

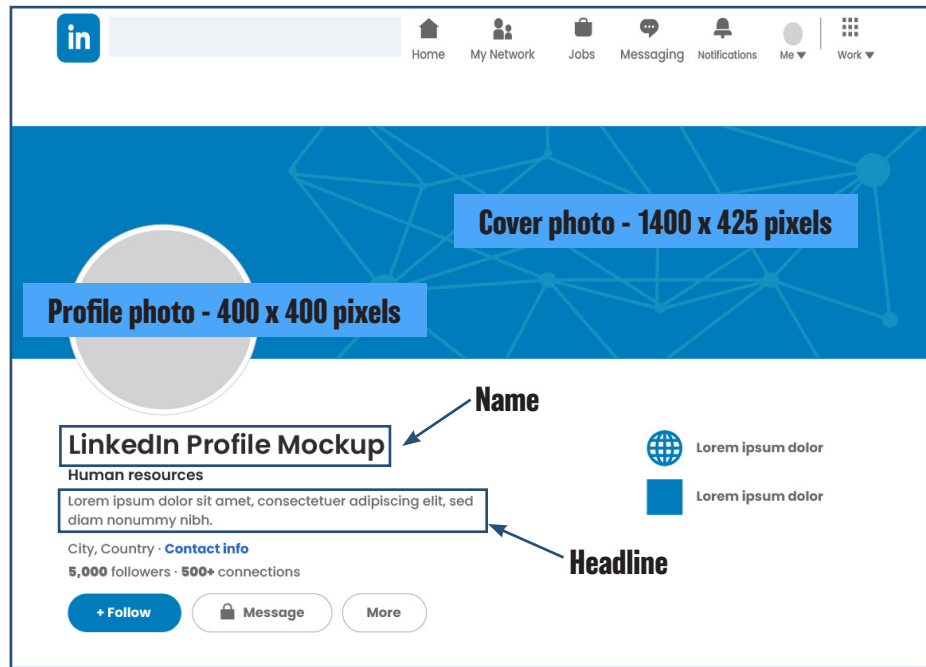


BENEFITS OF A LINKEDIN PROFILE

The main function of LinkedIn is networking, and the platform serves as a constant job fair of sorts because you are always in contact with working professionals, job seekers and employers who are looking to hire. Since 85% of jobs are filled through networking, it is crucial to use LinkedIn as often as possible when seeking gainful employment.

LINKEDIN PROFILE CHECKLIST

- Name - full name no nicknames
- Add a profile photo - a professional headshot is best, remember first impressions matter
- Add a cover photo - great opportunity to personalize your profile
- Write a headline - be creative and include key terms so you show up in searches
- Customize your public profile URL - makes it easier for people to find you
- Craft your about section - include key terms and summarize who you are, tell the story your resume doesn't
- Include all relevant experience - build on what is already on your resume
- Add education - list all educational programs you have participated in
- Add skills & endorsements- define your professional role, experiences, and contributions



BUILD YOUR NETWORK

Start making connection, you never know which contact will lead you to the job of your dreams! Connect with:

- Colleagues
- People you meet at networking events or industry conferences
- The connectors - people and organizations who know a lot of people in your industry
- Recruiters
- Close friends and family



“Active participation on LinkedIn is the best way to say “Look at me!” without saying “Look at me!”
- Bobby Darnell”



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