NICE Webinar Series

NATIONAL INITIATIVE FOR CYBERSECURITY EDUCATION

Optimizing Your LinkedIn Profile for Your Cybersecurity Career

July 20, 2022

Welcome to Rock Your Profile

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Senior Client Solutions Manager

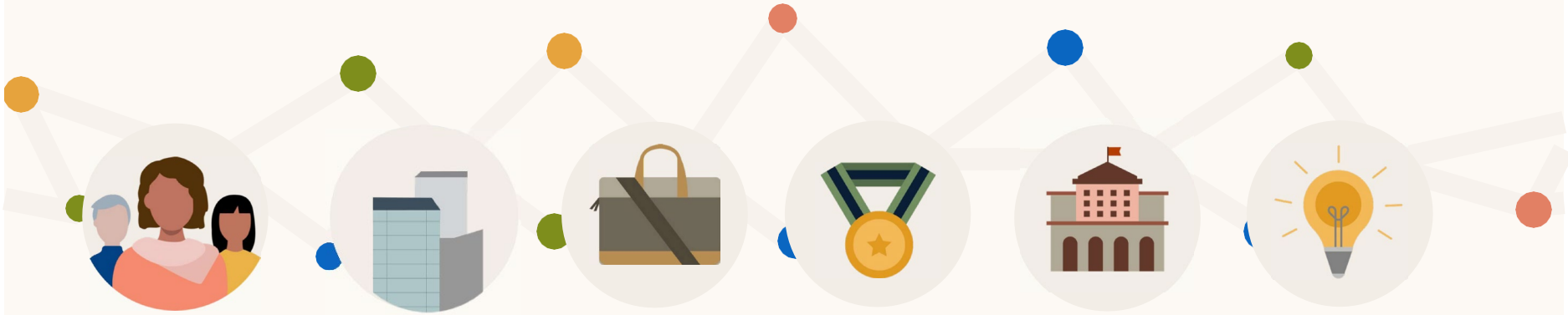
OUR MISSION

Connect the world's professionals to make them more productive and successful

OUR VALUE PROPOSITION

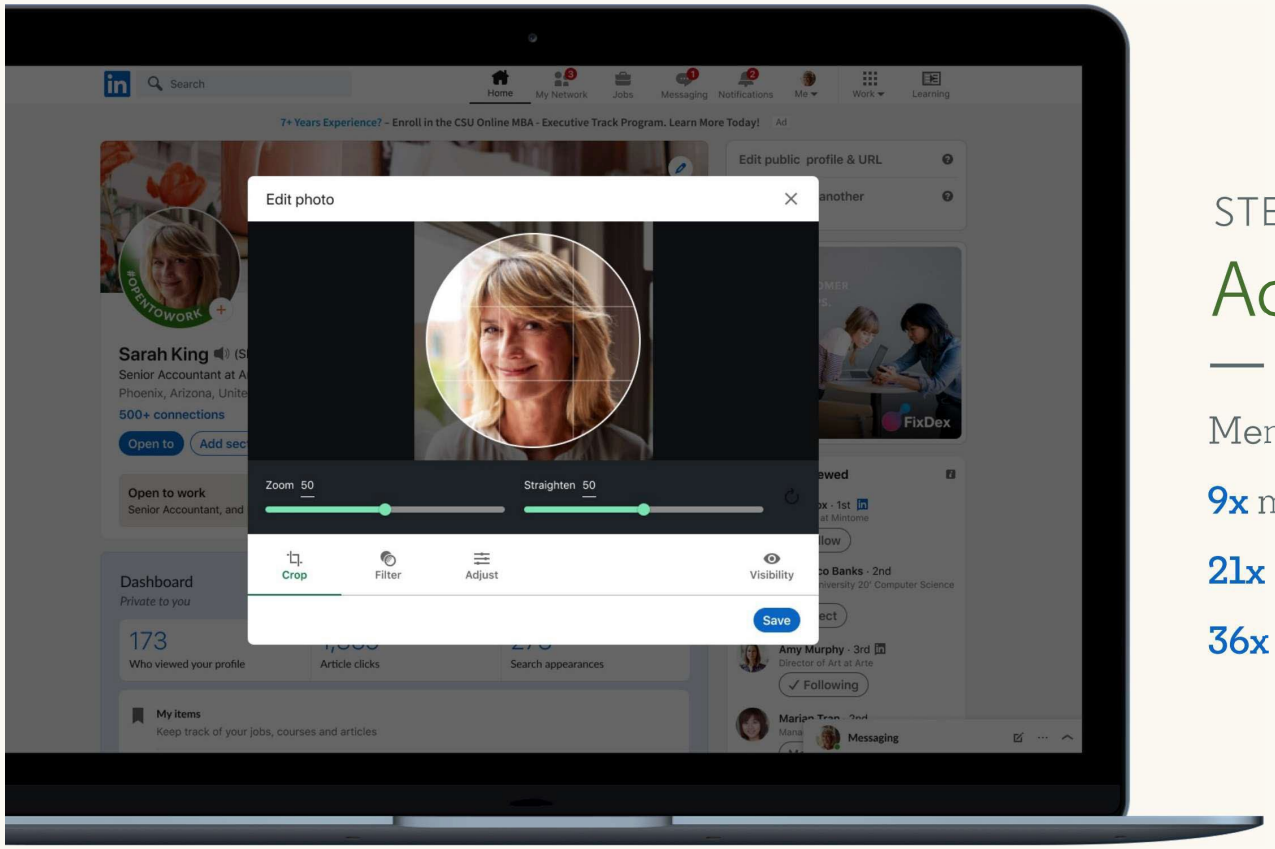
Connect to opportunity

THE ECONOMIC GRAPH



810M+	58M+	14M+	38K+	120K+	443B+
Members	Companies	Jobs	Skills	Schools	Knowledge

Your profile, your story



STEP 1

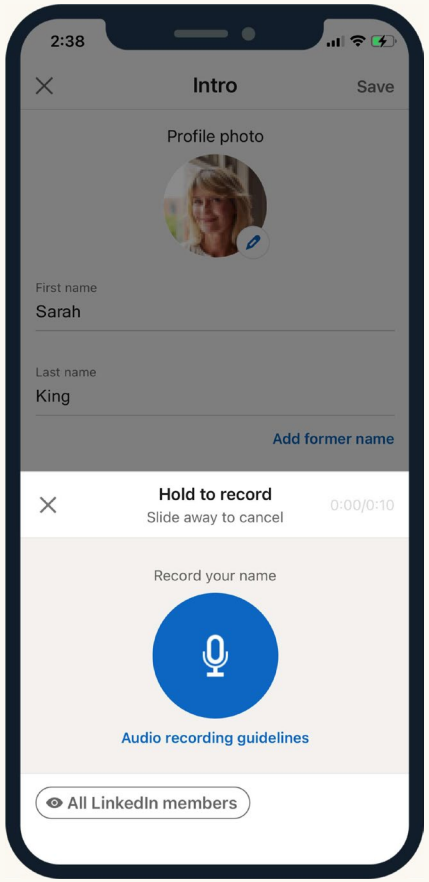
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP 2

