

USE LINKEDIN TO LEVERAGE YOURSELF

Build Your Online Brand

- ✓ Make a searchable and visually appealing profile:
 - Use a professional-looking picture
 - Write a succinct and compelling headline
 - Write your current position and two past positions
 - Mention your education
 - Write a summary / headline that promotes your personal brand
 - Have at least three meaningful recommendations
- ✓ Use short paragraphs, concise bullet points, and ample white space
- ✓ Include industry relevant action-verbs
- ✓ Use your LinkedIn profile to showcase everything that doesn't fit on your resume

Build Your Network

- ✓ Strategically connect with existing professional and personal contacts:
 - Friends
 - Classmates and alumni
 - Current and former co-workers
 - People in your industry whom you know or have had at least 1 meaningful interaction with
- ✓ Network around common interests and experiences by joining groups and forums
 - Review profiles of people in your industry and recruiters at your target companies to learn which groups they belong to
 - Browse forums within groups for job opening announcements

Research and Identify Target Companies and Contacts

- ✓ Get down to business and use the “Company” function in advanced searches, to find company pages
 - Learn how a company brands itself
 - Stay abreast of recent company news by following the company page
 - Look at job posts of the company and hiring trends
- ✓ Identify target companies and contacts by:
 - Find first and second degree connections that work or have worked in interesting companies.
 - Identify how to pitch yourself for a specific opportunity
 - Learn more about specific career paths
 - Search for people who have similar backgrounds or skills

READ MORE:

[The Student Job Hunting Handbook Series](#)

[How To Use LinkedIn: 5 Smart Steps To Career Success](#)

[How to Optimize Your Brand's Presence on LinkedIn](#)

[Don't be this person on LinkedIn](#)

[9 Reasons Why You Must Update Your LinkedIn Profile Today](#)