



Quick Tips for Making the Most of LinkedIn

A Pew Research poll showed that 98% of recruiters and 85% of hiring managers use LinkedIn to find candidates. Source: National Association of Colleges and Employers (NACE), 2014.

1. Photo

Make sure it is professional, is just you, is not blurry, and at least 80% of the photo is your face. You don't have to have a professional headshot, you can just use your phone!

2. Heading

Make your professional heading (the words directly under your name) unique and relevant. This is where you can use job or industry keywords and/or a branding statement. If you are job searching you can treat it like an objective: *Example: Seeking entry-level IT positions, IT guru, IT Expert, etc.*

3. Personalize Your URL

Customize your public profile URL using your name or nickname; something recognizable, instead of the string of random letters and numbers LinkedIn will automatically assign you. Be sure to put your URL on your resume and in your email signature block.

4. Summary

Use short paragraphs or bullets to highlight the most relevant information. Avoid long text-heavy paragraphs. Grab the reader's attention. Tell them about who you are and what you bring to the table! What specifically interests you? *Example: Aerospace Engineering.*

5. Key Words

Throughout your profile, use keywords and phrases for your industry. This is a key word searchable site. Recruiters are looking up their perfect candidate, so make sure you catch their eye! Google and look at job descriptions to see common key words.

6. Skills and Expertise

Put in at least 10-15 skills so people endorsing you will have reminders of the skills for which you want to be recognized. It's best to use keyword rich and industry specific skills, such as: "C++," "Revit," "fluent in Spanish," "cost accounting," etc. Turnabout is fair play. Give (honest) endorsements to get endorsements.

7. Recommendations

Reach out to your network for recommendations. Always reciprocate. This is a great way to have several recommendations on your profile so that when employers look at you they will see how other people liked working with you.

8. Build Your Network

Start by looking up people you already know: friends, colleagues, family, classmates, professors, current/former supervisors, etc. Then, start to connect as you meet more people at networking events, jobs, conferences, and seminars. Import your email contacts to start, too.

9. Personal Information

Nix personal information such as marital status, birthday or phone number. You can use a phone number if you want to be contacted, though email is recommended.

10. Warm vs. Cold Connections

Be sure to tell people about some of your interests. You may find a common connection through shared interests. *Example: Mountain Cold Weather, Varsity Hockey.*

11. Connect with Alumni, Experts, and Recruiters

You can use the *Find Alumni* tool under *Connections* at the top and locate Norwich alumni. If you are interested in a particular company look it up and see who works there. If you feel comfortable ask them what their experience has been at that company. Don't forget you can scour all of LinkedIn for people in your field. Additionally, if you are interested in a job at a specific

company don't be shy about reaching out over LinkedIn to a recruiter! They need qualified candidates and you may be exactly who they need.

12. Join Groups

Join industry-related groups or alumni groups and participate. Pitch your skills—you never know who might take notice! Many of these groups post jobs and have active discussions that can give you great insider information. Recruiters use groups to solicit and recruit potential candidates.

13. Follow Companies

Follow by clicking on *Interests* in the header of the page, then on *Companies*. Find five or six employers who interest you and “follow” them. This is a great way to track trends and happenings with each company and helps you make a great impression during interviews. Some of them even post if they are hiring.

14. Search for Jobs and Companies

Search jobs and save your searches so that it does the work for you. Use the *Advanced* feature in the left column to customize your search by industry, location, and other options. If you have Premium membership you will have access to thousands of jobs.

15. Be Interactive

The more interactive you are on LinkedIn the more interactive it will be with you.

16. Put Your Best Foot Forward

Don't reach out to people unless your profile looks great! Remember, you want to get to “All Star” status. When you are connecting with people, always make sure to send a personalized message along with your request to connect.

17. Contacts Matter

Often employers will want to know who you have connected with, and your connections could influence their decision in hiring you. Remember that your contacts go with you!

For more information about how to build a great LinkedIn profile and other resources, go to Networking Tips on careers.norwich.edu.

