

TechSmith Camtasia: Tips to Stand Out on LinkedIn - Storyboard

Title of Project: “Tips to Stand Out on LinkedIn” Video Tutorial

**Part of a weekly resource series called, “Leveraging LinkedIn” - a helpful compilation of explainer videos for job seekers.*

Target Audience: Job Seekers looking to enhance and personalize their LinkedIn profile in order to attract attention from potential hiring managers, recruiters, companies, etc.

Introduction:

- **Problem to be addressed:**
 - How job seekers can effectively personalize their LinkedIn profile to make it stand out, look professional, and attract attention, so that they can more successfully cut through the noise, land a job interview, and get hired.
- **Solutions:**
 - Three ways to make your LinkedIn profile stand out are to 1) Customize your profile URL, 2) Link your portfolio at the top, and 3) Acquire skill endorsements.
 - This explainer video tutorial guides viewers to accomplish these three tips.

Learning Objectives: Upon completion of this training, the learner will be able to:

- Customize their LinkedIn profile URL
- Link their portfolio at the top
- Acquire skill endorsements from their connections.

General Directions for Reviewer(s):

- Each video is in its own box. The video title and its location in the course are listed in the black box at the top of the video. Please read over the audio script and text on screen to check for accuracy, realistic situations and dialogue, and completeness.
- Please make any simple corrections within the script in a different color.
- Use the “Comments” feature to ask questions or make comments on larger issues within the script or on-screen text.
- The left column is the audio script. This will have a conversational tone. If it doesn’t sound correct, try reading it out loud to see if it does. If not, make changes as needed.
- The middle column is the text on the screen. *Grammatical and spelling errors matter here-* please correct any mistakes you find in this column.
- The last column contains the images, graphics, and animations that will occur. All added stock images/graphics/videos are from Canva.

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[illegible]

Audio Script:	Text on Screen:	Images/ Animations/Graphics
Tip Number 1 – Customize your LinkedIn profile URL. The reason you'll want to do this is so you can have an easily accessible, easy to remember URL to put on job applications, business cards, or your resume like I have here. It makes it easier for LinkedIn members and recruiters to identify you and connect with you.	1) Customize your LinkedIn profile URL.	Numbered tip on lower third text. Screencast of LinkedIn profile page. Screenshot image of my resume, spotlight and zoom into URL, when referenced. Return to LinkedIn profile page.

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Here you can see mine is “Robin Castro Design” since I’m an instructional designer. Here’s how to make your custom URL. On your profile page, click Edit public profile & URL on the right. Under Edit your custom URL on the right side, click the pencil next to your URL. Type or edit the last part of your new custom URL in the text box. It's recommended to use a variation of your name or professional brand. When you’re done, click Save. Don’t waste time on this because custom URLs are available on a first come, first serve basis.		Zoom into URL in browser. Demonstrate procedure as described in the audio script. Use blue arrows with labels to reinforce.
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Audio Script:	Text on Screen:	Images/ Animations/Graphics
Onto Tip Number 2 – Link your portfolio of work at the top of your profile. This can be a website, Google folder, or even just a single project you’re really proud of, as long as it’s a public link. We want it at the top so that potential employers can’t miss it. Portfolios and samples show them what you can do and how you can help them. Here you can see my portfolio linked at the top, and if I click on it, it takes me to my website that showcases some of my instructional design work. In order to accomplish this, click the pencil in the top right of your profile, scroll down to Website, copy your	2) Link your portfolio at the top of your profile.	Numbered tip on lower third text. Screencast profile page. Zoom into My Portfolio link at the top. Show how clicking on link brings viewer to portfolio website. Return to profile page. Demonstrate procedure as described in the audio script. Use blue arrows as needed.

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portfolio website URL, paste it into here, give it a title, like My Portfolio, and click Save .		
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Audio Script:	Text on Screen:	Images/ Animations/Graphics
And last, Tip Number 3 – Acquire skill endorsements. The Skills section is usually found a little lower down the screen unless you change that. If you don't already have skills listed on your profile, you're going to want to do that first. Choose the most relevant and specific skills to list first. As an instructional designer, you can see my 5 most important skills are at the top. Then, think about people you've worked with and worked for that would be able to endorse those skills. Reach out to those people through message, phone call, or in person to ask them if they would be willing to endorse you in those areas. They can even write out a full recommendation. The more endorsements and recommendations you have, the higher your profile will rank in search results. Here you can see one of my skills, as well as endorsements given to me by some of my colleagues and classmates. Remember to always return the favor and offer to endorse them as well!	3) Acquire skill endorsements.	Numbered tip on lower third text. Screencast of profile page. Scroll down to Skills section. Hover over my top skills. Stock photos showing these communication methods. Show endorsements for the first couple skills.

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Audio Script:	Text on Screen:	Images/ Animations/Graphics
I hope this video of tips and tricks has been helpful as you continue to enhance your profile so that you can make a great impression. Remember, customize your profile URL, link your portfolio at the top, and acquire skill endorsements from your connections. It's the little things that make big things happen! Happy job seeking, and see you next time!	1) Customize your LinkedIn profile URL 2) Link your portfolio at the top of your profile 3) Acquire skill endorsements Thank you for watching! Leveraging LinkedIn New videos every week! @leveraginglinkedin	Logo screen from beginning animates onto screen with series title at the top. Music from beginning fades in. 3 tips animate onto same screen as beginning. Outro text animates onto screen. Music fades out and screen fades to black.