

Mastering LinkedIn!



This checklist includes key things that job seekers and experts should have in order and up-to-date on LinkedIn.

- **Profile:** An interesting and comprehensively filled out profile increases your visibility in the talent database
- **Your network:** The size of your network matters! LinkedIn is more than just a platform for connecting with people you know; feel free to connect with individuals beyond your immediate professional circle. People on LinkedIn are generally open to networking!
- **Activity:** Follow interesting organizations and potential 'hidden' job opportunities (hidden = possible open positions that are not publicly advertised for). Your own activity brings visibility. Like, follow, share, comment, participate in discussions and publish content!
- Utilize Optimum's LinkedIn-themed webinars and other materials for mastering LinkedIn
- As a job seeker, you can do very well without LinkedIn's paid premium features

1. Settings & Privacy

First, it's important to carefully go through your profile settings.

- Email:** Use an actively monitored email account as your primary email. Don't remove old email addresses, they help to find your profile as well.
- Shorten your profile's URL** (Edit your custom URL). You'll easily remember it, and it's in a neat form to be attached for example to your resume.
- Visibility** (Edit your public profile). LinkedIn favors openness. Ensure the visibility and discoverability of your profile for example on Google and Bing searches.
- Profile viewing.** LinkedIn will "punish" you if you hide yourself. So it's worth showing your photo and headline when viewing other people's profiles.

2. Build your Profile

Focus on filling out your profile carefully and being found with the right keywords. Please note that you don't have to complete your profile all at once - you can polish and improve it little by little, section by section.

- A clear, up-to-date and recognizable **Profile picture** of yourself. A smiling face on a light background is always a good and safe choice.
- A professional **Background Image** (for example Canva offers templates that can be customized to your own liking). Pay attention to the layout - the profile picture may cover part of the background image, especially on mobile devices, so position the text on the right side.
- A **Headline** that emphasizes your professional core competencies. You can categorize your areas of expertise for example using vertical bars. Choose

words that you want to be found with. If you are a job seeker, consider using the phrase *looking for* in your headline.

- When searching for a job, fill out the **Open to** -section. Remember to add the green "open to work" -frame around your profile picture – this way every user immediately knows that you are interested in new job opportunities!
- Focus and pay special attention to the **About**-section. If the section is not automatically available, you can add it through the "Add profile section" -button (the same applies to other sections). In "About", you can share information about your experience, skills, personality and job search. With 2 600 characters available, you have ample space to describe your skills and professional strengths. Bullet point lists work well in this section. Think of keywords you want to be found with, and use them in this section as well. Include your contact information, at least your email address. Also, add your top 5 skills at the end.
- In the **Featured** -section you can add files such as articles, documents, images, videos, presentations etc. Showing your skills, expertise and achievements with visual content refreshes and cheers up your profile. If you wish, you can upload your resume to this section as well.
- **Work Experience**. The job title and company alone don't tell the whole story. Remember to describe your tasks, accumulated skills, responsibilities, achievements and accomplishments in your work experience. You can write about your current job in the present tense and past jobs in the past tense. Also, take note of the opportunity to include images and links to websites.
- **Education**. Provide detailed information about the contents of your education and degree, including your major subject, minor subjects, thesis topics, projects etc. Again, utilize the opportunity to include links to relevant materials and resources.
- The **Skills**-section describes your expertise and areas of interests. Add up to a maximum of 50 skills and take inspiration from others' listings if needed. You can re-order your skills and prioritize the most important ones at the top.
- **Recommendations**. Don't hesitate to request recommendations / feedback from clients, supervisors, colleagues, collaborators, classmates etc. Be reciprocal and give recommendations to others as well.
- Carefully go through the **Add profile section** button to see what other sections you can add to your profile. It's advisable to make your additional education, courses, and language proficiency visible. Behind the button, you'll find sections for licenses, certifications, volunteer work, publications, honors and awards, and projects. If you have any of these, be sure to add them as well.
- **Creator mode**. By implementing this, you turn your profile into "influencer profile", which can inspire others to follow your profile and content. This way, hashtags related to the topics you mainly discuss about, will appear in the introduction section of your profile.

3. Expand your Extensive Professional Network

The size of your network is increasingly crucial for your discoverability and visibility. People are generally open to networking, so take advantage of this and actively request people to connect with you (Connect + a short message). Network with anyone working in an interesting field or position. Job seekers should also connect with recruiters and HR professionals. If a person has a "Follow" button, you can find the "Connect" button on their profile under the "More" button or three dots.

Network with the following:

- Contacts from your time as a student
- Instructors and organizers from courses and seminars
- Family, relatives, friends and contact from hobbies
- Work and internship contacts
- Employees of interesting companies
- Professionals in the HR field
- Recruiters
- Employees of staffing agencies
- Follow interesting companies and organizations
- Follow interesting individuals
- Follow multiple hashtags (industry-specific keywords and e.g. #recruitment and #hiring)

4. Join Interesting Groups

Get good tips on groups by checking other people's profiles - find out which groups do they belong to. You can also easily create a group yourself. Join at least the following groups:

- Groups related to your education and professional field
- Job-seeking groups e.g., Talent Pool Finland (www.talentpoolfinland.fi) and eJobs
- Optimum's group
- Collaboration networks e.g., Link'd Oulu
- Hobby groups

5. Be Active

If posting feels like a big step, start small by liking and commenting on other people's posts. Soon, you'll notice that the barrier to start actively sharing your thoughts has lowered.

- Like, comment and share others' posts
- Share interesting professional content from outside LinkedIn
- Join or start a discussion
- Make a job-seeking post
- Publish a job-seeking video
- Explore the Jobs-section in the top bar and conduct job searches
- Set up job alerts to receive notifications in your email
- Create a list of interesting job postings and keep following your job searches

6. Utilize your LinkedIn-Profile

- Include the link to your LinkedIn profile in the contact information of your CV
- Add the profile link to your email signature and job seeker's business card (mini-CV)
- Occasionally it is possible to apply for positions directly using your LinkedIn profile (Easy apply)
- Download your CV directly from LinkedIn (Jobs - Resume Builder) as a pdf-file (You can use this as a Master CV helping you in creating the actual CV)
- Regularly update your profile whenever you acquire new skills and experience

By actively using LinkedIn you'll stay best informed about the platform's on-going updates. Best of luck in getting started and mastering LinkedIn!