Your LinkedIn Profile

- Combines facets of both cover letters and resumes
- Is routinely looked at by prospective employers
  - Not having a LinkedIn profile can be seen as lacking web/social networking savvy
- Opportunity to supplement your resume and cover letter
Headline and Summary

Headline
• Similar to headline or professional summary on your resume

• Can be used to indicate career shift or change
  • EX: “Experienced event planner with background in public relations”

Summary
• Similar to body paragraphs in your cover letter

• Use it to frame how your Experience section is viewed
  • For example, if you are shifting careers, first paragraph can be about new field, second paragraph can be about former field
Experience

- Similar to Experience section of your resume
- LinkedIn forces you into a single, reverse chronological listing of your work experience
- You can use bullet or paragraph style in your descriptions
LinkedIn Profile Dos

- Keep your language clear, concise, and direct
  - There is more space, but potential employers are still skimming quickly

- Use key words and phrases that the job descriptions you’ve been viewing seem to use a lot

- Take advantage of the recommendations feature

- Use the sections for projects, causes, etc. to give a fuller picture of yourself to prospective employers
Profile Example

- Other elements of your LinkedIn profile
  - Activity
  - Skills and Expertise
  - Recommendations (given and received)
  - Connections
  - Groups
  - Following
  - Additional Information
    - Causes, volunteer work, interests, publications, certifications, etc.
Some LinkedIn FAQs

- **Do I have to use LinkedIn?**
  - No…**but** it has become a widely accepted tool to “find and be found”, and opting out may slow your job search
  - Think about creating a web-based presence through your own blog or website

- **What are “endorsements” and how should they be managed?**
  - Allows your contacts to attest to specific skills and expertise you have
  - Recommendations are more valuable
  - If someone endorses you for a skill/expertise you don’t want to include in your profile, you can edit it out
  - If someone endorses you, it’s good etiquette to endorse them back, if you feel you can

- **If I’m suddenly more active on LinkedIn, can that tip off my manager/colleagues that I’m job hunting?**
  - Yes, this can be an issue
  - Use your privacy settings to limit who can see your activity broadcasts
    - Privacy settings menu appears when you hover over your thumbnail in the top right corner of your profile page