

# Leveraging AI

## Tips for TRSM Students on using AI tools

These reports are tailored to TRSM students, with the goal of providing guidance on how best to leverage AI tools in an ethical and professional manner. This report was based on Chat GPT version 3.5. and researched during August 2023.

Updated September 2024

## Writing LinkedIn Posts by Leveraging ChatGPT

LinkedIn is an important tool for developing your professional brand. Writing LinkedIn posts can be daunting for first time users or users that haven't posted before but, if done properly, can increase your chances of landing that role or expanding your network you've been really wanting.<sup>1</sup>

### As per LinkedIn Stats Shared in 2024...



#### Job Market

LinkedIn is used by 97% of HR and staffing professionals in their recruitment efforts.



#### Engagement

LinkedIn posts featuring images attract 98% more comments compared to posts without them.



#### Activity

Over 55 million companies are registered on LinkedIn.

## Using ChatGPT to Craft LinkedIn Posts

*The following multi-step process was tried and tested by members of the Business Career Hub in August 2023. As artificial intelligence evolves, the results may vary. Keep in mind that artificial intelligence should be used as a tool to assist with creation and not used for fabrication.*



### Draft a Skeleton of a LinkedIn Post Using ChatGPT

*The first step of this suggested process of developing a LinkedIn post using Chat GPT is to develop a skeleton that features a desired tone. The goal of this step is to provide a general guideline that can be personalized.*

#### Prompt

Create a concise skeleton of a LinkedIn post that has no emojis and is about looking for a new role after a company-wide layoff. Make the tone of the post hopeful.

## ChatGPT's Response

Embracing New Possibilities 🌟

Dear LinkedIn community,

I hope this message finds you in good spirits. With recent changes that led to a company-wide layoff, I'm embracing this moment as an opportunity for new beginnings. I am now actively seeking a fresh role where I can channel my [field/skill] expertise and continue making a positive impact.

My journey at [previous company], where I [significant achievement], has equipped me with valuable skills in [specific skills]. I'm eagerly looking forward to applying these skills in a new capacity.

If you're aware of roles that align with my background, I welcome your insights. Please don't hesitate to connect or reach out directly. Your support fuels my optimism during this exciting phase.

Thank you for your time and encouragement.

Warm regards,  
[Your Name] <sup>3</sup>



## Personalize the LinkedIn Post

*The second step of this process has several options. Please note that the below example is fabricated by the Business Career Hub for the purpose of illustrating a finalized LinkedIn post. Joanna, who is navigating a layoff as a Project Manager from Google, is looking to post on LinkedIn about the layoff and her aspirations to find new employment as a Product Manager.*

### Option A - Personalize Using ChatGPT and Make Edits

#### Prompt

Take this skeleton LinkedIn post *[insert skeleton LinkedIn post here]* and personalize it using the following information:

**Place of Past Employment:** Google

**Name:** Joanna Nguyen

**Past Job Title:** Project Manager, Risk Advisory

**Field/skills:** Risk Advisory, Cybersecurity, Database Administration, People Management, Product Management, Project Management

**Goals:** Looking to leverage experience as a Project Manager at a large-scale technology company to find a role in Product Management, hopefully for a company that is passionate about their cybersecurity as that is a personal interest.

**Notable achievement:** Managed a team of cybersecurity professionals to implement new safety protocols for the search engine optimization feature on Google resulting in a 10% more secure browsing process for users and a 5% decrease in monitoring costs.

## ChatGPT's Response

Embracing New Possibilities 🌟

Dear LinkedIn community,

I trust this message finds you well. Following recent changes that led to a company-wide layoff at Google, I'm eagerly stepping into the next chapter with a heart full of optimism. This moment of transition presents a chance for fresh beginnings, and I am actively seeking an opportunity to channel my expertise in Risk Advisory, Cybersecurity, Database Administration, People Management, and Project Management.

During my tenure as a Project Manager in Google's Risk Advisory division, I had the privilege of leading a remarkable team. Together, we implemented cutting-edge safety protocols for the search engine optimization feature, bolstering user security by 10% and reducing monitoring costs by 5%. These experiences have equipped me with skills that I'm enthusiastic to apply in a new capacity, particularly in Product Management.

As I embark on this journey, your insights and connections are highly valued. If you know of roles that resonate with my background and aspirations, please reach out or connect. Your encouragement propels me forward in this exciting phase.

Thank you for your time and support.

Warm regards,  
Joanna Nguyen<sup>3</sup>

This process option is the most successful if you continue to make edits after you personalize it through ChatGPT. It is also recommended to add a photo or video for optimal engagement.

