



LinkedIn is often the first place people you meet in the business world go to learn more about you. It's also the place that recruiters go to search for candidates for roles they are having trouble filling. Capitalize on this opportunity, using the following tips.

Self-Audit Checklist

The essentials:

- Your personal contact information is listed**
- Professional headshot that is well received**
- Headline that is clear and effectively communicates what you do or the value you bring to an organization**
- The job titles, companies and dates of your experience, ensuring they match what is included on your resume**
- Your summary shares a brief write-up of why you're passionate about the type of work you do**
- Include a brief write-up of the type of work you've done and the value that your involvement has brought to the team for each position you've held**
- Your education, volunteer experience and organizations that you're a member of are listed**

Maximizing LinkedIn:

- Connect with everyone you meet professionally including all people who are helping you with your job search**
- Add and cultivate connections with new people, particularly those you would like to work with**
- Obtain recommendations as proof points demonstrating what you're like to work with**
- Give recommendations to elevate your clients and colleagues and celebrate shared success**
- Share content about your industry, company, business philosophy with a mindset of giving value (versus asking for something or expecting something in return)**
- Follow companies that you are interested in, including every company that you apply to work for**
- Join LinkedIn Groups related to the industry you want to work in or currently work in**

Why All Of This Matters

Hiring managers and others on the hiring team are looking for common connections to see who you know that they know. When you have multiple connections in common, there is an instant familiarity and mitigates their risk in hiring you because you appear to be a known entity.

Recruiters search your headline when looking to fill positions. When it's a match, they will dive deeper to learn more about your experience and anything else relevant to the role they are hiring for.