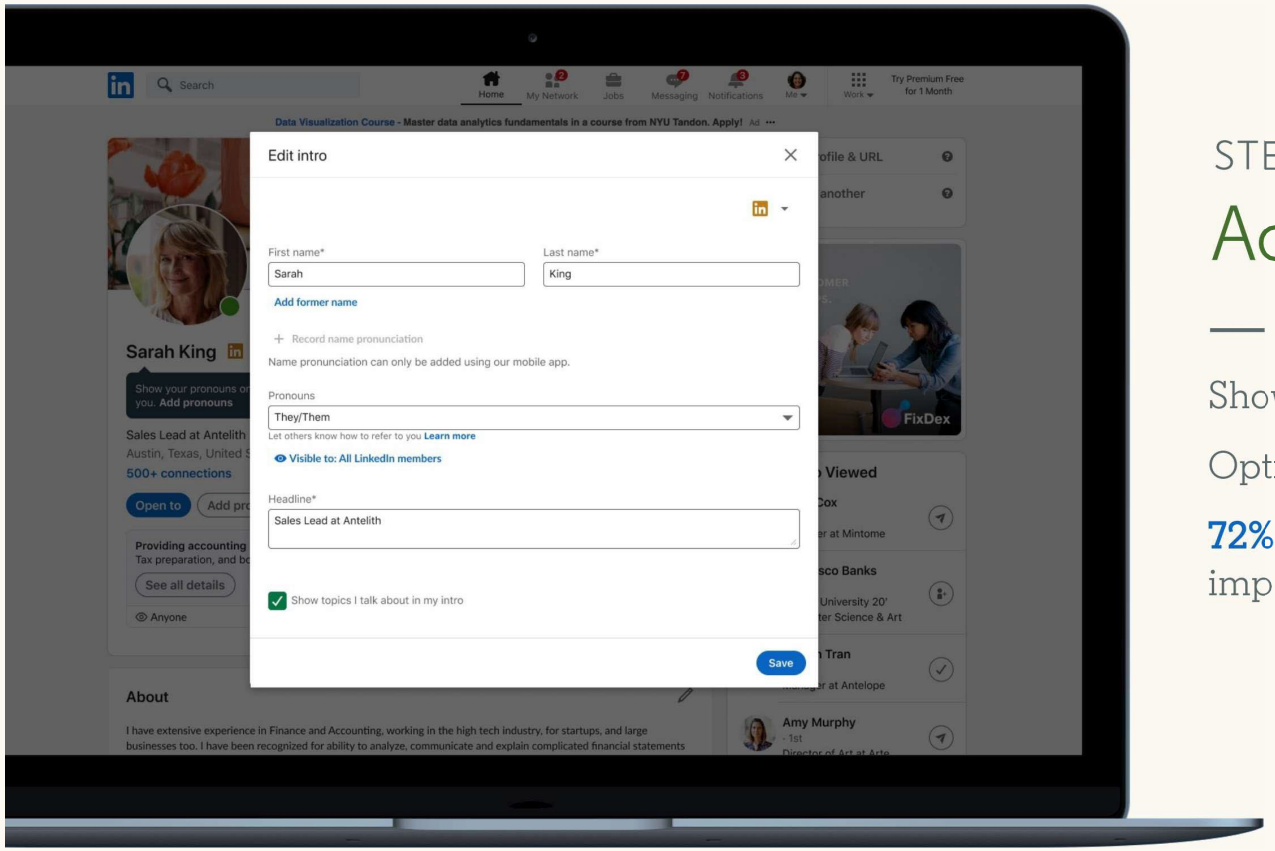
Record Your Name

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

Update on mobile

10 secs, limit background noise

Hold phone 4in away



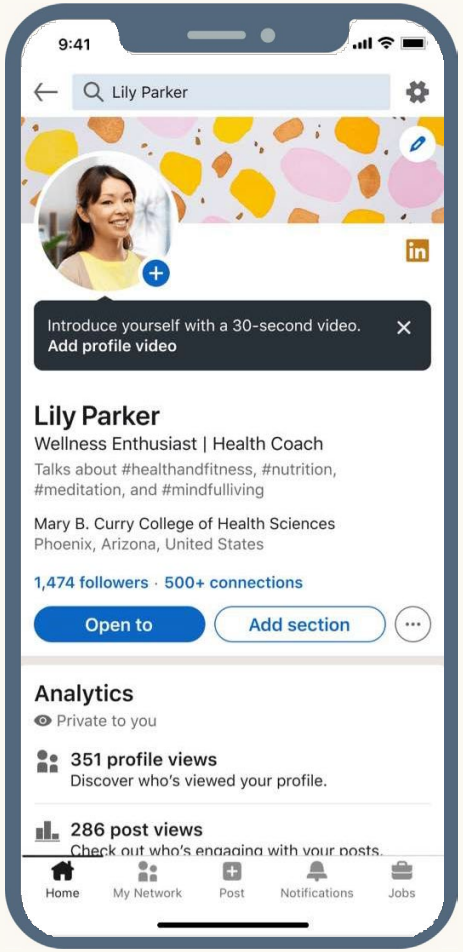
STEP 3

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

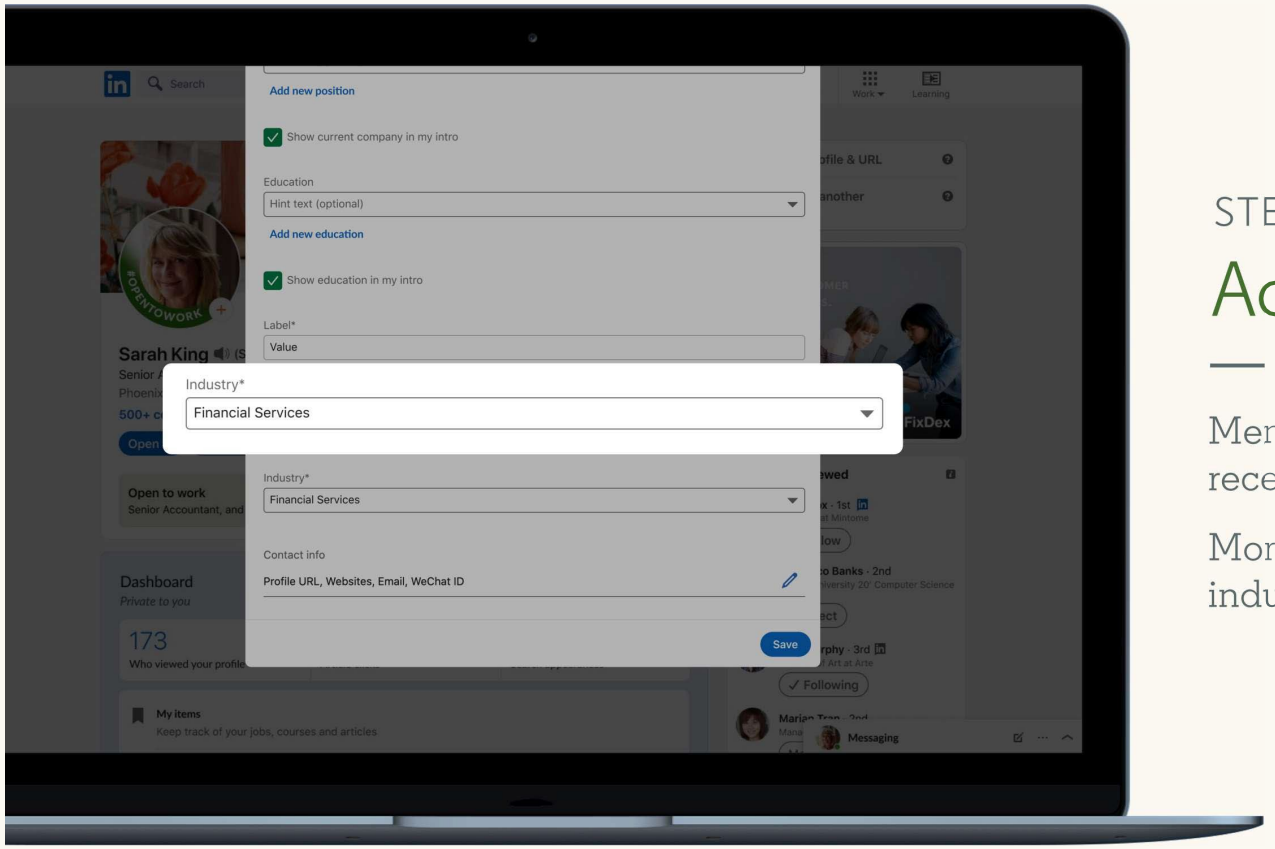
Create your Profile Video

30-sec video introducing yourself.

Provide an intro, share your story, highlight your goals.

