

Top 10 LinkedIn Tips

Did you know up to 85% of employers use online tools to research candidates before or after an interview?

1. **Have a clear, professional headshot photo:** Your photo is the first thing the LinkedIn community sees on your profile. It's important to make a good impression.
2. **Customize your public profile URL:** This makes it easier for you to share your LinkedIn address in an email, on your business card and so on. A best practice is to use a variation of your first name and last name. How to do this: Profile > edit your public profile (in the right margin) > edit public profile URL (edit pen in the right margin).
3. **Think of your target audience:** Write your profile for the audience you want to read it. If you want your readers to know that you have strong skills in a specific area, convey that message throughout your entire profile.
4. **Use private mode:** When making a lot of updates, switch your browser to "private mode" in the privacy and settings tab. Then, be sure to make your profile public again to resume your profile stats.
5. **Convey a genuine and professional message:** Customize your summary by answering three main questions: Who are you professionally? What do you do or want to do? Why are you unique? What are your skills and specialties? Remember to include keywords for your industry.
6. **Share value in all your experiences:** Structure your profile to include all of your experiences to show you're well-rounded with a broad set of skills through accomplishment statements.
7. **Prove your skills:** LinkedIn allows you to attach/feature content that you might not include in a resume or application package. Include work samples (writing samples, lesson plans, designs), photos (from events, placements, jobs), projects and so on. Be sure to consider privacy and publication privileges.
8. **Follow groups and companies:** Stay up to date on current events in your industry and prove your interest to employers. Engage in meaningful, professional conversations to build connections. Check out professional associations in your industry.
9. **Connect with others:** Request new connections with a customized invite message. LinkedIn indicates your degree of connection to people as first, second, third or no connection. You may request an introduction to a second- or third-degree connection from one of your first-degree connections. As you meet new people at networking events or future jobs, connect with them right away. Be sure to thank anyone who goes out of their way to help you network!
10. **Build relationships:** One key element of networking is reciprocity. Support your LinkedIn connections by endorsing or recommending them and following their activity. Congratulate them on their accomplishments and comment on their posts. This will also help you to stay connected over time.

Adapted from "24 LinkedIn Rules You Might Be Breaking" by Aja Frost, The Muse.

