

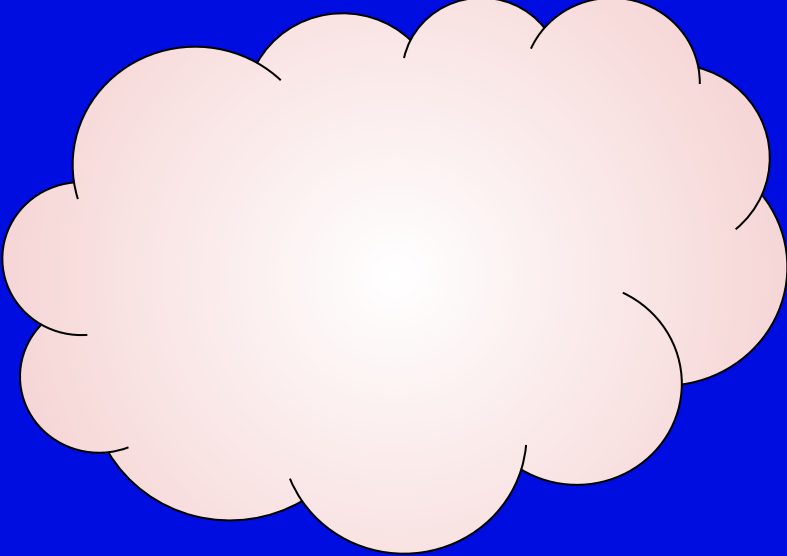
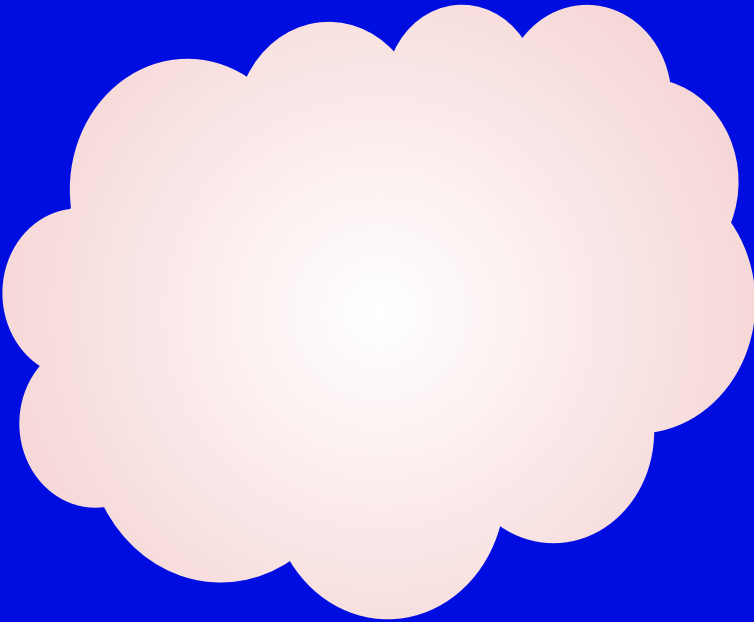


LINKEDIN GUIDE

Purpose

Over 146 million workers in the U.S. have LinkedIn profiles. In 2013, LinkedIn reported that over 146 million workers in the U.S. have LinkedIn profiles.

HEADLINE





RECOMMENDATIONS/ SKILLS/ ENDORSEMENTS

DRAFT MESSAGE

Hello! I really enjoyed working with you on our most recent project. Would you be willing to write me a 2-3 sentence recommendation about your experience working with me?

Additional LinkedIn Tips

Join relevant groups/organizations on LinkedIn

Make connections with alumni

Complete your profile- If you have a completed profile, you're far more likely to show up in search results

Shorten your LinkedIn URL and create a custom URL that works for you and your brand

Add a Cover Photo that reflects who you are

Make sure your resume & LinkedIn match

Make sure to like, comment, and share both your own posts and the posts of the people you follow

Add the Licenses, Certifications, Projects, Volunteer Experiences, Accomplishments or Languages Sections