

## Profile dos and don'ts

Looking for LinkedIn to help find you a job? Here is a list of some basic dos and don'ts to consider when building your LinkedIn profile.

**Do** put in as much information as possible. Be sure to include not just your job titles but also your responsibilities at each job. Put down your educational degrees, and include any foreign languages that you speak.

**Do** put that you are open to "Career Opportunities" under contact settings. If you're concerned that this will signal to your boss that you're looking for a job, at least put that you're open to *Expertise Requests* because then the recruiter will feel comfortable asking you who you know who might be right for the position they are trying to fill. (Then you can raise your own hand if you'd like).

**Do** put in keywords that relate to your areas of expertise under *Specialities*.

**Do** add your picture. It makes people feel more connected to you, and people like to do business with people whom they feel they know.

**Do** join appropriate professional alumni groups. It makes you more accessible to recruiters.

**Don't** put in "cutesy" titles like "Marketing Goddess of the World," "Head Geek," or "Chief Bottle Washer." This will not attract attention; it is more likely to cause the recruiter to skip over you.

**Don't** be vague with your job title. "Experienced Finance and Marketing Executive" is too generic. Much better is "VP Marketing at XYZ Company," and then put *finance* as a keyword under your *Specialities*.

**Don't** change your job title to "Consultant" if you're recently unemployed unless you're actively looking for consulting assignments. Just leave your most recent job title there. The dates of your employment will tell the recruiter if you're still there or not.