities

Product

WHERE do you want to work?

- Geographic location

Place

POSITIONING

What makes you better than all the other applicants?

HOW MUCH do you want to earn?

- Salary
- Benefits

Price

Promotion

How will people HEAR about you?

- Online job boards
- LinkedIn
- Networking





9 out of 10 recruiters use LinkedIn
when looking for job candidates

CURRENT LITERATURE

- Articles with practitioner tips
- Research about the importance LinkedIn

How to Make a Better LinkedIn Profile



BY [ALISON DOYLE](#) | Updated November 20, 2019

Your LinkedIn Profile is in many cases the most important aspect of your professional presence online. You can use LinkedIn to connect with people in your network, and recruiters often use it to find you when they are sourcing candidates.

Your profile includes details about your job qualifications, employment history, education, skills, and experience. To get the most out of LinkedIn, it's important to make your LinkedIn profile as comprehensive and compelling as possible.

Also, your LinkedIn profile can increase your visibility online and [help you build a professional brand](#) that showcases your background to prospective employers. Here are tips to make your LinkedIn profile stand out from the crowd.

01 Write a Comprehensive and Engaging Profile



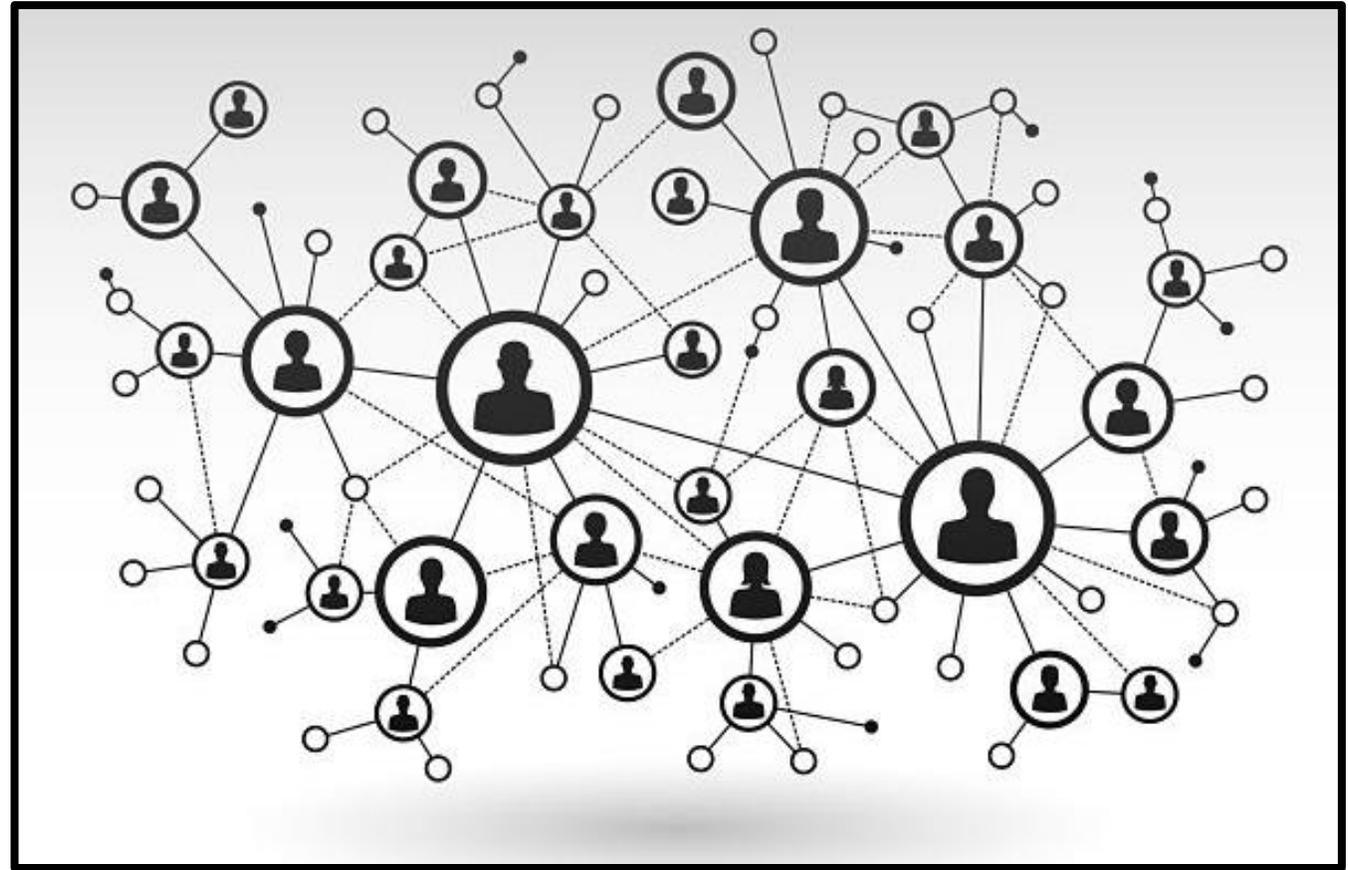
If you haven't yet built a profile, [here's how to get started](#). It's important to be sure that your [LinkedIn profile](#) is complete, detailed, interesting and readable. In fact, you should consider your LinkedIn profile your online [resume](#). It should have all the same information that is on your resume and more.



GAP IN THE LITERATURE

- No systematic analysis of whether people follow practitioner tips
- No research of current or former community college students' LinkedIn profiles

Purpose



Explore how effectively current and former community college students' market themselves in a LinkedIn profile

Mixed Method Study



Qualitative
Exploratory

Content analysis of actual profiles



Quantitative
Comparative

- Employment status
- School size

Community College Selection



- **All community colleges in the United States**
- **Randomly selected & stratified by school size**
 - Small = Less than 5,000
 - Medium = 5,000 to 15,000
 - Large = More than 15,000

Profile Selection

Selected every 5th profile from the community college until:

