

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 lets recruiters know you are looking (under Update Preferences) and 2) how often you share, like and/or comment
 - Relevancy- Key word search matching your qualifications matching to the job description
- The recruiter's report includes: the candidates' headline, summary (length equivalent to a mobile app), top three skills and what other organizations have viewed

LINKEDIN SECTIONS

Headshot and Background Photo

- Use headshot that looks friendly, professional. You are 12x more likely to be seen with a photo
- Add background photo that underscores your brand. Search Google images for LinkedIn background images for your area of interest, create your own, or use Olin images
- **Olin Images:** <https://wustl.app.box.com/v/photos> (WUSTL key required for access)

Headline

- Recruiters see this when they do a search, there is a 120 character limit, including spaces
- Think of it as your personal bumper sticker; 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
- 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

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 50)

Contact & Personal Info

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

Activities

- Sharing is caring. Spend five minutes daily liking and sharing 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. Integrate multimedia where appropriate

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 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

- 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. 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 at least 300 connections- alums, classmates, professors, staff and employers

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
- Privately let recruiters know you are open for opportunities. 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 Preferences. In the section titled Let Recruiters Know You Are Open toggle to Yes
- Under each connected profile, there is an option to add relationship notes

PROFILE EXAMPLES

- Ashley Elleby- CPG Marketing Professional / E-Commerce Entrepreneur
- Daniel VanBeck- Quantify | Simplify | Realize