

RV^{er}
JOB EXCHANGE
CAREER FAIR
POWERED BY ESCAPEES **RV** Club[®]

Anatomy of a Successful
LinkedIn Profile



What We'll Cover

- Intro
- Why LinkedIn (& what it can do for you)
- Important Profile Sections
(Live Profile Tour)
- Getting to All-Star Level
- Networking Strategies



Why LinkedIn

Massive Popularity & Effectiveness

- According to U.S. News, **95% of recruiters** use it.
- LinkedIn statistics show that there are currently 30+ million companies and **20 million open jobs** on the platform.
- Wired.com states that 16,000+ clients and companies, like Google and Facebook, use the LinkedIn Recruiter tool.

What LinkedIn Can Do for You

GROW YOUR NETWORK

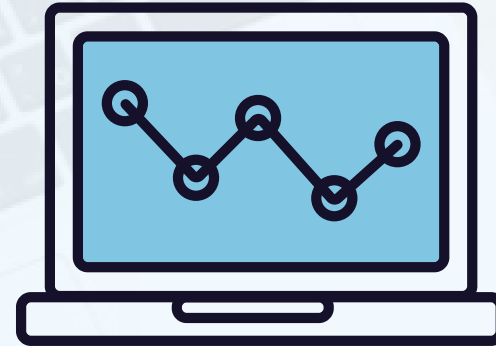
Stay connected and front-of-mind with important people in your network.

GROW YOUR REACH

Develop higher visibility to recruiters and decision-makers in your field.

GROW YOUR AUTHORITY

Build thought leadership by writing articles and sharing ideas on your feed.



A Quick Note..

Your **LinkedIn profile** and your **resume** go hand-in-hand. What makes your profile "excellent" is the content, and your **LinkedIn and resume content should be consistent** and directly aligned with your professional brand.

Important Profile Sections – Part 1

Profile & Banner Image

These are your first impression and serve a much bigger role than you may realize.

Headline

220 characters and keyword searchable. Defaults to your current or most recent job title. Change it!

About

2,600 characters and keyword searchable. Should be written in 1st person and should be engaging!

Featured

Show off the media items you're most proud of, including posts, articles, images, and videos.

Important Profile Sections – Part 2

Experience

Pay attention to the company names and dates, especially with multiple jobs with 1 company.

Education

Presentations are communication tools that can be used as lectures, speeches, reports, and more.

Skills

Limit of 50 and fully keyword searchable. Best to include as close to 50 as possible.

Extras

Each additional bit of information helps effectively piece together your career story.

Building an All-Star Profile

MUST-HAVES

Industry and location, current work position (end date must be 'present') and location, profile photo, custom Headline, About, skills (at least 5)

ALGORITHM HACKS

Most sections are keyword searchable and have a character limit, so use your space wisely!

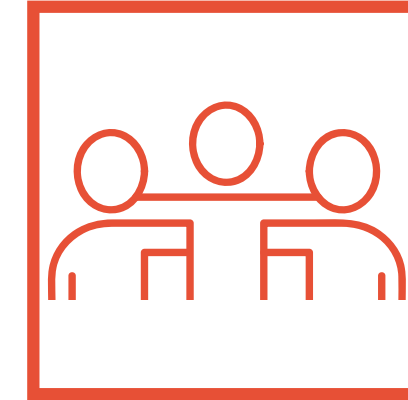
PRO-TIP

In your Settings & Privacy menu, turn off 'Viewers of this profile also viewed'



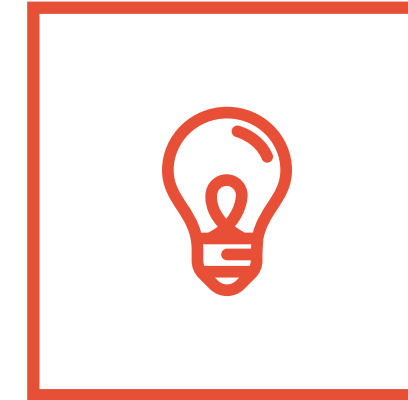
Networking Strategies

to Get You Started



Follow:

companies,
recruiters, career
experts



Contribute:

ideas and thought
leadership via posts,
articles, & groups



Work Smart

Strategically tag
companies in
relevant posts

Additional Resources

LinkedIn for Networking in Your Job Search (to Get Hired Faster)

<https://rverjobexchange.com/linkedin-for-networking/>

Job Search Networking Strategies (That Actually Work) w/ Example Networking Scripts

<https://rverjobexchange.com/job-search-networking-strategies/>



QUESTIONS?

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