- 2 employed
- 2 unemployed

Dropped the “small” category because of a lack of available profiles





34
States



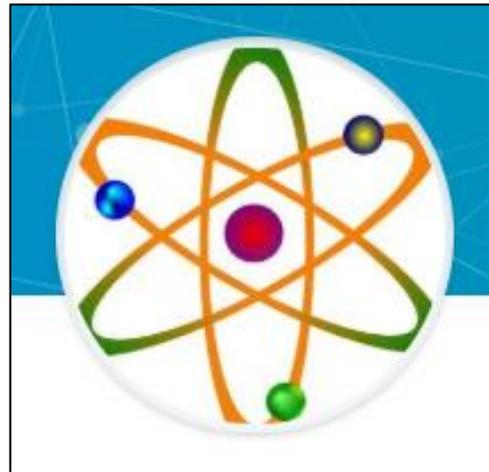
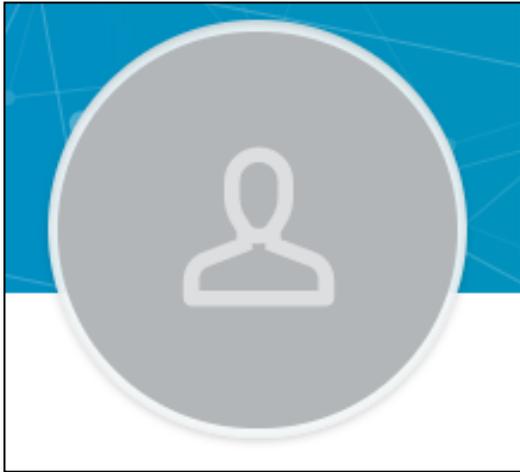
89
Community
Colleges



340
Profiles

Study Variables

- Photo
- Connections
- About Section
- Experience Section
- Writing
- Employment Status
- Community College Size



0 = No photo

1 = Photo

About Section



Connect More...

Student at
San Antonio, Texas · See connections

About

My interest lies in research on how music affects the brain. How we can use that information to improve quality of life of those persons that have PTSD, chronic pain, autism, and of the elderly.

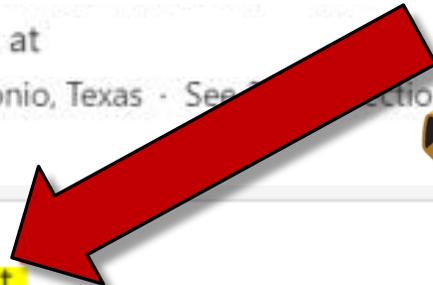
Experience

Student

Aug 2013 – Present · 5 yrs 11 mos

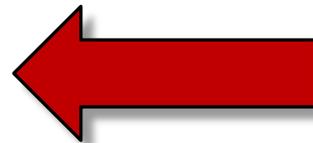
Studying Music, English, Biology as a Multidisciplinary Studies Major

- 0 = None
- 1 = Poor
- 2 = Below average
- 3 = Average
- 4 = Good
- 5 = Excellent



Experience Section

Experience



- 0 = None
- 1 = Poor
- 2 = Below average
- 3 = Average
- 4 = Good
- 5 = Excellent

Deputy Director

Feb 2020 – Present · 1 mo

Serve as the regional (RGV) lead in facilitating stakeholder leadership, workforce partners, and campus education to ensure successful implementation of the collective impact initiative. Also, work directly with the workforce and economic development sectors. Based in the to meet our goal to provide the region with training opportunities to equip the regional workforce with advanced skills.

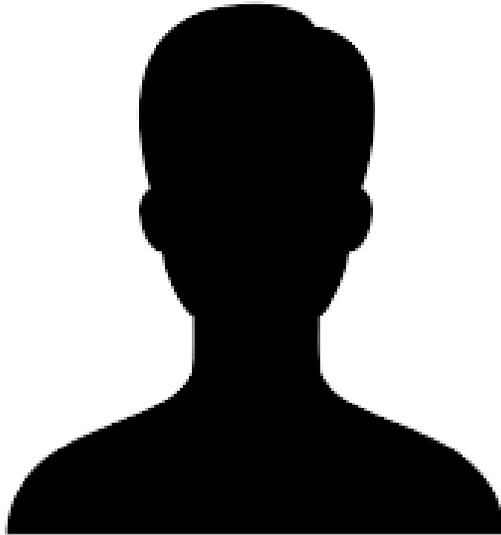
Business Engagement Manager

Apr 2018 – Jan 2020 · 1 yr 10 mos

Under the direction of the CEO, establish and maintain effective working relationships with businesses, chambers of commerce, and economic development organizations to promote workforce services to businesses in the region; develop policy; review guidelines, procedures, rules and regulations; establish priorities, standards and measurement tools for determining progress in meeting goals; coordinate and evaluate program activities.

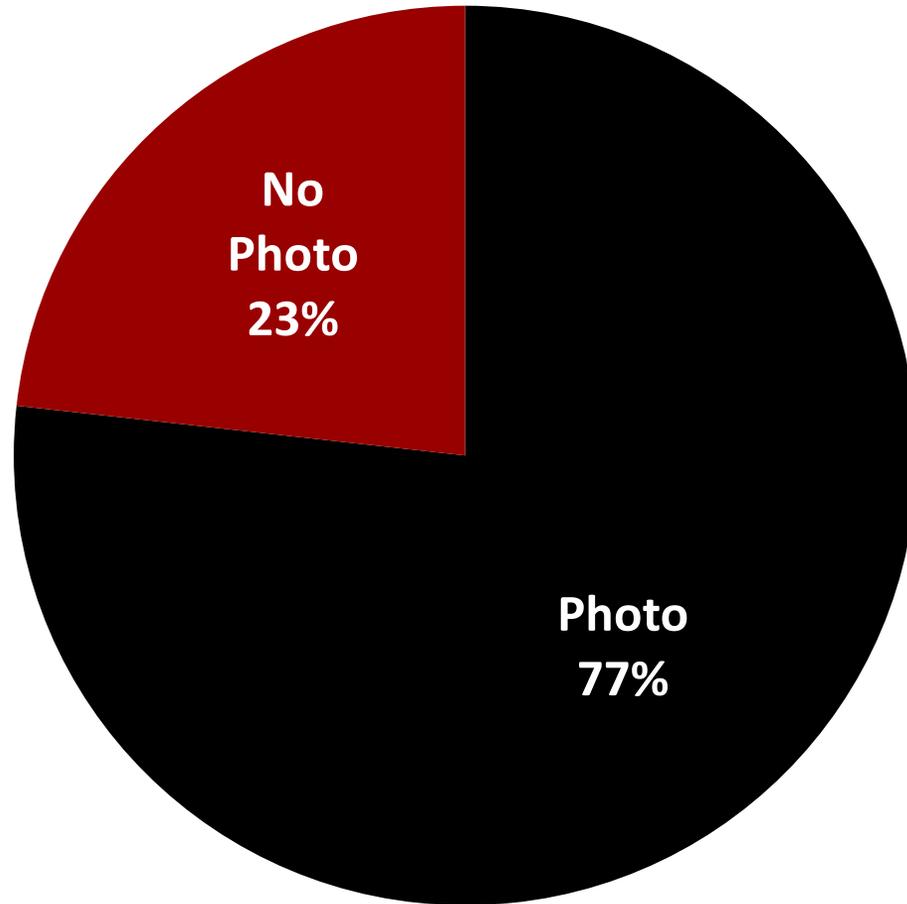
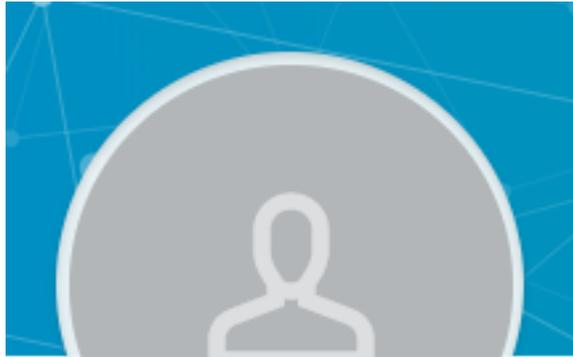
Experience Section



