LINKEDIN TIPS

LinkedIn is a crucial networking tool and can assist you in making a positive impression on your potential future employer. It is important that it is used correctly. Below are some tips to constructing or editing your LinkedIn account including how to present yourself and create and maintain connections. Lastly, how Veterans and Service Members only can obtain a FREE one year subscription to LinkedIn Premium Career.

PROFILE TIPS:

- **PROFILE PICTURE:** Your profile picture is the first thing someone sees when looking at your page. It is best to be in front of a solid color background, smile, and in business or business casual dress. Also, make sure you are the only one in your picture.

- **NAME:** List your name as the one you go by or use when applying for jobs. Whether it be an abbreviation of your name, or using your middle name in addition to your first. For example: if your name is Jeffrey and everyone calls you Jeff, list your name as Jeff.

- **HEADLINE**: When someone searches a job title, this is where that information is pulled. However, don't simply add your title. Use the headline as a way to expand on skills and past experiences. For example: "Certified Contractor Experienced in Managing Multiple Jobs, Worksites, and Workers."

- **YOUR URL:** Your personal profile's URL is the text that appears in the search engine after linkedin.com. The key is to keep is simple and professional. After you have personalized it, you can start putting it on your resume and business cards. If you need assistance in customizing your LinkedIn URL, visit workforwarriorsga.org/resources.

- **CONTACT INFORMATION:** It is important to list the contact information you want your connections to have like emails, phone numbers, etc. Remember, what contact information you add to your profile is visible to everyone who views your profile.

- **LINKEDIN SUMMARY:** This is where you write about yourself. It is okay to write in first person and acknowledge your accomplishments. Use this section to let people see your personality!

- **EXPERIENCE:** This area is to show an overview of your past job experience. List your previous positions and responsibilities, use keywords, be detailed, and put in some work. Instead of copying and pasting your resume, create differentiation between the two.

- **SECTIONS**: In these, you can add everything from Published papers, to Test Scores, to Patents. If you have these, make sure you advertise them! This helps differentiate you from others and give people a little bit more detail on your skills.

- **PERSONALIZATION:** There is an area at the bottom of the "Summary" section that gives you the option to add things. If you're a photographer, add your pictures. If you design websites, provide links to your work. If you were a part of a project in college, add the presentation. This is your profile. It is supposed to represent you.

- **GRAMMAR:** Above everything else, make sure you spell check and proofread. There are few things worse than thinking you have an impressive profile and it be full of grammatical flaws. If you aren't confident in your grammar, we have Employment Coordinators who can assist you with editing your profile.

- **UPDATE:** Lastly, it is important to update your profile regularly. If you change jobs, add that to your profile. Your account should reflect your up-to-date experience.

NETWORKING TIPS:

- **PEOPLE YOU KNOW:** To begin building your connections, search for the individuals you know. Search for all of your coworkers, friends, and fellow Service Members and connect with them.

- **COMPANIES:** Next, it is helpful to connect with and follow businesses you are interested in. If you are a Truck Driver, follow businesses who employ Truck Drivers. Connect with individuals who own trucking companies and others who are Truck Drivers.

- **INTRODUCTIONS:** Once you have made a connection, send a thank you or introduction to that person. It can be short and to the point "Hey, thank you for the connection!" or something more personalized
  For example: "Hello, I saw your profile and noticed that we both work in the same field. I'm really interested in hearing more about your experience with your current company if you have time to discuss it. Thank you for connecting."

- **SHARED CONNECTIONS**: If you don't know someone, but really want to connect with them, there is still a way. When looking at someone's profile, LinkedIn will tell you if you have any *shared* or mutual connections. You can then reach out to that shared or mutual connection and ask them to introduce you.

- **INTERACT:** Show others that you are present. You can do this by liking and sharing posts, writing your own posts, congratulating people on new jobs and work anniversaries. Other ways to be active are to respond to comments, have an opinion, and share industry stories. We encourage you to take a few minutes every day to check your messages and interact.

- **GROUPS:** Groups are a great way to make connections with other professionals that are interested in the same things you are passionate about. It is a platform where you can share ideas and talk with each other.

- **ENDORSEMENTS:** These are recommendations, from connections, on your skills. Ask your connections to endorse you. They help make your profile stand out. It is a huge plus when an HR representative is scrolling through your profile and sees an "Endorsement" that matches a skill they are attempting to find.

- **PROFESSIONALISM**: LinkedIn is different than Facebook, Twitter, or Instagram where one posts about their personal life or daily choices. There will be some crossover that is inevitable, but try to keep your posts as mature and professional as you can. Remember, this could be where your future employers find you.

FREE 1 YEAR SUBCSCRIPTION TO

LINKEDIN PREMIUM CAREER:

LinkedIn partnered with ID.me to offer U.S. Service Members and Veterans a FREE 1 year Premium Career subscription. To redeem, click the link below. Then, log-in with you ID.me credentials or create an ID.me account.

Login: www.tinyurl.com/idmelogin

What are some perks to having a LinkedIn Premium account? Well, with a LinkedIn Premium Career subscription, you can deepen your visibility, expand your reach, and search more precisely.

1. **VISIBILITY:**
   - **Profile Views:** With LinkedIn Premium, you can get a better picture of who has been looking at your profile.
   - **Full Profiles:** Get access to entire profiles beyond just the name and headline of 3rd degree profiles (1 person connected to you through, 1 acquaintance, through 1 personal connection).

2. **REACH:**
   - **InMail Messages:** InMail allows you to message individuals who you may not want to connect directly.
   - **Introductions:** We believe there is tremendous opportunity in your network waiting to be uncovered. Use introductions to start warmer conversations.
   - **Open Profile:** This symbol on a profile means that an individual has an open profile.

3. **SEARCH:**
   - **Premium Search:** Various subscription levels include: seniority level, company size, interests, job function, years of experience, and additional information.
   - **Profiles Per Search:** You can see more than double your search results when you upgrade.
   - **Saves Search Alerts:** LinkedIn will email you on a weekly basis any new profiles that fit your search criteria.
   - **Reference Search:** Get a list of people in your network that can provide a reference for someone you are interested in.

To learn more, go to: www.tinyurl.com/1YearLinkedInPremium.

Now that you have reviewed all of Work for Warriors Georgia's LinkedIn Tips, we hope you feel more prepared. If you still have any questions on how to navigate around LinkedIn, go to www.workforwarriorsga.org/resources to see tutorials on multiple LinkedIn topics or contact your Employment Coordinator.