Leverage prompts to get started

Track viewer analytics



STEP 5

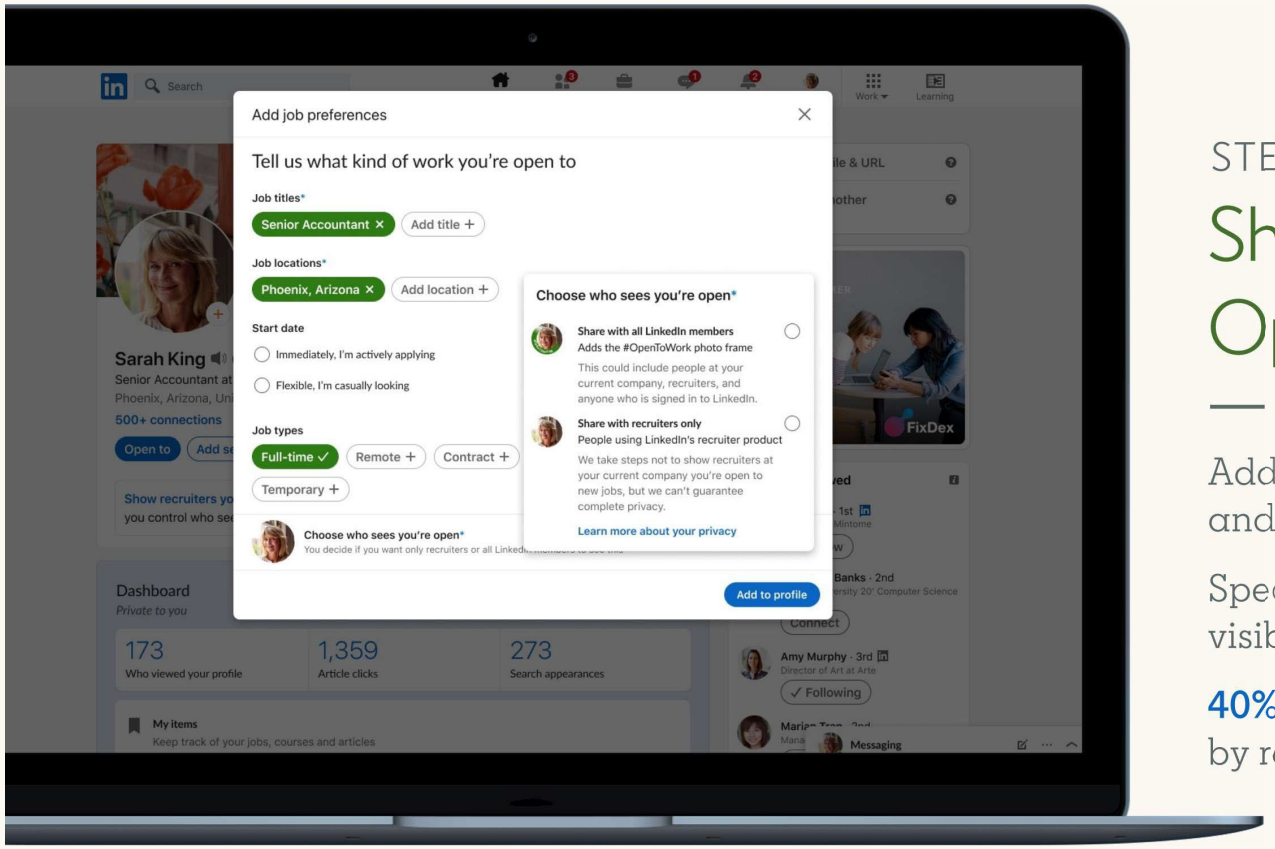
Add your industry

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



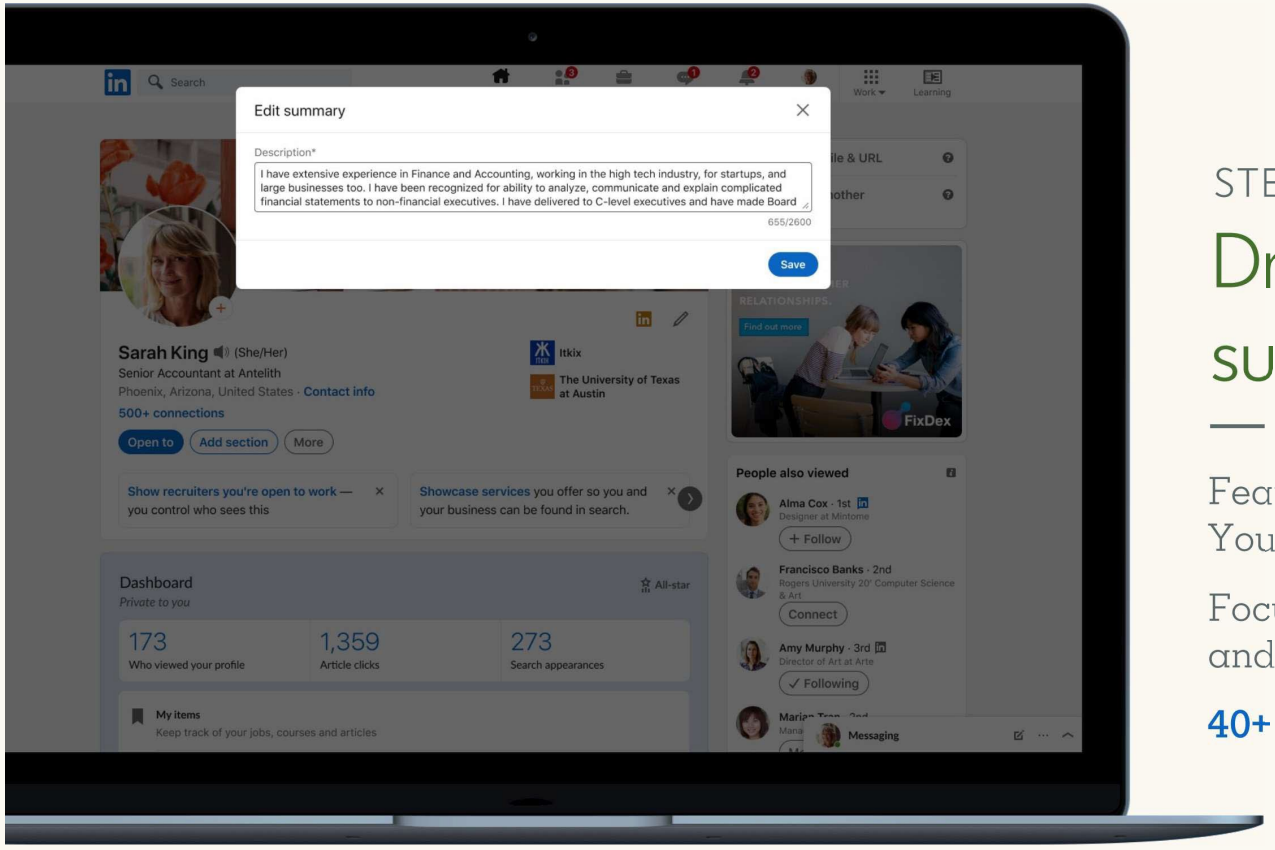
STEP 6

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.



