

LinkedIn

Over 950 million professionals use LinkedIn to network, exchange information, develop ideas, explore opportunities, and connect!

- LinkedIn is a two-way street. It's not only where recruiters search for candidates, but also where job seekers can build relationships, grow their network, and even land their next opportunity.
- More than 90% of recruiters search for candidates on LinkedIn
- 45 million people use LinkedIn to job search weekly
- 6 people are hired on LinkedIn every minute
- More than 1.2 million LinkedIn groups

LinkedIn is a powerful tool for professional success!

- Showcase your skills and build your brand.
- Expand your network and connect with leaders.
- Get noticed by recruiters and find jobs.
- Stay informed on industry trends.



LinkedIn

YouTube Video:

Jeff Su | Top 5 LinkedIn Profile Tips (Backed by Data)

Use Keywords Strategically

→ Add key terms 9–10× across your profile (headline, About, and experience).

Craft a Powerful Headline

→ Combine role keywords + your unique value.

Optimize Your About Section

→ Write in first person, include results & metrics.

Get Skills Endorsed

→ 5+ endorsed skills = 17× more profile views.

Model Top Profiles

→ Study successful profiles and adapt what works.



LinkedIn Headline

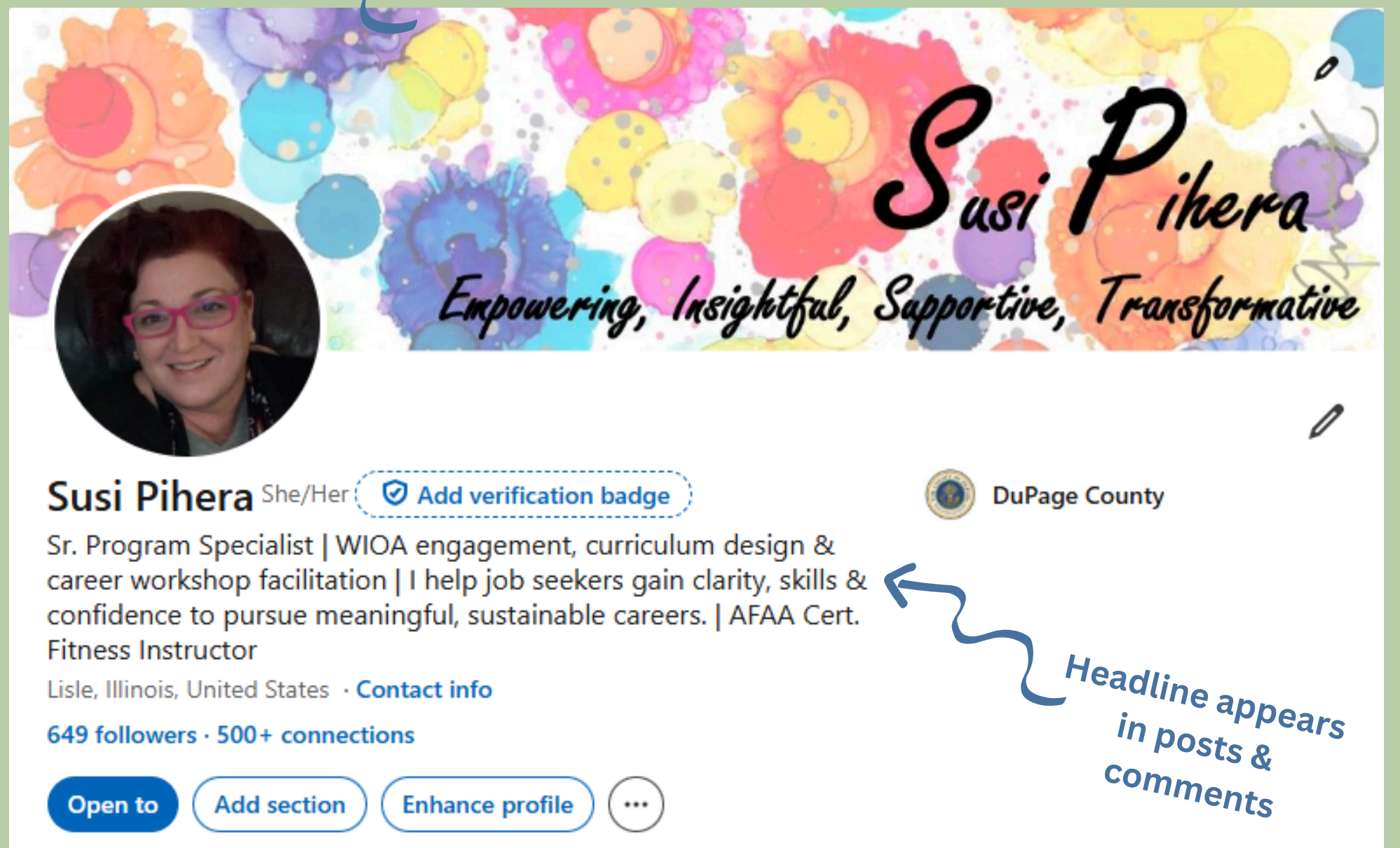
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Headline (max 220 characters)

