

# **Leveraging LinkedIn With Your Job Search Action Checklist**

## **Lesson #1: Step-by-Step Guide to Setting Up Your LinkedIn Profile**

- Set up your LinkedIn account
  - Confirm your email address
  - Add in your email contacts (optional)
  - Connect your profile to Facebook and/or Twitter (optional)
  - Select a LinkedIn membership plan (free is fine!)

## **Lesson #2: Optimizing Your LinkedIn Profile**

- Understand what LinkedIn needs from you in order to consider your profile "complete"
- Review profiles of people similar to you on LinkedIn using Google (optional)
- Edit your profile
  - Add work positions
  - Showcase your work (portfolio)
  - Include your educational credentials
  - Upload a photo
  - Create a headline
  - Write your summary
  - Fill out your skills

## **Lesson #3: Privacy Settings on LinkedIn**

- Set your privacy settings
- Understand how to turn on/turn off LinkedIn activity notifications
  - Set profile visibility
  - Establish email settings
- Customize your LinkedIn URL

## **Lesson #4: Making Connections on LinkedIn**

- Import your existing contacts
- Use Advanced People Search to find likely contacts
- Create a Saved Search to find connections (optional)
- Use Introductions to make connections
- Use InMails to connect
- Send a LinkedIn Invite
- Search using the "Colleagues" tab (optional)
- Search using the "Alumni" tab (optional)
- Review the "People You May Know" tab
- Write a status update

### **Lesson #5: Using LinkedIn To Find Jobs**

- Check out "Jobs" tab
- Review "People Who Viewed This Job Also Viewed" links in search results page
- Research companies using "Companies" tab
  - Review a company's Insights page
  - Set up "Follow Company" feature

### **Lesson #6: Making the Most of LinkedIn Groups**

- Search for LinkedIn Groups
  - Join one or more Groups
  - Start a Group of your own (optional)

### **Lesson #7: Requesting and Receiving Recommendations**

- Provide a Recommendation for someone
- Ask for a Recommendation using the "Request Recommendations" tab

### **Lesson #8: LinkedIn: Next Steps**

- Review the "7 Reasons to Be On LinkedIn"
- Check the list to make sure you're not making common mistakes on LinkedIn
- Plan to spend at least 15 minutes a week on LinkedIn maintaining your account (more time if you are in active job search mode).