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HOW TO: LINKEDIN

Personal branding matters



Recruiters and prospective hiring managers use LinkedIn like archeologists use brushes; through careful and considered searches, an exciting pool of passive talent is revealed. But is your profile causing you to be overlooked or dismissed unfairly?

Open to opportunities?

By turning this on in your privacy settings, you will rank higher in search listings

Update & refresh

Read your profile and make sure it's comprehensive and current

Connect & engage

Say yes when someone asks to connect; the more the merrier!

Easy ways to raise your profile

- Update your headline and current job title with an accurate summary of your job function, especially the job title!
- List any key competencies, skills, and software you're experienced in
- Use your work history to paint the picture of how you got to where you are today
- Add a recent and professional photo, try to avoid distracting backgrounds

A brighter opportunity could be closer than you think

A strong LinkedIn profile helps the right people find you, and opens doors to whats next.