



Utilizing LinkedIn for Job Searching

- Keep your profile up to date. Make sure you have a profile picture and include notable skills.
- Make sure you keep your skills and objectives up to date. You don't want potential employers to pass you because your profile looks dated. Use this to build your personal brand. You can add more to your LinkedIn profile than you do your resume.
- Highlight recent experience.
- Know your audience and use keywords to get their attention but avoid buzzwords.
- The headline should state what type of position you are looking for.
- If able, make sure you add that you are seeking a position.
- Make sure you are building your network. Connections increase your exposure.
- Research companies you are interested in working for and follow them.
- Look for alumni associated with your university and use these associations to make connections.
- Get involved in professional LinkedIn groups.
- Make sure to get a custom URL
- Add a cover photo that reflects you and is professional.
- Choose a professional profile picture.
- Update your Intro
 - Include any former names
 - Contact Information
 - Add location
 - If you have a name that is difficult to pronounce, add the pronunciation
- Information to include in your summary or about me section

- Introduce yourself: Who are you as a professional, and what you do.
- Highlight skills in bulleted or paragraph form.
- Call to action. Ask the reader to connect with you about a job, speaking opportunity, etc.
- Add links to your work.

Sources:

<https://www.topresume.com/career-advice/14-ways-to-leverage-your-linkedin-profile-during-your-job-search>

<https://www.themuse.com/advice/linkedin-profile-tips>