

*Career Services presents...*

# **LinkedIn**

# **Toolkit**

**Toronto Film School**

# LinkedIn Toolkit

LinkedIn is not just a professional platform but a dynamic space for crafting your professional brand. It serves as a hub for showcasing your achievements and skills, connecting with professionals in your industry or related fields, and sharing your expertise through content creation. By actively engaging with the platform, you can expand your networks, conduct informational interviews, and reach out to recruiters and potential employers, ultimately gaining a competitive advantage in your job search journey.

Advantages of crafting a LinkedIn professional profile:

**Networking Opportunities:** LinkedIn offers a vast network of professionals, allowing users to connect with colleagues, alumni, industry peers, and potential employers. This extensive network provides valuable opportunities for career growth, business development, and knowledge sharing through informational interviews or coffee chats.

**Career Advancement and Recruitment:** An optimized LinkedIn profile serves as a digital resume, enabling users to showcase their skills, achievements, and professional journey. This visibility attracts recruiters and employers, enhancing career advancement opportunities and increasing the likelihood of being considered for job openings. It also helps applicants to reach out to employers showcasing their interests and enthusiasm for the applied position.

**Professional Branding:** LinkedIn allows individuals to shape and strengthen their professional brand. By sharing insights, participating in industry discussions, and showcasing expertise, users can establish themselves as thought leaders in their field, fostering trust and credibility among peers and potential employers.

**Learning and Industry Insights:** Engaging with influencers, companies, and industry groups on LinkedIn provides users with valuable insights into the latest trends, advancements, and discussions within their field. This continuous learning fosters professional development and keeps users informed about industry changes. LinkedIn Learning platform offers wide access to micro-credentials and certifications to enhance skills.

**Job Search and Internship Opportunities:** Students can use LinkedIn to explore job and internship opportunities specific to their field of study. Many employers actively use LinkedIn for recruitment, making it a valuable resource for discovering entry-level positions, internships, and industry-specific opportunities.

Are you ready to maximize your LinkedIn profile? Follow the guidelines below to craft your professional brand on LinkedIn.

# LinkedIn Optimization Guidelines

## Name

- **Capitalize your first and last name:** Use uppercase letters for the initial letter of each word in your first name and last name.
  - ✓ Correct: John Doe
  - ✗ Incorrect: john doe
- **Include personal pronouns:** He/Him, She/Her, They/Them etc.
- **post-nominal initials or titles:** Highlight your industry affiliations and achievements on LinkedIn with post-nominals! Represent your union status, professional association, or representation in Canada's creative industries.

### **For example:**

Javier Lopez, Film Director (indicating a designation)

Manpreet Kaur, CMPA (representing affiliation with the Canadian Media Producers Association)

Mark Johnson, GDC (representing the Director's Guild of Canada union)

## Profile Photo

- Choose a professional, and clear headshot. Smile for a friendly appearance.
- Dress appropriately for your industry.
- Neutral background to minimize distractions.

## Banner photo

- Opt for a career-specific banner photo that complements your professional image.
- [Canva](#) allows you to create your own banner, offering many free templates to use.
- You may highlight your vision, career focus, quotes or any picture related to your industry.

