



**Your LinkedN Driving Instructor**

BECAUSE WHEN YOU DRIVE, YOU REMEMBER!

# Using ChatGPT to Enhance Your LinkedIn Profile



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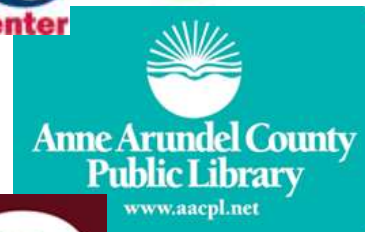
# Good Morning

Facilitator for the Career Gateway Program.

Also, provide small group LinkedIn trainings for public libraries and career development organizations nationwide.

Focus on helping individuals 50andbetter achieve their job search, career transition, nonprofit leadership, and entrepreneurship goals.

# Some of the Organizations I've Provided LinkedIn Trainings for Since 2016





# What is ChatGPT?

- ▶ ChatGPT, is short for Chat-based Generative Pre-trained Transformer.
- ▶ It uses natural language processing to quickly generate texts from your conversations.
- ▶ ChatGPT can automatically create compelling descriptions in just a few minutes using simple commands such as “summarize my resume” or “highlight my experience.”
- ▶ Not only does it provide convenience and efficiency, but it also ensures your written content is grammatically correct and concisely captures your accomplishments.

# A Word of Caution

- ▶ ChatGPT is a new technology that is constantly evolving and in testing. It may unintentionally generate incorrect information and needs to gain more knowledge of the world and events after 2021.
- ▶ Be sure to review the company's privacy policy to ensure you're comfortable with how it uses personal data.

# Why LinkedIn is a Great Place to Start Using ChatGPT

- ▶ Because LinkedIn profiles require a significant amount of copy that can be executed without the need for an employer, peer, or technical review.
- ▶ Because ChatGPT can quickly and easily generate LinkedIn content for you to build upon if you provide details about your experience, strengths, and goals.
- ▶ Because ChatGPT allows you to spend far less time on repetitive and often time-consuming tasks, like drafting invitations to connect or responses to invitations to connect, so you can use your time on LinkedIn for more strategic work.

# Your LinkedIn Driving Instructor's Four Rules of the Road to Using ChatGPT to Enhance Your LinkedIn Profile

Rule #1:

ChatGPT-Generated  
Content is only the  
Starting Point.



## Rule #2:

You will need to tweak whatever content ChatGPT creates for you to make it authentic to you and accurate.

## Rule #3:

Provide as much guidance  
as possible in your  
prompts.

## Rule #4:

**Always Generate at Least  
Three Versions of Any  
Prompt.**

# Final Step

- ▶ Sort through the options Chat GPT has generated, pull what you like from each version, synthesize, then add your own flair.

# Three Places on Your LinkedIn Profile Where You Can Use ChatGPT to Generate Draft Content



LinkedIn About section



LinkedIn Experience section



LinkedIn Headline

# How to Use ChatGPT to Create Drafts of Your LinkedIn “About” Section

- ▶ For the prompt, write: "Write a LinkedIn About section using my resume." OR "Write a professional summary using my work experience and include my total years of experience, the keyword “marketing”, and keep it shorter than 500 words.”
- ▶ Type “Shift + Enter” to create a new line.
- ▶ Copy/paste the text from your resume into ChatGPT below the prompt.
- ▶ When you get your result, save it in a separate area.
- ▶ Click "Try again" to generate two more versions. Remember to save ChatGPT’s response each time.



# Examples of ChatGPT Prompts to Create a LinkedIn Headline

- ▶ "Write a LinkedIn headline using my resume and keep it shorter than 220 characters."

OR

- ▶ "Write a LinkedIn headline in a conversational tone using my work experience and the keywords "nonprofit" and "manager." Keep it shorter than 220 characters."

# Three Templates ChatGPT Can Help You Create



Notes for Invitations to Connect



Responses to Invitations to Connect



Responses to Unsolicited Messages

# Examples of ChatGPT Prompts to Create an Invitation to Connect or a Response to One

- ▶ "Write a LinkedIn invitation to connect with University of Maryland Alumni and keep it shorter than 300 characters."

OR

- ▶ "Write a LinkedIn response to an invitation to connect in a conversational tone asking the sender for more information about why they want to connect."

# Other AI Platforms can Provide LinkedIn Profile Optimization Assistance

- ▶ **Optimizing your LinkedIn profile is crucial to maximizing your professional opportunities and networking potential. AI optimization tools can help you enhance your profile's visibility, match job descriptions effectively, and make a lasting impression on potential employers.**

# Top 5 AI Tools for LinkedIn Profile Optimization

1) Hiration

2) Jobscan

3) Careerflow

4) Teal

5) Resume Worded

- ▶ Each one offers a free version or free trial with some basic features, but most require a premium, i.e., paid, version for the full suite of enhanced optimization capabilities and functionalities, like advanced insights and recommendations.
- ▶ Each one is a little different so try before you buy. Take advantage of/and test the free version to see which one feels right for you.

# Hiration

- ▶ Hiration's LinkedIn Reviewer offers an analysis of your profile's effectiveness and provides detailed suggestions for improvement.
- ▶ The tool evaluates key sections like headline, summary, experience, and skills, providing insights into keyword usage, achievements, and industry relevance.



# Jobscan

- ▶ Jobscan's LinkedIn Optimization Tool focuses on tailoring your profile to match job descriptions and improve your chances of getting noticed by recruiters. It analyzes your profile and provides optimization recommendations based on the keywords.
- ▶ The tool also offers a side-by-side comparison feature to assess the alignment between your profile and specific job postings.

# Careerflow

- ▶ Careerflow is a LinkedIn optimization tool designed to offer a range of features to enhance your profile's visibility and optimize your profile, such as keyword analysis, headline suggestions, and content recommendations.
- ▶ The tool also provides insights on profile completeness and engagement metrics.

# Teal

- ▶ Teal is a LinkedIn review tool that focuses on improving your profile's overall performance and visual appeal. It provides an analysis of your profile's branding, content, and structure.
- ▶ The tool also offers actionable recommendations to enhance your profile's storytelling, design, and engagement.

# Resume Worded

- ▶ Resume Worded's LinkedIn Review Tool focuses on analyzing various elements of your profile, like the headline, summary, experience, and skills. It provides personalized feedback and suggestions to optimize each section for maximum impact.
- ▶ The tool also evaluates your profile's readability, engagement, and keyword usage.

## In Closing, Remember the Four Rules of the Road

- 1) ChatGPT-Generated Content is only the Starting Point.
  - 2) You will need to tweak whatever content ChatGPT creates for you to make it authentic to you and accurate.
  - 3) Provide as much guidance as possible in your Prompts.
  - 4) Always generate at least three versions of any Prompt.
- ▶ Then take the FINAL STEP: Sort through the options Chat GPT has generated, pull what you like from each version, synthesize, then add your own flair.

# Thank You!!!

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Of A Certain Vintage Workforce Education

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