

#FindSparkFest

Step It Up: LinkedIn

Once you've built a complete LinkedIn profile, it gets to work for you. LinkedIn makes it easy for recruiters and hiring managers to: a) find you when they're hiring, and b) learn more about you when you apply for jobs.

Every month or so, freshen it up so you're not rushing to do so when a great opportunity presents itself.

Quick & Easy LinkedIn Pro Tips

- ❑ Customize your URL. Go to "Edit Profile;" click the "edit" button next to the URL below your photo. On the right side, under "Your Public Profile URL," customize your URL to something people can remember.
- ❑ Move your summary to the top of your profile.
- ❑ Use a professional photo. No selfies or party pics!
- ❑ Add rich media to your profile. Showcase photos, design work, links, reports, papers, and other visual to make it easy for potential employers to learn more about your work.
- ❑ Get creative with your headline! It doesn't have to be your current position. A headline like "Speaker, Entrepreneur, Community Strategist, Career Optimist," is eye-catching and sums you up very quickly.
- ❑ Max out your skills. You can include up to 50. Add tools, platforms, and hard and soft skills.
- ❑ Include your email address publicly and in your summary so it's easy for people to reach out to you.
- ❑ Use specific numbers, results, and action verbs to demonstrate your experience.
- ❑ Ask for recommendations from colleagues and professors. Write them a draft to make it easier for them.
- ❑ Follow companies you want to work for to stay up-to-date with industry news.
- ❑ Use the "How You Met" feature on your connections' profiles to keep track of your network.
- ❑ Join groups to get noticed. Start with alumni and industry-specific groups.
- ❑ Make sure people can see when you view their profile so you can get on their radar. Go to your account settings under Privacy & Settings and then, "Select what others see when you view their profile."

Our biggest tip? Always send a custom message when you connect with people.

A little thought goes a long way.

#FindSparkFest Opportunity Mixer | Fri., Mar. 13th, 6-9pm | Meet The New York Times, BuzzFeed, Livestream, Skilledup, & more
findspark.com/festoppmixer

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