

Top 10 LinkedIn Best Practices

1. **Headline** - Use key words for the job you want, not your previous job (120 characters available, so use them)
2. **Recommendations** - Obtain 3 current recommendation (2 years or sooner)
3. **Picture** - Must have a picture! Professional, smiling, simple background
4. **Connections** - have at least 150, personalize your request, add 10 per day
5. **Summary** - phone number and email on the first line, you have 2,000 characters, list your accomplishments, add some personal information such as your tagline, value statement. Note: This is a key moment recruiters decide to contact you or not
6. **Research tool** - use the search capability to locate and contact hiring managers directly via phone, email (InMail) and discuss your value proposition to them. Ask for a 15 min. informational interview.
7. **Job search auto-alerts** - set these up to automatically send you emails daily when jobs on LinkedIn become available
8. **Join and participate in Groups** - Ex. OJTTULSA, ask peers if they know a contact at the company with whom you are trying to get interviews set up
9. **Activity** - Copy and paste *professional* articles you feel are interesting and could benefit your connections. Note: I strongly advise against political or religious content. Also, “like”, “comment”, “share” other’s articles and postings. This keeps you top-of-mind with all your 1st degree connections.
10. **Turn off Profile edits** - as you are likely going to edit a lot of material at first, make sure this setting is set to “no” or each time you change something its going to notify all your 1st degree connections. Once editing is completed, set it to yes. You want people at that point to know you are now looking for work. Under privacy settings: “Sharing Profile Edits.”

Sharing profile edits

Choose whether your network is notified about profile changes

Should we let people know when you change your profile, make recommendations, or follow companies?

No