



## Leveraging Your LinkedIn Profile – A Checklist

- Use A GREAT Profile Photo!**  
Profiles without photos are ignored, assumed to be clueless or, worse, fake. Think FFF – Fill Frame with Face. A great photo can mean 14X more profile views. Wear clothing suitable for your target audience. Smile 😊
- Leverage Your Headline**  
Your headline is critical for Search Engine Optimisation. You have 120 characters – use them well. Use your key words. Focus the headline on what you do rather than what you are. Make sure your headline contains a benefit to the viewer.
- Location**  
Make sure this is set to your town or city. This is important as many searches filter for people within a specific location.
- Use Key Words in Your Profile**  
Use key words based on the job titles and skills appropriate for you. Review target job advertisements & role descriptions to identify key words.
- Your LinkedIn Summary**  
Just beneath your headline so make this section count. Write in first person, use key words and include a call-to-action. 2000 character maximum in this section.
- Experience Section**  
A great section for key words to maximise the chances of your profile being reviewed. Avoid replicating your resume so less detail but still concise – two sentences per role should do it (what the company does to provide context and a role overview). For jobs over a decade ago consider just the basics: date, title, and employer name.
- Education**  
List relevant academic achievements and any professional memberships. List the most senior qualifications first as this will appear under your name and headline.
- Complete Contact Information**  
Make it easy to be contacted so include as much info as possible – phone, email, skype, location. Consider placing contact information in the summary as well.
- Optimise your LinkedIn Web Address**  
Customise the LinkedIn URL to make it easier to be found. LinkedIn default, for example is – [linkedin.com/pub/sean-hefferon1345/7819](https://www.linkedin.com/pub/sean-hefferon1345/7819) – but can customise to [linkedin.com/in/seanhefferon](https://www.linkedin.com/in/seanhefferon) If your name isn't available add a number at the end.
- Join Groups**  
LinkedIn is about networking so join relevant groups – to a maximum of 50. Aim for local groups especially if you are intending to meet group members in person.
- Post!**  
Become known to your network by posting interesting articles, sharing information and so on. Best time to post is in the morning before 9am. Keep your posts work-related but don't forget to inject some personality.
- Update.**  
Regularly update your status to maintain visibility with your network.

## **Jobsearch for Veterans – additional things to consider**

### **1. Determine the job(s) you want in the civilian job market.**

DO NOT KEEP YOUR "OPTIONS OPEN." You must have a specific mission or target you are aiming for, or you'll end up with nothing useful. Keeping your options open means a long job search. Know what your job target is! Too many options will also mean less keywords in your LinkedIn profile.

### **2. Make your Professional Headline count in LinkedIn.**

So rather than your current job title (eg Junior Naval Officer) or current status (especially if your current status is "unemployed") make your HEADLINE meaningful for your target market (recruiters & employers). For example:

Old Headline: Junior Officer at Royal Australian Navy

New Headline: Navy Lieutenant, manager of 40 logistics workers, seeking a position as supply chain management consultant.

### **3. More on the profile photograph!**

Get a good headshot photograph taken with you in civilian or "business dress" for your LinkedIn profile. A good photograph of you in military uniform may be interpreted by a recruiter as you wanting to remain in the military. Key point – your photograph should align with your professional headline and what your objectives are.

### **4. Network, Network, Network!**

75% of jobs are not advertised and will be found via your networks. Consider reading:

- [Career Management: Access the Hidden Job Market eBook](#) by Shireen DuPreez (amazon.com.au)
- [Career Karma](#) by James Fairbairn (amazon.com.au)

### **5. Develop your own jobsearch Marketing Plan.**

You need a plan of attack including:

- Professional objective (job target)
- A positioning statement
- An outline of relevant key competencies (translated into civilian speak)
- Target market characteristics: location; industry/organisation type; organisational size/culture
- List of target companies