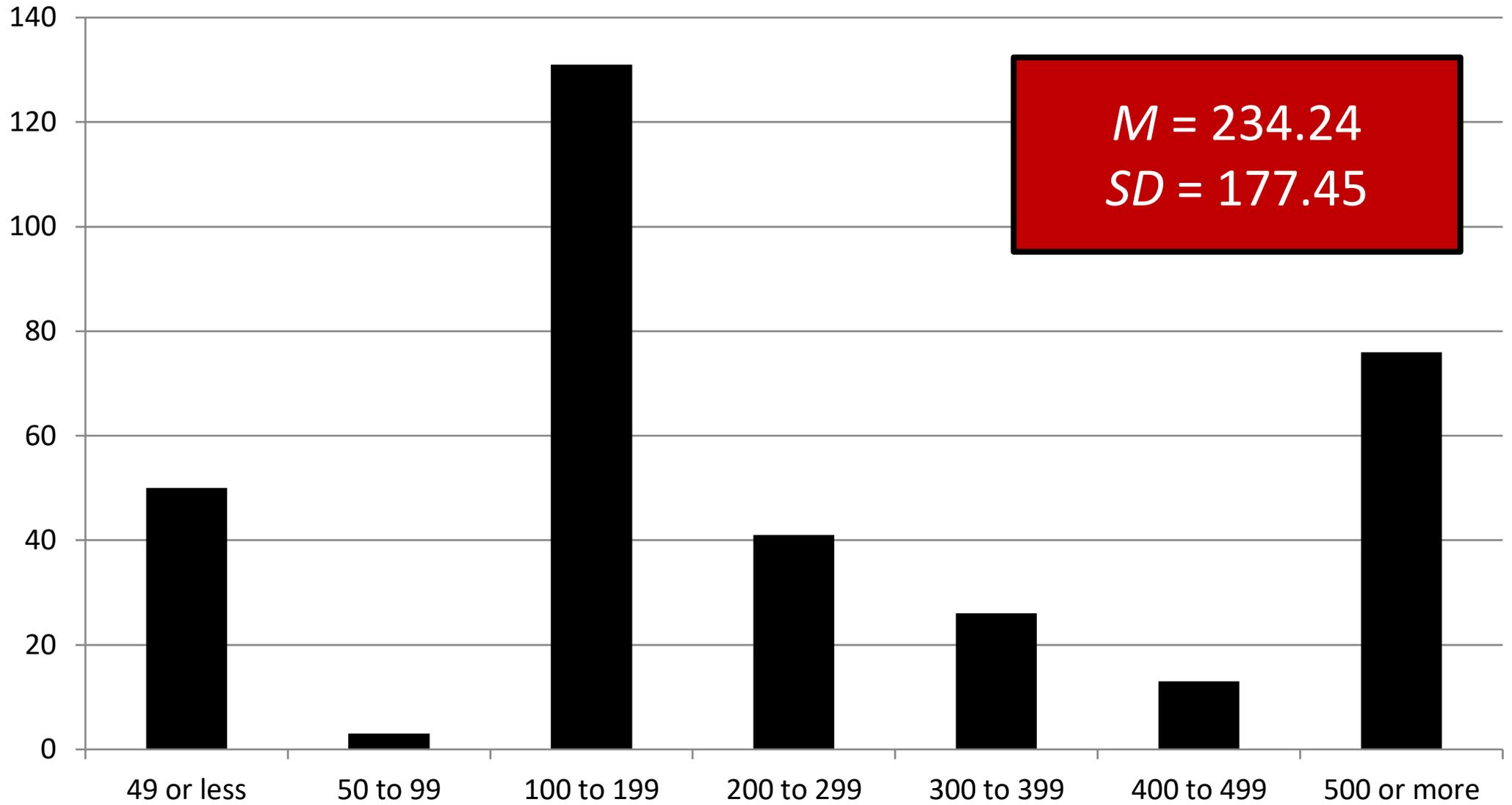


- Excel spreadsheet with URLs to each LinkedIn profile
- 3 independent coders
- Coded from June to July 2019

