

How to Create an Effective LinkedIn Account

What is LinkedIn?

LinkedIn is a social networking tool that has over 350 million working professionals with an account from over 200 countries around the world.

Why is LinkedIn an effective job search and networking tool?

LinkedIn allows users to connect with employers, build a network of contacts, search for jobs, join work-related groups, submit job applications, and provide details about their individual work-related and community accomplishments. No other social media tool is as comprehensive for searching for work as LinkedIn.

Still not convinced? Bullhornreach.com and Socialmagnets.net report the following:

- 1 in 6 workers were successfully hired through the use of LinkedIn
- 98% of recruiters use LinkedIn while 42% use Twitter, and 33% use Facebook
- 48% of recruiters use LinkedIn exclusively
- The average recruiter has 616 connections on LinkedIn, 245 on Facebook and 37 on

How to build a profile?

[Watch this video](#) for how to effectively create a LinkedIn Profile!

Top 10 tips to creating a professional profile

1. Have an enticing headline

Your professional headline will strengthen your profile. It is a key piece of your profile that will be seen consistently so it should be professional yet engaging so readers will want to know more about you. Your headline should include your unique skills and what value you will bring.

2. Have a professional head shot

Part of branding yourself includes showing who you are. Use a recent photo of yourself that is professional, does not include you in a crowd of people, and has good lighting to show off that smile of yours!

3. Create a memorable summary

The summary is a place where you can market your skills, experience, and vision. It is recommended to have it written in first person.

4. Use common keywords specific to your industry

Review the keywords in profiles of people who work in a similar position who work in a field you would like to pursue. Looking at other professional profiles can give you a good idea of how you should set up your account including common key skills and what groups they have joined so you can expand your professional profile.

5. Customize your information

Not only does LinkedIn allow you to rearrange profile sections, it also allows you to customize your profile URL so that you can be easily found when employers or contacts are searching for you online. Using your name is a common way to customize your URL but make sure it is between 5 – 30 characters. Use this URL as part of your e-mail signature and include it on your resume.

6. Highlight websites, awards, and honours

On the website section on your profile, select “other” which allows you to customize three URL links. You could link to your visual resume, involvement record, a blog or an article you’ve written or have been featured in, as well as any achievements for which you have received accolades.

7. Take charge of the recommendations section

When it comes to [getting recommendations](#), be proactive. You can send out a personalized, carefully worded request to each person for recommendations, even outlining some of the skills you would like your profile to highlight.

8. Join industry groups

Joining a group specific to your industry or desired profession helps increase your network and awareness of recent trends in the field. Groups allow you to have online discussions, and out about job leads, further education and professional development opportunities, and ask questions to those entrenched in their field.

9. Be personal

When you are inviting someone to join your network, go above and beyond by personalizing the invitation as it presents as more genuine. You can also strengthen online relationships by sending brief messages when someone in your network change jobs or receives a promotion. Personalizing allows that personal touch that can often be diminished in social media.

10. Get the basics right

Make sure your LinkedIn is as professional looking and error-free as your resume. This means no typos or poor grammar usage. Have someone review your profile.

Additional resources

As LinkedIn is rapidly growing, it is important to keep updated on how to best use this platform. Here are additional resources to help you:

- Review important [etiquette tips](#) when using LinkedIn.
- [This slideshow](#) will teach you how to develop your online presence using LinkedIn.

For more information or to book an appointment:

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