

HOW TO GET YOUR LINKEDIN PROFILE READY

LinkedIn has become the universal source of professional networking, a great tool for building your professional brand, contact, and the number one source to go to for recruiters to source candidates, companies to post jobs and for individuals to locate opportunities.

To make sure you are both proactive and passively ready to have a strong brand in the marketplace, it's important to have your LinkedIn profile ready. This has become equal to having a strong resume ready.

PROFILE PHOTO

Choose a photo where you look confident, energetic and **positive**. Be sure that this is a picture you want to represent you professionally. Make it easy for people to see you and be looking directly at the camera.

BACKGROUND PHOTO

This is a must! Replace the default gray bar with an image of something related to what you do or your logo if you're a business owner. You can get royalty-free images on websites like Unsplash.com and Pexels.com. Search keywords like: Leadership, Financials, Diversity, Teamwork. It should be something meaningful or relatable to you but not overly personal or weird. :)

CONTACT INFORMATION

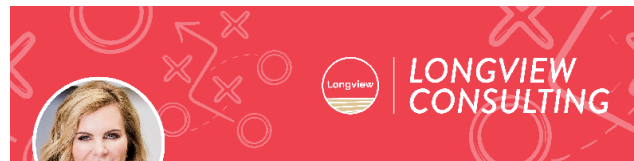
Make sure you are easily reached with your personal email in contact information. If you're still using an email address from an outdated system or with a username that is too personal/silly, it's time to update.

VISIBILITY

You can consider whether you want to put yourself in "Private Mode" when doing research if you don't want people to know you're viewing their profile.

If you're not ready to let people know that you're looking for new opportunities yet, follow these steps before you start refreshing your profile*:

- Go to the dropdown under your pic where it says "Me" in the top bar
- Select Settings and Privacy
- On the left, click Visibility
- Scroll down to "Visibility of Your LinkedIn Activity"
- Click on "Share profile updates with your network" and turn off before you refresh
- *Note: Your network won't receive notifications that you're updating your profile, but they will see the changes if they view your profile



THE KEY (WORDS) TO SUCCESS

Keep the About section crisp. Tell people who you are, what you do and what you want to be known for.

Not sure what to say? Start by searching positions on LinkedIn that intrigue you (go into the job search category and noodle around with keywords and locations that are interesting.)

Look for **keywords** that are used in multiple job posts for a role you'd like to go for. If you're interested in a leadership position in IT, you may notice all of the posts are looking for leaders who are "innovative." If it's a job in Accounting that you're after, multiple posts may be looking for someone with "meticulous attention to detail." Start to incorporate these keywords into your profile so you are a clear match when a hiring manager checks you out.

