



# Boost Your LinkedIn Know-How

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# Topics

- LinkedIn #1
- Tips to Strengthen Your LI Profile
- Strategic LI Networking Features
- Q&A





# LinkedIn #1 Professional Networking Site

Launched in May 2003; Went Public in May 2011;  
Was bought by Microsoft in 2016

562+ million members worldwide

128+ million LinkedIn users in the United States (2016)

20,000 US companies use LinkedIn to recruit  
8 million jobs listed



*“94 % of recruiters use  
LinkedIn to vet candidates.”*



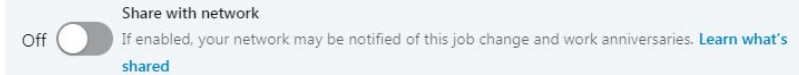


# 10 Practical Tips to Strengthen Your LinkedIn Profile

# Tips to Strengthen Your LI Profile

## 1. Settings & Privacy

- When in Edit mode, turn the “Share with network” function off and back on after making changes to your profile



- Change who can see your connections
- Go to “[Privacy](#)” and review your public profile and what your connections and other LI users can see
- Let recruiters know if you are open to opportunities in Job Seeking Preferences

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)



[Update career interests](#)

# Tips to Strengthen Your LI Profile

## 2. Headline

- Highlight your value and incorporate keywords
- Use all 120 characters available
- Don't default to your job title

## 3. Picture

- Profiles with pictures get up to 21 more views and up to 36 times more messages

## 4. Customized URL

- Incorporate a customized URL using your full name to establish your professional identity and improve search results
- Include the URL on your resume

# Tips to Strengthen Your LI Profile

## 5. Summary

- Use the 2,000 characters to distinguish yourself and convey your value
- Think “bio” instead of resume
- Spotlight the work that excites you with your own voice, storytelling, and key words

## 6. Experience/Career History

- Substantiate your results by being specific (scale, scope, volume, complexity)
- Showcase your work with images, photos, videos, presentations, and other media (e.g., YouTube, SlideShare, Prezi)
- Fill in any gaps with volunteering



# Tips to Strengthen Your LI Profile



## 7. Skills list

- More is better, but be strategic by using the same keywords here as you have in other parts of your profile, also present (re-) order of the skills with most vital at top
- Endorsing other individuals' skills is a way to re-connect

## 8. Education

- Add your education and professional credentials. Those who do appear in searches up to 17 times more often
- Make sure that every certification, training program and professional designation appears somewhere on your profile

# Tips to Strengthen Your LI Profile

## 9. How to say it

It's most effective to

- Use 1st person for more authentic communication
- List hard skills (e.g., accounting, financial analysis) since they are more searchable than soft skills

Avoid

- Over-using buzzwords such as “creative, motivated, effective, responsible” to communicate soft skills

Instead

- Tell your story in your own voice and use key words common in your industry

# Tips to Strengthen Your LI Profile

## 10. Recommendations

- Be thoughtful, specific, personal
- Be selective when asking others to write recommendations for you. The best recommendations come from those who know your work and value
- Reciprocity applies - you should write recommendations in order to receive them

## Extra Tips

- Keep your LinkedIn profile up-to-date
- Proofread



# Strategic Networking Features

# Strategic Networking Features

## Groups

Join industry groups and discussions

- [Thrive LI group](#) (264 members)
- [Notre Dame Alumni Network](#) (41,731 members)
- Contact people you aren't connected by "replying privately" to their comment



# Strategic Networking Features

## Find Alumni

- Find Notre Dame alumni and alumni from other schools
- Log in and go to [linkedin.com/alumni](https://www.linkedin.com/alumni) to find alumni from your school or ND

Thank  
you!

ANY  
QUESTIONS?

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# Resources & Sources

Check List: [How does your LinkedIn Profile measure up?](#)

## Sources:

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