Tips for your LinkedIn Profile Page

94% of employers use social networks and social media to support their recruitment efforts, 86% research candidates before or after an interview, and 79% have made a hire using it.

Keep in mind the two audiences who will review your LinkedIn profile — people and scanners; cater your profile to recruiters, people who are actually reading your profile, hence make it concise, short and reader-friendly, AND include keywords so that scanners and filters can identify your profile through strategically placed keywords.

1. **Before going “public”** with your LinkedIn page, take the time to **complete all the main areas of your profile**: headline, summary, work experience, skills and education. The more complete your profile is, the higher you’ll rank in recruiters’ search results when they’re sourcing candidates. LinkedIn lets you know your level of completeness — shoot for “All-Star” status. **Important:** This is different from the setting that notifies your network every time you make a profile change. Keep this in the “off” position.

2. **You can edit the Headline under your name** (you don’t have to keep the automatic LinkedIn last job title as your header). Just place the cursor under your name and edit:
   
   **Example:**
   
   Elyse Mendel
   Career Services Professional / Expert in counseling, career development and programming

3. **Personalize your LinkedIn URL:**
   When you are editing your profile, right below your profile picture you will find a link to “Edit your public profile”. There you can add your name to the URL on your LinkedIn page. It is important to note that the custom URL’s are first come first serve and you do not have the option to change it once you have created one.
   
   **Example:** www.linkedin.com/in/elysemendel/

4. **Upload a professional photo:**
   **Note:** People with photos are **11 times more** likely to have their profiles viewed. Make sure it’s a head shot (of just you) framed from the shoulders up. The background should be solid-colored and plain, and you should be dressed in professional attire, with a smile.
5. **Make sure your Summary is precise, concise, well-written and gives a great synopsis**

   *Example:*
   
   **Summary**
   
   Over 20 years of experience in Higher Education/Career Services with an emphasis on one-on-one career advising, networking, relationship building, and producing career events including fairs, information sessions, and panels on topical issues.

6. **Use key words from your field sprinkled throughout**, so that a scanner will pick up on your skills. Do not overdo the keywords; once a person is reading your profile they will be able to discern what is relevant, and which key words have been placed for the sake of having them in your profile but with no real significance.

7. **Your profile should include experience, education and volunteer work.**

   Important: You do not need to/ nor should you have everything on your profile that is on your résumé; summarize your job descriptions to make it more reader friendly. Make sure it is written in an easy-to-read, bullet-point format and focuses on accomplishments, instead of just listing tasks.

   A better approach is to get laser-focused on the type of role you’re after and build your profile around it. Make sure to repeat relevant keywords throughout your headline, summary, skills and experience sections to increase your search engine optimization within LinkedIn. *For example:* if you’re looking for a marketing specialist position and you’re a whiz at social media ad campaigns, lead generation, and email marketing, sprinkle (not douse) these keywords throughout your profile.

8. **Move the Education section** under experience if you have relevant experience in your field, or move it as the first section if you don’t have relevant experience and its current or recent. (You can move the education template up).

9. **Skills & Endorsements:** Companies can now view endorsements. Have your endorsers be professionals in the same or similar field that you are pursuing.

10. **Recommendations:** Ask professionals from your field who were either your manager, colleague, client or professor to give you a recommendation. And while it’s true that HR usually won’t check your references until they’re about to make an offer, having recommendations on your LinkedIn profile can give you an edge.

11. **Connections:** Expand your network beyond first degree connections. If someone is in your field or a similar field, (and has their photo displayed), it is fine to connect with them, even if you don’t know them. It is how you expand your network on LinkedIn (unlike other social media platforms).