

GEER UP NEWSLETTER

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UPLIFTING PROFESSIONALS



THE LinkedIn ISSUE

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01 ---- WELCOME! ----

GEER UP stands for **G**overner’s **E**mergency **E**ducation **R**elief, **U**plifting **P**rofessionals.

Stay up to date with taking a class/classes, earning your certification or license, and making your next career move.

EARN YOUR CERTIFICATION OR LICENSE TODAY!

Please note: That while the GEER program has ended, much of the information in this newsletter is helpful to anyone who is searching for a job.






02 ---- **PUT YOUR LinkedIn PROFILE TO WORK** ---- written by Sean Wright



While most of us may have a LinkedIn profile, we all have varying levels to which we engage with others on this professional social media site. Last month I began to touch on the value of using LinkedIn for tapping into the hidden job market. If you have an incomplete, or out of date profile, then you'll have a hard time doing this effectively. Below, I outline some key pieces of your profile to focus on and touch on some ways to begin to optimize your profile so that recruiters can find you on LinkedIn.

You will first want to work towards a completed and updated profile, if you don't already have one. While you should plan to complete each element of your profile there are key elements that you can focus on first that will get you off to a great start. These include your headshot, banner picture, headline, and about section. I'd then recommend filling in basics about your work and education history, certifications and/or licenses, and key skills that target the type of job you are looking for. You can fill in additional details as you continue to develop your profile and express your personal brand.

1. A professional **headshot and banner photo** make your profile many times more likely to be viewed and begin to express your personal brand. You don't need these professionally taken, just something high resolution that shows you in professional attire and looking friendly or approachable. You can find many free high-resolution photo's to use for your banner photo from a number of websites online, my favorite is www.unsplash.com. www.canva.com is a great place to do basic photo edits, including adding text to your banner photo for free! Your banner photo should represent you in some way, and ideally relate to your professional life. Take time to review what others are using, if you aren't sure where to start.
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2. The **headline** on your profile defaults to your most recent job title at the company you work(ed) for (ex. My default headline would be, "Placement and Learning Advisor at Montgomery College"). You can edit your headline so that it is more attention grabbing and encourages recruiters to click on your profile (ex. "Web Developer known for creating modern and sleek websites that keep customers engaged"). Don't be afraid to get a little creative here while focussing on your strengths and achievements.

3. The **About** section is an opportunity to share the story of your professional life and the skills and achievements you're are likely to bring your next employer. This can be written in a more personalized first-person method using "I" statements. Introduce your professional self, highlight your contributions and achievements, consider sharing more relevant personal interests, and add a call to action such as encouraging the reader to discuss a specific topic in your field or industry with you. It's not only okay, but even encouraged, for you to talk about your "Why," for being in your career pathway so recruiters can understand some of your motivation. Also, use key words that recruiters are likely to put in their searches for talented job seekers like you and add a "specialties" or "career highlights" section at the end of your About section that lists your skills and optimizes your search-ability for recruiters.
4. If you need to build more **connections**, then consider current and past colleagues, classmates, professors, people you meet at networking events, professionals you do informational interviews with, etc. and invite them to connect. When you have more connections your profile will appear higher in searches, and when you post things like the training you are in and the certification(s) you are earning more people will see your profile. It's a good idea to "like" and comment on the successes others are having, especially in your industry. Follow the companies you would like to work for and any professional groups related to your career pathway. All of this increases your visibility and will bring more opportunities your way.
5. **Endorsements** allow you to express confidence in a colleagues skill level in different competencies, and they can do the same for you. While endorsements in your skills section are nice, **recommendations** tend to carry much more weight as they are a personalized attestation of what you are able to offer and contribute to future employers. You can ask current/previous bosses or colleagues who have witnessed your hardwork, drive, dedication, and accomplishments first-hand to write a recommendation statement for you. They submit it through their LinkedIn account on their end, you review it for approval before it goes to your profile, and you can always ask for an edit so that the recommendation highlights key skill areas that will support your job search.

While these topics do begin to discuss using LinkedIn in a meaningful way there is so much more that you can and should review throughout your search and career. To further support your efforts we have provided a few resources linked below that will help you take your profile to the next level!