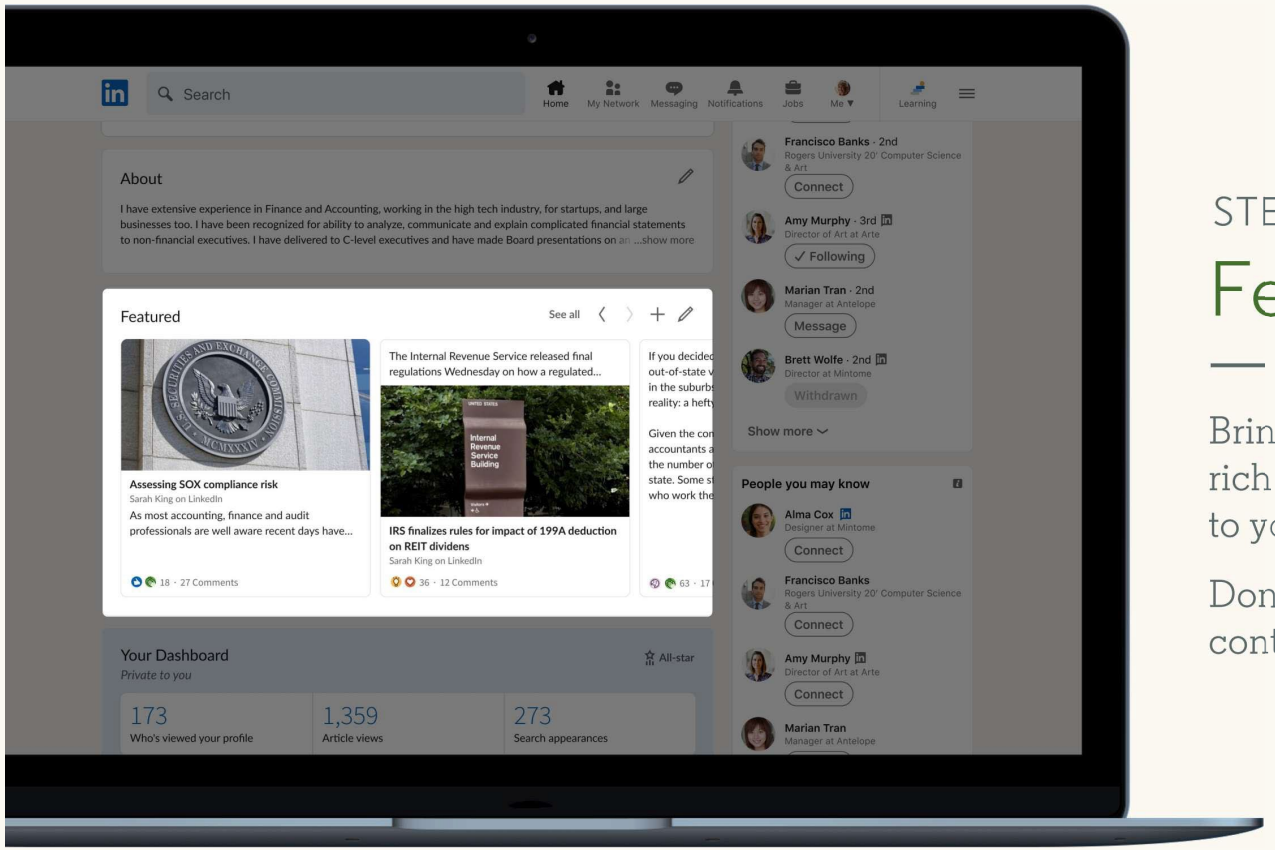
STEP 7

Draft a compelling summary

Featured in your 'About' section
Your "elevator pitch"

