

Your LinkedIn® Profile



Lee Hecht Harrison



Today's plan

LHH

- 1 **Advantages of a Strong LinkedIn Profile**
- 2 **The Anatomy of a LinkedIn Profile: Best Practices**
- 3 **Effective Use of LinkedIn for Job Search**
- 4 **Q&A**
- 5 **3 Things You Can Do Today**



On LinkedIn ...

LHH

1 billion

members in more
than 200 countries
and territories
worldwide

87%

recruiters who use
or engage LinkedIn
at some point
in their recruitment
process

**58
million**

companies listed on
the platform

Advantages of having a LinkedIn profile



- ▶ Increased visibility to hiring managers and recruiters
- ▶ Ability to showcase your skills and experience
- ▶ Opportunities to network with other professionals
- ▶ Access to exclusive job postings

Getting started

1

Open the LinkedIn site (www.linkedin.com) in your web browser or download the LinkedIn app.

2

Click “Join now” or “Sign up” to create an account.

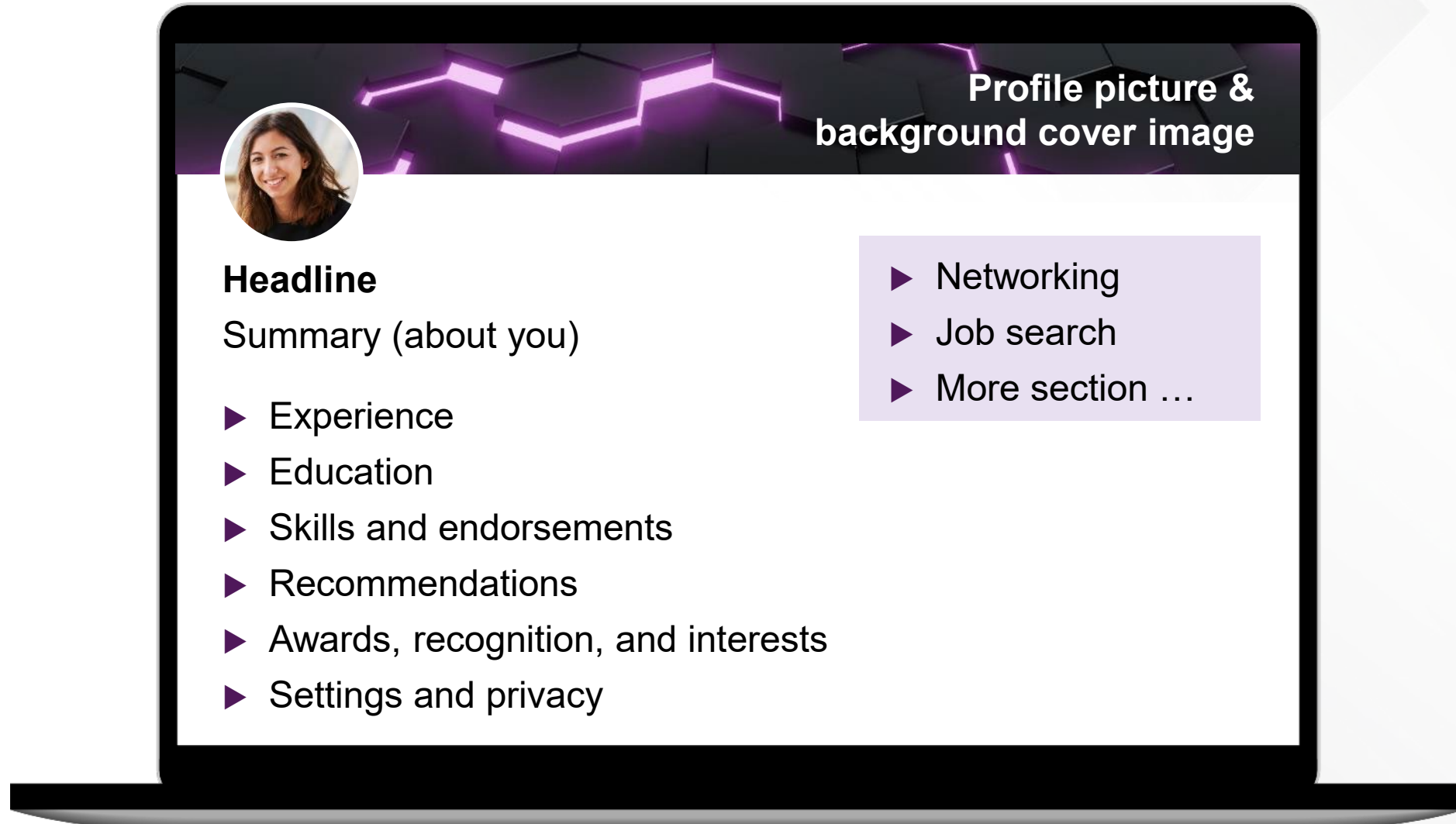
3

Provide your email address and create a password.

4

Follow the prompts to complete your basic profile setup.

Anatomy of the LinkedIn profile



Effective use of LinkedIn® for job search

- ▶ Ensure your profile is complete and up-to-date.
- ▶ Use keywords throughout your profile.
- ▶ Write a compelling summary creating the fit.
- ▶ Get recommendations.
- ▶ Connect with people in your field – start following people of interest.
- ▶ Participate in group discussions.



Q&A

3 things you can do today

1. Create a strong headline.

Make your brand match with the roles you want.

2. List all your skills (100).

Select and pin your top three skills.

3. Start following employers of choice.

Pick your top 10 to research, follow, and interact with their posts.