Optimizing LinkedIn

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- Don’t let your profile become stagnant and outdated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
• 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