

LinkedIn Checklist

Recruiters use LinkedIn!

- Recruiters are Googling your name and the top hit is LinkedIn. There are 500+ million members on LinkedIn and recruiters have a separate platform just for recruiting. Getting into their search list is based on:
 - Currency- how active you are on the platform based on 1) the toggle switch which privately lets recruiters know you are looking¹ and 2) how often you share + POV, like and/or comment
 - Relevancy- Key word search matching your qualifications to the job description
- The recruiter's report includes: the candidate's headline, summary (length equivalent to a mobile app), top three skills and what other organizations have viewed
- Candidates with 500+ connections impress recruiters and with more 1st and 2nd degree connections it places you at a higher level on their search list. Be open to invites and connect with classmates, staff, etc.

LINKEDIN SECTIONS

- Set privacy setting in both individual sections and in the Privacy tab in profile settings while updating profile

Headshot and Background Photo

- Use a headshot facing the camera that looks friendly and professional. You are 12x more likely to be seen with a photo. Title your photo with your name.jpeg and upload
- Create a custom background that underscores your brand. Consider imagery of you in action, an impact color, use Olin images or search Google images for LinkedIn background images for your area of interest
- Olin Images: <https://olinwustl.campusgroups.com/omc/logos-and-templates/>

Headline

- Recruiters see this when they do a search, there is a 120 character limit, including spaces
- Think of it as your compelling value proposition; make it about who you are in a unique way that stands out
- It is a key word searchable field, use words that match what you are looking for, i.e. industry, role

Sub-Headline

- Autofill's to your most recent job, education on first line; current geography on second

Summary

- Recruiters see same number of characters as in a mobile app, 2000 characters. It should be written in 1st person
- Be natural, use your own language, and show your personality. Focus on differentiating yourself, who you are, the value you bring and how you can make an impact. Include five memorable characteristics
- Consider leading with quote, declarative or provocative statement, list of attributes, mindset at a key point in time
- List or detail key skills across the bottom. Review CareerLeader report and job descriptions for skills
- Consider adding multimedia - show a video bio, thought leadership
- Include AKA/ common misspellings of your name so recruiters can find you in a search
- For career switchers or those with minimal experience, you may want to include pertinent courses taken. Those will be considered key words during a recruiter search

¹ Click the jobs icon in the navigation bar at the top of the homepage. In the Jobs You May Be Interested In section, click Update Career Interests. In the section titled Let Recruiters Know You Are Open toggle to Yes

Highlights

- Automatically shows the reader what people and groups you have in common
- Points to building your connections and maximizing membership in groups (up to 100)

Contact & Personal Info

- Include LinkedIn Profile URL (edited for easy search), Websites, Phone, E-Mail, Twitter, IM/Skype

Activities

- Sharing is caring. Spend 5 minutes daily liking and sharing (+ POV) information which increases your currency!

Work Experience

- Experience/ Position title is 100 characters. Optimize to include key words
- Provide detail, key words in descriptions. There is no penalty for length, so use as much space as you need. Use key words for the types of roles you are seeking. Study job descriptions. Integrating multimedia is a plus

Education

- University/ degree title is 100 characters. List all universities you attended
- Detailing courses will demonstrate when you may not have experience but the course key words will help position you in a specific area. There is a separate section for coursework but you can double dip

Volunteering Experience and Causes

- Incorporate all the activities that help define you and what you are passionate about

Featured Skills & Endorsements

- You can list 99 skills so use skills listed in job descriptions. Career Leader also has a great list of skills
- Reorder skills within the section to show the ones you want recruiters to focus on first (regardless of endorsements). The top three are most visible and are what recruiters see when you are picked up by their search

Recommendations

- Reach out for recommendations - managers, professors, teammates. These are valued by recruiters
- Aim for 5+, LinkedIn will display the two most recent

Accomplishments

- Use “Add New Profile Sections” to list all publications, certifications, courses, projects, honors and awards, patents, test scores (i.e. GMAT) languages, and organizations. High ACT or GMAT is a benefit for consulting
- Add links to current projects to support credibility

Following

- Be an expert! Follow companies, influential publications, websites, industry and general areas of interest
- Join Groups! There are over 1.5million groups, you can join 100. InMail is free for group members via group membership without having to send an invite to connect individually. Join all groups that relate to your background, functional and industry aspirations. Group categories include alumni, interests, philanthropic, functional and industry. Review group membership for alums, contacts. Posted job opportunities that will appear in your feed

Connections

- Aspire to make 500+ connections- alums, classmates, professors, staff and employers. Be open and outgoing

OTHER/TIPS

- Complete your profile! Users with completed profiles are 40x more likely to receive opportunities. Minimize adjectives and emphasize verbs. Study profiles of others in the field you are targeting
- Under each connected profile, there is an option to add relationship notes
- Review William Arruda's (personal branding and LinkedIn guru) recent articles in Forbes i.e." LinkedIn - How To Write A Stellar LinkedIn Summary", "15 Things you Need to Know about the New LinkedIn Interface"

Example Profiles

- Allison Dietz - Employer & Industry Specialist, Weston Career Center
- Lisa Hebert – Career Coach & Certified Reach Social Branding Analyst