

TIPS FOR A BUILDING A BETTER LINKEDIN EXPERIENCE

A well thought out LinkedIn profile creates a great first impression, drives traffic to your profile, and bolsters your credibility in the labour marketplace.



TIPS FOR A BETTER LINKEDIN EXPERIENCE

IT IS ALL ABOUT YOUR BRAND

- ✓ **Be Engaged:** LinkedIn is not Facebook; business-oriented posts set the right tone. If you have a flair for writing, consider adding an article on LinkedIn Pulse.
- ✓ **Increase Your Activity on LinkedIn:** Raise your score in algorithmic search results and post relevant information or comment and “like” others’ contributions, either publicly or within relevant groups.
- ✓ **Invest in a Great Photo:** Profiles with photos generate more search matches and views, and better photos lead to better outcomes. Make viewers want to meet you (virtually or otherwise).

- ✓ **Use your headline well:** Your headline is prime real estate. People need to understand who you are and what you do. Compound headlines can work well, such as:
 - **Unemployed for Now:** Indicate your value, not your needs. Even if you are unemployed and desperate, don't use "Actively seeking opportunities" as your headline.
 - **Sound approachable:** First-person is often recommended as more interactive and inviting, although some professionals prefer a third-person summary. While retaining your professionalism, sound like someone recruiters, hiring managers, clients, and other potential connections would like to meet. Avoid jargon, unless you are only seeking roles for which such jargon is expected.
 - **Get recommendations:** It is human nature to be swayed by good referrals. Even a hardened cynic (who preaches that recommendations are hogwash because they are edited and selective) will hold you in greater esteem based on public praise. Seek recommendations from highly-placed individuals, former colleagues, direct reports and/or others who know you well in a professional context. You can shore up recommendations offline and then place a formal request on LinkedIn.

BUILDING YOUR PROFILE

- ✓ **Include keywords artfully:** Job descriptions can help you define the keywords and concepts that are relevant to your audience. Don't stuff your profile with keywords, but make sure to include them so you are found in a keyword search based on your target roles.
- ✓ **Reflect accomplishments:** If information is or can be made public, include anything that constitutes "bragging rights" for your career. Don't show off, but don't undersell yourself either. In general, try to quantify your accomplishments in a meaningful way that demonstrates you bring results.
- ✓ **Customize your URL:** Your LinkedIn URL should resemble this: [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname). If your name is taken, try a combination with initials or otherwise. My name was taken so I added CHRL for Certified Human Resources Leader.

 Your Profile: [linkedin.com/in/gayledraperchrl](https://www.linkedin.com/in/gayledraperchrl)

“ Everything you need will come to you at the perfect time. ”



CONTACT

Gayle Draper
Intentional Careers HR
705-441-4591
gayle@intentionalcareershr.com



Certified Resume Writer
Certified Human Resources Leader
Certified Career Strategist
Certified Job Developer

LABOUR MARKET EXPERTISE:

Collingwood
Barrie
Midland
Orangeville
Owen Sound
Orillia