

7 STEPS TO GET THE MOST FROM LINKEDIN



1

Optimize your profile

- Create a keyword-rich headline that rocks
- Add a professional headshot (no selfies!)
- Write a summary that sells your accomplishments
- Include your email address or other contact info

2

Establish a LinkedIn presence

- Regularly connect with new people to build your network
 - Friends and family
 - Coworkers and supervisors
 - Classmates
 - Professors
- Join professional groups
- Add value by sharing useful industry-specific content
- Comment and “like” others’ posts

3

Reference LinkedIn on your physical resume

- Create a custom URL to make your profile easier to share
- Lead recruiters and hiring managers to your LinkedIn profile to view:
 - Recommendations
 - Portfolio samples

4

Use LinkedIn's job search

- Create job alerts to have new jobs emailed to you
- Review privacy settings to keep your search under wraps

5

Check in with your connections

- Stay on top of new developments within your network
- Congratulate others for their accomplishments (new jobs, promotions, etc.)
- Ask for recommendations from previous/current colleagues
 - And return the favor!

6

Research company pages

- Get a feel for the company culture
- View average length of employment
- See if anyone in your network is connected to the company
- Follow companies that interest you

7

Use LinkedIn to your advantage

- Put in the time to build influence and relationships
- Don't just exist on LinkedIn – visit regularly and be active!

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