Webinar Series

Optimizing Your LinkedIn Profile for Your Cybersecurity Career

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Welcome to Rock Your Profile

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Connect the world’s professionals to make them more productive and successful
OUR VALUE PROPOSITION

Connect to opportunity
Your profile, your story
STEP 1

Add a photo

Members with a photo get up to:

- 9x more connection requests
- 21x more Profile views
- 36x more messages
STEP 2  
Record Your Name

Pronounce your name for others and make a great first impression.

Update on mobile
10 secs, limit background noise
Hold phone 4in away
STEP 3

Add your pronouns

Show up as your authentic self.
Optional to add, you set visibility.
72% of hiring managers believe it’s important & shows respect.
STEP 4
Create your Profile Video

30-sec video introducing yourself.
Provide an intro, share your story, highlight your goals.
Leverage prompts to get started
Track viewer analytics
STEP 5
Add your industry

Members with industry information receive up to 9x more Profile views.

More than 300K people search by industry on LinkedIn every week.
54% of cybersecurity jobs posted in 2021 were in the Software Industry

Followed by 15% in Financial Services
STEP 6
Show You’re Open to Work

Add by clicking ‘open to’ button and select ‘finding a new job.’

Specify job preferences and choose visibility settings.

40% more likely to be noticed by recruiters.
STEP 7

Draft a compelling summary

Featured in your ‘About’ section
Your “elevator pitch”
Focus on career accomplishments and aspirations

40+ words
STEP 8

Feature Content

Bring your story to life by pinning rich media content you’re proud of to your ‘Featured’ section.

Don’t forget to feature rich media content throughout your profile.
STEP 9

Detail your work experience

Member with up-to-date positions receive up to:

5x more connection requests
8x more Profile views
10x more messages
STEP 10

Add a career break

Add break type & details

Highlight new experiences or skills learned during your break

Feature in ‘about’ section & ‘profile video’ to tie into your overall story

51% of hiring managers are more likely to contact you
STEP 11

Activate Creator Mode

Reach a larger audience.

Showcase content front & center.

Establish your voice & get discovered.

Exclusive access to creator tips.
STEP 1

Add volunteer experience

Members who add volunteer experience get up to 6x more Profile views than those without.
STEP 2

Add skills & get endorsed

Members who add 5 or more skills receive up to 17x more Profile views
Fastest growing skills required for cybersecurity jobs

- Data Infrastructure
- Business Strategy
- Data Storage
- Analytical Skills
- Consulting

- IT Security Operations
- Ethical Hacking
- IT Security Assessment
- Cloud Security
- Application Security
Cybersecurity assessment

Topics: Design and Architecture; Security Concepts; Security Engineering; Security Governance, Risk, and Compliance (GRC); Security Operations (SecOps)

804k people took this

- 15 multiple choice questions
- 1.5 minutes per question
- Score in the top 30% to earn a badge
Step 3

Request a recommendation

Recommendations help build your skillset and validate your skills.
And don’t forget about...

Location  Education  Publications  Accomplishments
Questions?
Gain Knowledge and Insights
GAIN KNOWLEDGE

Follow companies
GAIN INSIGHTS

Follow influencers
SEARCH AT SCALE

Advanced search filters help you find what’s important
CUSTOMIZE YOUR FEED

See the news, content and posts that matter most
Thank you!
Q & A
Complete Survey

https://www.surveymonkey.com/r/JulyNICEWebinar
Thank You for Joining Us!

Upcoming Webinar:
“Overcoming the Entry-Level Job in Cybersecurity Conundrum”

When: Wednesday, September 21, 2022 at 2:00PM ET

Register: https://go.usa.gov/xSZFE

nist.gov/nice/webinars