

# TOP 10 LINKEDIN TIPS

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

## TOP 10 TIPS FOR A PROFESSIONAL ONLINE PRESENCE

1. **A clear, professional head shot photo:** Your profile photo is the first thing that the LinkedIn community notices on your profile. It's important to make a good impression.
2. **Customize your public profile URL:** This makes it easier for you to share your LinkedIn address in an email, on your business card and so on. A best practice is to use a variation of your first name and last name. (Go to your profile > Edit your public profile > Edit public profile URL.)
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 your privacy settings. Be sure to switch back afterwards to resume your profile stats.
5. **Convey a genuine and professional message:** Customize your summary by answering three 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 specialties? **Note:** Be sure to include keywords for your industry.
6. **Value all of your experiences:** Structure your profile to include all of your experiences and use accomplishment statements to show you are well-rounded with a diverse skill set.
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, etc.), photos (from events, placements, jobs), projects, etc. Be sure to consider privacy and publication privileges.
8. **Follow groups and companies:** 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 first-degree, second-degree, third-degree or no connection. You may request an introduction to a second- or third-degree connection from one of your first-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.

