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.

**BENEFITS OF A LINKEDIN PROFILE**

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

**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

**LinkedIn Profile Mockup**

- Cover photo - 1400 x 425 pixels
- Profile photo - 400 x 400 pixels
- Name
- Headline

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LinkedIn Fun Facts

1. Executives rate LinkedIn as their best choice for professionally relevant content.

2. LinkedIn is rated as the most trusted social media platform.

3. You are 7x more likely to be found if you have a profile picture.

4. You are 12x more likely to be found on LinkedIn if you include at least two past working experiences.

5. A complete LinkedIn profile will get you 21x more profile views and 36x more messages.

6. There are 35,000 skills listed on LinkedIn.

7. There are 100 million job applications on LinkedIn every month.

8. 2 million posts, articles, and videos are published on LinkedIn every day.

9. The average CEO has 930 connections.

10. More than 95% of recruiters use LinkedIn regularly.

NOTES

For a complete list of no-cost services, upcoming events, and our locations, visit our website.