

LINKEDIN Quick Tips

Information Provided by RMU Career & Professional Development Center



LinkedIn is the world's largest professional networking site. Consider the following tips as you create or enhance your profile at www.linkedin.com

Photo

- Adding a photo helps others easily identify your profile and appears more genuine
- A photo makes your profile more likely to be viewed
- Use a headshot with a solid color or natural background

Summary

- LinkedIn is more than an online resume. Use your summary section to tell your story!
- What are you passionate about? What are your achievements and skills? What makes you stand out from others?
- Use first person pronouns

Headline

- A brief, creative description of what you do
- Use keywords that indicate the functions and skills required for your position
- Avoid simply using your job title

Personal URL

- Customize your URL to enhance your brand
- Using your name makes your profile easier to find
- At the top, right hand corner of your profile, click "edit public profile & URL"

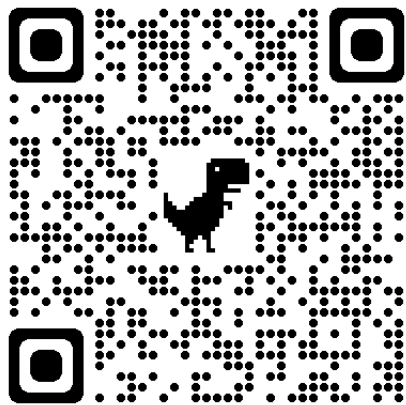
Experience

- Keep your resume and LinkedIn consistent, but not identical
- Use relevant and recent experience
- Can be full-time, part-time, or an internship experience

Recommendations

- Consider asking some of your contacts for recommendations
- Ask former or current supervisors, colleagues, or clients
- If someone is willing to write you a recommendation, offer one in return!

Create
your
profile



Education

- Formal education (high school not necessary) and relevant training you have completed within the last five years

Featured

- Showcase samples of your work such as documents, websites, or a portfolio

Connections

- Set a goal of 5 - 10 new connections every week
- The more connections you have, the more views your profile will receive
- Connect with friends, family, industry professionals, fellow alumni, and career related organization members
- Always try to include a message when connecting with someone you don't know personally