## Headline

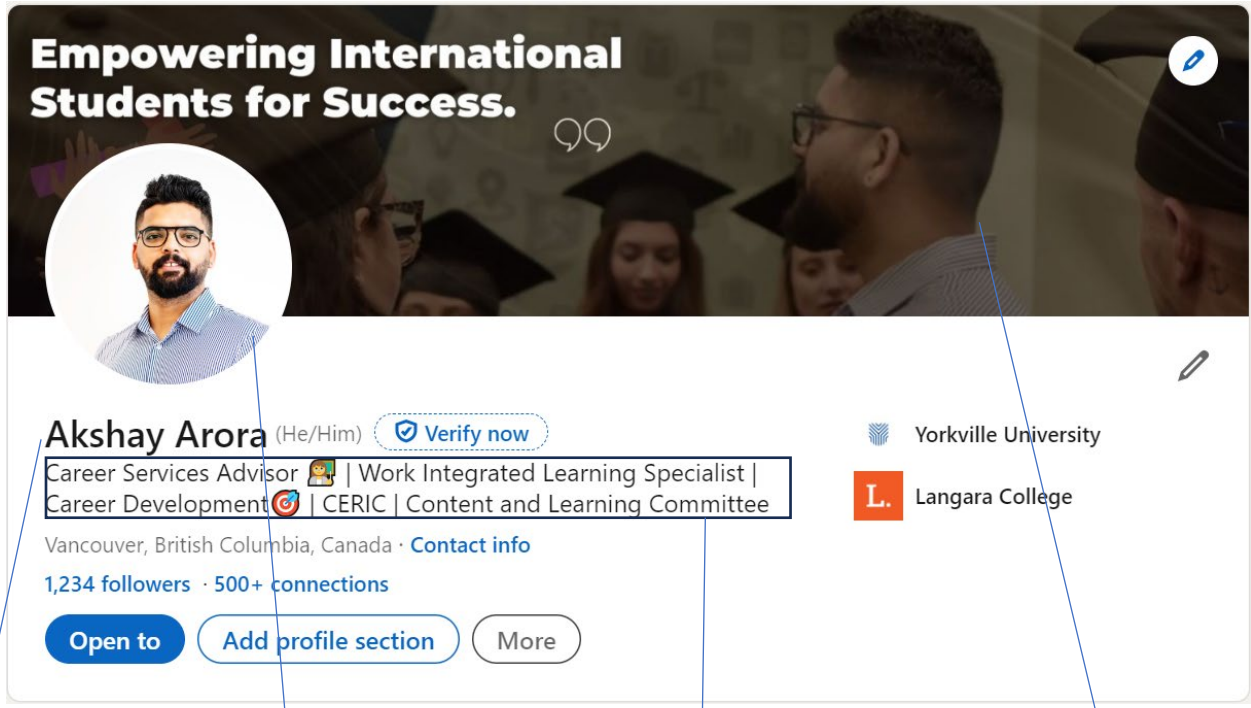
- Craft a concise, creative headline indicating career goals. Customize it for your audience and include key terms.
- Use keywords (skills, designation, and certifications) specific to your industry. Recruiters use those keywords/skills to search for appropriate applicants.

**- Film Production Graduate | TV Production Assistant | Passionate about Storytelling!**

**- Creative Graphic Designer | UX/UI Specialist | Bridging Functionalities with Aesthetics**

**- Early Career Game Developer | C#, C++, Python | Expertise in Immersive Gaming**

**- Acting School Alumni | Passionate about Theatre Acting | Currently Seeking Representation**



**Name**

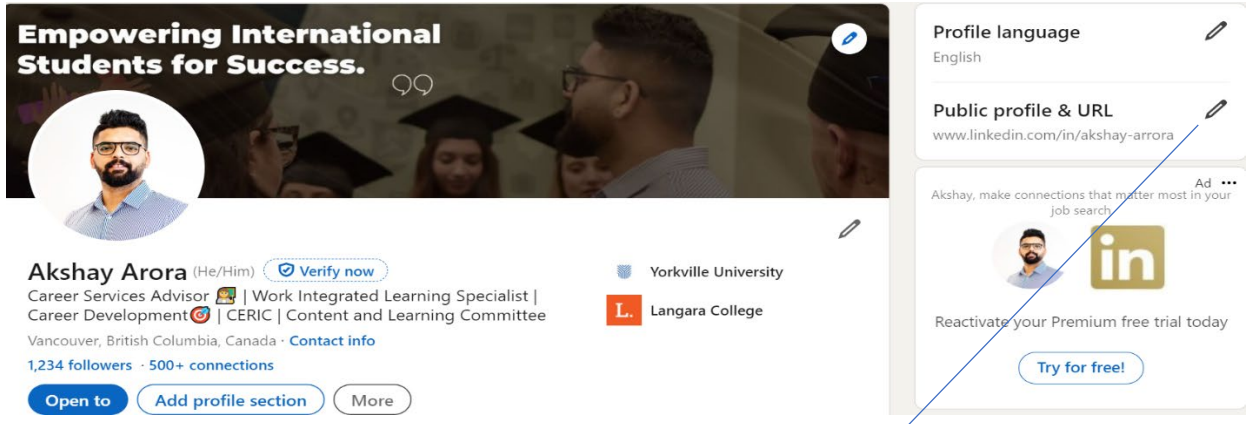
**Profile Picture**

**Headline**

**Banner photo**

## Custom URL

- Personalize your LinkedIn URL instead of using the standard one.
- Remove any additional numbers or characters from your username.



