

Your Guide To Linked

In 5 Simple Steps



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Introduction:

In this increasingly digitized world, your presence online is almost as important as your presence in person. Your social media presence is not only a way of expressing your individuality through status updates and tweets, but also a method for you to build a strong professional network. With professional social media platforms such as LinkedIn, building a strong profile is important if you want to get noticed by recruiters. LinkedIn has around 400 million users, which means there is high competition, but following some basic guidelines can help your profile stand out. This article will detail 5 simple steps that will guide you to a better LinkedIn profile.

1. The Profile Photo

Your LinkedIn profile photo is essentially your first impression to a recruiter. When recruiters are busy sifting through thousands of profiles, they'll remember you better if they can put a face to the profile that they are surveying. Picking a photo is not as simple as just taking a photo with your phone; you should get a professional headshot, wearing clothes you'd wear to work. This way, when a recruiter notices your picture, they'll be able to associate your profile with your photo. The expression you make in your photo is equally important because you want to seem open and approachable to your recruiters. The easiest way to do this is to SMILE!



2. The Headline

Your LinkedIn headline is featured right next to your profile picture when recruiters preview it, so it is equally important to have a strong headline as well. The headline is basically an introductory statement about your goals and aspirations professionally. A good example would be “Econ Major seeking Strategic Analysis Position.” This is clear, concise, and to the point. If you are more qualified, and have held multiple positions/ currently hold a position, make sure to highlight that instead of your academic profile. An example of this would be “Data Scientist who helps provide predictive analytics for marketing companies. Increased sales in sector by 15%.” The reason this is a strong headline is because it clearly tackles your current position and highlights a key accomplishment, something that should help you get noticed by other recruiters.



**"Executive Recruiter/Speaker/Author/who helps
you create a better career. Featured on
Fox/CBS/CNN"**

**"Fundraising consultant who helps major non-
profits raise more money. Clients include the Red
Cross and YMCA."**

**"Personal Trainer who helps high school athletes
get stronger and faster. Certified by the American
Council on Exercise."**

3. Relevant Experience/Education/Organizations

When recruiters actually view profiles, they look for well rounded candidates by looking at their relevant work experience first. This tells recruiters what specific area you function within, and whether your skills are applicable to their firms desires. Your relevant work experience should fall underneath the umbrella of your headline, meaning that it should be relevant to what you stated you do in your headline. Relevant experience should also include a concise description of your role in the company that you previously worked at, and any progress you helped your company make. As a student, you may not have much professional work experience yet (but you will!), so putting in the schools that you have attended and all the organizations you were involved with is a good way of giving recruiters an idea of what your interests are and where you might fit into a team. Moreover, if recruiters see that you shared the school you attend, there is a higher chance of them actually viewing your profile.



4. Skills

Skills that people put on LinkedIn can be categorized into two things: soft and hard skills. Soft skills include things like communication, being a team player, attention to detail, etc... Hard skills include things like C++, MS Office Suite, Financial Accounting, etc... By putting skills that you have on your profile, recruiters will see that you have the skills that they desire when they are looking through your profile. Moreover, this gives you the chance to show off your diverse array of skills. For example, if you are a business student who focuses on accounting knowledge more, a recruiter could look at your skills and see that you are also proficient in different programming languages, which might add an edge to your profile.

5. Recommendations

When browsing through LinkedIn profiles, recruiters might sometimes question the credibility of your profile. This is where recommendations come in very handy. They allow for recruiters to see how credible a person's profile is, and it offers them insight into how applicable the skills and knowledge you have are. Moreover, recommendations can also show a glimpse of what kind of a worker you are. Recommendations are best from managers and professors, but co-workers and superiors work well too.

