



## **Creating a LinkedIn profile is not enough, you need to Leverage LinkedIn!**

### **LinkedIn Help Page**

This link can help answer questions and areas not covered in this brief document.

<https://www.linkedin.com/help/linkedin?trk>

#### **1. Make your profile public**

#### **2. Make it easy for potential employers to find you**

- Display your full name (include maiden name if that is what you go by)
- Under the title section make sure that you list your title and also include your email address and # (i.e.: look at my profile: LinkedIn Profile: <http://www.linkedin.com/in/kazella> I do this so candidates or clients can find me faster.

#### **3. Make sure that your profile is updated**

- Include a Professional looking Picture on your LinkedIn profile
- Update your info by adding your resume's info on to your profile.
- Make sure that you add all of the buzzwords and keywords from your resume in the body of your profile. \*\*\* extremely important\*\*\* recruiters and hiring managers use keywords to look for potential candidates so make sure keywords are listed and correctly spelled when added to your profile.
- Add your resume as an attachment
- Add to your profile that you are looking for new opportunities

#### **4. Get LinkedIn with contacts**

- Make sure that you are connected to current and previous coworkers from any of your most recent companies that you have worked at.

#### **5. Get LinkedIn with groups & how to leverage this feature**

- Join groups that are in your Expertise
- Join groups that you are a member of or affiliated with
- Join groups with your alma mater
- Ask for advice on these discussion threads
  - a. For example, create a one liner that describes you and ask your networking group if anyone has a contact at xyz company
  - b. Ask for help – looking for a new gig
  - c. Reach out to your network!