

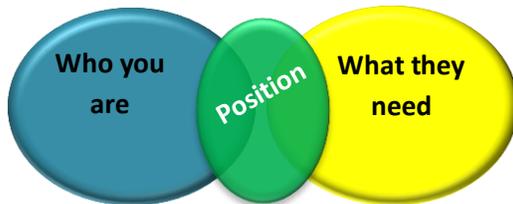
Maximize LinkedIn in your Job Search

Don't miss the hidden opportunities

- ◆ 95% of recruiters are actively using LinkedIn
- ◆ 50% of hiring managers rejected someone because of something they found out about them online

Mistake #1: Not having a “Position”

- ◆ Have a personal brand – or Position



- ◆ You must first understand your audience
- ◆ Your position is developed when these 2 overlap
- ◆ Research your industry to understand what is going on and what people are saying: www.alltop.com
- ◆ Be sure to show consistency throughout your online presence

Mistake #2: Your headline is not just your job title

- ◆ Your headline should say your job title but also tell a little bit more about who you are and why someone should connect

Mistake #3: Rambling profile summary

- ◆ Your Summary should answer these questions:
 1. Who are you?
 - Hello my name is...
 - I'm a...
 - Specializing in...
 2. What do you do?
 - What problem do you solve?
 3. Why are you the best?
 - Try naming one of your biggest successes and the role you played in the success
 4. What do you want?
 - What kind of job are you looking for?

Mistake #4: Profile not at 100% completeness

- ◆ This shows an employer that you don't care – they may associate this with your level of work

Mistake #5: Profile picture

- ◆ Use a professional photograph (or one that fits in the industry)

Mistake #6: Not taking advantage of multimedia in your profile

- ◆ Include any work samples or class projects to increase your marketability
- ◆ Link documents and multimedia to your job experiences to illustrate skills & accomplishments

Mistake #7: Not taking the relationship “offline”

- ◆ Use your profile as a platform
- ◆ Make sure to spend time by reaching out to new people; don't hide behind the monitor
- ◆ Ex: “I'd like to take this offline, as I am really interested to learn more about...”