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The Career Management Platform

Course Three

Setup and use LinkedIn like a recruiter

This course will give you an in-depth overview on how to set up your LinkedIn account and use it like a recruiter. Listed below are the key items that you need to have to get your profile within LinkedIn to 100%. The ultimate goal for all of our members is to utilize this tool to their advantage to build a powerful network and engage with professionals in the area of expertise that interests them.

* Proper professional pitcher
* Proper backdrop picture
* Set up a LinkedIn short code that will be displayed within your signature for email and on your resume.
* Make sure you have your email address for networking and job searching in LinkedIn. You want to make sure that you keep your professional networking and job search separate from your personal email.
* Title
* Summary (use the summary that was developed in course one)
* Detailed experience with correct dates (use course one highlights for your bullet points)
  + Link the companies that you’ve worked at in the past
* Correct educational level and graduation date
* Certifications listed below with licensing number if applicable
* Tag all the appropriate skills for your background (review course one document)
* Make sure your endorsements are posted, if you do not have any reach out to your network for endorsements.
* List all recommendations on your profile, they act as a visual reference for who you are and what your brand represents
* Choose the companies that you want to follow, remember these are visible to people looking at your profile.
* Pick groups to join that fit within your vertical or field of expertise. If you are looking to move into a different industry or vertical choose the groups that fit those areas so you can gain knowledge and a network.

These items listed above will get your profile to 100% and really represent your brand to the fullest. Remember any hiring manager that received your resume or gets referred to you, third-party goes to LinkedIn first to make an assessment of you and your brand. Make sure your profiles at 100%.