



Using LinkedIn to Fast-Track Your Job Search

WHY CHOOSE LINKEDIN?

- Connect with future employers
- Keep up-to-date with industry news
- Research companies or individuals
- Maintain your digital footprint

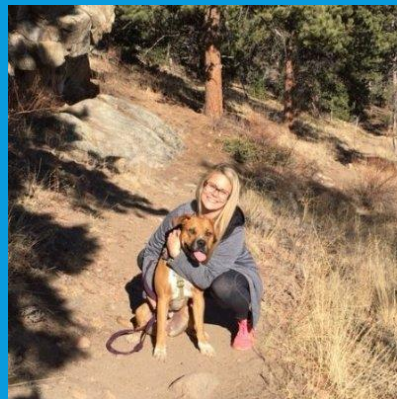
PROFILE PHOTO

- Should be: recent, close-up, in color, welcoming, professional (wear what you would wear to work)

AVOID



Awkward Crops



Far Away Shots



Black and White

HEADLINE

- 120 characters to tell the world who you are
- Who you are, who you help, how you do it
- Example: Marketing Professional Helping Nonprofits Shape Their Brand through Digital Storytelling

SUMMARY

- Be personal (use me, I, we)
- Know your audience
- Make the ask (read more, connect, download)
- Stick with two to four paragraphs
- Include contact information at the end

SKILLS & ENDORSEMENTS

- 13 times more likely to have your profile viewed if you list skills
- Be unique, but not *too* unique – you want to get discovered (people search for skills)
- Can someone vouch for it?

PROJECTS AND MEDIA

- Upload your projects: images, documents, presentations, links, videos...
- Add the project you're most proud of to your summary section.
- Add the projects that relate to specific roles to your experience section.

EXPERIENCE

- Avoid copy+paste of your resume
- Use action words (Led, managed, saved, etc.)
- Include supporting documents
- Describe volunteer experience
 - 41% of recruiters considered volunteer experience on par with work experience.

EDUCATION

- Include projected graduation date
- Describe your experience
- Add detail to your activities and societies section
- Mention GPA if 3.3 or above
- List relevant courses

FOLLOW COMPANIES & GROUPS & INFLUENCERS

- Stay up-to-date on industry news
- Show others what you're interested in

