



CONNECTIONS

EMPOWERING EMPLOYMENT SUCCESS

LinkedIn Optimizing your profile



LinkedIn is the top online site for professional and career networking. At least 95% of all human resource and staffing professionals use LinkedIn in their recruiting efforts. In a modern job search, your LinkedIn profile is one of your most important tools in demonstrating the value you bring to potential employers. The purpose of optimizing your LinkedIn profile is to set yourself apart, get attention from the right people and help you become a recruiter magnet.

This workshop covers:

- **LinkedIn 2020**
- **Your LinkedIn Profile**
- **Connecting with Others**
- **Your LinkedIn Strategy**
- **LinkedIn and Your Job Search**

Optimizing Your LinkedIn Profile

LinkedIn 2020

Your LinkedIn profile is one of the first things that recruiters and hiring managers look at when considering you as a candidate. Your profile needs to be a living record of your professional life. This means your profile will never be finished. You will update it frequently to reflect your visions for your career path moving forward as well as a way of showcasing your accomplishments from previous work. People need to be told who you are and what you do. This is your personal brand and your online reputation. **Take control of it.**

Your LinkedIn Profile

Your LinkedIn profile should not only reflect your professional work but it should also reflect your personality. Remember that this may be the first opportunity for an employer or recruiter to see who you are and get to know you as more than just a list of skills and accomplishments. Stylize your profile to wow your audience and stand out from the crowd.

To update each section of your profile, click on the pencil icon  which opens that section for editing.

Your Photo

Your photo is one of the first things that a recruiter will see when they view your profile. Having a good photo can both humanize you and make you a desirable candidate. Having a good profile photo does not mean it needs to be taken by an expensive photographer against a solid-white background. A good profile photo simply needs to make you seem confident, approachable and friendly, while still communicating you are a professional. LinkedIn profiles with well-done headshots get 14 times more profile views and are 36 times more likely to receive a message.

Optimizing Your LinkedIn Profile

What makes a good profile photo?

A good profile photo should be chosen with intent. There are many things you can communicate with the photo you choose. Consider what your gut reaction is when you see someone with glasses on. You may automatically consider them smart. What if you saw someone in graduation robes? You may consider them young and inexperienced. What photo you choose will send a message without any words. For some, this is an opportunity to market your brand or company, which is especially important if you are self-employed or run your own company. It is a core piece of communicating who you are.



Your photo needs to be current. You don't want to misrepresent yourself to a potential employer or a recruiter. You should be smiling, both in your expression as well as in your eyes. This makes you appear to be friendly and approachable to a hiring manager.

What makes a bad profile photo?

Many people take their work life very serious. However, the photo used for your LinkedIn profile does not have to be overly serious. If you look too intense, people may interpret that to mean you are angry. You don't need to have a professional photo, but you do need a clear photo with a neutral background that portrays you as friendly and approachable.



It is important in your profile photo that the viewer gets a sense of who you are. Do not photos that include other people. The recruiter may not be sure who they are hiring. Do not use photos with pets, kids, or vacation photos. Save those pictures for your Facebook profile.

Put time and thought into your profile photo. Remember that this is the first impression that someone may have of you. You only have one opportunity to make a first impression. What is the message you want to send?

Optimizing Your LinkedIn Profile

Your Headline

The headline is your 15 second bumper sticker. This is the second most important aspect of your profile used to make a recruiter want to see more. Your headline should clearly express what you do and where you are in your career. This is similar to the professional summary on your resume.

Example: Seeking new position for a product marketing professional with 5 years' experience in market assessment and competitive positioning

In the example above, it is immediately obvious that this person is looking for a new job. You learn what role they are looking for, how much experience they have and two of their top strengths. Take some time to develop your own strong headline statement, which will grab the attention of a recruiter:

Optimizing Your LinkedIn Profile

Your “Pitch”

Consider the summary section of your profile to be your “elevator pitch.” The idea of the elevator pitch is if you were riding in an elevator with a hiring manager, what would you want them to know about you before they got off the elevator? This statement needs to be quick and engaging, while still communicating your value. Your pitch should explain what people can expect from you and describe what you do to someone who’s unfamiliar with your job.

Your pitch should explain your motivation. Focus first on what motivates you professionally but also share some of the things that motivate you personally. This creates a realistic human in the mind of the recruiter and can even be something they appreciate, and that you can bond over later in the interview.