Focus on career accomplishments and aspirations

40+ words

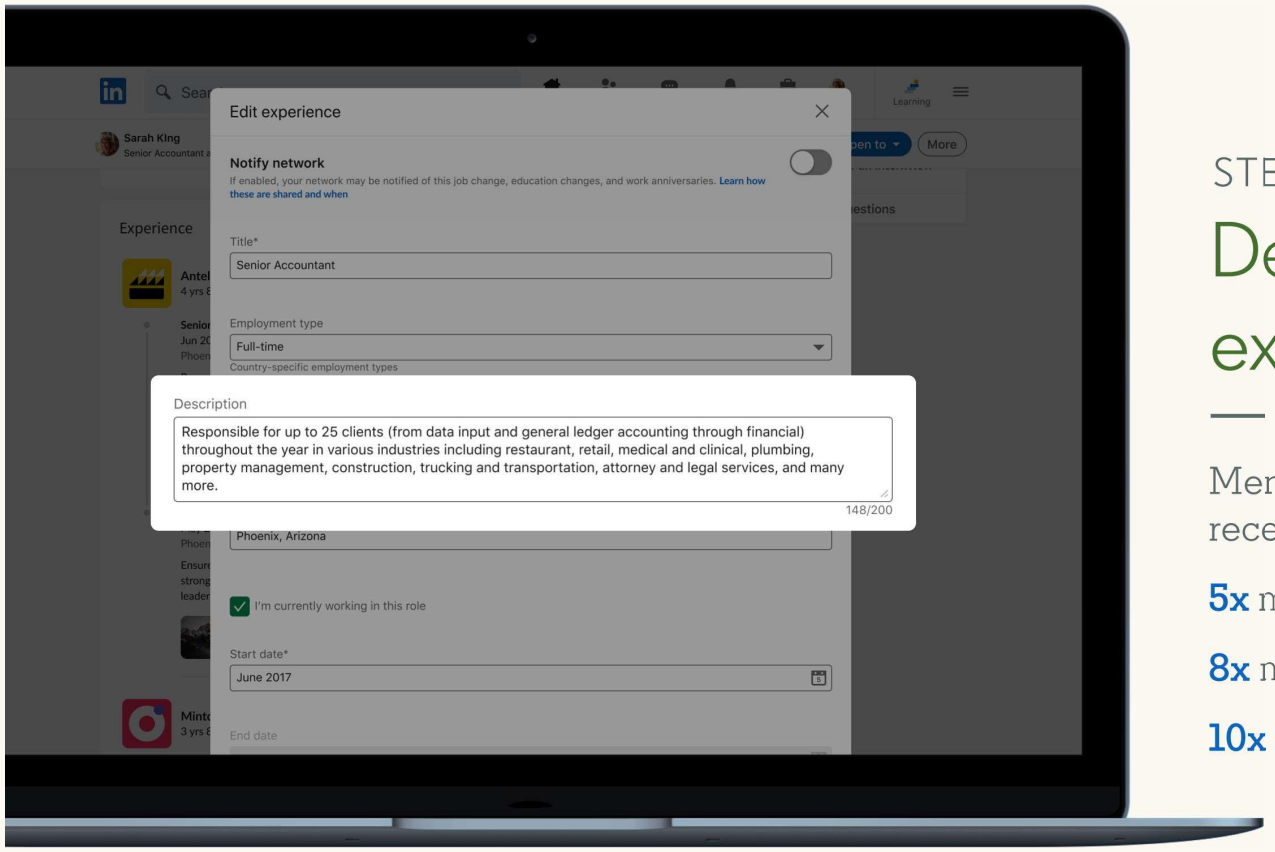


STEP 8

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

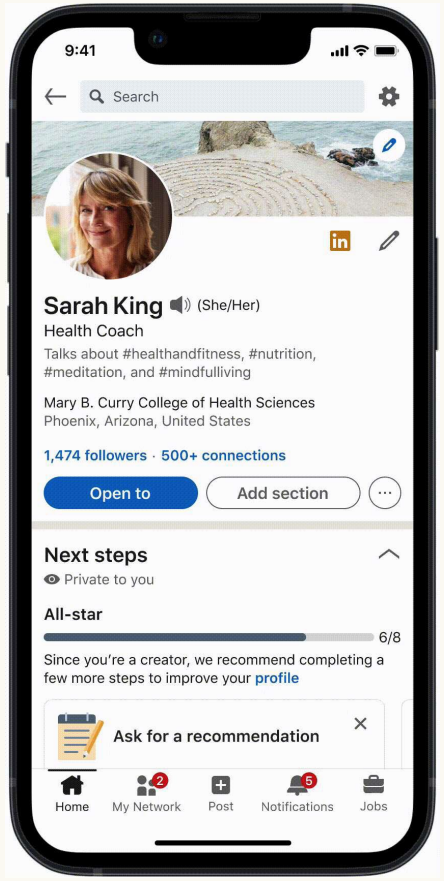
Detail your work experience

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

5x more connection requests

8x more Profile views

10x more messages



STEP 10

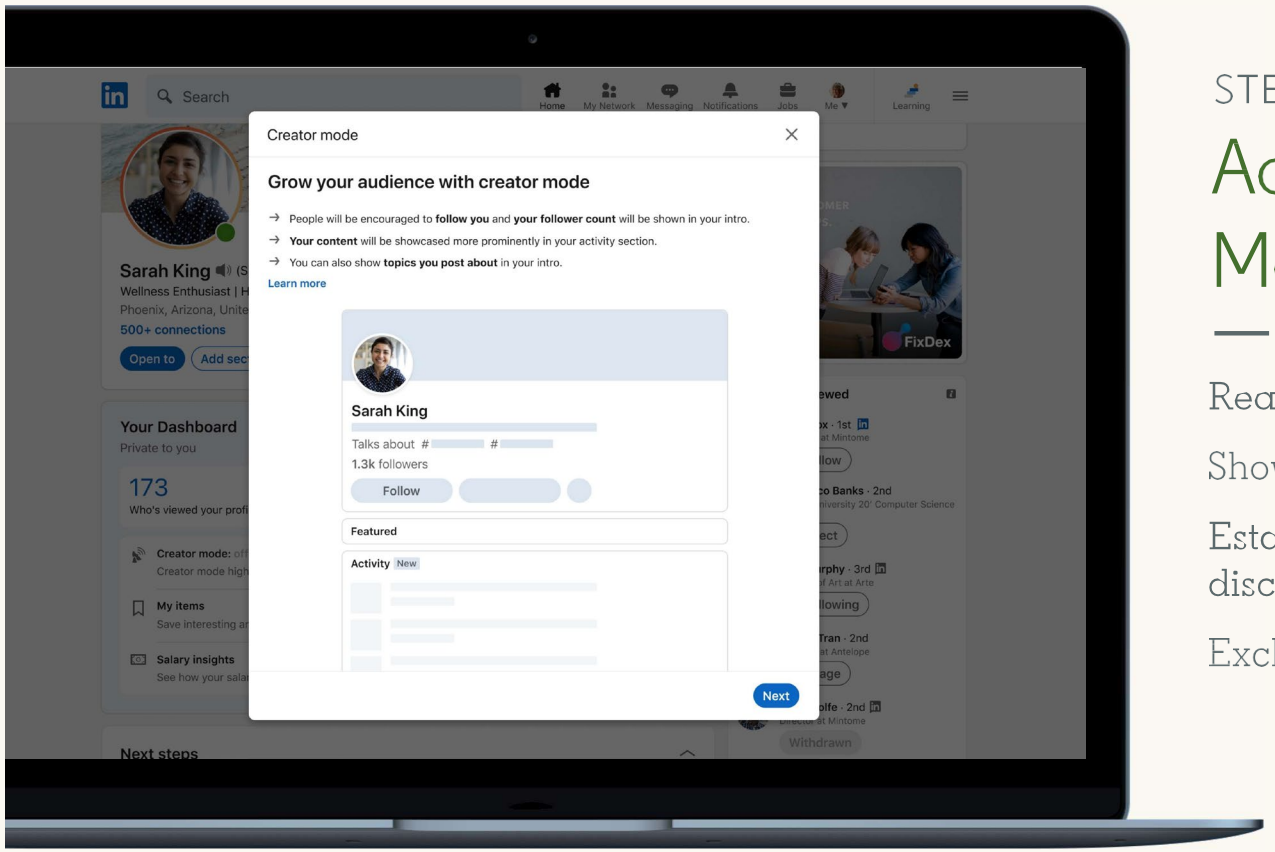
Add a career break

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

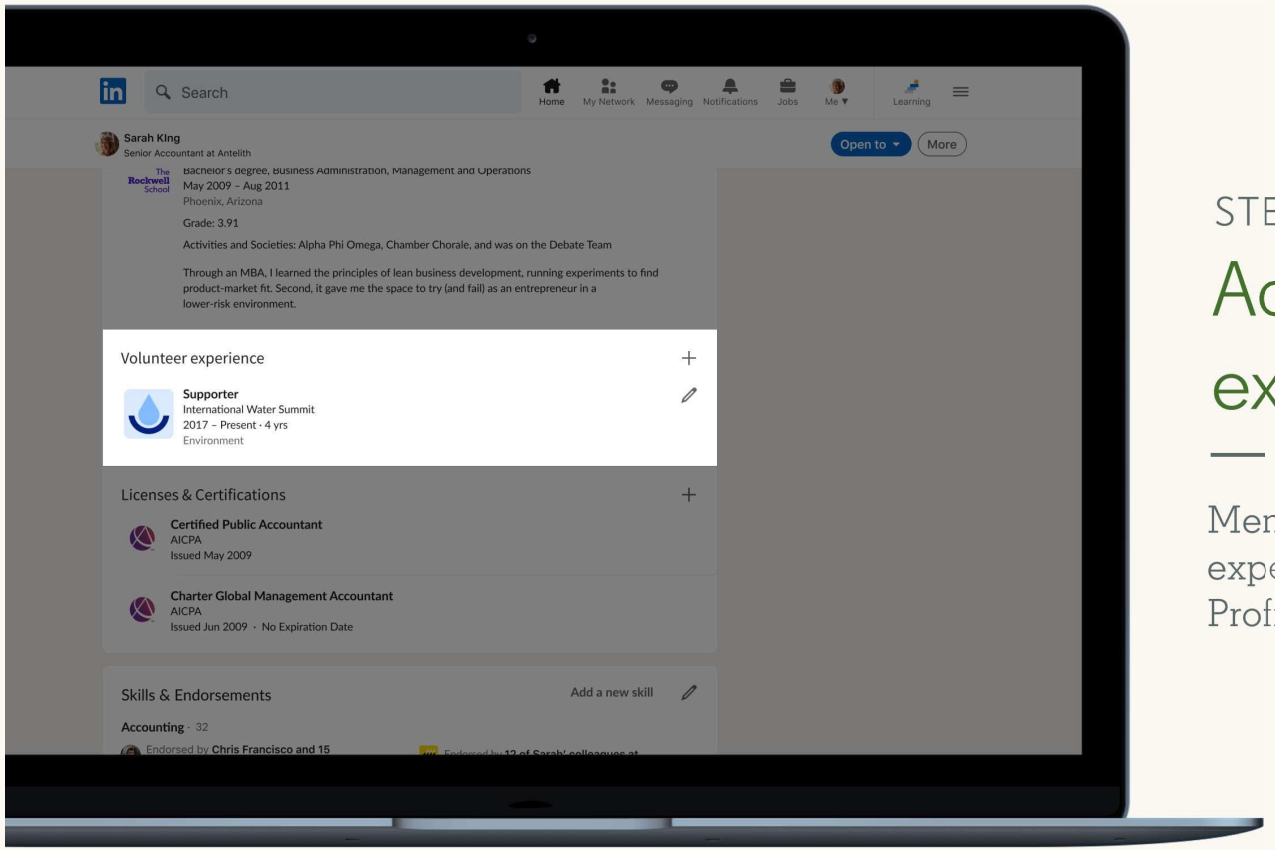
Activate Creator Mode

Reach a larger audience.

Showcase content front & center.

Establish your voice & get discovered.