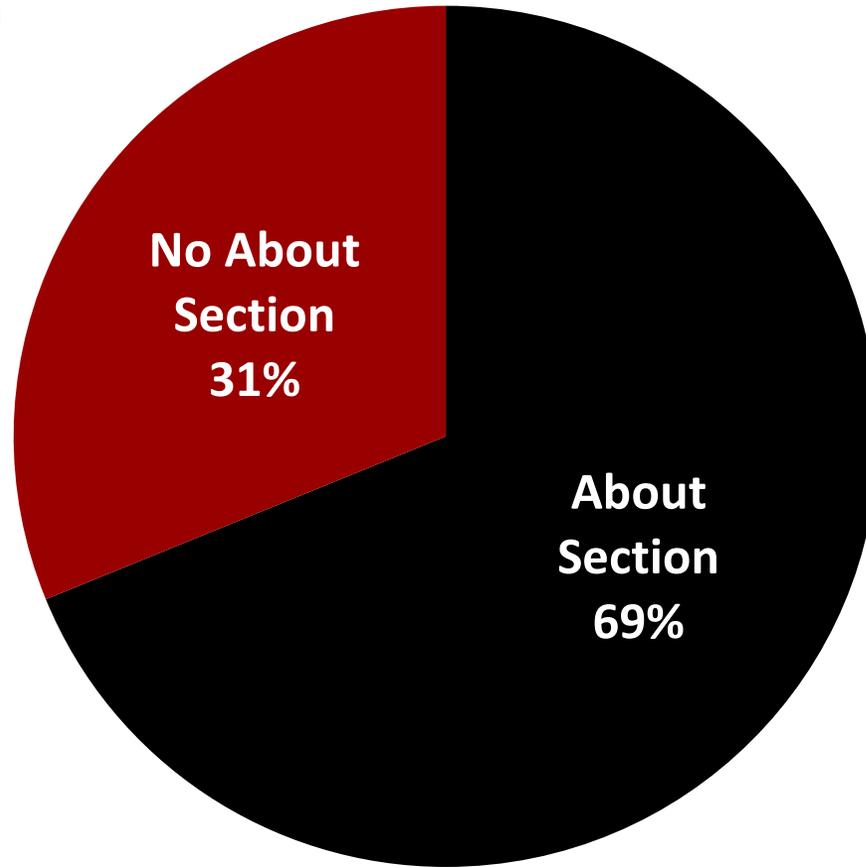
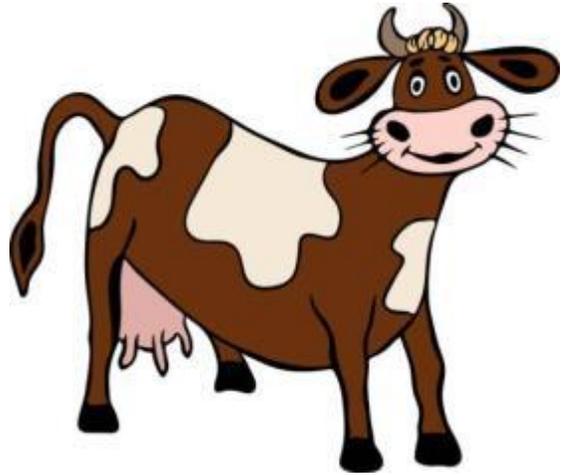
RESULTS - Photo



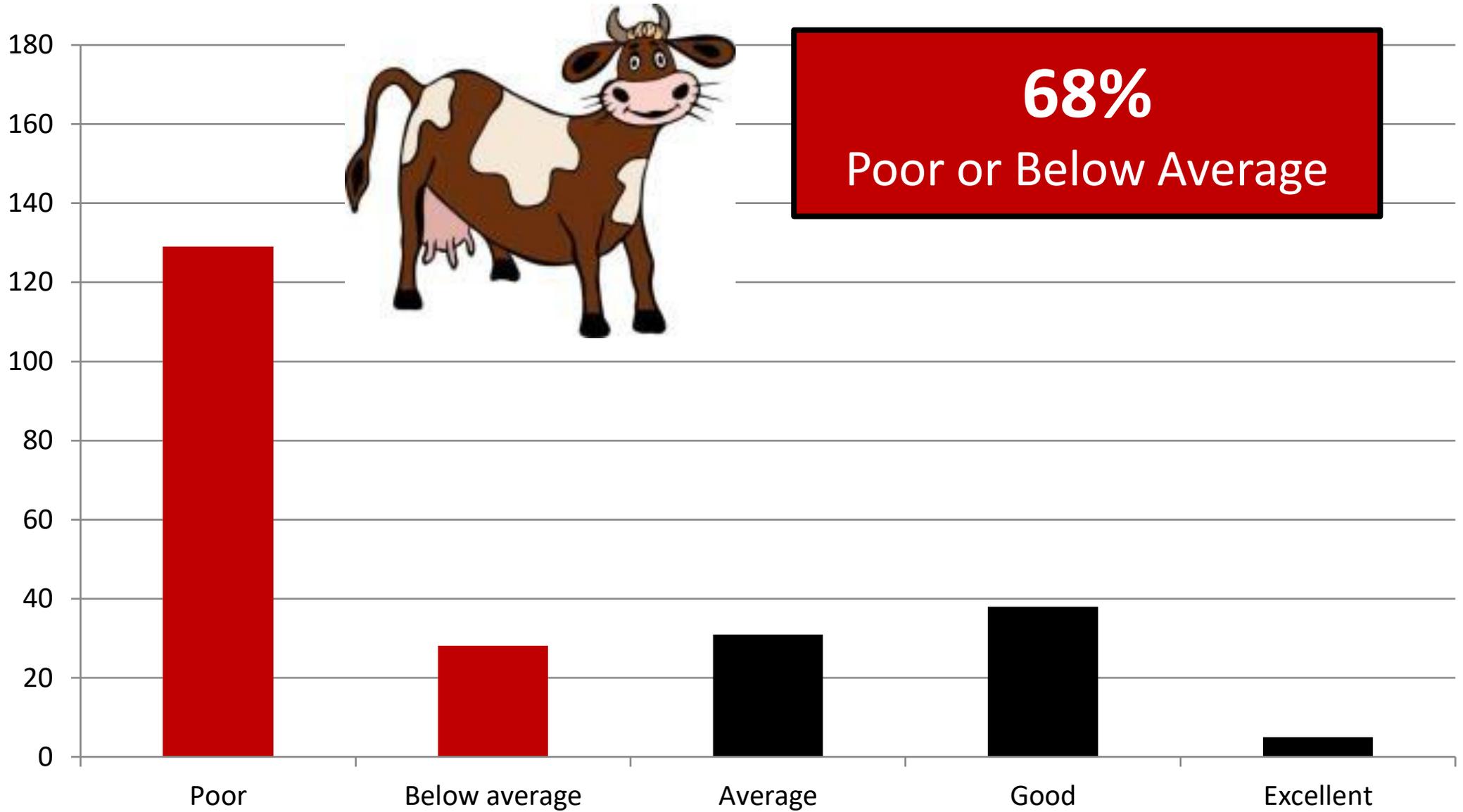
RESULTS - Connections



RESULTS - About



RESULTS - About



ABOUT



Message More...

