

# LinkedIn

## C H E C K L I S T :

- Add a professional-looking photo:** You are well groomed and wearing at least business casual attire. You have good posture and a warm but conventional smile. The background is free of anything distracting or inappropriate. There are no other people in the photo (not even partially) other than you.
- Write a descriptive, interesting headline:** Your headline uses key words and phrases to establish a personal brand. It is targeted to your intended audience (employers, colleagues, customers, etc.). It is eye-catching but not too cute.
- Showcase your experience:** You have provided a more detailed account of your experiences than you did on your resume. You have shared quantifiable accomplishments, photos, videos, links, etc. when able.
- Include volunteer experience:** You have focused on volunteer opportunities in which you participated on a consistent basis. You have included any leadership roles, accomplishments, and skills acquired or used.
- You have listed your skills:** You have ensured that you have listed all the industry-specific skills you possess for the industry you are seeking to enter. You have arranged the top three skills you want all employers to notice at the top of your list.
- Obtain recommendations and skill endorsements:** You have obtained positive recommendations from supervisors, colleagues, classmates, professors, etc. You have also requested that they endorse any skills they are qualified to endorse.
- Customize your profile URL:** You have changed your URL to something easier to insert in a resume heading, and it is professional (no nicknames).
- Have your profile looked over:** You have had someone knowledgeable of LinkedIn (like a CCS Career Advisor) review your profile.



# LinkedIn 101

## Do's

1. Personalize connection requests. Tell them your reason for connecting.
2. Personalize your recommendation requests and offer to reciprocate (if appropriate).
3. Turn off notifications when updating your profile.
4. Have a profile picture so people can see who they are connecting with.
5. Regularly nurture relationships. Building relationships is not a numbers game!
6. Keep it professional and only share information relevant to business.
7. Send a nice welcome that provides some value.
8. Aim for quality over quantity when it comes to the number of contacts you have.
9. Respond promptly to messages (1-2 days).
10. Make your contact list open to your connections.
11. Offer to introduce your connections to others in your network.

## Dont's

1. Ask people to like your Facebook page. It's really, really lame.
2. Post self-serving content in groups that holds no value to members.
3. Send messages to multiple people without unchecking the option "Allow recipients too see each other's names and emails addresses".
4. Ask new connections or people you don't know to endorse you.
5. Criticize or comment negatively on posts in groups.
6. Ask people you don't know for LinkedIn recommendations.
7. Send messages starting with, "I see you viewed my profile..." (it's creepy).
8. Treat LinkedIn like Facebook, Twitter, or Instagram.
9. Over post; once a day is good.
10. Send spammy messages to your connections. Slow down the sale to speed it up.