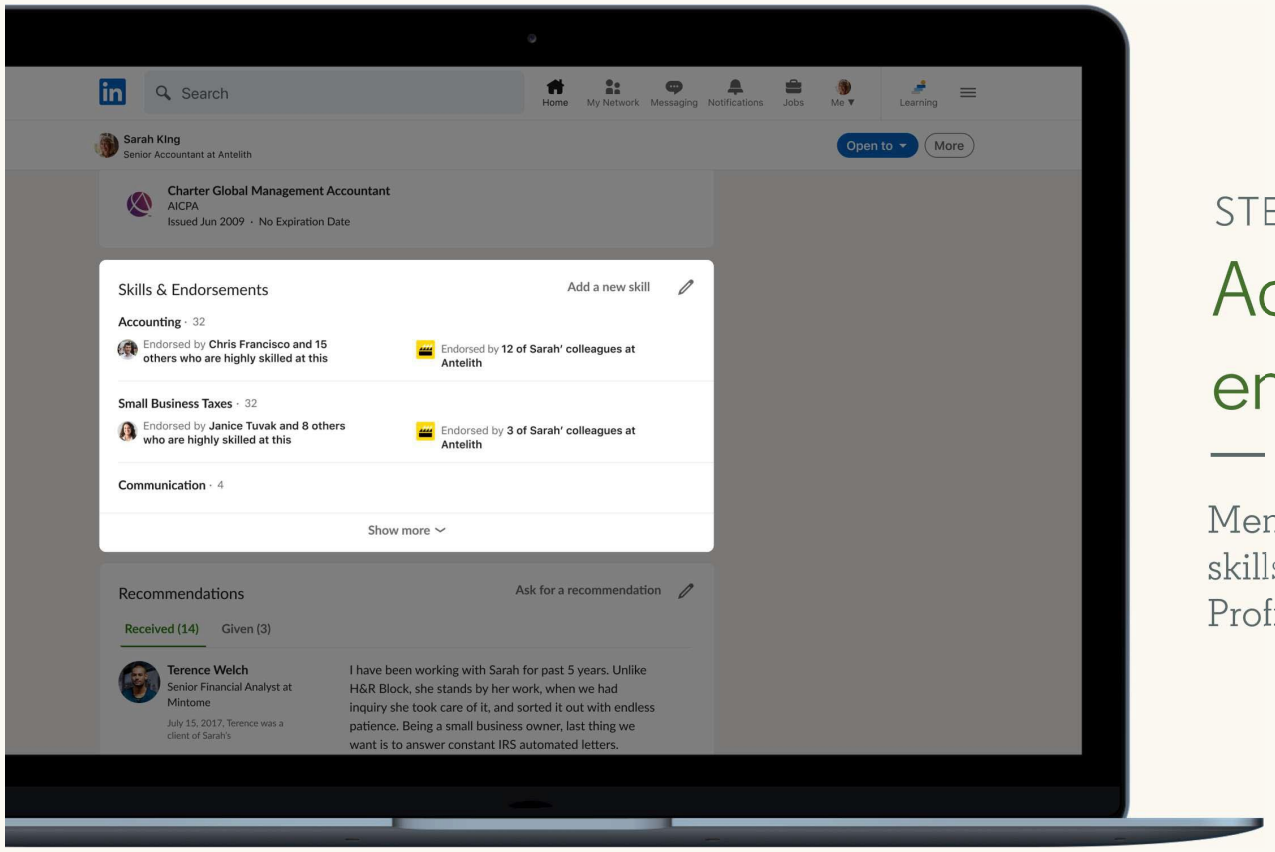
Exclusive access to creator tips.



STEP 1

Add volunteer experience

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



STEP 2

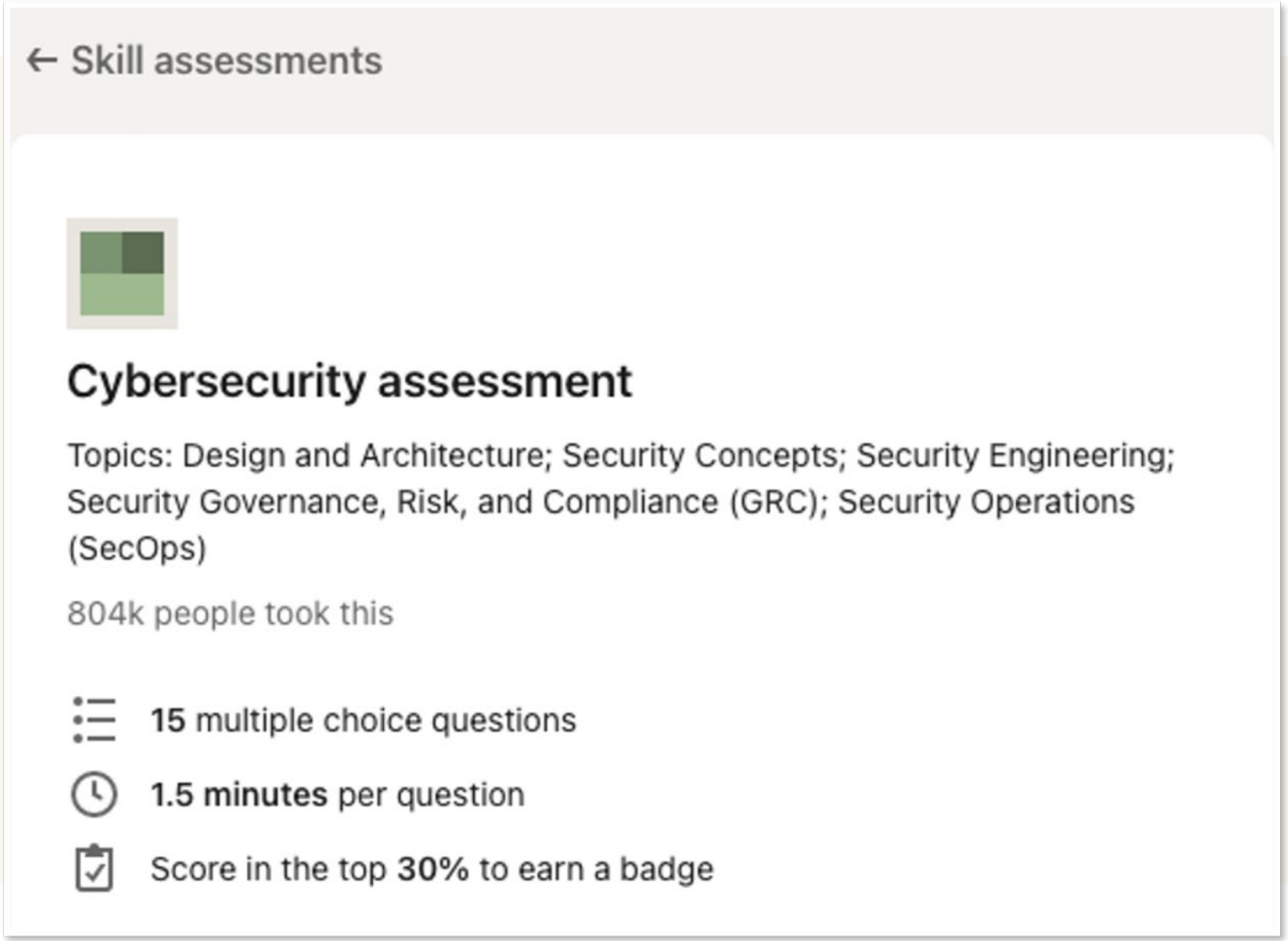
Add skills & get endorsed

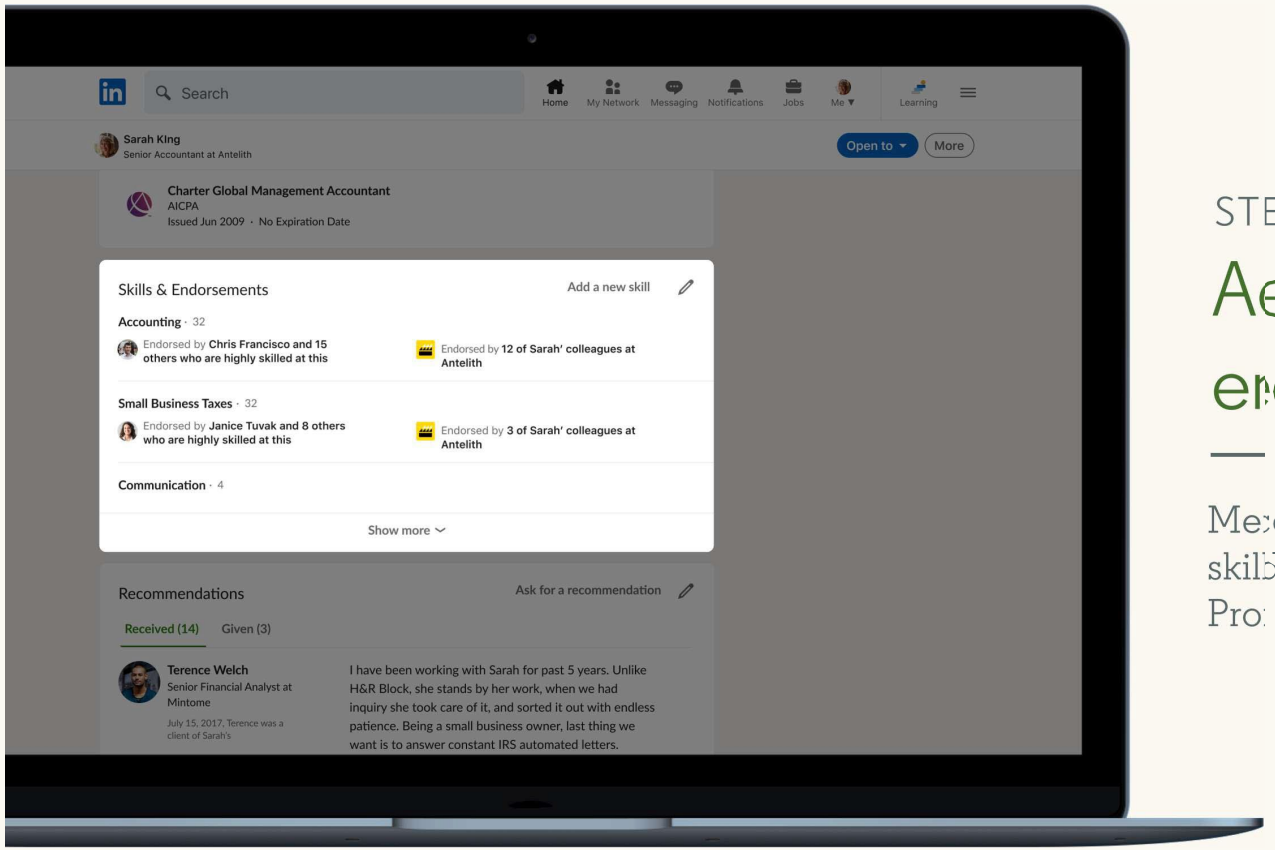
Members who add **5** or more skills **receive** up to **17x** more Profile views

