

LinkedIn PROFILE TIPS FOR PERSONAL USE

COMPLETE YOUR PERSONAL PROFILE

Include the following information to ensure that your profile is complete:

- Industry and postal code
- A current position with description
- Two more positions
- Education
- At least five skills
- Profile photo
- At least 50 connections
- A well-written summary
- Work samples or projects
- Volunteer experience

DON'T FORGET ABOUT THE OTHER CHANNELS

You are on Facebook, Twitter, ... as well?

Link to your profile from these channels and help people find you. If you have relevant content on your blog or Twitter timeline, link back to those channels from your LinkedIn profile.

Keep in mind, that those channels can be also seen by hiring managers!

COMMUNICATE

Participate in Groups of your interest. Share your own content and share high-quality content from others. But be thoughtful and keep your professional reputation in mind: Not all your content needs to be shared on LinkedIn.

Avoid tools that automatically publish posts from other linked platforms.

CONNECT (BUT DON'T BE ANNOYING)

Connect with people you already know, look for professional contacts in your field, and connect with people who influence your field.

But don't send an impersonal email with standard sentences ("I'd like to add you to my professional network on LinkedIn.") or invites for a bunch of groups or events.

Better use a personalized approach: Let them know who you are and why you would like to connect.

Invitations like that are much more likely to be accepted!

ASK FOR RECOMMENDATIONS

Most likely you will receive really good and useful recommendations by asking only those people who know you and your work well.

Tell them what your goal is so they can focus on a specific area when writing a recommendation.

LOOK FOR JOBS

One of LinkedIn's great features is the Job search. You can search for keywords, title, location, company, salary and industry. You also can save jobs and searches for later. More and more companies allow candidates to apply for jobs via LinkedIn - use this option!

SUPPORT ADDITIONAL LANGUAGES

Do you tend to go to other countries? If so, you can offer your profile visitors an alternate language version of your profile.

Make sure all of your translations are correct to avoid awkward mistakes.

Above all: Be yourself as much as you possibly can.



Speak with Confidence

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