

Realize you're going to have to put in a little time

The more complete your profile, the more likely it is that recruiters and potential employers will reach out to you, simple as that.

Get a custom URL (it's easy!)

A custom URL looks way nicer (and more professional) than an obscure bunch of automatically generated numbers.

HERE'S HOW

- Click the Me icon at the top of your LinkedIn homepage and select View profile
- On your profile page, click Edit public profile & URL (on the right-hand side)
- Under Edit URL (on right side), click Edit icon next to your public profile URL (linkedin.com/in/yourname)
- Type your new custom URL
- When you're finished, click Save. Done!

Upload a good quality photo

If you don't have a professional headshot, don't worry. Your photo doesn't have to be fancy but stay away from blurry photos (and especially selfies)!

Showcase your specific talent and skillset in the Headline section

Don't keep this as your job title and current company, use it as a space to explain who you are and what sets you apart from the competition.

Do your research

Check out some job postings for positions you're interested in, pick out the key words you notice being used frequently. These are specific words that recruiters and hiring managers are looking for. Make sure you're using those words in your summary and experience sections.

Take advantage of the summary section

This is your elevator pitch. Be you here, show your personality and explain your unique skills, qualifications and passions.

BEST PRACTICES

Keep these tips in mind when writing your LinkedIn summary.

- Write three to five short paragraphs in the first person
- Use short, tight sentences
- Avoid using slang or jargon
- Use those keywords!

Connect with people

Start networking with friends, co-workers and like-minded industry professionals. You should aim to have 50+ connections – but don't go crazy and start adding a bunch of people you don't actually know. If too many people reject your request to connect LinkedIn can shut down your account (whoops!).

Don't be afraid to ask for LinkedIn recommendations and endorsements

Recommendations are positive reviews about your strengths and skills written by people who have experience working with you.

Endorsements are quicker and easier. You can add skills to your profile and professional contacts can view and "endorse" you – confirming you have these skills with just a click!

Let recruiters know you're open to opportunities

If you're actively looking for work this is important! Go to your profile, scroll down to the box labelled "Your Dashboard" and ensure the option to let recruiters know you're open is turned on.