

Leveraging LinkedIn For Your Job Search Action Checklist

Lesson #1: Setting Up Your LinkedIn Account

Set up your LinkedIn account

- Confirm your account (confirm phone number with security code)
- Confirm your email address
- Add your profile photo
- Add a background photo

Lesson #2: Privacy Settings

- Understand how to turn on/turn off LinkedIn activity notifications
- Turn off notifications while you create your profile
- Review your public profile settings

Lesson #3: Putting Together Your 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
- Create a LinkedIn Headline
- Write your Summary (About section)
- Add your Skills (at least 3)
- Claim your personalized LinkedIn URL

Lesson #4: Making Connections

- Import your existing contacts
- Use the “People You May Know” page to find likely contacts
- Conduct a search to find connections
- Use the search function to find Companies to follow
- Use InMails to connect
- Send a LinkedIn invite
- Review possible LinkedIn Groups to join
- Join a LinkedIn Group

Lesson #5: How to Give — and Get — LinkedIn Recommendations

- Provide a Recommendation for someone else
- Ask for a Recommendation from someone you’re connected to
- Review any Recommendations you have on your account to make sure they are still relevant

Lesson #6: Using LinkedIn to Find Jobs

- Check out the “Jobs” tab
- Review the “Because you viewed” section to identify similar opportunities
- Set/review your Job Seeking Preferences in the privacy settings of your profile
- Upload a resume to your profile to use with Easy Apply jobs
- Decide whether to let recruiters know you are open to opportunities
- Create a Job Alert for a specific company
- Set up your profile to let recruiters know your Career Interests
- Create your Target Companies List
- Review your list of target companies (ideal employers) and make sure you are following each company’s LinkedIn company page
- Apply for a job using LinkedIn (optional)

Lesson #7: Maintaining Your LinkedIn Account

- Save your profile as a PDF
- Create a backup of your profile using the LinkedIn data archive feature
- Review your email privacy settings
- Set a reminder to backup your profile once a quarter

Lesson #8: Next Steps

- Plan to spend at least 15 minutes a week on LinkedIn maintaining your account (more time if you are in active job search mode).
- Check out the LinkedIn blog (<http://blog.linkedin.com/>)