



## **LinkedIn Tips**

### **LinkedIn Tips for Job Hunting**

If you are actively seeking employment, make sure you have a LinkedIn profile. Consider your LinkedIn profile the new resume. It is highly recommended for professionals to have and maintain a LinkedIn account as you should always be building your network and maintaining your connections. LinkedIn accounts have become a standard operating procedure for professionals and neglecting this form of promotion could even be interpreted as unprofessional.

### **Optimize Your Profile**

1. Make sure your profile is optimized with your most current and accurate professional information
2. Upload your most recent resume
3. Post a recent professional picture
4. Make your profile keyword rich

Recruiters and employers will be searching for certain keywords for positions they are seeking to fill. Study job listings and descriptions of positions you are interested in and use the same terminology recruiters and employers are using so you are sure to be found for your expertise. Pay special attention to job titles, qualification, specialized skills, especially in technical fields, and be sure to list any professional organizations to which you belong.

### **Be sure to make your profile page public. Showing or Hiding My Public Profile in LinkedIn**

Customize your url, making your LinkedIn page easy to remember and branded with your name. Use this link in your email signature, business cards, and resume.

Fill out your profile as completely as possible.

### **Let People Know You Are Looking for Work**

Use your status update to let people know you are looking for work. Using all of your social networks to keep people informed of your job search is a great way to utilize your connections.

### **Looking for Work but Presently Employed**

If you are currently employed, you may not want to list your status as looking for work. You can still participate in activities to network and connect. One way is to join groups, it's where recruiters often hang out. In groups, you are given a forum to discuss and share your expertise within your industry. A perfect setting to contribute your help and showcase your ability to contribute to a team. You may wish to adjust your settings, so your connections are not notified every time your status or profile changes. You may not wish for all of your activities to be broadcasted throughout all your contacts.



### **Build that Network, but Keep it Real**

More connections lead to more opportunities. We recommend making professional connections with people you know and trust. Build and gather your trusted network so your connections have context, meaning, and integrity.

### **Recommendations Are Important, Give to Get**

The best way to get a recommendation is to give a recommendation. Be sincere, remember your recommendations are as much a reflection of you as the person for whom you are writing.

### **Go Mobile and Be Responsive**

Use a mobile application on your smartphone to stay connected to your LinkedIn account. Stay involved in your job search even when you are away from home. Show that you are responsive and act on opportunities quickly.

1. Participate in the Professional Venues on LinkedIn
2. Follow companies you are interested in.
3. Use and contribute to LinkedIn Answers.
4. Join Groups that are related to your target industry.