Linkedin for Networking, Career Building & Job Search

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Your 10 Point Check List - for a Savvy Profile

1. Professional Headline Below are some options. You can use up to 220 characters.

Translational Cancer Research - Postdoctoral Fellow at Dana-Farber - Focused on Antibody Drug Conjugates

Biostatistics Researcher | Brigham & Women's Hospital | Health Policy | Diabetes Prevention

Postdoctoral Fellow ♦ Biophysics ♦ Computational Modeling ♦ Biochemistry ♦ Cell Biology ♦ Microscopy

Postdoctoral Researcher | Cardiovascular Medicine | Interested in translation of science into healthcare innovations

2. A **Photo** in professional attire, is key. Profiles with photos are 14 times more likely to be viewed.

3. Customize your Public Profile URL for use on resume or CV and in your email signature.

4. "About" (Summary) should be used to position yourself for your next job. Highlight those skills and experiences that support this career direction and include industry related keywords. Check out these prep questions, and see sample summary examples and Profile Makeovers for Scientists. You can use up to 2,600 characters. Video of 4 experts sharing Linkedin profile advice. 5 secrets to a knockout About section.

5. Sections can be added to enhance your profile. Consider adding sections such as Publications, Projects, Certifications, Languages, Courses, and Volunteering Opportunities.

6. Experience section is a version of your CV. Use targeted keywords and accomplishments.

7. Skills & Endorsements is an important section to customize since listing them can help you show up in a recruiter's search. The first 2 skills will be listed (then a "view more" button will appear), so make those first 2 count!

8. Recommendations from past supervisors, coworkers, clients, vendors, professors (if you are a student), who know you well, enhance your profile.

9. Featured Content (Media Links) allow you to upload and/or link to media such as websites, video, and PowerPoints, as well as feature any of your Linkedin posts.

10. Visual Header can be added at the top of your Linkedin page to make your profile more compelling.

Build & Maintain Your Network

Add to your connections. Invite past/current coworkers, clients, vendors, classmates, friends and family to connect. Customize invitations with the person's name, a personal message, and the words "thank you."

Join groups. You can join up to 100. Use the search bar, add in keywords such as an industry or college.

Add updates on your home page. You can ask a question, share industry information, or pass along a great blog post. You can also post your own career related photos and videos. Engage with other people's posts by adding comments and questions.

Tag fellow Linkedin members in your updates. Like on other social media, merely add the @ symbol before a user's name or company. Consider tagging the author of a blog, or tag someone when you post a question to ask them to weigh in.

Attend Linkedin events and network with participants. Add a topic to the top search bar such as project management, nutrition or social work, then click on events. Some are free and others have a fee.

Use Career Explorer. Uncover potential career paths and see how your skills match to other job titles. Also check out the Future of Skills to see how skills have changed in your field. Both resources are found on GitHub as opposed to Linkedin.

Networking as part of the Job Search

Networking is the most effective job search tool. Increase your chances of finding job leads by conducting a type of networking conversation called an informational interview. See sample request for informational interview. These informational meetings can add to your insight about the organization, which will help you write a great cover letter and excel in a job interview. Later on, after doing an informational meeting, you may be able to ask those you have talked with to introduce you to a hiring manager or pass your resume along to the right person.

If you share a Group with someone, you can message them, using a free account [video]. In the past this has been accessible for all people in a group, currently however it has become more limited. Go to the top search box add a job title or company name. Click on the "People" button. Select someone from this list, then find out if you share a group with them, or join a group they are already in:
- Open their profile, if there is a "highlights" section that means you share mutual connections and/or a mutual group. If you share a group with someone, you can message them through this group.
- If you don't share a group, scroll to the bottom of the profile, see Interests and then "Groups"
- Consider joining one of the groups this person belongs to. Then continue with these steps:
- Once in the group, look in the upper right corner, click on "Show all" (referring to group members), then enter their name in the search box. When their name comes up in some case you can then send a message.

Additional, advanced search tips can be found here. Also check out using Boolean search.

Look for alumni. In the top search box add in a job title or company name, then select "People" and "All filters." From this menu, add in the name of the university you attended. Or, add the name of the school in the top search bar, then select "Schools." Once on the college or university's school page, select "Alumni."

Search jobs. While looking at postings, you can also see if you are connected to anyone at the company.

Check out, and comment on, a connection's "Recent Activity." This feature allows you to see what your connections are posting, liking and commenting on. To find it, go to a 1st level connection's profile and scroll just below the top box. If they have any activity, you'll see it in "Posts & Activity."

Search your connection's 1st level contacts. Go to the top box of one of your 1st level connection's profiles, click on the "000 Connections" button and search using various filters.

Follow Companies. Create a list of 5-10 companies of interest, then follow them. Recruiters can search for candidates that are following their company so don't miss this opportunity.

Linkedin Resources
Linkedin Help www.linkedin.com/help   Practice Interviews https://www.linkedin.com/jobs/