

“87% of recruiters find LinkedIn most effective when vetting candidates during the hiring process.” (Jobvite Recruiter Nation Report, 2016)¹

LinkedIn is an online social networking platform targeted towards working professionals. An effective tool for job searching, it is a useful resource for students as it provides them with an opportunity to create and develop professional connections throughout their career journey.

Checklist

General Tips

- Review existing profiles to gain inspiration on what to include and how best to organize your profile
- Continuously keep your profile up to date
- Use a professional email address when creating your account (e.g. MUN email)
- Edit your LinkedIn URL so that it displays your name for easier searching (e.g. <http://ca.linkedin.com/in/yourname>)

Profile Picture

- Use a professional photo (e.g. plain background, professional clothes, smile)
- Ensure that your face is visible in the photo

Summary

- Highlight relevant experiences, qualifications, skills, strengths, and achievements
- Describe your interests and motivations
- Indicate your goals for the future
- Include industry keywords throughout your summary
- Consider adding external links (e.g. personal website / personal blog / e-portfolio)

Target an Industry and Location

- Clearly outline what is your goal (e.g. if you are currently living in St. John's, but looking for employment in Toronto)
- Clearly indicate your career related interests and goals

¹ Jobvite Recruiter Nation Report. (2016). Jobvite. Retrieved from <https://www.jobvite.com/wp-content/uploads/2016/09/RecruiterNation2016.pdf>.

Connections, Skills, and Endorsements

- Set a goal to make a minimum of 50 connections
- Indicate at least 5 of your top skills (e.g. communication, facilitation, teamwork, adaptability and analytical skills)
- Try to get your skills endorsed by others. It may be helpful to endorse others, as they may then return the favour

Education

- Include your educational experience and background (e.g. post-secondary education)

Work and Volunteer Experience

- List and describe your work and volunteer experience
 - Follow the format of action word + duties of job + value when writing your descriptions
 - Ensure your descriptions clearly highlight what you have accomplished and what makes you unique
 - Make sure the information you include on your profile matches the information on your resume
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To book an appointment with a career advisor, visit:
<https://www.mun.ca/student/student-success/career/>

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