## Option B - Personalize it Yourself



*Olivia is a Business Analyst at the Business Career Hub and a former Career Consultant. She is passionate about personal branding and believes the best way to brand yourself is by being yourself. Here's how she would take the above information and integrate it into our skeleton with a hopeful emotional undertone:*

Hello everyone,

Today, I'm sharing an unfortunate part of my journey: the unexpected turn of being laid off. Despite the situation, I appreciate all the experiences and wonderful people I've met and worked with at Google. It's been an incredible chapter in my professional journey and have been fortunate to contribute to...

projects that I'm extremely proud of including the development of new safety features for the search engine optimization feature on Google allowing for a 5% more streamlined process and a 10% increase in user safety.

As I transition from this role, I'm excited about the opportunities that lie ahead. Change can be daunting, but I'm embracing it with an optimistic outlook. I'm ready to explore new avenues, expand my skill set in Project Management and Cybersecurity, and take on new challenges in the area of Product Management.

☀️ Here's to embracing my next chapter!

#OpenToWork #NewBeginnings  
#CareerJourney #Networking  
#ChangelsGood

### Need Support?

The Hub's Career and Co-op Consultants are here to support when critiquing these messages. Book a 15-minute drop-in appointment if you're unsure of your drafted message's tone or professionalism.

Register for our [Personal Branding Skills Development Workshops!](#)

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## Additional Prompts to Assist your LinkedIn Post Writing with ChatGPT

- Analyze the following LinkedIn post's emotional undertone and edit it to have an undertone of *[insert tone here]*: *[insert LinkedIn post draft]*.
- List 5 metrics that can be utilized to illustrate my experience as a *[insert role here]* working on *[insert project here]*.
- Please take the following LinkedIn post and provide advice on where to expand on further details: *[insert LinkedIn post draft here]*.
- Provide advice on where the following LinkedIn post can be improved without fabricating any details: *[insert LinkedIn post draft here]*.

## Things to Keep in Mind when having ChatGPT help with LinkedIn

**Generic and Impersonal** - ChatGPT may create a generic tone and not include any personality or personal details. Reviewing the output to ensure you personalize it will be an important step in developing your personal brand while using ChatGPT<sup>3</sup>

**Inaccurate Information** - It is important to ensure that the information given is correct as ChatGPT 3.5 (the free version) does not have access to any information past September 2021<sup>3</sup>.

**Formatting Issues** - ChatGPT may format the content of a LinkedIn post with formatting that doesn't follow the suggested guidelines. For example, ChatGPT may over embrace emojis and always starts every post with "Hello #LinkedIn community".

**Repetitive Content** - It is common for ChatGPT to generate long LinkedIn posts that have redundancies in information.<sup>3</sup>

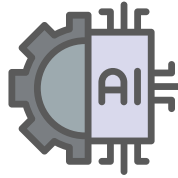
**Plagiarism** - ChatGPT authors when prompted to create. Leveraging this technology does not mean that using the exact response ChatGPT provides is ethical.<sup>3</sup>

## Learn More for Free



### What is ChatGPT?

ChatGPT, developed by OpenAI, is an advanced language model capable of crafting human-like understanding and responses.



### AI Tools

Want to learn more or need help with your career/academics? Explore the following tools: [ChatGPT](#), [Whisper](#), [Wordtune](#), [Read](#), [Perplexity](#).



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### TMU Resources on AI

Check out [FAQs](#) on AI from the Academic Integrity Office or TMU's [Responsible AI](#) program.

## Visit the Business Career Hub

### Employer Events

The Hub hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers or Co-op Newsletter' for a list of upcoming [events](#).

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interviews

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



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### Staff Contributor

#### Olivia Baratta

Olivia is a Business Analyst at the Business Career Hub and a previous Career Consultant. She is also a TRSM Alumni who brings 10+ years of experience in the hospitality, real estate and academic sectors and is passionate on supporting individuals showcase their unique brand.



### Student Contributor

#### Amanda Campbell

Amanda previously held the position at the Business Career Hub as a Project Coordinator Intern and is in her 4th year of the Business Technology Management program. She has a history of working in management in both entertainment and hospitality and spends her spare time enjoying Toronto's vibrant art scene.

## Data Sources

1. Ryan, R. (2021, Sep.) [How to Create an Impressive LinkedIn Personal Brand](#)
2. Product London Design. (2024, February.) [50 LinkedIn Statistics Every Professional Should Know in 2024](#)
3. (2023, August) [ChatGPT](#)
4. Skydan, T. & Memon, H. (2022, Dec.) [Creating Your Personal Brand on LinkedIn - Hub Insights](#)