

# LinkedIn Part 1: Your Profile

94% of recruiters are active on LinkedIn, but only 36% of job seekers are. This gives you an incredible advantage to stand out and be found by companies seeking talent. LinkedIn is also one of the most powerful tools available to research companies, find new contacts, and network within your industry and market.

## Complete & Optimise Your Profile

- ✔ PICTURE** Adding a picture makes your profile 7X more likely to be reviewed by others and recruiters. Since people spend an average of 19% of their time simply viewing the profile picture(2), a professional photo may be worthwhile. Your picture should be a professional looking headshot showing the tops of your shoulders to about 3 cm above your head (with your face taking up the majority of the space).
- ✔ VANITY URL** Changing your personal URL to the linkedin.com/in/yourname format makes it easier to include your LinkedIn profile on your personal business cards, CV, and professional correspondence.
- ✔ HEADLINE BOX** 120 characters. Brand yourself specifically for the job you want, not for the one you've left behind. Focus on developing a keyword-optimised headline that includes job titles that you're targeting. Think in job titles rather than descriptive phrases; make a list of what someone would search for when looking for you and ensure to list your top 2-3 job titles and keywords in your headline. For example:
  - » Operations Director & Sr. Project Manager for Defense & Aerospace
  - » Healthcare IT Director | Technical Project Manager | PMP Certified
- ✔ SUMMARY** : 2000 characters. This section is your sales pitch and PVP. What does your next manager need to see in order to make them want to pick up the phone? Your style will depend on your target. If you're seeking a startup role, you may decide on a more conversational, fun tone. For a corporate role, you may opt for using a version of your CV summary. For an executive role, you may choose to use your executive bio.

Aside from skills, people get hired because of their passion, enthusiasm, likability, work ethic, and trustworthiness; so emphasise all those "undefinable" qualities here. Always include a list of your core skills and a call to action such as: "If I sound like somebody who can add value to your organisation, I'd love to have a conversation. You can contact me at me@me.com or phone number"

Furthermore, your summary should include the following:

- » How many years of experience you have in a particular field or industry
- » What you are passionate about
- » What gets you excited enough to get out of bed each day and go to work
- » How you have impacted your field/industry
- » What significant contributions you have made for current/past employers
- » What professional achievements you are most proud of

- ✔ EXPERIENCE** 2000 characters (for each job). Emphasise your accomplishments and strengths as you would on

your CV. Focus on your target audience (your next manager or company) when you describe your background. Be sure it focuses on "what's in it for them" as opposed to what you think is important.

Recruiters often search via job title to find candidates with a similar job title, currently or in the past. If any of your job titles are too generic (i.e., "Analyst" or "Associate") try adding some specific functional language to the title, similar to that which you're targeting now (i.e., "IT / Technical Analyst" or "IT Business Systems Analyst"). Also try to use a variety of word choices, which can sometimes represent the same job, such as "Developer" and "Engineer."

✔ **ADDITIONAL INFO** Completing the "Interests" and "Advice for Contacting" sections under the "Additional Information" header gives you an edge on keyword optimisation. You should list your professional skills and competencies in the "Interests" section and minimise the personal interests. It's great if you enjoy collecting cat figurines, but that's not going to get you found by an employer. The "Advice for Contacting" section is a great opportunity to optimise for your target job titles, while also providing a way for someone to contact you if they're interested. For example:

Advice for Contacting Kavita

I'm currently exploring new opportunities as a Project Coordinator, Executive Assistant, or a similar senior-level administrative role. If you'd like to discuss an opportunity, you may reach me directly at phone number or kavitakumar@gmail.com

✔ **OTHER** Look at the other sections of the profile, and fill in those that will help boost your brand. Don't forget volunteer experience, awards, and publications. You can even add interactive rich media such as a portfolio, papers, presentations, or other tangible representations of your work.

## How To Be Found

✔ **BUILD YOUR NETWORK TO 500+ CONNECTIONS** The more connections you have, the more visible you will be when recruiters and hiring managers search for candidates. If a recruiter searches and you are not in their top three levels of connections, you may not show up. Use the advanced people search function to find key contacts in your market. Reach out and add them to your network with a personalised request letting them know why you're interested in networking with them. Even if they don't have any job leads, becoming connected with them will help to expand your network and increase your visibility. Some key contacts to reach out to would be recruiters who work for your target companies, recruiters representing local staffing agencies/firms, hiring managers, and others with a similar background to you.

✔ **JOIN UP TO 50 GROUPS** You can, and should, join up to 50 groups! This is the exception to the "3 levels of connection" rule, as it will instantly increase your visibility. Relevant groups include alumni (both university and previous employers), industry/skills/job title, associations (professional, civic, and some "social"), and local "networking" groups. Geographically relevant groups are the most important, as they will connect you to more local networks and contacts. You can adjust your settings for each group to turn on or off notification emails.

✔ **KEYWORDS** One of the most important factors in getting into the top of a recruiter's search results is having heavy keyword optimisation. What keywords are recruiters searching for to find you? Pick your top 5 to 10 words and search your profile (using Control or Command & "F") to find how many times those keywords are in your profile. They should be in your profile at least 10 times; more for the most important or main keywords.

Use both single words and phrases; for example, someone in HR may choose the keywords: HR, human resources, HR

generalist, HR manager, HR business partner, talent, people, staffing, recruiting, benefits, HRIS, human capital, and employee relations. The first 5 job title based keywords may be the most important, while the others are supporting keywords.

Furthermore, when selecting keywords, think how recruiters think - if they're looking for a "PMO Director" they're probably not going to search for "manager" or "leader" - they might instead search for "project management office," "PMO Director," industry terminology, important skills, etc.

Companies are keywords too. Many times recruiters will search for candidates with experience in specific companies, whether you've worked for them or interacted professionally with them. They look for someone with previous experience and contacts within these companies, so make sure to include any big client and customer names you interacted with in each of your roles.

✅ **THE HUMAN FACTOR** Even with the emphasis on keywords, your LinkedIn profile still must be reader-friendly.

Recruiters will likely spend 6-10 seconds looking at your profile, so make each one of those seconds count!

Ensure that your profile is easy to read and the relevant information is easy to find - don't make people dig through irrelevant or repetitious details.

## NEXT STEPS

» Update your LinkedIn profile making sure to check off each area on this list.