Engineering Technician II

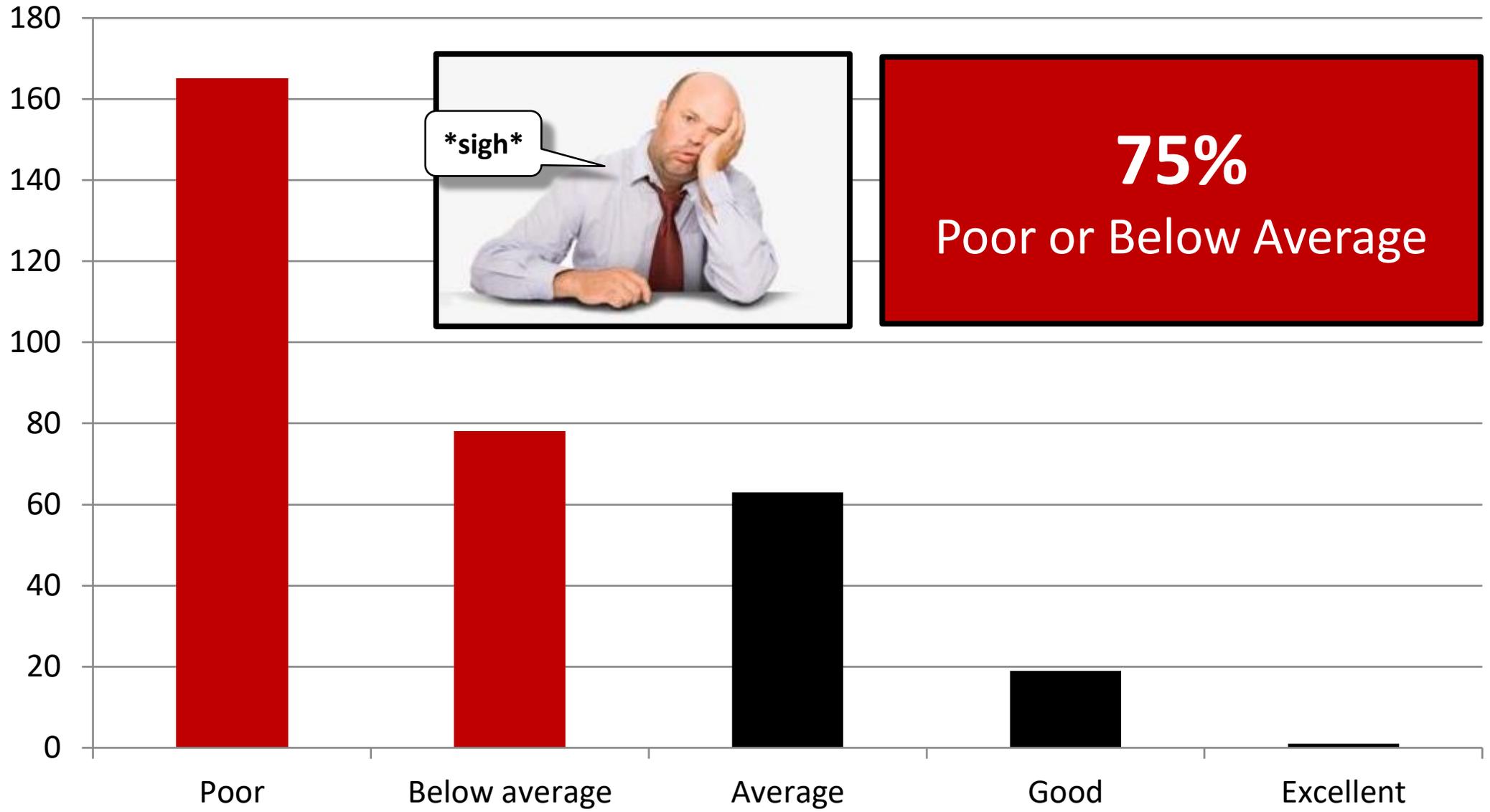
39 connections · [Contact info](#)

