



Ready Reference D-24 Employer Tips for LinkedIn

Employer Tips for LinkedIn

Below are some tips given by employers on what students should and should not do in order to have a successful LinkedIn account.

DO:

- Update your profile after graduation. If you do not update your profile after graduation, it can lead employers to think you are lazy.
- Use a profile picture that shows you smiling. This will make you seem more approachable to employers.
- Follow companies that interest you.
- Upload your resume to LinkedIn, but only list your email address on it and not your phone number. Employers can use zoom.com in order to obtain your phone number.
- Include information on your profile about promotions, organizations, leadership positions, certificates, honors, and activities.
- Get endorsements after coming out of college because it can help your LinkedIn profile.

DO NOT:

- Do not use third person when writing on your profile.
- Do not have a poorly written summary, since it could rule out your chances with an employer.
- Do not send invitations directly to the agency, but rather, send invitations to the recruiters for that agency.
- Additional Information:
- Some employers will share bad profiles within the company.
- Even if your profile is set to private, companies can see the information because they pay LinkedIn. Treat your profile as though employers can see it all.

