



Quick Tips: Stand Out on LinkedIn

BASIC TIPS:

- It's estimated that approximately 95% of recruiters use LinkedIn to learn about job candidates and find out more about who you are.
- LinkedIn allows you to showcase your course work, community service, and other skills that traditionally may not have been included in your "professional experience."
- When it comes to your profile, you should have a professional headshot and byline. A byline with the right keywords will help recruiters find you more quickly.
- Use LinkedIn to show more of your personality. You can add work samples, slideshows, photos, videos that will showcase the value you offer an employer.
- Don't be intimidated to ask for recommendations. Ask former professors, employers, and co-workers who can vouch for your character.
- Remember, whenever you post or share on LinkedIn, your posts are a direct reflection of your personal brand so be sure to appropriately and professionally represent yourself.
- Connect with alumni from your college/university to start building your network. Often they will take an interest in you since you share a common bond that you attended the same school.