20 Simple LinkedIn Tips
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1. PROOFREAD EVERYTHING. No typos or grammatical errors. EVER.
2. Include a clear, smiling professional photo (by yourself)
3. Create a clear profile title that promotes you, not defines you. For example, say:
   - “Psychology Major at Wesleyan University” not simply “Student”
   - “Experienced Business Development Executive” never say “Unemployed” or “Looking for Opportunities”
4. Personalize your LinkedIn URL or web address under Public Profile Settings (http://www.linkedin.com/in/yourname) and put on your signature block.
5. Profile summary – use good key words around your field to optimize key words.
6. Organize your profile into sections: Experience :>> volunteering, organizations, certifications, etc.
7. Job Descriptions use action verbs, avoid using the pronoun “I”
8. Skills – pick from those in the LinkedIn list to optimize key words on profile.
9. Include Volunteer Work, Club responsibilities, etc. (esp. for younger professionals) to enhance profile.
10. Connection Requests: Make sure you add a personalized note with all LI connection requests. People are more likely to accept, especially if they do not know you well and you can remind them how you do know each other.
11. Connections should be “Quality not Quantity”. Your contacts say something about you, so be judicious. Take very good care of your contacts. Only introduce people who you actually know.
12. Join LinkedIn Groups aligned to your business interests and add logo to your profile.
13. Use LinkedIn Groups to connect with people, especially people with whom you want to network.
14. Group Discussions - Join and listen first. Once you know the tone of the group, start slowly in discussions, post interesting, timely articles, acknowledge comments on your posts or comment on others’ posts. Make sure comments you do make are interesting and relevant and would enhance your professional image and demonstrate your knowledge.
15. Privacy Settings – stay anonymous especially when job seeking. Go to Settings >>> Privacy. If you set yourself as anonymous, all people who view your profile will be listed as anonymous as well.
16. Recommendations: Get them. Your recommendations should be from people who know you and whom you know. Get a variety of sources (someone you managed, someone who managed you, a client, a vendor, a professor, an industry expert.) Try to make them timely. Display those that are specific to you and demonstrate your strengths “Quality not Quantity”. The recommendations you give should also be carefully considered. Don’t be afraid to say “no” if you don’t feel that you know the person well enough.
17. Use Advanced Search to find companies, current employees and job postings. You can search by company, person, keyword, industry, location and more. The Company tab will show you current job openings. Go to Companies and then do a Search Companies.
18. Share Updates to your LinkedIn profile by sharing articles or newsworthy items. This gives depth to your profile and shows industry awareness.
19. Consistency: Make sure your LinkedIn profile information is consistent with your resume and all other profile materials (dates, job titles, accomplishments)
20. Be AUTHENTIC, COURTEOUS and PROFESSIONAL at all times.