Optimizing Linked in

YOUR LOOK

- Treat your profile like a professional brochure and digital resume

- Have a professional headshot

- Add a background photo that reflects your professional interests or personality

- Don't let your profile become stagnant and outdated

ABOUT YOU

- Customize your public profile url to strengthen your Google search

- Write a memorable, catchy headline and summary. This is your first impression and it should draw attention!

- Provide a detailed summary touting unique strengths, accomplishments, and clarifying what you are looking for, if job seeking

- Optimize your location to match where you currently live or are seeking employment

- Complete all of the available fields in your profile

- Ensure your work experience matches your resume and includes keywords for recruiter searches

- Include links to digital portfolios and upload pdfs, videos, documents, presentations or other examples of your experience

- Don't include uploads or links that lead to your personal address or phone number

- Linkedin is a professional forum, don't post political/personal updates

JANE SMITH

POLITICS

TCU Center for Career & Professional Development

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CONNECTING

- Be visible! Set your LinkedIn privacy settings to public so hiring managers can find you

- Personalize all connection requests, and respond promptly to all messages

- Connect with recruiters, influencers, alumni, former coworkers, and hiring managers

- Join groups that are relevant to your industry and participate in discussion

- Consider asking for informational interviews, when appropriate

- Use the "Find Alumni" tool to identify alumni in your industry

- Follow companies you admire to stay up to date with trends and job opportunities

- Write recommendations for close professional contacts, request recommendations from co-workers or supervisors who may be willing to digitally refer you

- Add your LinkedIn URL to your resume and e-mail signature

- Don't lock down your profile – recruiters want to see who you are as a person

- Don't assume professionals will connect with you or help you just because you ask

- Don't send spammy or irrelevant messages to connections or potential connections

- Don't ask new connections or people you don't know to endorse you

- Don't accept everyone that sends you an invitation to connect – stranger danger! Research all potential connections

- Don't forget to check connection requests, reply promptly

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