**Update your URL here!**

## About Me/Summary

- Begin with a personal brand statement. Keep the first two lines engaging as they are visible without clicking 'see more.' Formally highlight skills, goals, industry-specific jargon, and keywords. Include a call to action.
- Convey enthusiasm for your field and express passion for what you do.
- Use quantifiable results whenever possible to provide depth and be creative.

### About

✓ As a Career Advisor, my goal is to guide students and recent graduates towards fulfilling and successful careers. With a background in Work Integrated learning and career advising, I bring a wealth of knowledge and experience to help individuals navigate the job market and achieve their career aspirations. ✓

✓ I am dedicated to providing comprehensive and individualized career support, whether it be through resume and cover letter reviews, job search strategies, interview preparation, or networking advice. I also work closely with employers to identify and connect them with top talent, creating mutually beneficial partnerships. 📄

✓ My passion for career development is rooted in the belief that everyone deserves to find a career they are truly passionate about. I am committed to empowering students and graduates to take control of their career paths and achieve their goals. 🎯🚀

✓ If you are a student or recent graduate looking for guidance in your career journey, or an employer seeking to connect with talented individuals, 🔍 I am here to help. Let's work together to create a successful future. 😊👉

## Connections/ Followers

- Connect and follow individuals within your industry, classmates, instructors, and those working in your desired field.
- Make a list of your targeted industries, find people working in those organizations, and send them a connection request. “Add a note” while sending connection requests introducing yourself and the reason for connecting.
- **Click on the person’s profile – Follow – Connect – Add a note (generally 200-300 words)**

### Add a note to your invitation

5 personalized invitations remaining for this month.

Hi Ana, I'm a recent Film and Video Production grad from TFS and your diverse experience caught my eye. Would be glad having you in my connections and learning from your expertise. Thanks !

189/200

**Adding a note while connecting**

LinkedIn search results for "video production". The search bar contains "video production". The "People" filter is selected. Three search results are shown:

- Ian Macleod** • 2nd  
Video Production  
Port Moody, BC  
Current: Video Production at Ian Macleod Video Production  
Erin Scarlett is a mutual connection
- Christy Fang** • 2nd  
Video Production Assistant at Embedding Project  
Canada  
Provides services - Graphic Design, Brand Design, Interaction Design, Logo Design, Packaging Design, Presentation Design, Print Design, Visual Design, Web Design, User Experience Design (UED)
- James Sutherland** • 2nd  
Video Production & Broadcast Specialist  
Vancouver, BC  
Current: Educational Technology Specialist at Douglas College - • Lead all media production, technical event...  
Anthony Grieco, Jenna Bossons, and 1 other mutual connection

**Entering your targeted title/company in the search bar to find professionals.**

**Select "people"**

## Professional Experience

- Detail your work history with organizations and companies.
- Avoid copying and pasting your resume; include responsibilities, achievements, and growth.  
Add relevant skills used.
- **Fill in the Details:**  
*Job Title, Company, Location, Specify the start and end dates, Description, Write a concise and compelling description of your role, responsibilities, and achievements. Focus on quantifiable achievements and use action verbs.*
- Add relevant pictures from your workplace.

## Experience

+  [Edit button](#)



### Career Services Advisor

Yorkville University

Oct 2023 - Present · 6 mos

British Columbia, Canada

🔑 Career Education, Career Support and +1 skill



[Pictures](#)



### Greystone College

1 yr 8 mos

#### ● Team Leader Co-op department

Nov 2022 - Oct 2023 · 1 yr

- Coached over 300+ international students for job search strategies, job applications and finding employment in Canada.
- Manage relationship with partner companies to organize Career Fairs with at least 10 companies and 150+ attendees and also develop potential employers partnership to create job opportunities for students.
- Deliver various workshops to group of 50+ students about Co-op term requirements, resume building, networking, interviews, choosing Careers and other job search strategies to strengthen the job applications and approaches for students.
- Mentored students in one-to-one advising sessions to remove barriers and secure employment with multinational firms.
- Manage over 600+ Co-op students record to track progress in Co-op terms.

