
Video Transcripts

LinkedIn: Part III

Group members may share events, networking opportunities, industry insights or even jobs. You can also follow hashtags on LinkedIn based on the types of conversations or topics you want to keep tabs on. The more active you are on LinkedIn, the more visible your posts, likes, and comments will be on the LinkedIn homepage. Your engagement in groups through positive contributions also increases your search engine optimization on the site, making it easier for hiring managers to find you based on relevant information or keywords. Here are some additional recommendations on maintaining your LinkedIn profile and some general tips which include follow up with connections and not just when you want something from them.

Keep your employment, experience, and contact information up to date. Request informational interviews but do not ask for a job. Join groups and engage in group discussion. Post interesting and professional content, this is not where you should post what you had for dinner or your thoughts on anything outside of your professional realm. Continue to update your profile and stay active on LinkedIn even when you're not looking for a job. Ultimately, this will increase your network and visibility in your field. This completes the career series on LinkedIn. There are many great examples of LinkedIn profiles in your own network, update your profile often, stay active in groups and reviewing post by your network contacts, and remember to nurture and maintain your networking relationships.