About

awesome and ready to work

 resume.pdf

RESULTS - Experience



EXPERIENCE



USMC

United States Marine Corps

Jan 2019 – Present · 1 yr 2 mos



Nothing

Unemployed

Jun 2018 – Present · 1 yr 9 mos

No location

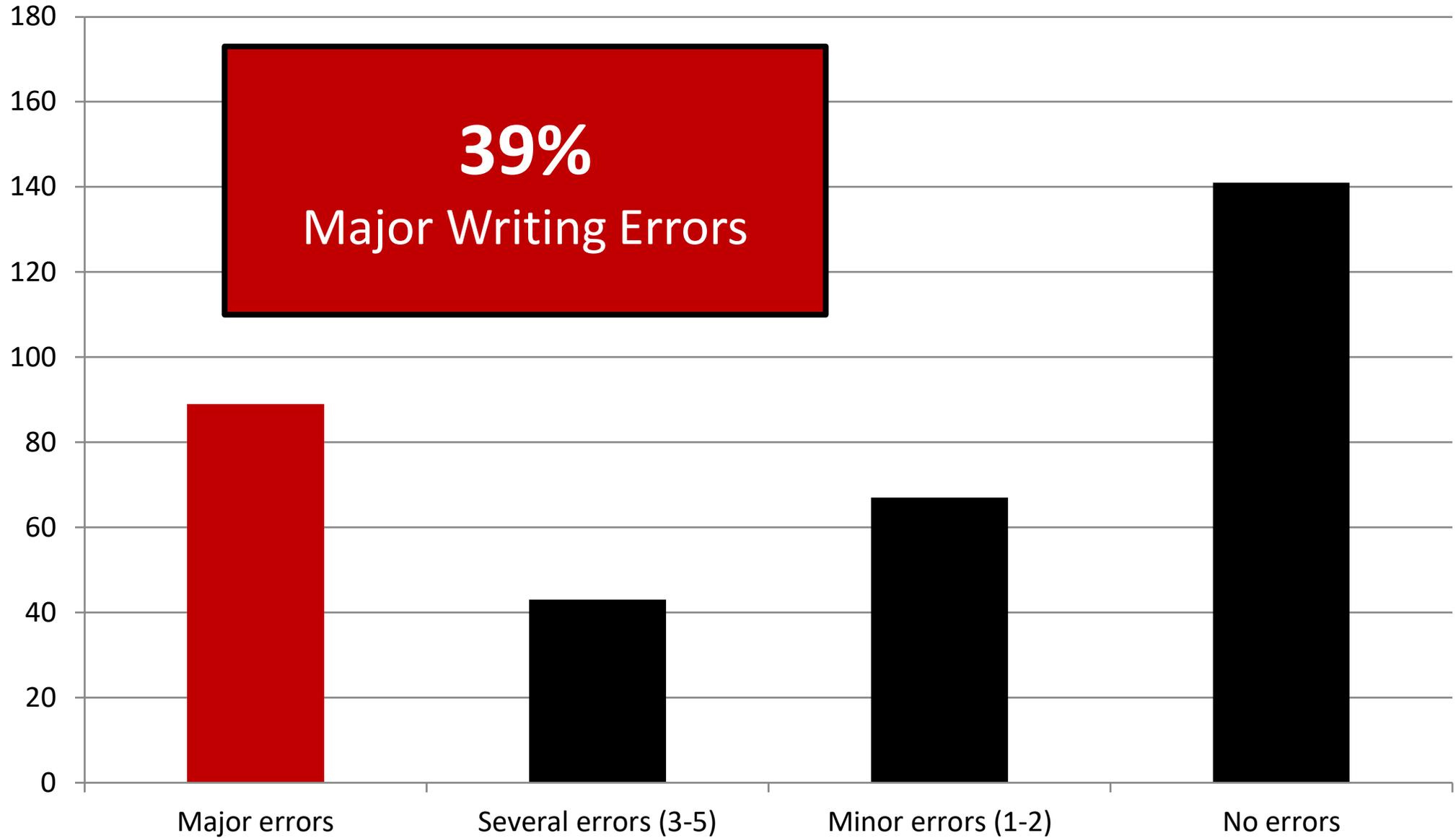


N/A

Unemployed at this time

Mar 2018 – Jun 2018 · 4 mos

RESULTS - Writing



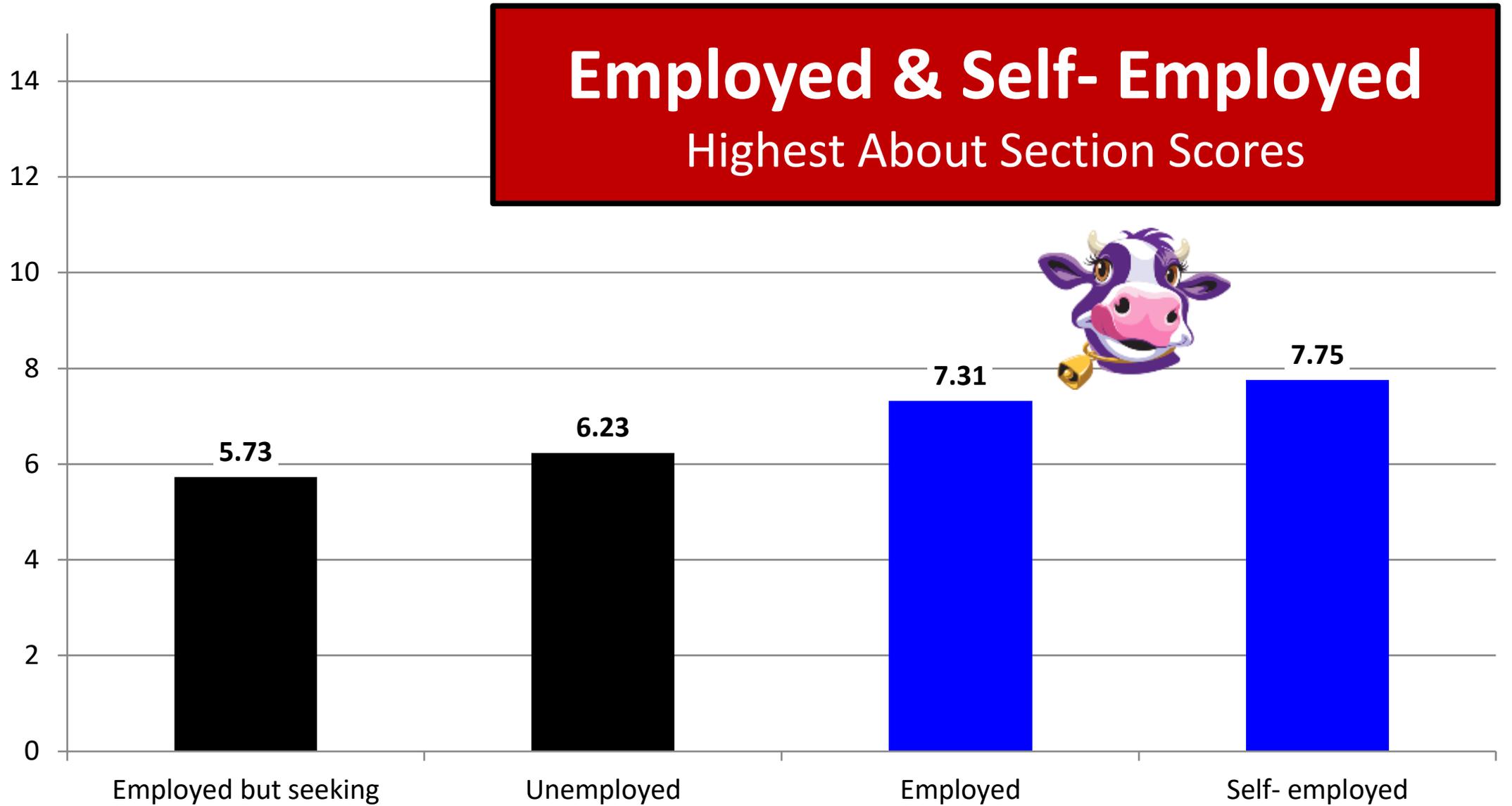
Strudent

Jan 2010 – Apr 2011 · 1 yr 4 mos

