“Leveraging *LinkedIn* to Drive Your Career Progression”

**Ways to Leverage LinkedIn:**

* **CONNECTIONS:** Way to connect with people and groups in your field of interest or from your alumni/work bases. Not a social network! Strictly business and career.
* **RESEARCH:** Jobs, keywords, organizations, people, companies, search firms, competition.
* **RESUME BUILDING:** Learn resume emphases/keywords from job postings and profiles of others.
* **PERSONAL BRANDING:** Personalize your skill set, activities, posts and employment search.
* **JOB SEARCH:** One of the top tools used by recruiters. Salary function now included.
* **JOBSCAN:** LinkedIn profiles can now be optimized using this self-paid service.

**View Online LinkedIn Tips:** Q**uery YouTube and Google for more resources about LinkedIn**

1. Create a complete Account and Profile.
2. Set your Privacy Settings, temporarily, so that you can work quietly on your Profile-no broadcasts.
3. Create your Profile (As completely as possible, including Skills & Endorsements)
* **PICTURE:** Make sure it’s professional looking, preferably a headshot
* **PROFILE HEADLINE:** Make it pop. Not just your title. You have 2.5-3 lines. Use them. This is the ***most important single feature of your LinkedIn profile***. Sell Skills and targeted interest areas!
* **SUMMARY:** Be concise/confident about your qualifications and tailor it to your interests. Use **many** **keywords** for your FUTURE field of interest. Keywords! Post-click on your profile, the first three lines are what a viewer sees first about you. They must scroll down for the rest.
* **EXPERIENCE:** Beyond your employment history, include volunteer work, leadership activities, projects and initiatives, internships, community service, board seats. Flesh this out and load with keywords.
* **RECOMMENDATIONS:** Use your judgment on these. Recommenders should speak to the skills and characteristics that will be valued in your targeted field.
* **SKILLS:** LinkedIn will give you a list of skills to choose from, or add your own. BE AS SPECIFIC AS POSSIBLE. Again, judgment should rule your choices. Use all 50 and choose your top 3!
* **LANGUAGES:** A definite plus if you have additional languages. Denote skill level.
* **EDUCATION:** Reverse chronological. You can add training that is significant.
* **ADDITIONAL INFO:** Add websites that interest you. Look to right for extra categories.
* **JOIN GROUPS:** Professional, industry groups, interest/advocacy groups.
* **FOLLOW COMPANIES**: Select which ones to follow. Others will see your choices.
* **CONNECT WITH ALUMNI:** Join your alma mater LinkedIn groups.
1. Use JOBS tab to find jobs, get ideas about how your profile should look and research salaries.
2. Job Search: Be as specific as possible. You can search by: location, keywords, division, university, department and/or people. This applies to INTERNAL job searches at your employer!
3. Company Search: You can learn how “imbedded” your network is in a specific company.
4. Stay-up-to-date with MESSAGES Folder and INVITATIONS folder. Be responsive!
5. Interested in a division, but no applicable jobs? Find a connection and ask for info.
6. Connections: Start with your friends, family, colleagues, classmates. Possibly upload your online address book. ***Customize your LinkedIn requests***. Try not to use only the generic one.
7. Join Groups related to your professional interests and communities. This is brand building.
8. **Join and/or create LinkedIn Groups for ERGs with which you’d like to be affiliated:**  Creating a group is easy & it becomes a great way to communicate with members.
9. LINK IN WITH Connected People: Link on LinkedIn with as many well-connected people as you can.