

Building a Professional LinkedIn Profile



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THE LAST
MONDAY

WHY SHOULD YOU BE ON LINKEDIN?



46 MILLION LINKEDIN USERS ARE STUDENTS OR RECENT COLLEGE GRADUATES.



LINKEDIN IS HOME TO OVER **562 MILLION USERS** IN OVER **200 COUNTRIES AND TERRITORIES** ACROSS THE WORLD.



LINKEDIN IS GROWING AT THE RATE OF **TWO NEW SIGN-UPS PER SECOND**



THOSE WITH HIGHER-PAYING JOBS TEND TO BE DRAWN TO LINKEDIN. **45 PERCENT OF INDIVIDUALS MAKING OVER \$75,000 PER YEAR USE LINKEDIN**



SEEKING A GOOD JOB? LINKEDIN PROVIDES IMPRESSIVE VISIBILITY: **NINE OUT OF 10 RECRUITERS TURN TO LINKEDIN** WHEN LOOKING FOR JOB CANDIDATES.



THERE ARE OVER **3 MILLION ACTIVE JOB LISTINGS** ON LINKEDIN AT ANY GIVEN TIME – THAT'S A LOT OF NETWORKING!

CRAFTING AN EFFECTIVE LINKEDIN PROFILE

- START WITH THE **BASICS**
- CHOOSE THE **RIGHT PROFILE PICTURE & BACKGROUND PHOTO** FOR LINKEDIN
- CREATE AN **EYE-CATCHING HEADLINE**
- TURN YOUR **SUMMARY** INTO YOUR STORY
- CREATE A **PERSONALIZED URL**
- START BUILDING A **NETWORK**
- TALK ABOUT **EXPERIENCE**
- TIME FOR SKILLS & TAKE A **SKILLS ASSESSMENT**
- A NOD TO **EDUCATION**
- ADD **VOLUNTEER EXPERIENCE** AND **PUBLICATIONS**
- REQUEST **RECOMMENDATIONS & ENDORSEMENT**
- OPTIMIZE YOUR PROFILE BY ADDING **KEYWORDS**
- POST **CONTENT** & UPDATE REGULARLY

LINKEDIN TO FIND THE PERFECT JOB FOR YOU

- START WITH THE **PERFECT PROFILE**.
- CHOOSE **CONNECTIONS** WISELY.
- POLISH **YOUR PROFILE** BEFORE APPLYING.
- MAKE GOOD USE OF SEARCH TERMS.
- FOLLOW **COMPANIES** THAT CATCH YOUR INTEREST.
- UPDATE YOUR **CAREER INTERESTS**.
- SHARE INTERESTS WITH RECRUITERS.
- PAY **ATTENTION TO JOBS** YOU MAY BE INTERESTED IN.
- USE THE **FILTERS**.
- **SAVE JOBS** TO APPLY FOR.
- **INSIDE SCOOP** ON POTENTIAL EMPLOYERS
- START THE **APPLICATION PROCESS**.

ENGAGING WITH YOUR PROFESSIONAL AUDIENCE ON LINKEDIN

- BE PICKY ABOUT **RECOMMENDATIONS**.
- BE GENEROUS WITH **ENDORSEMENTS**.
- DON'T HESITATE TO **CONGRATULATE!**
- BE ACTIVE AT LEAST **ONCE A WEEK**.
- ALWAYS **PERSONALIZE** MESSAGES AND REQUESTS.
- REVISE YOUR PROFILE OFTEN & OFFER HIGH **QUALITY CONTENT**.

FOR STUDENTS: HOW TO FIND AND LAND AN INTERNSHIP THROUGH LINKEDIN

- START BUILDING A **SOCIAL PRESENCE** EARLY.
- CLEAN UP **SOCIAL MEDIA**.
- MAKE GOOD USE OF **GROUPS**.
- USE THE SAME **TOOLS**.

COMMON LINKEDIN PITFALLS & HOW TO AVOID THEM

- TREATING LINKEDIN LIKE OTHER **SOCIAL MEDIA**.
- SKIPPING THE **PERSONALIZATION**.
- NOT SPENDING **ENOUGH TIME** ON THE SITE.
- NOT **FOLLOWING UP**.

LINKEDIN PREMIUM & FEATURES

- PREMIUM CAREER: **\$29.99/MONTH**
- **FIVE INMAIL** MESSAGES PER MONTH.
- SEE HOW MANY **SEARCHES YOU APPEARED** IN AND HOW MANY **PEOPLE HAVE VIEWED YOUR PROFILE**.
- **APPLICANT INSIGHT**.
- **ADDITIONAL INFORMATION** ON POSTED JOBS.
- **ADDITIONAL SALARY** INFORMATION.
- **ACCESS TO ON-DEMAND LEARNING VIDEOS**.
- **RESUME CREATION** WITH **RESUME BUILDER**.

THANK YOU!



Do you have any questions?



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