

GET
IN THE
GAME
with
LinkedIn

PLAYBOOK

Profile Photo

1.

- Only you in the photo
- Use photofeeler.com to get feedback on your photo
- Use portrait mode on your phone and make sure it's clear
- Maximum file size is 8MB

2. Profile Banner

- Remember this is free advertising space for YOU.
- Show some personality, Use a quote, make it interesting.
- 1584 x 396 is the size (8MB max)
- It's the first thing a recruiter sees other than your profile picture

Headline

3.

- Use key words that fit who you are from researched job descriptions that you WANT to work FOR. Use your hard transferable skills here!
- Keep in mind WHO you help and HOW you help and what problem you solve
- Make sure you use hard skills here and not soft skills
- If you are a college student, it's OK to put "actively seeking"
- 120 characters on desktop, and 210 on mobile

4. About/Summary

- Opportunity to tell who YOU are that someone can't see from your resume
- Showcase your biggest accomplishments, goals, passions and PERSONALITY
- SELL yourself, don't summarize yourself
- Speak in first person
- Space it out and use icons to make it interesting
- The first 300 characters show up before clicking "more" so make it interesting!

5.

Experience

- Make sure the employer listed is hyperlinked to their LinkedIn company page if they have one
- Make sure the dates and jobs listed match your resume
- Highlight what you did at each position
- Include collateral (images, pdf's, projects) if you have them

6. Skills & Endorsements

- Add at least 20-50 related to your skills, role and position.
- Focus on skills that pertain to the job you WANT, as long as you have these skills, even if you don't use them in your current role.
- Make sure to "pin" the top 3 at the top that are relevant to the job you WANT
- These are important so don't skip, they are very powerful for SEO so that you come up in searches
- Include any other languages you speak

7.

Licenses/Certifications & Embellishments

- Add everything you have a certification or licenses in such as CPR, Google analytics, Bloomberg
- Include any pictures, awards, media links, websites, or projects you've done

8.

Recommendations

- Get at least 2 recommendations for each job you've worked at if you can
- Personalize your "ask"
- Offer to give recommendations also

9.

Accomplishments/ Customized URL

- Customize your personal URL
- Add any organizations, volunteer experience and causes you support
- Add any languages that you speak

10. Connect!

- Reach out to as many people you can to connect
- Have a goal of 20 people per day
- Write a personal note if you don't know them well
- Having a large network will only help in your job search, don't be timid!

Post Relevant Content

Make it a goal to create an original thoughtful post a couple times per week if you can. You can curate content from industry news, trends etc. Keep it fresh and engaging! Use visuals, images, videos

Engage

The point of LinkedIn is to use it to network. Make sure you engage with others posts. Like, comment, @mention, and share. Make sure your comments are thoughtful and not 3 word sentences! You want to build relationships and the best way to do that is to engage. This is not Facebook, Twitter, or Instagram. LinkedIn is for employment and business networking. Consistency is KEY!

Connections/Notifications

Make sure to install LinkedIn on your phone and get on it daily! Check your connection requests and notifications. Engage with people who comment on your posts. Actively search for connections everyday, the more you connect the more people will populate for you to build your network!

Groups/Hashtags/Companies

Research #'s and companies you want to work for. Make a list and follow those that interest you. Use #'s in your posts to reach more people. Join groups and take the time to read through your news feed to see what people are posting. Do searches for content that interests you and engage!