



## **Harness LinkedIn to Achieve Your Career Goals**

- Make the best online impression
- Be distinctive – professional, unique, and authentic
- Utilize strategies to attract recruiters
- Locate the hidden job market

### **Step 1: Build an Impactful LinkedIn Profile**

- Set-Up A Basic LinkedIn Profile
- Ensure Privacy, Visibility and Notifications are Aligned with Your Goals
- Profile Settings

### **Step 2: Look for a Job on LinkedIn**

- Assess Your Current Performance
- Open to Work
- Job Seeking Preferences

### **Step 3: Networking**

# Step 1: Build an Impactful LinkedIn Profile

## 1. Set-Up a Basic LinkedIn Profile

- ✓ [Sign up to join LinkedIn | LinkedIn Help](#)
- ✓ Add your Experience and Education
- ✓ Have your resume available (saved on your computer)
- ✓ Have pictures you may want to use saved on your computer

## 2. Ensure Privacy, Visibility, and Notifications are Aligned with Your Goals

*You are in control of what others view on your profile*

Select from the top navigation bar: Me -> Settings & Privacy

Menu Option: Account Preferences (column on left-side of screen)

- **Profile Information: Name, Location and Industry**
- **Basic Info**
  - Name should match name on your resume.
  - Do not need to include your credentials.
  - Additional name could be maiden name.
  - Mobile app features an audio recording feature for hard to pronounce names.
  - Select appropriate pronouns.
  - Headline
    - The headline is one of the most important features of your profile – it creates a first impression and sets the profile tone. Do not duplicate your current job title. If nothing is entered in this field, your current position title will automatically display – AVOID THIS!
    - The headline should display what you are trying to accomplish, what is your most recent job experience. An effective headline reflects your professional brand or thesis.
    - Use targeted keywords. However, do not use words a recruiter will not recognize. Recruiters use the search feature to find candidates; this search pulls words from the headline.
    - An ideal headline length is 120 to 150 characters.
    - **Example:** “Career Strategist at CS Advising” could be changed to “Career Strategist/Resume Writer: Guiding Executives through successful career transitions”
    - **Example:** “Director of Customer Service” could be changed to “Directs Customer Service | Builds Lasting Client Relationships in Global Companies” or “Customer Experience & Operations Executive | Delivers results for global finance services organizations”
- **Current Position**
  - Industry

- Reflect the industry currently working in/where you are now if re-entering job market (match the industry where you want to go).
- **Location**
  - Country, Postal Code and City
    - Enter the location where physically reside. Companies care where you live, especially in regard to remote positions. Companies must be set up as an employer in that state to offer a remote position.
- **Contact Info**
  - Website
    - There is no need to add a website; only if you have a portfolio.

Menu Option: Account Preferences (*column on left-side of screen*)

- **Sign in & Security**
  - Email Address
    - Work email address will automatically default; change to personal email.
  - Two Step Verification
    - Change this verification feature to your preference.

Menu Option: Visibility (*column on left-side of screen*)

*Your profile is fully visible unless you limit what can be seen (i.e., your profile is in progress)*

- **Profile Viewing Options**
  - Select what others will see when you have viewed their LinkedIn profile.
    - Options available: your name and headline; private profile characteristics, or private mode.
    - Private mode will disable and erase your viewer history and disable the ability to see who viewed your profile.
- **Edit Your Public Profile**
  - Edit your custom URL
    - The URL should be as close name as possible. Include LinkedIn URL on resume and cover letter.
- **Edit Visibility**
  - Select the visibility for profile. If in the job market, visibility should be as open as possible.
- **Who can see or download your email address**
  - Email visibility – who can reach you? If in the job market, visibility should be as open as possible.
- **Connections**
  - Turn connections off. Do not provide recruiters with access to other candidates.
- **Visibility of Your LinkedIn Activity**
  - Manage active status (if confidential job seeker)
    - Change to “No One” if actively looking for work and do not want current employer to know.
  - Sharing profile updates

- Change this feature to determine if your network is notified of key profile changes and work anniversaries.
- Notify connections when you are in the news
  - Change this feature to determine if your connections and followers are notified when you are mentioned in the news.
- Mentions or tags
  - Change this feature to allow others to mention or tag you in content posted on LinkedIn.
- Who can follow you
  - Choosing everyone on LinkedIn lets people outside of your network follow your public updates.

Menu Option: Data Privacy (column on left-side of screen)

- **Who can reach you**
  - Be as open as possible to all options listed.
- **Job seeking preferences – see Step 2: Look for a Job on LinkedIn**
- **Other applications**
  - Microsoft Word
    - Show work experience in word – turn this feature off.

### 3. Profile Settings

*Photos are a great way to generate interest and communicate your value. A picture helps the recruiter feel connected to you.*

From the top navigation bar, select: Me ->View Profile

- **Profile Photo**
  - Edit using + by headshot.
  - Upload a current, industry appropriate picture or headshot. The image should be relevant and in alignment with your role.
  - Include an Image without distractions (including people) in the background. A solid background or natural, outdoor setting works well.
- **Background Image**
  - Image should not distract to your page, only add to it. Image should tell something about you; it should not contain any offensive material. Extend the image you are portraying of yourself; make the viewer pause for a second.
  - Unless you are in the graphic design industry, do not spend a lot of time on this graphic. Only then will the image truly matter.
  - Search LinkedIn background images in your browser or create one in PowerPoint, Google Slides or Canva.
- **Open to (blue button) see Step 2: Look for a Job on LinkedIn**

From the navigation bar, select: Add profile section

- **About (moving closer to top of profile in February 2024)**
  - This section is similar to the summary on a resume. It provides an insight into you. What are your driving forces? Why are you doing something? Include specialties in this section. What would you like the reader to know about you, what makes you distinct from other candidates?
  - Do not market your current organization; market yourself.
  - The headline, the first line of the about section, and the first job are what will appear on the mobile app. These three should be united, yet different.
  - It is optional to include a personal fact or two about yourself at the end of the section. However, do not be polarizing. **EXAMPLE:** “I am also a fan of IFit exercise, hiking, and iced tea.”
  - You can create a word bank at the bottom of the section listing industry key words, relevant terms, and concepts. **EXAMPLE:** Abilities Summary: Recruiting, Talent Development, Career Coaching, Certified Professional Resume Writer
- **Core (Background)**
  - Add any education, position/experience, career break.
  - Skills
    - Up to 50 skills can be listed. Only list skills that you are qualified for and interested in using in a job setting; those that match your experience and certifications. – **see Step 2: Look for a Job on LinkedIn**
  - Recommended
    - Add any licenses and certifications, courses, and recommendations.
- **Additional**
  - Add any volunteer experience, publications, patents, projects, honors and awards, test scores, languages, organizations, and causes. These should be current, in the past three to five years, and professionally relevant.

