

LinkedIn

TIPS



1. **Upload a professional photograph:** This photograph should be a headshot where you are dressed professionally. Don't post photos that have others cropped out. No posing with friends and family. No bathing suits, duck faces, or silly photos. Put your best self forward.
2. **Complete your profile:** Make sure you list your job duties and accomplishments with regards to your past experiences. Employers are able to download your profile as a PDF, so you want your profile to favor a resume.
3. **Use buzz words:** Include keywords wherever you can in order to make yourself searchable. Use keywords that describe you in your tag line, summary, skills section, and sometimes in your name. Avoid using words like "unemployed," or "currently seeking employment." Tell employers who you are and what skills you have to offer.
4. **Customize your LinkedIn's URL:** Edit your LinkedIn profile's URL to make it what you want it to be. Make it memorable but professional. You can then include your URL on your resume without the large strand of numbers that come with an assigned LinkedIn URL.
5. **Follow companies of interest:** Follow companies that interest you so that you can gain information about them and possibly find out about upcoming opportunities.
6. **Use your account:** Don't sign up for LinkedIn and wait to be "discovered." Use your LinkedIn profile to post meaningful information about your brand and what you stand for as a professional. Post at least a couple of times per week by sharing relevant articles, quotes and thoughts.
7. **Join and participate in groups:** Join career related groups on LinkedIn and join in when there is a discussion. Make sure your comments are positive and thoughtful.
8. **Samples of your work:** Include samples of your work on your profile. You can upload project related information to showcase your skills and abilities to employers.

