LinkedIn Pro-Tips

LinkedIn is here to help young professionals tap into their professional community—whether they realize they have one already or not. Trying to land your dream career out of the gate is a tall order. But here's the good news: there are millions of job openings per month in America at any given time. Sure, you don't want all those jobs, but you want some of them—and some of them want you! LinkedIn connects qualified candidates with companies and organizations that crave top talent. With these tips, you'll be well on your way to snagging a seat at the professional table before graduation.

WHY LINKEDIN?

- 80% of LinkedIn members consider professional networking to be important to new job opportunities and career success, according to LinkedIn research.
- 70% of people were hired at a company where they had a connection
- More than 20 million professionals including recruiters, hiring managers and decision makers use LinkedIn every week
- With 530+ million professionals in the LinkedIn community, there is no other place where you can access such a wide range of knowledge, skills and resources to help you reach your goals.

TAKE TIME TO REFLECT

- Beyond **WHAT** you do, **WHY** do you do what you do? What drives you? What lights you up?
- Now think about **HOW** you get things done. What are your **strengths**? What makes you different?
- What do you want people to say about you when you're not in the room? How would you like people visiting your profile to describe you?
- **Pro-Top**: Once complete, share your new profile with 3-5 people and ask them to describe you in 3 words. Tweak until it reflects your desired brand!

UPDATE CRITICAL SETTINGS

Head to Account Settings & Privacy and...

- Turn on the "**Let recruiters know you're open to opportunities**" functionality (note: recruiters from your CURRENT company will never be signaled).
- Turn on "**Signal your interest to recruiters** at companies you have created job alerts for."
- Turn OFF "**Share job changes, education changes, and work anniversaries from profile**" temporarily while you make all these changes, but don't forget to turn it back on afterwards!
- Go to "Edit my public profile" to **ensure your photo and key info is displayed to non-connections** **Pro-Tip**: While you're tinkering away, customize your profile's custom URL.

MAKE YOUR PHOTO POP

- Upload a recent photo (*any smartphone is decent enough quality*) against a simple background, smiling and making eye contact with the camera lens (*stay level with the camera - no awkward selfie angles*).
- Wear what you'd wear to your current or target workplace. Look at shots of employees on social media & websites for inspiration. Make sure that you're the ONLY person in the original photo.
- Make sure it looks like YOU! No excessive photoshop or filters.
- **Pro-Tip**: Use Photofeeler.com and receive feedback on what your photo says about you! OR use Canva's background remover tool to remove your photo background and add a bright color to help you stand out.

CRAFT A CLICKABLE HEADLINE

- Say something interesting that sparks curiosity (but don't forget to use actual keywords to enable you to rank in search-what is the exact job title that the Recruiter would be putting in that search bar
- **Pro-Tip**: You get 220 characters for your headline if you edit on mobile rather than desktop (vs. 120)

Student and Recent Graduate examples:

- Aspiring Financial Analyst | Economics Major | Passionate about finding the stories in the data
- Software Development Student| Java, PHP, JavaScript, C++ | Exploring entry-level Software Engineer
- Professional Storyteller | Communications | Aspiring Public Relations Specialist

ABOUT ME: TELL YOUR STORY

- You have a 2,600 character limit to tell the community around the world who you are, what you do and what you're looking for - use it to your advantage (*typically written in the first person*)
- Keep it readable, engaging and visually attractive with different types of text (bold, italics). You can use yaytext.com for text and coolsymbol.com for emojis & bullet points.
- Lead with your brand statement (*1-2 sentences telling us what you do, what you're particularly great at/passionate about, who you serve and how you do it differently).*
- Take us on a journey to understand your WHY e.g. Ever since I was a little kid... I've always been fascinated by... Some thing I get a genuine kick out of is...Everything changed when I discovered...
- Bullet out some of your biggest professional highlights or achievements to date.
- Optional: Give us a taster of what you enjoy doing outside of work, too!
- Close with a strong call to action (*who should reach out to you and how do they contact you?*)

SHARPEN UP YOUR SKILLS

- Get inspired by ideal job descriptions /job ads. Pick upon the key words used over and over again, as well as the more technical skills required.
- Focus on quality over quantity - pick 10-20 very niche, 'hard' skills related to your profession, and around 8 'soft' skills.
- **Pro-Tip**: Pin the top 3 skills you want to be known for and ask people to endorse you for them. If they are recognized as being endorsed for that specific skill themselves, their endorsement is worth even more on LinkedIn!