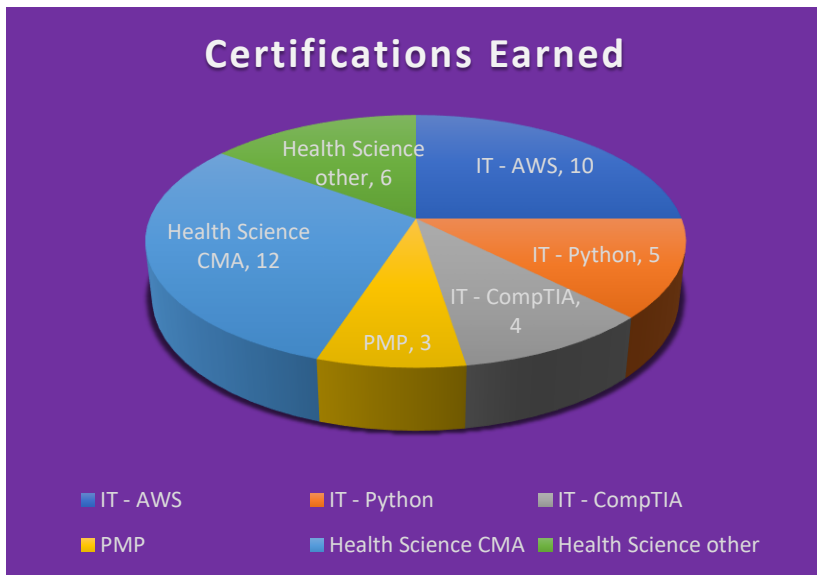
03 ---- RESOURCES FOR STRENGTHENING YOUR LINKEDIN PROFILE ----

20 Steps To A Better LinkedIn Profile in 2022. <https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017>

31 LinkedIn Profile Tips. This article breaks down tips into three sections, 1.) General Tips, 2.) Individual Profile Sections, 3.) Using Your Profile <https://www.themuse.com/advice/linkedin-profile-tips>

3 Steps To Finding Hidden Jobs on LinkedIn <https://www.recruiter.com/i/3-steps-to-finding-hidden-jobs-on-linkedin/>

04 ---- SUCCESSES – CERTIFICATIONS ----



40 Credentials earned to date!

19 in Information Technology,
18 in Health Sciences
 (12 are Clinical Medical Assistant)
3 in Project Management.

Share your success with us! Let us know you've earned your credential!

Email geer@montgomerycollege.edu

Certifications Earned by GEER Students this Month

4 New Health Science certifications reported! Congrats to our Health Science GEER Students!



Student Spotlight – Kathryn Beard, Security +



Kathryn Beard came to GEER seeking her CompTIA Security + certification. She previously obtained two bachelor degrees in English and later in Digital Media and Web Technology (graduating *summa cum laude*). While completing training she was still missing some key IT training and began seeking certifications. In 2017 she had a work injury that limited her to part-time work, and later she faced unemployment. Kathryn earned multiple certifications, including CompTIA ITF, A+, Net+, and AWS Practitioner, and has most recently earned her CompTIA Security+ through GEER. She has accepted an entry level role with AT&T, is awaiting security clearance to begin this work, and is pursuing higher level security certifications.

“If you have the drive and determination, resources and support are available for anyone wanting to obtain new skills and certification in various industries through the GEER program. Never lose hope or give up on your dreams.” - Kathryn

05 ---- CERTIFICATION STUDY GROUPS ----

Some students perform better when they have a productive study group. Join one today with your peers who are seeking the same certification or license. Sign up today! Complete this [form](#) and we'll connect you to a study group!

06 ---- CAREER FAIRS & JOB OPPORTUNITIES ---- (clickable links)

- [Women In Technology Job Fair](#) March 24, 2022 4:00 to 7:00 PM
- [AWS Summit in Washington D.C.](#) May 23-25, 2022 **Free to attend.** In-Person event with some health/covid precautions. For people at all levels of AWS, Beginner through Expert. 5 different types of sessions including 2 hours hands-on workshops with teams!
- [Recruitment Events and Job Fairs through Student Employment Services](#) at Montgomery College
- [Recruitment/Hiring Event & Job Search Workshops](#) are available for **free** through American Job Centers
 - Find your Job Center Here: <https://www.dllr.state.md.us/county/> Click on your county for more info!
 - WorkSource Montgomery Calendar of Events - [Montgomery County](#) Residents – Requires registration <https://worksourcemontgomery.com/calendar>



Governor's Emergency Education Relief, Uplifting Professionals

Unwaivering Professionals | Unique Professionals | Unafraid Professionals