

# LINKEDIN



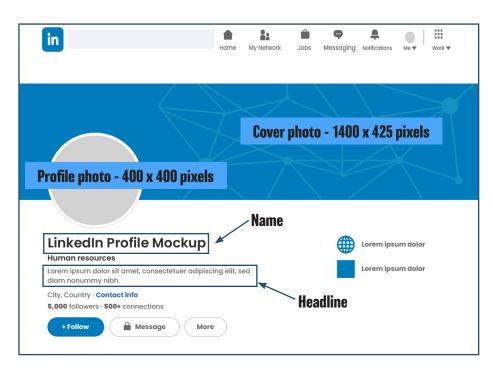
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#### **BENEFITS OF A LINKEDIN PROFILE**

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



#### **DOUGLAS COUNTY**

Arapahoe/Douglas Works! is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

**ARAPAHOE COUNTY** 

## **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.