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

Take a skill quiz





STEP 3

Aequest a ercommendation

Mecommendations help build you skildibility and validate your skills Pro

And don't forget about...

Location

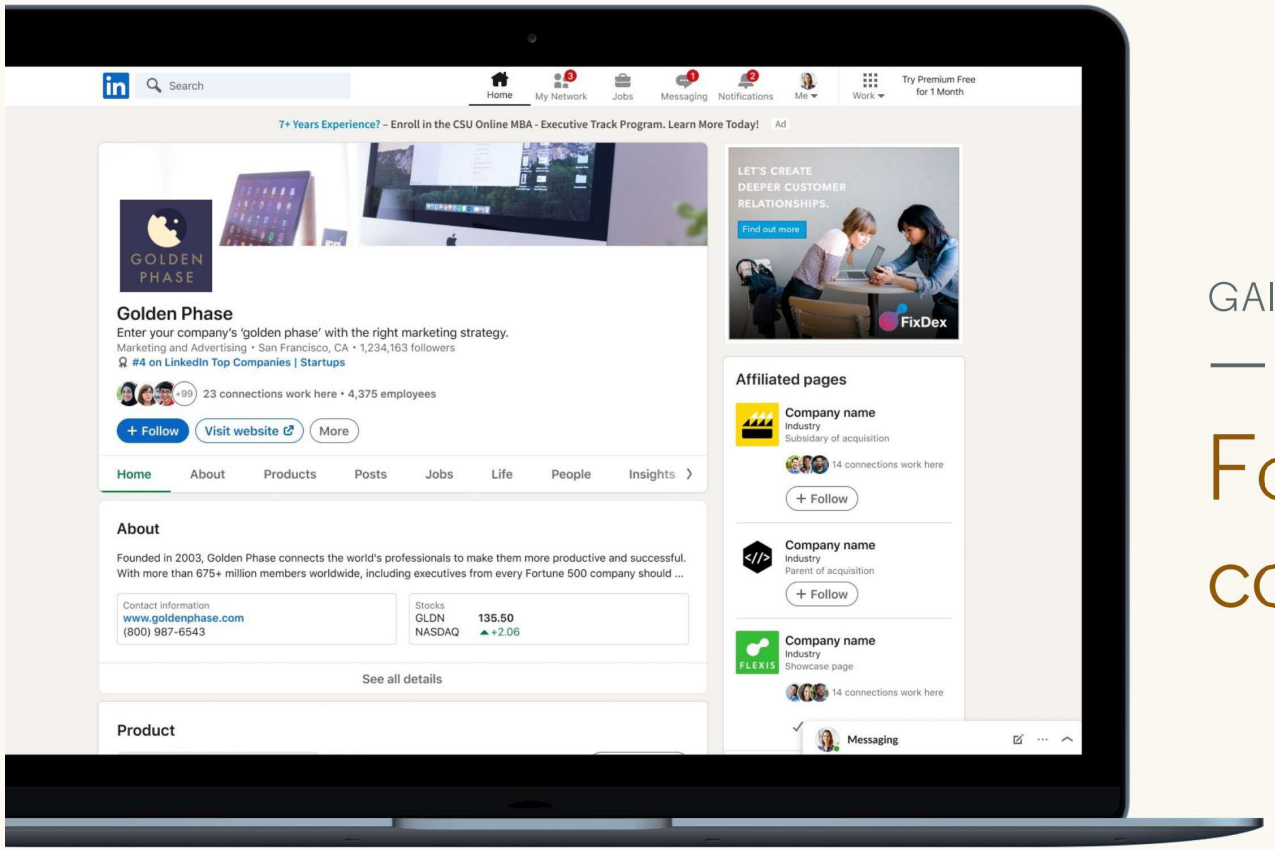
Education

Publications

Accomplishments

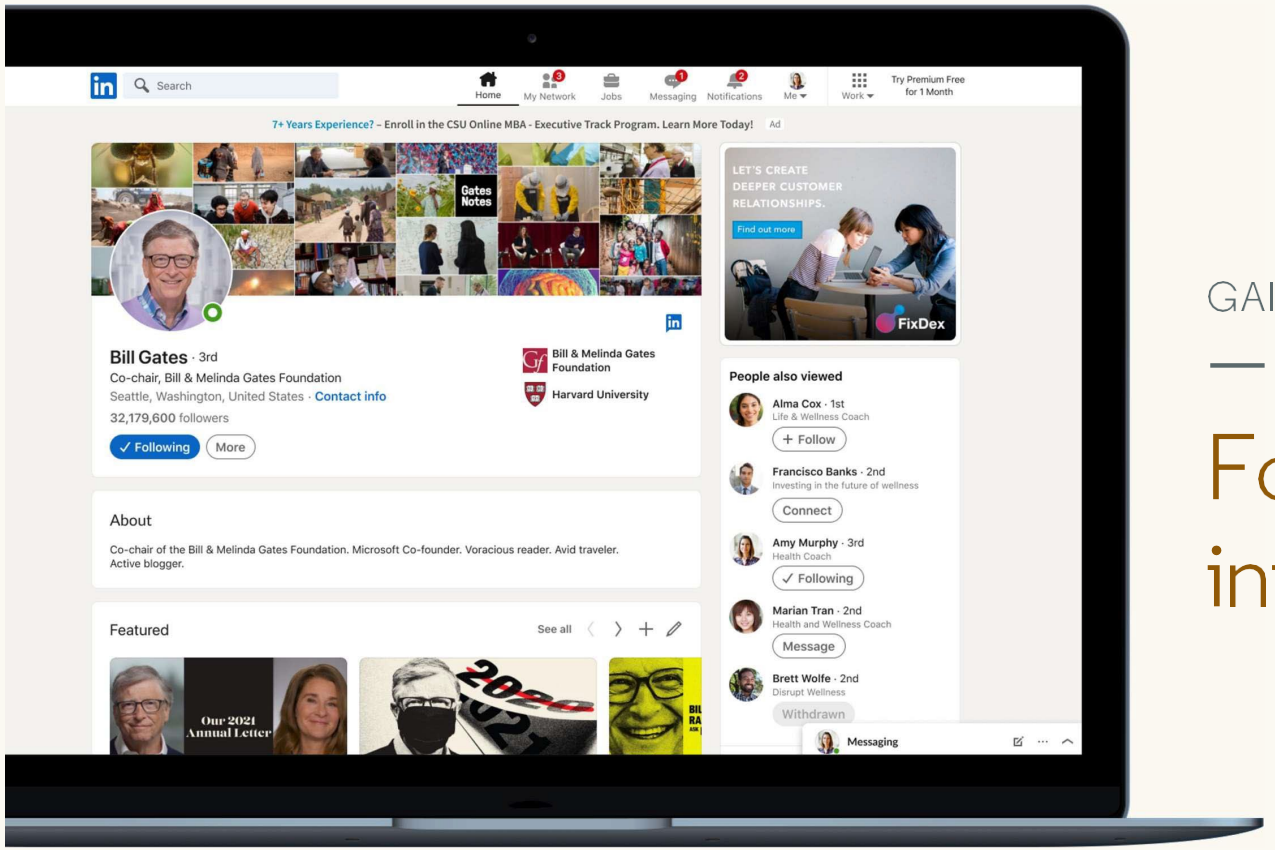
Questions?