- Your job title or expertise - Marketing Manager | Brand Strategist
- Key skills or industry focus - Data Analytics | SaaS Growth
- Value proposition - Helping Businesses Scale with AI
- A touch of personality (optional) - Passionate About UX & Innovation

Picture

- Simple background
- Dress appropriately
- SMILE & look at the camera
- Crop & align your photo
- Test & update your photo



Headline appears
in posts &
comments

LinkedIn About Section

Your LinkedIn profile is one-to-many, showcasing your brand to recruiters, employers and colleagues

What to Include in Your LinkedIn About Section:

- **Strong Opening:** Hook readers with a compelling first line.
- **Career Snapshot:** Highlight experience, skills, and industries.
- **Value Proposition:** Showcase how you create impact.
- **Key Wins:** Share major achievements and use metrics.
- **Future Goals:** State what's next for you.
- **Call to Action:** Invite connections or opportunities.

Note

- Max 2600 characters - Aim for 880- 1120 characters.
- Short paragraphs
- Can use first person and show your personality.

Pro Tip: Make Your LinkedIn About Section Stand Out!

Check out the LinkedIn AI Prompt Cheat Sheet for simple, step-by-step prompts to elevate your profile.

Professional connections

Strive for 500+ connections

to:

- **Increase Visibility:** Expand your reach for more opportunities.
- **Boost Credibility:** Signal that you're well-connected.
- **Create Opportunities:** More connections mean more collaborations and referrals.

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Connection Tips:

- **Personalize Connection Requests:** Always add a message to explain why you want to connect.
- **Engage with Posts:** Comment, like, and share to stay visible and show your expertise.
- **Join Relevant Groups:** Participate in industry-related discussions to expand your network.
- **Follow Key Influencers:** Stay informed by connecting with thought leaders and industry experts.
- **Send Follow-up Messages:** After connecting, build a relationship by starting a conversation.
- **Regularly Update Your Profile:** Ensure it reflects your latest skills, accomplishments, and goals.

LinkedIn Next Steps

Prepare with Purpose

- Clarify your career goal and target roles.
- Research top profiles in your field for tone and keywords.

Gather Key Info

- List measurable achievements (use the STAR method).
See the Accomplishment Brainstorming worksheet
- Update your resume.
- Identify 10–15 key skills that match your goals.

Collect Essentials

- Headshot & banner *Check local library for free headshot events*
- Portfolio links, certifications, volunteer work
- Recommendations (ask supervisors or peers)

LinkedIn Profile

- Once your resume is updated, optimize your LinkedIn profile.
- Complete the LinkedIn Profile Prep Checklist
- Watch Jeff Su’s “Top 5 LinkedIn Tips (Backed by Data)” on YouTube
- Use the AI Prompt Cheat Sheet to create or update your LinkedIn profile

Check Settings

- Turn off “Share profile updates” for quiet edits.
- Update your contact info & custom URL.