



Technology You Can Trust.

www.gdcITsolutions.com

TOP 10 LINKEDIN TIPS

How can social media help land the job of your dreams?

Learn how to make the best impression through social media with these 10 tips.

1

Use a professional, solo picture

Make sure to update your profile picture to a professional headshot, with proper contrast, lighting, and outfit that reflects the professionalism expected in the workplace.



2

Edit your profile URL to shorten it

By shortening the URL of your personal profile, potential employers take note of the attention to detail and recognition of an easy networking strategy.

LinkedIn

/in/shorter-name



3

Keep your profile updated

Life gets busy! But don't forget to keep your LinkedIn profile up to date with your most recent accomplishments, professional roles, etc. so potential employers get the full picture of who they may be hiring.



4

Your profile should match your resume

Just as important as keeping your profile updated, it's essential for the resume you're submitting for job opportunities to reflect what's listed in your profile. You don't want to have to explain differences in an interview because you dropped the ball on making sure both are current



5

Profiles don't need to be short and simple.

Brag about yourself! As a primary business networking platform, it's the perfect opportunity to show coworkers, fellow professionals, recruiters, and potential employers your personal and professional accomplishments. It may lead to a job opportunity!



6

Optimize your headline

Catch the viewer's attention right from the beginning. When they have engaged right away, chances are they will continue to read through the rest of your profile.





Create personal messages when connecting with new connections

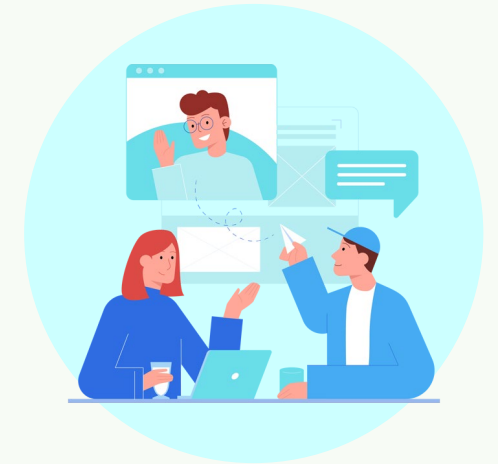
A personal touch goes a long way. By showing new connections you care about having them in your network, it opens up the possibility of new opportunities, collaborations or good references in the future.



8

Follow-up with those who view your profile

LinkedIn is unique in the ability to see those who may be viewing your profile. By following up with viewers in your industry, it shows that you are a go-getter and not hesitant to build relationships with new people.



9

Craft a unique summary section

A summary doesn't just have to include professional accomplishments - that's what your resume is for! Utilize this section to showcase who you are as a person, how you may fit into a company's culture, and why you may be a good fit for a new role.



10

Give recommendations and endorsements to get them

Don't forget to lift others up! By giving recommendations and endorsements, it shows that you care about others' success and are a team player. You may see your own skill endorsements grow as a result!