[Accomplishments](#)

🔑 Event Management, Team Management and +10 skills

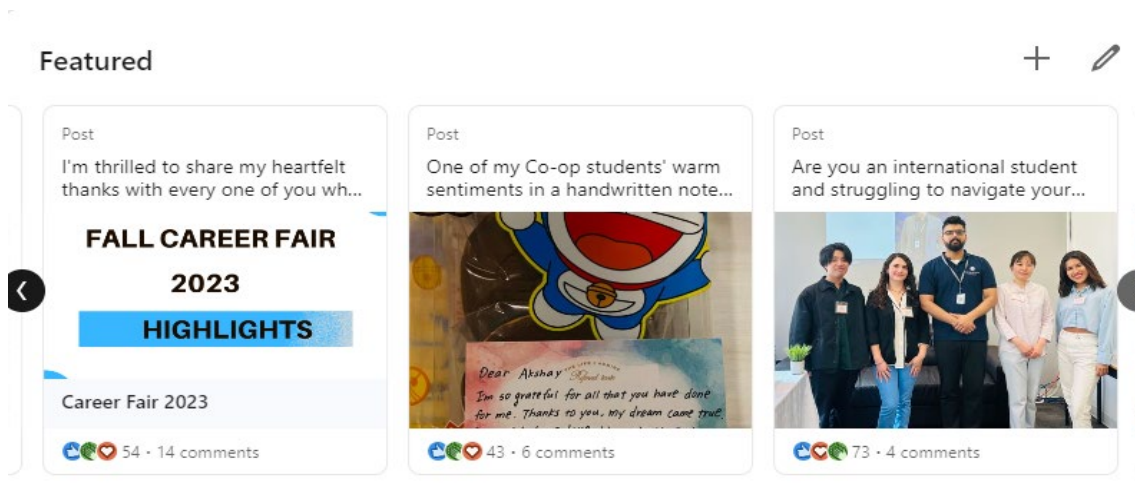


[Skills](#)