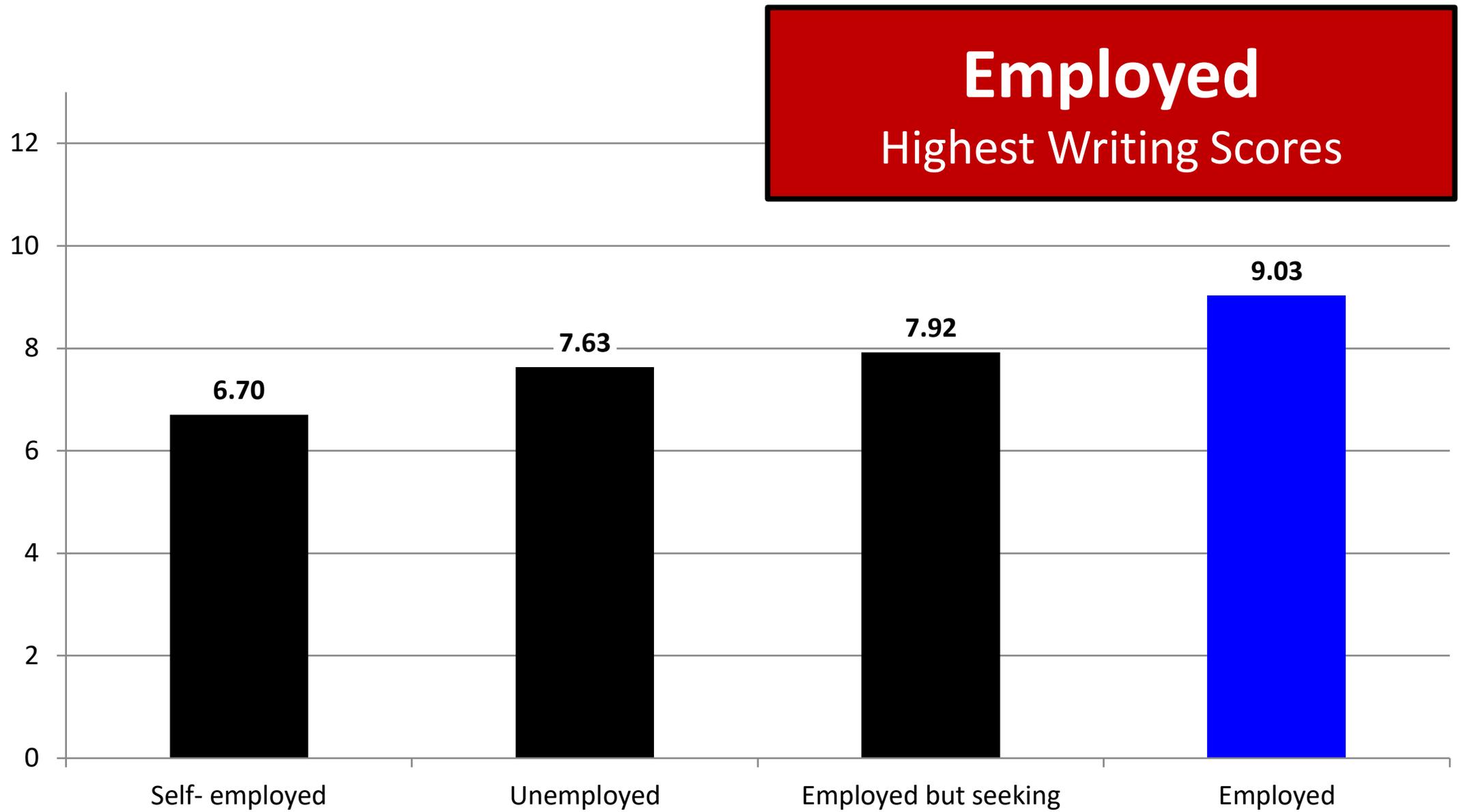
Strudent

Jan 2010 – Apr 2011 · 1 yr 4 mos

Results



Results



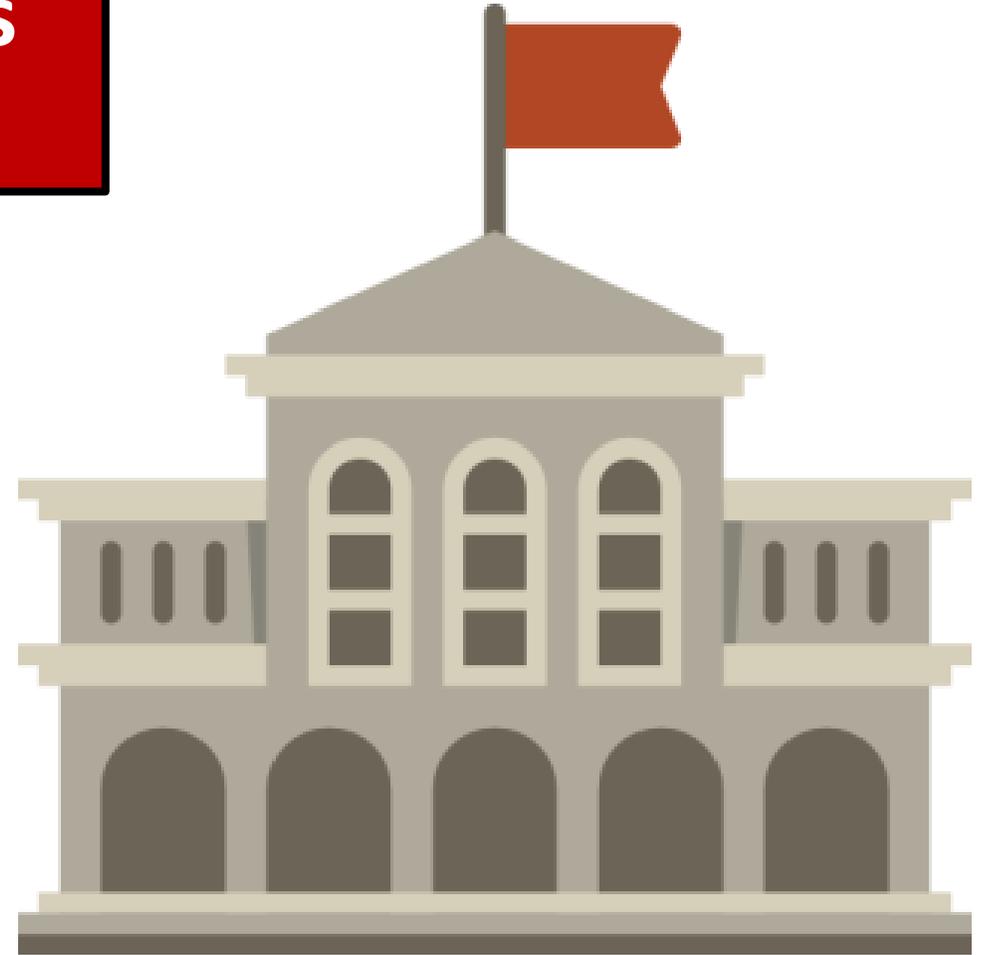
Employed
Highest Writing Scores

Large Community Colleges

Significantly Lower Writing Scores



5,000 to 15,000 students



More than 15,000 students

Takeaways from the Study

Avoid LinkedIn Blunders: Prepare Students to Market Their Job Skills!

