



These tips and recommendations were presented in a workshop given by Perry Monaco, a Product Consulting Manager with LinkedIn. A video of this workshop can be seen at:

[http://www.youtube.com/watch?v=RbucrqmpD\\_A](http://www.youtube.com/watch?v=RbucrqmpD_A)

### What should you include, and not include, in your profile?

- **Your headline for your profile is very important.** It's your value proposition (elevator speech). What do you want it to say about you? Create a crisp, punchy headline. What value do you provide and what do you want to do? Be direct. Show flair and personality. Use keywords that are used in LinkedIn search.
- **LinkedIn profiles are very different from a resume.** Avoid bullet points (boring for recruiters – too much like a resume) and avoid generic content. You want to set yourself apart. There are no real rules about constructing a LinkedIn profile, unlike resumes. Tell a story: what you are and what you do. Look at Perry Monaco's LinkedIn profile to get ideas.
- **Make sure you have a profile photo (also make sure you update your photo)** – this draws attention to your profile).
- **Volunteer experience is important (shows values)**, especially in Australia. On LinkedIn, the largest number of people who list volunteer experience on their profile are Canadian. Volunteer experience helps to paint a clearer picture of who someone is.

### What should you consider when building your network?

- **Make sure your network is filled with the people you want it to be filled with.** This is the second most important step to getting to where you want to go in terms of your career. The most important step is figuring out your career goals (deciding what direction you want to go with your career).
- **Connect with people you already have a relationship with.** Use the links in the program that connect you with other university alumni from the school you went to. You can also search alumni for people you don't know but may want to connect with (e.g., people who are doing what you want to be doing) as these individuals will be easier to connect with because you already have something in common.



### How can you create career opportunities for yourself?

- **Find people on LinkedIn who are doing what you want to do.** Look at their profiles to see how they got to where they are. Contact them to see if they'll talk with you about this too. Notice the keywords they use and include them in your own profile. They also may know people that you would benefit from knowing.
- **Figure out who you want to work for.** Use LinkedIn to find out about a wide range of employers (including many companies you may have never heard of but would be worth considering).
- **Look for jobs postings.** When you look for jobs, the system notices that you've become a job seeker and it will start to send you postings for positions you may be interested in. It may even identify roles that you'd be qualified for that you didn't even know existed.
- **Apply for jobs through your LinkedIn profile.** Companies will prompt people through their LinkedIn profiles to apply for their jobs.
- **Save your searches on LinkedIn.** You can re-run these searches whenever you want.
- **Take a look at who has read your profile.** It's a way to catch your attention or for you to catch another person's attention. Recruiters will do this. And if you're interested, it's good to look at their profile too (to show interest) or, better yet, send a message saying something like "I noticed you were looking at my profile. Can I help you with something?" Recruiters love this because it starts the conversation.
- **Use the Jobs You May Be Interested In widget.** This works best when you align your profile (the skills and experience you highlight) with your career goals. Algorithms built into the site will match you with jobs (not humans, computers). Make it work better by answering 'See More' questions.



## How to get noticed on LinkedIn:

- **Let your network talk about you, too.** Recommendations are useful, especially if you have a large number of endorsements for specific skills. Single endorsements for skills won't get noticed, but if you get a lot of endorsements for a particular skill, that will stand out.
- **In terms of keywords,** these can be included in your endorsements section (for skills that you possess and have been endorsed for) but include them in other parts of your resume as well so that they're more likely to get picked up by searches (LinkedIn's algorithms).
- **When looking at who has looked at your profile,** see if you're attracting the people/companies you want to attract. If this isn't happening, adjust your profile so that it is more effective in catching their attention (use the other tips on this handout to guide you).
- **Contribute to the network (share an article, make an insightful comment in a LinkedIn discussion, etc.).**  
It will help you to reach out and to get noticed. Everyone has something valuable to contribute. Share information with the network, connect, and engage.
- **Make sure messages are appropriate for the size of the screen** (e.g., mobile devices, tablets, computers).  
Posts on the site are cut off after a certain number of characters, so make sure the important parts will be visible when people scan through their posts.

## Final advice:

- **Go out and meet people.** Nothing ever replaces actual human interaction (face-to-face).