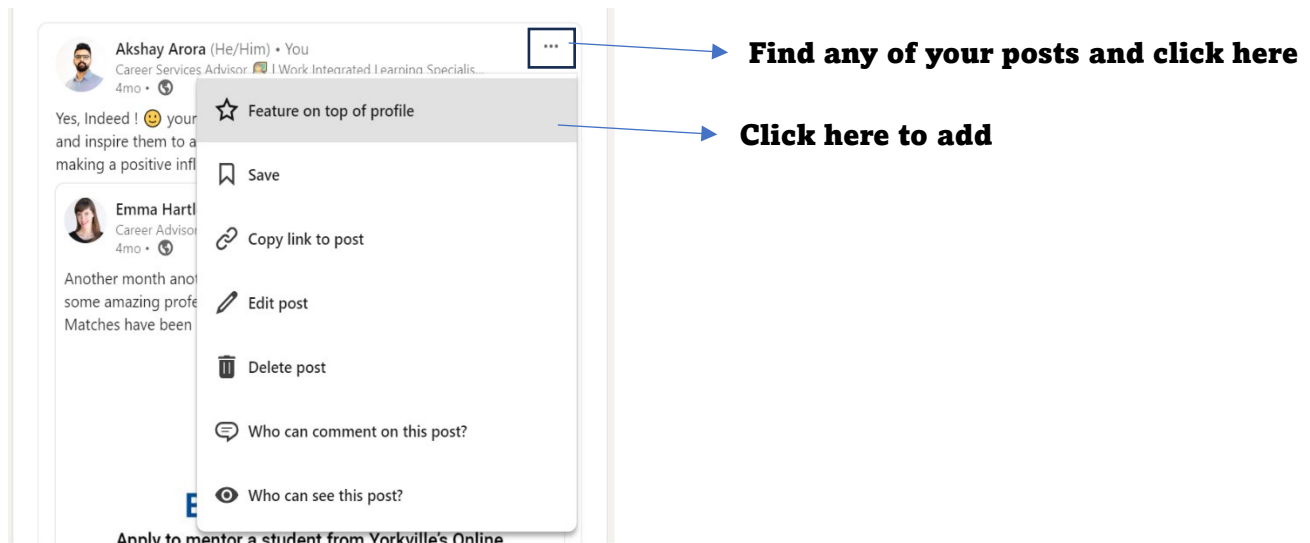


## Featured Post(s)

- Adding featured posts to your profile can significantly enhance visibility for your proud achievements.
- By selecting your top-performing content, you can demonstrate your proficiency, diverse portfolio, and accomplishments which can enhance your credibility in the industry.
- It's a strong place for students to highlight certificates, portfolios, projects, blogs/articles, or samples of work.



## Adding featured posts to your profile:







## Education

- List all educational qualifications, excluding high school.
- Enter specific start/end dates, name of the institution, and program of study.
- Consider adding relevant coursework targeted to your chosen role or industry.

### Education

**Langara College**  
Post Degree Diploma, Business Administration and Management, General  
Aug 2021 - Jun 2023  
  
Relevant Coursework:  
  
EXPE 4801 (Career Goals, Resume, and Cover Letters)  
EXPE 4802 (Interviews & Professional Image)  
EXPE 4803 (Employment Search Strategies)  
EXPE 4814 (Experiential Learning Work Term)


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**Surajmal College of Engineering & Mgmt**  
Bachelor of Technology , Electrical, Electronics and Communications Engineering  
May 2011 - Jul 2015

## Licenses and certifications


- Highlight additional learning or certifications to stand out.
- “Add media” to upload your certificate


### Licenses & certifications

**Introduction to Disability Awareness**  
Disability Awareness  
Issued Nov 2023


 Akshay-Arora-Introduction-to-Disability-Awareness-Certificate-of-Completion-Disability-Awareness.pdf

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**MFOTG: Recognize, Respond, Refer and Reflect**  
The Centre for Innovation in Campus Mental Health  
Issued Nov 2023

 Akshay-Arora-MFOTG-Recognize-Respond-Refer-and-Reflect-Course-Certificate-More-Feet-on-the-Ground.pdf

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**Social Media Marketing**  
Hootsuite Academy  
Issued Jul 2022

**Issue date and media**

## Volunteer Experience

- Include volunteer experience, especially if you have minimal work experience or are changing careers.
- Highlight your accomplishment statements and consider uploading pictures same as work history section.

### Volunteering




**Content and Learning Committee Volunteer**  
CERIC  
Jan 2024 - Present · 3 mos

## Recommendations


- Request recommendations from colleagues, instructors, or supervisors who can provide valuable insights into your class engagement, group work, workplace ethics, and accomplishments.
- Always offer to reciprocate.

### Recommendations

[Show all pending](#) + 

**Received**   Given


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**Karolina Rázuri** · 1st  
Graphic Designer | Presentation Designer | Illustrator | Branding  
October 21, 2023, Karolina reported directly to Akshay

I am delighted to highly recommend Akshay, an excellent professional whose assistance was pivotal in my journey as an international student seeking employment opportunities in Vancouver. Not only did he provide solid support from a professional standpoint, but he also offered unwavering encouragement at every stage of the hiring process at a renowned Vancouver-based company. Thanks to his invaluable recommendations and tireless guidance, I was successfully hired as a Graphic Designer at Oak + Fort. My gratitude towards him is immense and enduring.

