LinkedIn Tip Sheet

What is LinkedIn? It’s an online resume, networking tool, and job search app. It’s professionally focused and widely adopted in the business sector.

Picture: Get a professional picture done. Your profile pictures should have just you in it. Do not use a picture that you have cropped from a party or family wedding.

Headline: Your headline is a short, memorable professional slogan. For example, “Honours student seeking marketing position.” Check out the profiles of students and recent alumni you admire for ideas.

Titles: Use a job title or keywords that would be familiar to any hiring manager. Key words are also helpful to use throughout your profile as you list your previous job titles and descriptions.

Content: Maintain consistency from your resume to your LinkedIn profile. If you are hoping to be noticed by hiring managers and recruiters, your profile is all about including relevant keywords for your industry (check out profiles of professionals in your field).

  Summary: Explain what you have accomplished and the tasks and work environment in which you thrive.

  Work Experience: Be honest. Include accomplishments and competencies, not only a list of duties you performed.

  Skills, Recommendations, Groups: These are great features to boost your profile, however be cautious to include categories that highlight you professional brand (be consistent)! You can include more information on your LinkedIn profile about projects and skills than you might on your resume.

Networking: Add contacts and individuals who you know and/or who are contacts you can use in the professional field. These contacts don’t have to be in your industry, but they may be connected to others that they can introduce you to. Consider adding Redeemer Alumni, family friends, former co-workers, or supervisors from jobs or volunteer positions. Aim for 100 contacts by graduation.

  1st Connections: People that have accepted your request to connect or individuals that you have accepted their request to be connected.

  2nd Connections: These people are connections to your 1st Connections. You can see profiles of other people that your connections have worked with or know. Perhaps a 2nd Connection works at a company you would like a job at, and the individual you both know (your 1st connection in common) can introduce you.

  3rd Connections: These are profiles that the 2nd Connections are connected to on LinkedIn. You may not be able to view the entire profile of these people, it depends on their settings.

Search: Find people/jobs/groups etc. in the advanced search bar at the top of the page.

LinkedIn URL: Create a customized LinkedIn URL. Go to your profile and below your picture is a URL address. At the end your cursor should find a settings wheel that you can click. This will lead you to a new page where you can customize your LinkedIn URL on the top right hand side of the page. You can
use this custom link on your business cards and other social media to make your LinkedIn profile more accessible.

**Groups:** Joining groups can give you access to more individuals that share your interests and also possible job opportunities. Groups can also post relevant articles and information (i.e. local networking events).

**Recommendations:** See if a former boss, supervisor, or even co-worker will write a recommendation for you highlighting certain skills or accomplishments that you have achieved; this can be a huge advantage on your LinkedIn profile. Nothing speaks louder than someone else speaking to your strengths and abilities! When you ask for a recommendation, don’t be shy to request they include a particular project or skill you would like them to highlight. Aim to have two to three in your profile.

**Account Settings:** There are certain restrictions you can set on your account to allow for your privacy and still get the most out of what LinkedIn has to offer. You will find this section in the top right corner drop down menu.

**Posting:** Interacting with contacts on LinkedIn can also help you to be noticed by hiring managers. You could post an article you find about your career field or comment on a post someone else in your network uploads. Be wise about your posts your audience are often employers, industry peers, and professionals.

**WHY LinkedIn?**

1. Increases your employability - Starting in university allows you to build a network before you graduate. Gives you more opportunity to add contacts throughout your university years.
2. Allows you to post more academic achievements (including recommendations, projects, papers etc.) than your resume
3. LinkedIn gives you the opportunity to start learning about your industry from those who have been in it for a number of years.
4. LinkedIn has become one of the most successful recruiting tools available. Recruiters, companies and individuals are using it to connect, find and engage with potential employees, employers and companies. If an employer likes your resume, there is a high chance they will look for you on LinkedIn - you don’t want to be a ‘no show’!

*Want LinkedIn tips for students? Check out students.linkedin.com more*