

Chapter 4

Your professional Social Media presence

Annex 1 - LinkedIn Tips

In the opening statement, make sure to include all your skills, what your current job is (if applicable) and any other information you think can catch a potential recruiter eye. First impressions count and your opening statement should be a place for you to sell yourself. Try not to make your statement too long. Recruiters don't want to read an essay. You should aim for 2000 characters maximum.

The rest of your profile should be filled in, as well, here are some character limits for you:

- Headline - 120;
- Opening statement - 2000;
- Current Job/Academic/School Position - 100;
- Current Job/Academic/School Description - 2000;
- Skills and Endorsements - you can list up to 50 skills;
- Interests - 1000.

Profile picture: have a full face picture with a neutral background.

Networking: start liking pages and groups that interest you and follow people who are inspirational to you. You can also send connection requests to people who perhaps work in the industry or company that you're interested in.

Be active: scroll through you feed. Like posts and articles, comment and share. The more active you are, the better chance you have of catching someone's eye.

Apply for jobs on LinkedIn: almost every company, nowadays, post their new open positions on LinkedIn. Make sure you are aware of these opportunities and apply when you think the description of the job matches your skills and what you enjoy doing.

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