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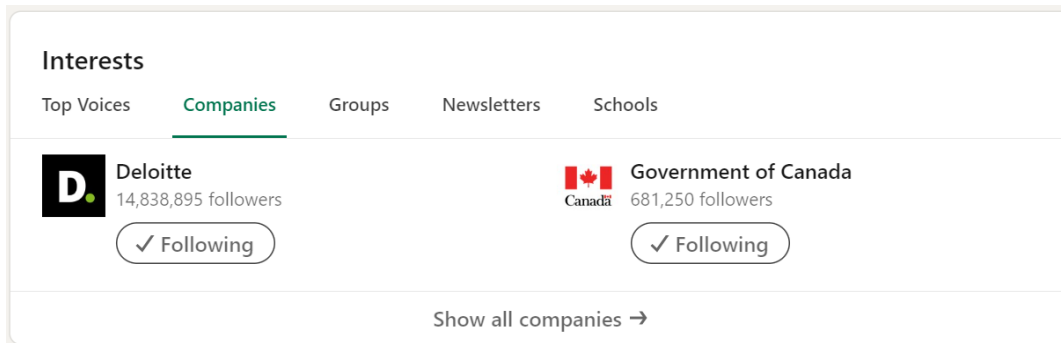
**Graciela Canales Chávez** · 1st  
Lululemon Product Development, Women's Performance Apparel  
October 12, 2023, Graciela reported directly to Akshay

Very dedicated and open to teach and support when needed!

[Show all 11 received](#) →

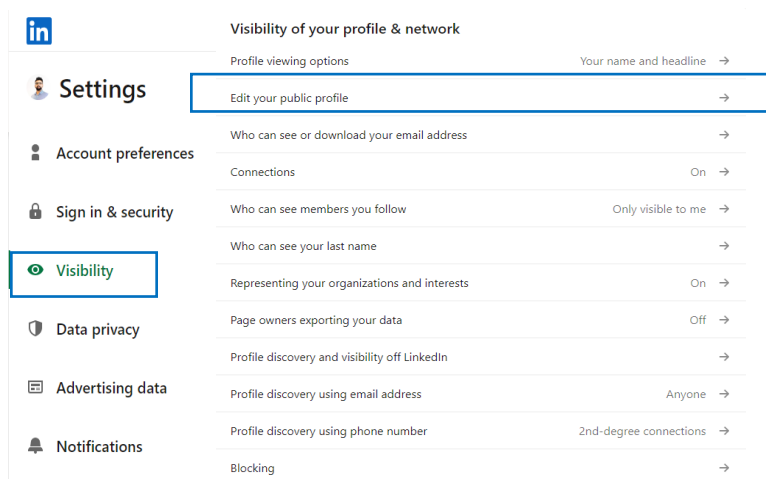
## Interests

- Follow Top Voices, Companies, Groups, Newsletters, and Schools.
- Diversify your interests to showcase a well-rounded professional identity.
- Follow companies you aspire to work for in the future to stay updated on any initiatives, or news.



## Settings & Privacy

- Think of your LinkedIn profile as a digital business card - having your profile public makes it easier for hiring professionals and future employers to find you.
- It improves your SEO (search engine optimization) so when you are interviewing for a role and your future employer Googles you (and they will), your LinkedIn profile comes up on the first page.



## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

**Akshay Arora**  
Career Services Advisor | Work Integrated Learning Specialist | Career Development | CERIC | Content and Learning Committee  
Vancouver, British Columbia, Canada  
1K followers · 500+ connections

Yorkville University  
Langara College

Sign in to follow

### Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/akshay-arora

### Edit Content

This is your public profile. To edit its sections, update your profile.

Edit contents

### Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

Learn more

Your profile's public visibility

#### Basic (required)

Name, number of connections, number of followers, and region

Turn it on

Your profile's public visibility

#### Basic (required)

Name, number of connections, number of followers, and region

#### Profile Photo

Only 1st-degree connections

LinkedIn members directly connected to you.

Your network

Your connections, up to three degrees away from you.

All LinkedIn members

Public

All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Background Photo Show

Headline Show

Summary Show

Articles & Activity Show

Current Experience Show

Details Show

Make it "public" and check all sections below.

## Get feedback

- Connect with your Career Advisor to receive detailed feedback on your LinkedIn profile once you are set up.

### How can the **Career Services Department** help you?

- 1-on-1 Resume and Cover Letter writing support
- 1-on-1 Interview Preparation and feedback sessions
- Networking / Information Interview coaching
- Labour Market Research and Job Search support
- LinkedIn Profile tips
- Career Decision Making support
- Emotional Support / Coaching during job search
- Webinars and resources on job search-related topics posted on our Career Services Portal <https://careerservices.mytfs.ca/>
- **Email us:** [Careerservices@torontofilmschool.ca](mailto:Careerservices@torontofilmschool.ca)