Share a best practices handout with your students

Use a Professional Photo
No selfies, kids, pets, clipart, clutter, or freaky photos!

Provide a Concise Headline
Don't list "Unemployed" or include personal information

Describe What's Unique About You
What do you want people to remember about you?

Persuade Readers
Don't just describe your skills! Convince people your work is valuable. Get an internship or do volunteer work (if needed).

PROOFREAD!
Spelling and grammar mistakes communicate that your work is sloppy.

Connect **Message** **More...**

Sally Smith
Assistant Director of Marketing

About
Describe your unique value proposition in a professional, persuasive, and concise way.

Experience

- Include concise, persuasive descriptions of your job experience.
- Use action verbs (e.g., "Built high performing teams," "Increased sales by 20%," "Launched new product line").
- Avoid predictable phrasing (e.g., "Responsible for," "Oversaw," or "Managed").



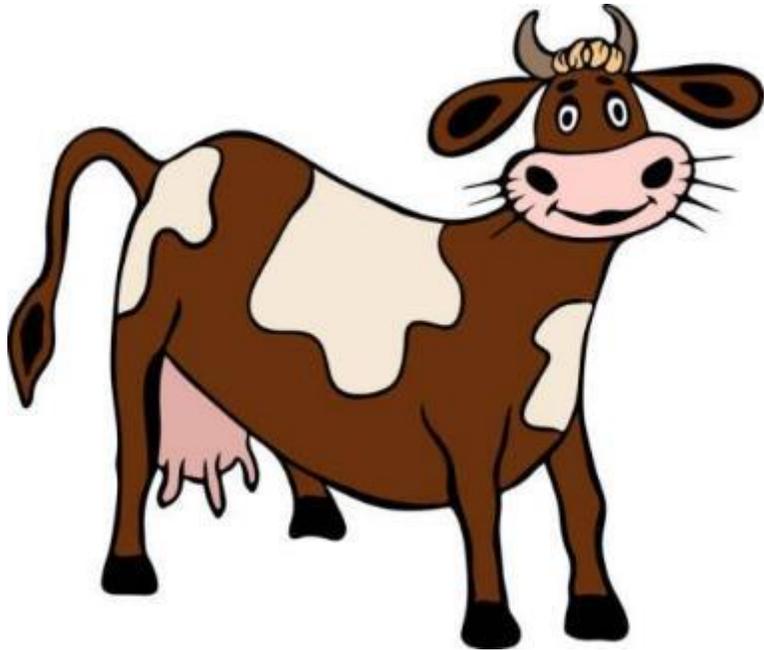
2020 League of Innovation – Dr. Ruby A. Daniels – RDaniels@tamusa.edu

Emphasize the
importance of
communicating a
unique value
proposition



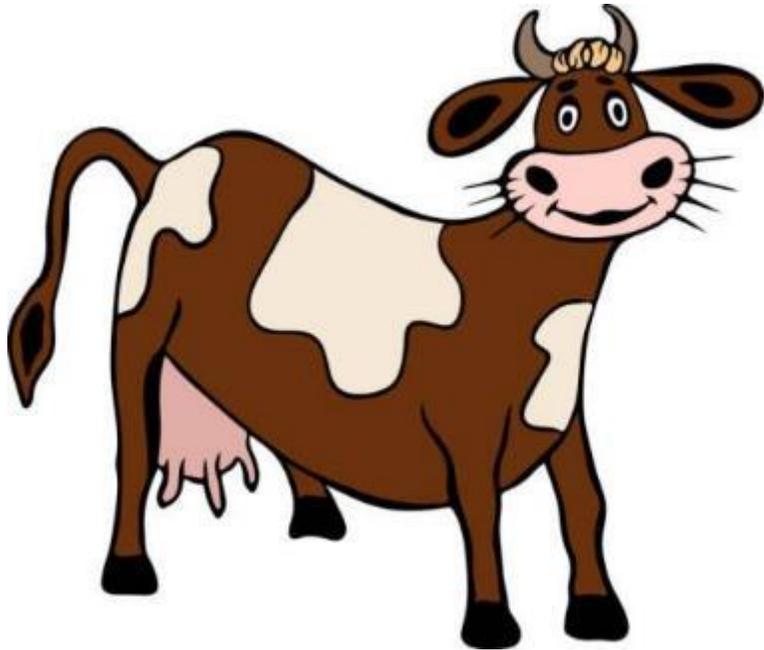
Bland Value Proposition

For the last 10 years I worked as a sales representative for a manufacturing company.



Bland Value Proposition

For the last 10 years I worked as a sales representative for a manufacturing company.



Unique Value Proposition

Top performing sales representative with extensive experience selling products and services for manufacturing companies in the United States

- Recognized as the leading salesperson from 2015 to 2020 for Company XYZ
- Earned an average customer satisfaction rating of 95% in 2020



ABOUT



- What skills (or combination of skills) do you have that other applicants do not?
- When, in the past, were you the “go to” person to solve a problem that others could not fix?
- What is the one thing you want potential employers to remember that makes you better than all the other applicants?

WHAT are you selling?

- Knowledge
- Skills
- Abilities

Product

WHERE do you want to work?

- Geographic location

Place

POSITIONING

What makes you better than all the other applicants?

HOW MUCH do you want to earn?

- Salary
- Benefits

Price

Promotion

How will people HEAR about you?

- Online job boards
- LinkedIn
- Networking





TEXAS A&M UNIVERSITY
SAN ANTONIO

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Request a copy of the full study's results and recommendations!