

CAREER READY

TIPS FOR USING

LINKEDIN



Neumann University, Center for Leadership

www.neumannpublicsafety.com

SET UP YOUR PROFILE

What is your professional profile?

- Add a photo
- Include a relevant headline
- Include industry keywords
- Add a complete summary - mission and aspirations included
- Include work experience
- Use Google Trends for keyword ideas

ADD SKILLS AND INTERESTS

What are some highlights in your professional career? What skills can you include?

- Add Education
- Include work positions
- Add up to 50 skills
- Add special projects
- Include volunteer work
- Add websites or links

GROW YOUR NETWORK

What connections are meaningful in your professional career and future growth? How can you help others?

- Connect with colleagues, alumni
- Endorse others
- Seek Endorsements
- Recommend others
- Seek recommendations

FOLLOW COMPANIES AND GROUPS

How can you customize your news feed?

- Search companies to follow
- View company information
- Find influencers to follow
- Join and discover groups
- Create a group

CUSTOMIZE YOUR ACCOUNT SETTINGS

Which settings meet your needs best?

- Fill in jobs area
- View and choose settings for account, privacy and communications
- Include Endorsements

PARTICIPATE REGULARLY

How can you incorporate LinkedIn use into your day to day schedule?

- Read, Share and Post
- Learning on LinkedIn - New Skills
- Explore messaging and chat