



How to optimize your LinkedIn profile

Whether you're actively looking for a job or comfortably employed, it's always a good idea to have a strong LinkedIn profile that accurately projects your skills and marketability to potential employers. Here are some ways you can optimize your LinkedIn profile and enhance your visibility on this ever-important platform.

1. Use a profile picture

- Let's start with the basics! If you have a profile picture, recruiters are much more likely to view your profile. A professional profile picture lends legitimacy to your profile, so please add one today!
- Profile pictures don't need to be fancy. Start by simply taking a photo of yourself, from the shoulders up, smiling, in a professional shirt. A photo on your smartphone will work just fine.

2. Check your LinkedIn regularly

- If you don't check your LinkedIn account on a regular basis, you may lose out on job opportunities.
- Many recruiters will make first contact with you via LinkedIn "InMails" to determine if you're interested in a job opportunity. You should respond to these overtures within 24 hours. Some folks will respond a month later and ask if the job is still open. Sadly, many times, the position has been filled by that point.
- Even if you're not interested in a job opportunity, respond and politely say you're not looking for a new role at this time. Bonus points if you identify a colleague who is a fit for the role. Recruiters remember people who help them!

3. Load your profile with key words

- Many recruiters will spend long hours searching the LinkedIn database for talent whose skills are a fit for the job they're trying to fill. One of the most common ways to locate these ideal candidates is through key word searches.
- Load up your profile with key words to maximize your chances of getting toward the top of a recruiter's search. Think of adding the following to your profile:
 - Software you've used
 - Skills you have
 - Certifications and/or degrees you have earned
 - Volunteer experiences

4. Max out your skills at 50

- There is a Skills section on your LinkedIn profile which allows you to list up to 50 skills you feel you have. Do yourself a favor and list 50! Again, by loading your profile with meaningful key words, you'll have a better chance of landing in a recruiter's search results.



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5. Build your network

- Adding connections on LinkedIn will greatly increase your visibility on the platform. So, when you announce you're looking for a new job or you decide to promote your company's new product, you'll have more eyeballs on your posts, and, hopefully, more engagement!
- Determine who you will add to your network and what invitations you will accept. Some folks are "open networkers", meaning they will accept any and all invitations, while others are far more selective.
- If you ask to connect with someone you don't know, strongly consider sending an introductory note along with your invitation.

6. Post updates or share articles

- Many people, especially those who are new to LinkedIn, express concern about what to post once they've created a profile. In addition, they don't want to post too little or too much.
- There are no hard and fast rules, but consider posting something once a week to maintain visibility.
- Consider this partial list when deciding what to post on LinkedIn:
 - Articles you find interesting
 - Articles about the company you work for
 - Certifications or degrees you've recently earned
 - General updates in your career (announcing a promotion, layoff, etc.)
 - Requests for expertise or guidance on a particular topic
 - Jobs you/your company are trying to fill

If you would like to learn more about how to increase your chances of landing your dream job or hiring game-changing talent into your organization, contact us at clarkharvey@arrowheadtalentsolutions.com or 330.316.0867.



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