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can be the key to helping you with your career search.
Many recruiters use LinkedIn to vet candidates,
and over a million people worldwide have landed
jobs through this networking site.

In this guide...

YOU'LL LEARN FIVE STEPS TO BUILDING A STRONG PROFILE

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3 ' V E J X E W I E V G L E F P I L I E H P I

4 Write a descriptive summary

5 Start making connections!

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WHAT DO YOU WANT TO GET OUT OF LINKEDIN?

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  sign up for an account ± N
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YOUR HEADLINE IS WHAT YOU HAVE TO OFFER — IN 220 CHARACTERS OR FEWER

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$ - 3 P Marketing Strategy | Social Media | Facebook Ads | Google Analytics |
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0 - Phelp teams get work done, on
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to sustainable growth.

TIP

You can use Character Count / or a word processor to help you keep your headline to the 220-character limit.

4 Write a descriptive summary

CREATE A LINKEDIN SUMMARY THAT SHOWCASES YOUR STRENGTHS AND PERSONALITY

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about three paragraphs with no more than three sentences per paragraph.

Imagine your career as an epic tale with you as the hero of the story. Tell people what you do, why and to what end.
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Example: Sammi, The Accounting Student

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a business that will positively change the world while
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preparing for the change and what fascinates you about where
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Example: Andrew, The Career Changer

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and analysis. I am combining my background in law
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5 Start making connections!

CONNECT WITH PEOPLE YOU KNOW OR WANT TO KNOW

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These 1st-level connections are some of the most
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may be willing to connect with you.

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potential connections.

TIP

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to connect with.

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OUR CONTINUED COMMITMENT TO CAREER SERVICES FOR LIFE™

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