Essential Steps to A Job Seeker’s LinkedIn Profile

**Note:** LinkedIn is FREE!There is a Premium version for which you can pay a monthly fee.However, veterans have the opportunity to enjoy one year of free Premium by following this link:https://linkedinforgood.linkedin.com/programs/veterans/premiumform

**Caveat:** Ensure that you link your profile to the official LinkedIn of your branch of service in your experience section (see below)

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**Profile Picture**

Should be a clear headshot from the shoulders up with a neutral background.

Business attire or business casual is a must!

**DO NOT use your DoD Photo or pictures in uniform**

*We’re looking for private sector work so we want to put our military face away and put our business professional face forward!*

**Cover Photo**

Make it something relating to the type of work you do or have done. For example: a wood worker might have a picture of his latest project, someone in veteran’s affairs might have service branch emblems, or a scientist who has beakers containing colored fluid or lab mice.

**Headline**

Be sure that your headline states that you are looking for a job such as “actively pursuing laboratory, quality assurance, research, and pharmaceutical jobs”

**Current Employer**

Do not list your last job as your current position or people may become confused as to whether you are looking for a job or not. Instead, your current company should reflect that you are looking for a job:

“Currently seeking employment”

“Open to opportunities”

Caveat: If you are still in the National Guard, yes this is technically a current position. However, you are looking for full time employment. We want recruiters to know that!

**Summary**

The FIRST PARAGRAPH of your summary should describe the perfect job for you. Be sure that you use clear language and you describe your goals and the ideal position:

“I am seeking a job that will utilize my laboratory experience, as well as, provide new training, skills and challenging tasks that will make me a strong competitor in today’s workforce. This job will require problem-solving, task management, teamwork and individual advancement. My interest and focus of education is in biology with emphases in healthcare and animal science. I would take the opportunity to use my laboratory background and military leadership skills to bring experience and diversity to my new position at your company.

With over 5 years of laboratory work in a clinical research organization and 6 years of military leadership experience, I am the ideal candidate for your lab supervisor and technician positions. I obtained a Bachelor of Science degree from the University of Wisconsin- Oshkosh with an emphasis in animal science and am seeking a position that will allow me to grow as a professional and learn new skills. I am a process-oriented, organized and reliable professional that excels at quality assurance and data analysis. My leadership, problem solving, and critical thinking abilities give me potential for increasing responsibility and I look forward to speaking with employers and HR staff on position vacancies and employment opportunities.”

**Media**

The media tab in your summary is an excellent place to upload a resume and cover letter that is tailored to fit the type of position you are looking for.

**Career Interests**

Let recruiters know you’re open: On

**Experience**

1. Load your experience with key words that recruiters in your field are looking for

Example for lab jobs: Quality assurance, data analysis, laboratory technician, lab assistant.

1. LinkedIn is a resume on steroids and should not be limited to one page. This is where you show off your experience and illustrate who you are and what you offer. Write as many bullets as you can think of for each position block.
2. There are two ways of writing about your experience: bullet format and paragraph. I suggest BULLETS, but you will see some people with paragraph format on their profile.

**Education**

Pretty straight forward- make sure you include each college you attended and your high school. This helps LinkedIn identify people to suggest that you connect with. Include all of your activities, honors, and achievements.

**Skills & Endorsements**

You are allowed to have 50 skills. You should fill them up with skills recruiters and employers in your field would be looking for.

**Recommendations**

You want to shoot for 2 or 3 recommendations per job. The best way to accomplish this is simply by asking your coworkers and supervisors to write you one. You may also do this by clicking the “Ask to be recommended” button and make sure you write a personalized note.

**Accomplishments**

Add the accomplishments that apply to you. For example, if you got a good score on a professional entrance exam (GRE, GMAT, LSAT, OAT, etc.) you may add the score here. Any certifications you hold can also be included in this section. Don’t be afraid to add college courses here too, especially if you are a student or recent graduate.

**“Add new profile section”**

Volunteer Experience- Highly recommended

**ADDITIONAL TIPS**

**Media**

Most sections have a “media” option. This is a good place to really show them who you are. Ideas for this space include: Web links to companies or other social media sites, letters of recommendation, resume and CV documents, cover letters, business cards, portfolios, etc. You may also want to consider making a video interview with a “30 second elevator speech” type of introduction explaining who you are and what you’re looking for.

**Proof Read**

Make sure that your writing is free of errors. Copy and paste your sections into a Word document before you publish it. Better yet, go to grammarly.com. This site not only identifies spelling and grammatical errors, it also finds run-on sentences, word misuse, and more.

For more tips one LinkedIn go to https://www.powerformula.net/