

55 Top LinkedIn Tips for Job Seekers

1. Build your profile like a story and not as a replica of your resume. 2. Make your LinkedIn profile visually appealing with videos and pictures to help connect professionally with recruiters.
3. Start with a compelling and catchy story starter that encourages recruiters to hit “**more**”.
4. Create a 220-word tagline that combines key words, your “why”, and what differentiates you from the competition. Concentrate on functional and searchable words.
5. Showcase your value and utilize your LinkedIn space to build your credibility; never doubt the value in talking about your accomplishments. 6. Be easily accessible by providing an email for recruiters /employers to reach out to you
7. Get references / testimonials: Social Recognition Matters! Make sure to give as much information to the referee as possible and make sure the referees you choose know you well enough to speak positively about you.
8. Go beyond the default life and **customize** where and when you can: URL, Tagline, Recommendation Request, Background Branding Photo, etc. 9. Think of your background photo as your own personal billboard and create it to support your professional brand; make sure the picture resonates with your professional brand / career goals.
10. Have a professional, front-facing, current photo; this can generate up to 21x more views.
11. Use LinkedIn as a search engine to find companies, people, jobs, and content related to your own professional goals.
12. Partner with the LinkedIn search algorithm by making sure your **tagline, about, experience, and skill sections** are complete, connected, and sprinkled with “key” words that represent your marketable skills.
13. Research, follow companies of interest, and engage when possible and relevant.
14. Do not try to “fit-In”, try your best to differentiate yourself and “stand out”.
15. Show thought leadership by writing posts, articles, and commenting on others’ content (Comments of **5 or more words** have the most impact). 16. Create “**anchor links**” with 3 websites to help boost your brand. 17.

Customize every connection request: Think of the 5 P's: **Personalize / Polite / Praiseful / Pertinent / Professional.**

18. Reach out and build community with fellow alumni from your university / college / high school.
19. Use job postings to help you find key words that will connect your skills to what organizations are looking for.
20. Use a postal code that does not reflect where you live but rather where you want to work.
21. Use the “**featured**” section to highlights your recent accomplishments; create your own portfolio to showcase
22. Create **job alerts** so you do not miss out on new jobs being posted. 23. Customize your URL by eliminating random numbers and replacing the with your name.
24. Market your customized **LinkedIn URL** on your resume, cover letter, signature, website, blog, etc.
25. Fill in the industry section with the choice that is closest to your career goals.
26. Add a **call-to-action** (CTA) in your “about” section: Be specific and let organizations what they can do next- encourage them to act. 27. Take advantage of the “**Additional**” section to make your profile more robust: languages, courses, organizations, volunteer work, etc. 28. LinkedIn is not only about getting a job so do not show up only when you need something. Savvy LinkedIn networkers show up consistently. 29. Flex your **social reciprocity** muscles by helping others: Comment on posts (at least 5 words or more is best), share others content, and tag (@) to give recognition. Also, do not forget to ring your connections’ bells and follow their hashtags (#) especially if you do not want to miss out on the content that they share.
30. Remove outdated information that no longer serves you. 31. Download the [LinkedIn app](#) so you do not miss out on anything. 32. Reorder your skills so the top 3 speak to the top 3 skills an employer would search for to find a suitable candidate for a job opening.
33. Build each experience like a cupcake. Start with a summary, frontload your **accomplishments and outcomes**, and create detailed accomplishment statements.
34. Create and use relevant **#hashtags** in your posts so that people can follow them; encourage people to follow your hashtags

35. Notice the “**recommended**” jobs and company employees LinkedIn will send to you; the more relevant content you have in your profile, the more targeted those recommendations will be.
36. Take advantage of both the “people” search and “advanced” search with keywords and filters provided. A good search tool is the [Boolean Search](#).
37. Make sure your profile is set to “**public**” so potential employers/recruiters can find and see your entire profile even when you are not connected.
38. Do not ask to connect with recruiters.
39. Filling gaps in your resume is necessary but on LinkedIn, it is not necessary so, create the story you want to tell.
40. Use the new “**cover story**” feature (on the latest version of the mobile app) to create a 30 second visual story and tell employers/recruiters about you!
41. Add your name pronunciation (on the latest version of the mobile app) so others can learn how to say your name properly.
42. Follow important people; their posts will show up in your feed for 30 days.
43. Fill in your skill section, slowly and carefully, so you do not miss the drop down menu of options that LinkedIn offers you; always best to be as precise as possible when showcasing your skills.
44. **Save jobs** of interest so you can always return without losing that information. All jobs saved will be archived.
45. LinkedIn’s easy apply feature allows you to store important and supplementary documents (like your resume) to use when applying for jobs via LinkedIn. Those organizations that use the “**Easy Apply**” feature get a snapshot of your profile and then have the option of accessing other relevant documents that you have provided to support your candidature.
46. Make a note of any connections working at the company you are interested in applying to; this is an opportunity to reach out to those connections for insight into the company, culture, and role.
47. Use **LinkedIn Learning** to help you earn micro-certifications and further your knowledge in a subject area; any courses or learning paths you complete will offer the option of adding specific learned skills, and a certificate of completion, to your profile. LinkedIn Learning is free with the premium account.
48. Connect with members of your groups via the **mail feature**. This is a great way to get to know people before sending an actual connection request.
49. Take full advantage of the “**description**” feature within the education section.

This is an opportunity to include GPA, honors and awards, key courses and projects, extra-curricular/leadership experience, and training. **50.** Use the “*let recruiters know you are open to opportunities*” and “*signal your interest to recruiters at companies you have created job alerts for*” tools located in “settings and privacy”. While you are there, shut off the “share” tool if you do not want your updated to be broadcast all over LinkedIn.

51. In privacy and settings, locate “**visibility**” and set your profile to anonymous if you would like to privately search and look at other people’s profiles. It is the first option. It takes 24hrs to change it back to you.

52. Avoid using any chrome extensions for LinkedIn; extensions indicate to LinkedIn that you are trying to manipulate the LinkedIn Algorithm, and this could suspend your account and you could wind up in LinkedIn jail (suspended account).

53. Use the **interview preparation practice** option to help you get ready.

54. Have a **current resume** available when applying for jobs.

55. Put yourself in the recruiter seat and build your profile from that

lens

Bonus: Always remember that LinkedIn is a journey and not a destination.

What you put into it, is what you will get out of it!

Enjoy the LinkedIn journey!