

# 5 MISTAKES TO AVOID

## LINKEDIN TIPS

Are you guilty of these LinkedIn mistakes? Don't let your profile hold you back from valuable networking and job opportunities!

1. "I'LL JUST PUT IN SOME BASIC INFORMATION SO AT LEAST I CAN SAY I HAVE A PROFILE."

- Fill out your profile completely including a photo, summary, past work experience, education, skills, and a few recommendations. You never know who is looking!
- Look at job descriptions that interest you or look at profiles of top professionals in your industry. What keywords and/or skills are prevalent? Placing keywords strategically throughout your profile (headline, summary, etc.) will increase your chances of being found by a recruiter.
- LinkedIn profiles are prominently featured at the top of Google/Bing search results for a name. Profiles that are filled out 100% go to the top of the list. If you're only at 30% completion, it's less likely you'll appear in a recruiter or business partner's results.

2. "I DON'T WANT TO WRITE A SUMMARY, SO I'LL COPY AND PASTE SOMETHING FROM MY RESUME."

- The Summary is what makes your LinkedIn profile more than just your resume. It should showcase key skills/accomplishments, as well as your personality. After reading a summary, a recruiter should have a better understanding of who you are and what types of opportunities you are looking for.
- Write in the first person to achieve a conversational tone and share what you are passionate about. Avoid long paragraphs, and try using bullets/subsections so the reader can skim through quickly.
- End with a call to action such as "If I sound like someone who could add value, please contact me."

3. "150 CONNECTIONS SHOULD BE GOOD ENOUGH."

- Aim for 500+ connections. The more you have, the wider your network becomes (in the form of 2nd and 3rd level connections). This makes it easier to get introductions, arrange informational meetings, and more!
- Connect with former/current colleagues, classmates, friends/family, people from volunteer work, etc. When you connect, customize the message by including who you are and why you want to connect.

4. "I DON'T NEED TO JOIN GROUPS BECAUSE I DON'T PLAN ON BEING ACTIVE WITHIN THE GROUP DISCUSSIONS."

- Contributing to group discussions can help build your network and portrays you as a thought leader. If you aren't interested in getting involved, here's another advantage to joining groups.
- Joining groups will increase your chances of appearing in LinkedIn searches due to shared interests.

5. "I'LL DELETE THESE OLD WORK/VOLUNTEER EXPERIENCES BECAUSE THEY DON'T SEEM TO FIT."

- It is admittedly a fine line between having too much content and not having enough. When writing a resume, you tailor the content to a specific role and try to keep it on 1-2 pages. A LinkedIn profile should include all of your work experience because you never know what recruiters are looking for. That being said, you don't want it to take 5 minutes to scroll through your profile.
- One way to manage content is to add additional sections to your profile. You can do this by going to "Add profile section" and looking at the list on the right-hand side of your screen. Here are a few examples:
  - Background
    - Work experience
    - Education
    - Licenses & certifications
    - Volunteer experience
  - Accomplishments
    - Organizations (you can put Board experience here or in the Experience section)
    - Certifications
    - Publications
    - Projects
    - Languages
    - Honors and Awards