Finish your pitch by highlighting your strengths. Look for quality over quantity and focus on the strongest skill you have first. This should tie into the core qualifications and responsibilities of the job you are looking for. Lastly you can add in any of your additional strengths that fit the role.

Your “Prose”

Your Experience (“Prose”) section should simply have a summary of your experience in three to four bullet points. Describe your major wins or major projects for each position and don’t forget to include the value you brought to your team and organization.

Example of a Pitch:

What Motivates Me: Working with wicked smart people, changing lives for the better, creating an exceptional candidate experience, learning how to cook, a great cup of coffee, a game of Scrabble, keeping the cats in kibble, starting a business mid-career, and finding the perfect peanut butter cookie.

My Superpower: Full cycle recruitment, connecting people, candidate advocacy and solving complex problems. My Strengths: Using data to tell a story, building a talent acquisition

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Instead of including every job position you have had, consider customizing your job history to the specific role type for which you are applying and going back in history only as far as makes sense and without making yourself seem outdated. There is no need to describe the company, but simply discuss your accomplishments at the company. The recruiter will look up the company if he/she wants additional information.

For those who work in the more creative sectors, feel free to add images, video and other media to showcase your brand.

Connecting with Others

Networking is an important aspect of your job search, both online and offline. In order to grow your online connections, you should constantly be on the lookout for ways to add to increase your LinkedIn network. Check out these top tips for how to connect with others!

1. Check your "Connections" section on LinkedIn to find new people to connect with.
2. Ask your current connections for introductions to other people.
3. When you are talking to others, demonstrate sincere interest in getting to know them and what they are saying.
4. Share your updates and comment on posts from your connections.
5. Join various LinkedIn Groups and participate in the conversations.
6. Stay in touch with your contacts and build your credibility.
7. Add your LinkedIn hyperlink to your e-mail signature line.
8. Follow your targeted companies on LinkedIn and Twitter.
9. Ask your connections "How can I help you?"

Keep Your Profile Alive – Be Active

The most successful LinkedIn users are constantly interacting with their network, participating in discussions and staying up to date with industry news. Getting involved is the best way to take advantage of what LinkedIn has to offer.

Build a LinkedIn Strategy

Organize your priorities in LinkedIn by what you are going to accomplish each day, each week, and each month. Make sure that you are following up with your connections, direct messages, and consistently updating your profile.



Get your audience engaged with your real life!

Successful LinkedIn users are active for at least one hour every day. Here are some ideas to incorporate into your LinkedIn Strategy:

Home Page Feed

- Write “Congratulations!” to any connections with new positions or promotions.
- “Like” interesting articles that others have posted.

Profile Views

- Check to see who has viewed your profile. If an existing connection has viewed your profile, reach out to them. If someone outside of your network has viewed your profile, ask how you might be able to help them, or if they would like to connect.

Respond

- Read and respond to all direct messages!
- Review all invitation requests and be picky when accepting network invitations. If you are unsure about a connection request, send a message asking why they would like to connect. Keep all your connections genuine.

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People You May Know

- LinkedIn makes it easy for you to connect with people you already know from past jobs or prior companies. This feature provides a great to network with those professionals who you find interesting or with whom you have a mutual connection.

Groups

- Search for relevant groups to join and join them!
- Contribute to group conversations, share an interesting article or ask a question. Groups are a great way to get connected with the right people within your industry.



LinkedIn and Your Job Search

LinkedIn features several tools that allow you to search for opportunities, seek out referrals and ask for recommendations. Make it clear in your profile summary that you are looking for a new opportunity and take the time to ask for advice from those within your network, rather than simply asking for a job. Most people are happy to share their knowledge and to help you find an opportunity. Having the right connections will make it much easier to find your next job.

In the job search tab of LinkedIn  you can discover job opportunities at companies where your current connections work. If you see a job lead in which you are interested, send your connection a message explaining your interest and let them know that are applying for the position. Remember – it is all about who you know!

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As you search for jobs, you can adjust your preferences under the  Career interests button. This will allow you to specify your preference of job titles and locations. This feature will also allow you to make this information available to only recruiters or public knowledge. Turn on your preferences when you are looking for a job and turn off your preferences once you have found a job. If you are currently working and looking for a new position, your current employer will be unable to see that you are open to new opportunities.

Add job preferences ✕

Job titles *

[Add title +](#)

Please select 1 to 5 titles

Job locations *

[Orange County, California, United States ✓](#) [Add location +](#)

Job types

Full-time

Contract

Part-time

Internship

[👁️ Only recruiters ▲](#)

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