LinkedIn Profile

- **Photo**
  Add a professional-looking profile photo to be 7x more likely to be found in searches.

- **Headline**
  Stand out with a keyword-rich headline that describes how you want to be known on LinkedIn.

- **Summary**
  Write a brief summary describing your professional background and aspirations.

- **Experience**
  List all the jobs you’ve held, along with brief descriptions of each role.

- **Education**
  Add all the schools and colleges you’ve attended.

- **Skills & Expertise**
  Add at least 5 key skills to your profile.

- **Recommendations & Endorsements**
  Get recommendations and endorsements from former colleagues, clients, managers, and classmates.

- **Location & Industry**
  Add your industry and ZIP code so recruiters looking for candidates like you can find you.

- **URL**
  Customize your profile URL and put it on your website, resume, email signature, and business cards to drive traffic to your LinkedIn profile.

Settings

- **Privacy settings**
  Control what others see about you and what types of notifications are sent out to your network.

- **Add email addresses**
  Add all your email addresses to avoid accidentally losing access to your account.
Using Your Network

- Grow your network by searching your email contacts and finding people you may know.
- See where your fellow school and college alumni are working and reach out to learn more about the company.
- Ask for introductions through your network to get connected to companies you’re interested in working for.
- Share updates with your network -- like interesting articles, links to videos, or presentations.

Job Search

- Sign up to get email alerts about jobs you may be interested in.
- Find jobs by keyword, title, company, postal code, function, industry, years of experience, and date posted using advanced search.
- Sign up for saved search email alerts to get automatic notifications about new jobs that meet your criteria.
- Save jobs you’re interested in to come back to them later.
- Discover jobs in your network.

Applying for Jobs

- In addition to using your LinkedIn profile, you can attach your resume and cover letter to your job applications.
- Keep track of your job applications via the Jobs homepage. See which jobs you applied to, when, and whether or not your application has been viewed.
- Some jobs include the name of who posted it. Follow up on your job applications by contacting the job poster via InMail.

Company Pages

- Learn about a company’s products and services, latest news, employees, job opportunities, and more.
- See how you’re connected to each company through your 1st, 2nd and 3rd degree connections.
- See statistics on employees, including where they worked before and after that company.
- Follow companies you’re interested in to get updates from them on your LinkedIn homepage.