Gain Knowledge and Insights



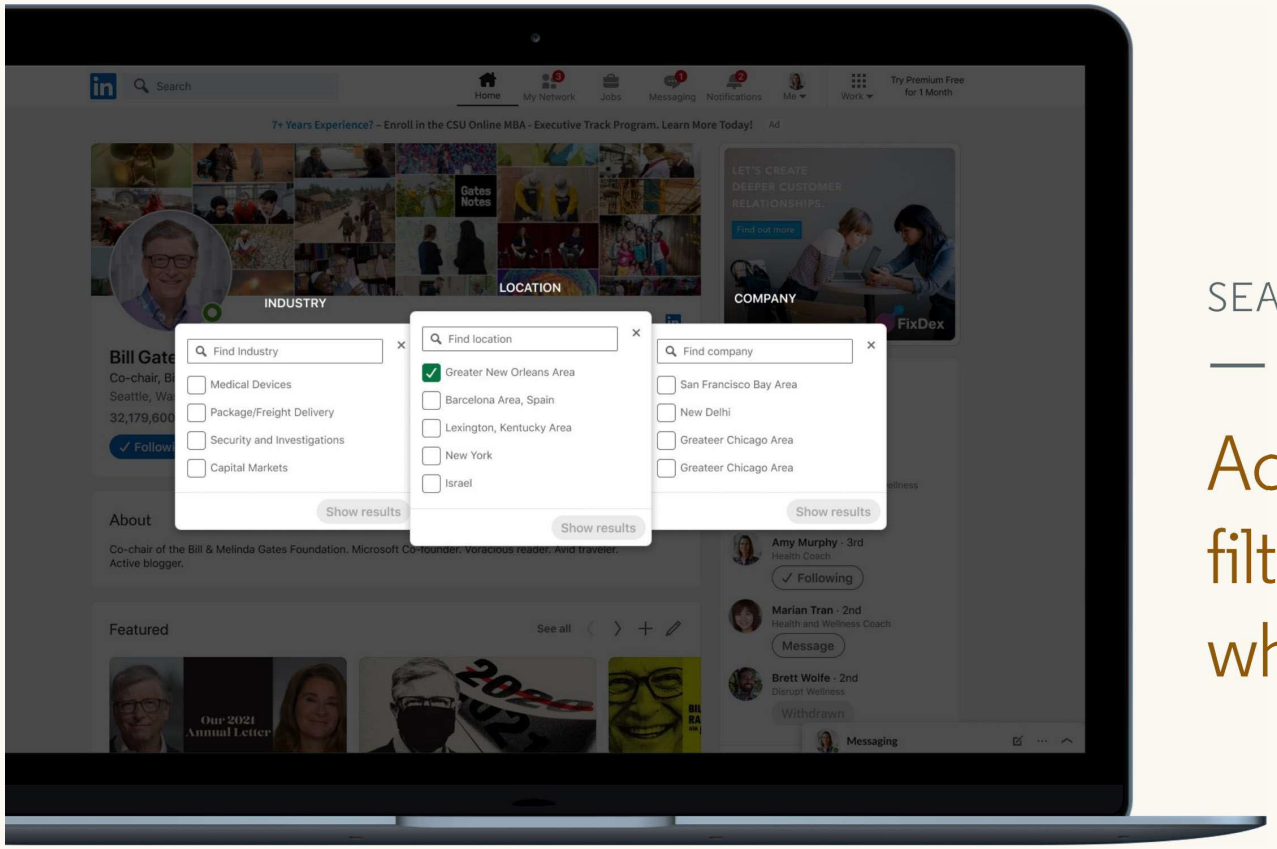
GAIN KNOWLEDGE

Follow companies



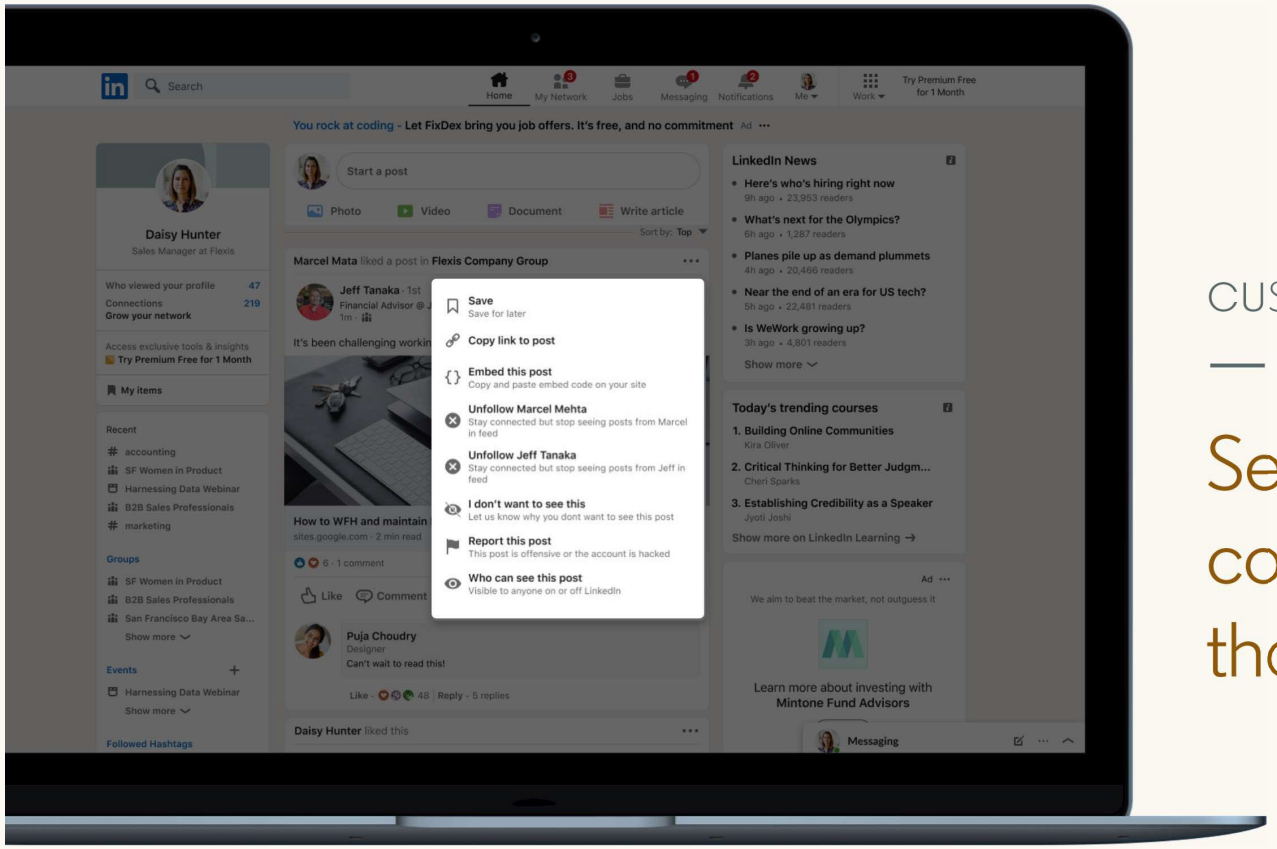
GAIN INSIGHTS

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

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https://www.surveymonkey.com/r/JulyNICEWebinar

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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

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