



PROFESSIONAL

Top 10 LinkedIn Tips

Create a professional online presence for networking.

Did you know? Up to 85% of employers use online tools to research candidates before or after an interview.

1. **A clear, professional headshot photo:** Your photo is the first thing that the LinkedIn community sees on your profile, and it is important to make a good impression. Professional headshots are available through the Student Success Centre.
2. **Customize your Public Profile URL:** This makes it easier for you to share your LinkedIn address in an email, on your business card, etc. A best practice is to use a variation of your first name/last name. [*Profile > Edit your public profile* (In the right margin) > *Edit public profile URL* (Edit Pen in the right margin)]
3. **Think of your target audience:** Write your profile for who you expect will read it. If you want your readers to know that you have strong skills in a specific area, convey that message throughout your entire profile.
4. **Use private mode:** When making many updates, switch your browser to “private mode” in the *Privacy & Settings* tab. Be sure to switch back afterwards to resume your profile stats.
5. **Convey a genuine and professional message:** Customize your *Summary* by answering three (3) main questions:
(1) Who are you professionally?
(2) What do you do or want to do?
(3) Why are you unique? What are your skills and specialities?
Note: Be sure to include keywords for your industry, as well as your contact information (e.g. email address).
6. **Value all of your experiences:** Each experience comes with distinctive skills that you can transfer in a future role. Structure your profile to include all of your experiences to show you are well-rounded with a broad skill set through the use of accomplishment statements.
7. **Prove your skills:** LinkedIn allows you to attach content that you might not include in a resume or application package. Include things such as work samples (writing samples, lesson plans, designs), photos (from events, placements, jobs), projects, etc. Be sure to use discretion when selecting these items, considering privacy and publication privileges.
8. **Follow Groups and Companies** to stay up-to-date on current events in your industry and prove your interest to employers. Engage in meaningful, professional conversations to build connections. Check out professional associations in your industry.
9. **Connect with others:** Request new connections with a customized invite message. LinkedIn indicates your degree of connection to people as 1st, 2nd, 3rd or no connection. You may request an introduction to a 2nd or 3rd degree connection from one of your 1st degree connections. As you meet new people at networking events or future jobs, connect with them right away. Be sure to thank anyone who goes out of their way to help you network!
10. **Build Relationships:** One key element of networking is reciprocity. Show support to your LinkedIn connections by *Endorsing* or *Recommending* them, and by following their activity. Congratulate them on their accomplishments and comment on their posts. This will also help you to stay connected over time.

Adapted from “24 LinkedIn Rules You Might Be Breaking” by Aja Frost, The Muse.



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