

Top 10 LinkedIn Tips

Did you know that approximately 70% of employers use social media screening in their hiring process?

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 profile. A best practice is to use a variation of your first and last name. E.g. www.linkedin.com/in/firstandlastname
3. **Use private mode:** When making a lot of updates, edit your profile's visibility in the settings and privacy tab and be sure to make your profile public again once you're done editing.
4. **Convey a genuine and professional message:** Customize your summary by answering these 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. LinkedIn has also added AI writing tools. For help with the "About" section, you'll find a "Get AI-Powered Suggestions" button at the bottom of the About text field.
5. **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.
6. **Prove your accomplishments:** LinkedIn allows you to feature content that you might not include in an 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.
7. **Skills and Endorsements:** Adding skills can increase your profile's visibility to recruiters, who use skills as a key factor in their searches. Profiles with 5 or more skills listed are 27 times more likely to be discovered by recruiters. Endorsements from others can increase your credibility (see note about reciprocity in tip #10).
8. **Follow groups and companies:** Stay up to date on current events in your industry and prove your interest to employers. Check out professional associations in your industry. Also, being active and engaging with content will increase your visibility in searches.
9. **Connect with others:** Request new connections with a customized invite message (the free version of LinkedIn allows five free connection messages a month). 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, sharing their content, and following their activity. Congratulate them on their accomplishments and comment on their posts. This will also help you to stay connected over time.

