

GET LINKEDIN

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After creating your account at www.linkedin.com, follow these ten tips to set up and maximize your online presence!

PHOTO	Add a professional-looking photo of yourself (NO SELFIES). Profiles with photos are 14 times more likely to be found in searches.	HEADLINE	Stand out with a headline that describes how you want to be known on LinkedIn. Use your area of study and/or your career ambitions. Many employers do keyword searches to find profiles that contain the skill set they are seeking in potential hires. Check out profiles of people who hold the job you would like to get and see which keywords they use.
INDUSTRY	Choose the industry in which you intend to enter. If seeking a specific location for work, choose the location for your profile. This way, you will appear in searches for that area.	SUMMARY	Write a brief summary describing your professional background and aspirations. Describe your skills and abilities in short bursts of keyword-rich text. Use bullets to separate the information.
EXPERIENCE AND EDUCATION	List all work experience you have had, along with brief descriptions of each role. List all the schools and colleges you have attended. LinkedIn helps you connect with former colleagues and networking contacts who may be able to help you find a job opportunity.	5 SKILLS	Add 5 skills to your profile. Check out profiles of people in the field you plan to work and use the key words they use, but only if they are true of you!
RECOMMENDATIONS AND ENDORSEMENTS	Ask for recommendations and endorsements from colleagues, clients, managers, professors, and classmates, not family and friends!	URL	Customize your URL to include something recognizable, like a name or shortened version of your name. Put the URL on the website, resume, email signature, and business cards to drive traffic to your LinkedIn profile.
ERROR FREE	Make sure your profile is error free. Do not include photos, comments, or information you would not want a potential employer to see!	STAY CONNECTED	Do not just establish a LinkedIn presence-stay connected. Reach out. Interact. You will get out what you put in. Update your status about major projects you have completed, professional books/articles you are reading, and professional successes you have had. This lets your contact know what you are doing and serves as a sign of activity for potential employers.