



## LinkedIn Tips

- ✓ The first thing that you should realize is that LinkedIn is a social network so, in order to make your LinkedIn account work for you, you have to be social - that means sharing articles, commenting on others' posts and contributing to group discussions.
- ✓ Revise your headline to something that is more descriptive and details what you do (not just your job title) e.g. instead of "Real Estate Agent at XYZ Company" write "One of the Triangle's Leading Realtors for First Time Buyers".
- ✓ Write your summary and job experiences in the first person and make it interesting and engaging for everyone to read - if you're finding this challenging, focus on what you enjoyed doing in your job and mention specific results that you achieved (imagine describing this to a friend). Remember to also make this section keyword rich.
- ✓ Add a cover photo - anything scenic, colorful, or relevant to your industry is a good start :)
- ✓ Add media to your job experiences - if you've published a white paper, launched a new product or have a patent, upload the pdf or image to that job to help boost your search ranking.
- ✓ Give and ask for recommendations to build your credibility and reputation.
- ✓ Refine your skills section by deleting irrelevant skills that may be hurting your job search and reordering to prioritize them. You may also want to do some homework by researching relevant job listings for keywords and add them to your profile if they fit.
- ✓ Avoid "empty corporate zombie" words at all costs!