

LINKEDIN TOP 10

01. HEADLINE

02. ABOUT | SUMMARY

03. PROFESSIONAL PROFILE PICTURE

04. CONTACT INFORMATION | URL

05. RELEVANT EXPERIENCE & PROJECTS

06. COMPLETE EDUCATION

07. 10+ APPLICABLE SKILLS

08. JOB SEARCH

09. LIKE, COMMENT, SHARE

10. BUILD YOUR NETWORK

CEDARVILLE UNIVERSITY
CAREER SERVICES





01. A **LinkedIn headline** is like an article heading that entices the audience to read it. It is a unique opportunity that lets you announce yourself to your profile visitors within 220 characters.
02. The **LinkedIn summary** is one of the most important sections of your LinkedIn profile. The LinkedIn profile summary has a 2,600 character limit. This means that you have around 370 words to hook your readers, make a great first impression, and keep them wanting to read more. Writing the best LinkedIn summary provides you a great opportunity to share about who you are and differentiate yourself from other candidates.
03. Your **photo** is an essential part of your profile on LinkedIn. Just like when you go to a job interview, the first impression you give a professional connection or a recruiter on LinkedIn matters the most.
04. You can add your **LinkedIn URL** to resumes, business cards, and email signatures, so your contacts know how to reach you. Customize and shorten your LinkedIn URL so it is specific to your user profile.
05. For your **relevant experience & projects**, include full or part-time roles where you stayed a significant amount of time and colleagues will remember you. Don't include career breaks that detract from your overall personal brand and message.
06. Share your **complete education**. List any relevant qualifications. Prove your academic level. Make yourself easier to find. Lastly, reconnect to expand your network.
07. According to one survey, a full 90% of recruiters use LinkedIn to source candidates. You have to be targeted and choose the skills that are most in demand. If you don't have the right **LinkedIn skills** list, you're not going to turn up in recruiters' searches and you're not going to get contacted about job opportunities.
08. LinkedIn allows employers to post **job openings** to the site (like any online job board), and you can search for these openings using the **job search** tool. LinkedIn also allows you to use your connections to find new positions and ask for recommendations. Additionally, you can follow companies so you'll always be notified of their latest LinkedIn posts.
09. **Like, comment, and share** - these three activities send social signals to the LinkedIn algorithm that the content has passed at least one user's approval. But the actions aren't just for the algorithm — the people seeing the liked and shared posts and comments will see social media proof that what was passed along was deemed worthy by at least one of their network connections.
10. People need to connect with others they don't know in order to get to know them. If you are someone who doesn't embrace the concept of connecting with targeted people, your LinkedIn campaign will be a bust. **Build your network** with: former colleagues, industry peers, and decision makers and influencers at target companies.