

23 QUICK LINKEDIN UPDATES TO MAKE YOU *more* HIREABLE

1

TURN OFF YOUR ACTIVITY FEED when making a lot of updates so you don't annoy your connections



2

MAKE SURE YOUR BASICS ARE UP-TO-DATE

Make sure you're using a custom URL with your name

Don't limit your headline to your job title

Don't forget your contact info, and use the "other" option for your website so you can enter your own title

3



MAKE SURE YOUR PROFILE PHOTO IS PROFESSIONAL

4

USE WORDS THAT APPEAR IN JOB LISTINGS FOR JOBS YOU WANT

5

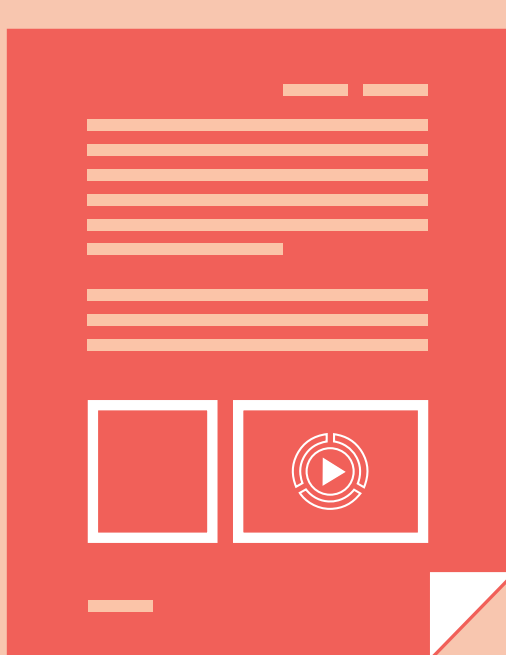
USE THE SUMMARY SPACE TO TELL YOUR STORY

6

ADD PHOTOS, VIDEOS, ETC. TO YOUR SUMMARY

7

MAKE IT PERSONAL, LIKE A CONVERSATION WITH SOMEONE



8

STOP USING THIRD PERSON

9

DON'T LIMIT YOURSELF TO JUST TEXT, INCLUDE LINKS, ETC.



10

MAKE SURE YOU LIST VOLUNTEER POSITIONS, ORGANIZATIONS, ETC.



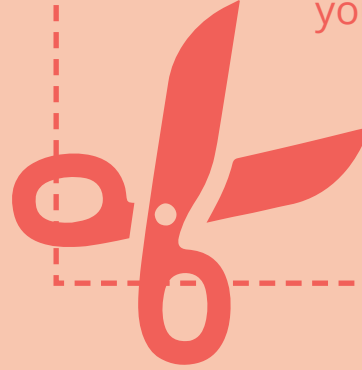
11

REQUEST RECOMMENDATIONS from your colleagues



12

CUT RECOMMENDATIONS you don't want, or that look bad



13

KEEP YOUR SKILLS AND ENDORSEMENTS UP TO DATE

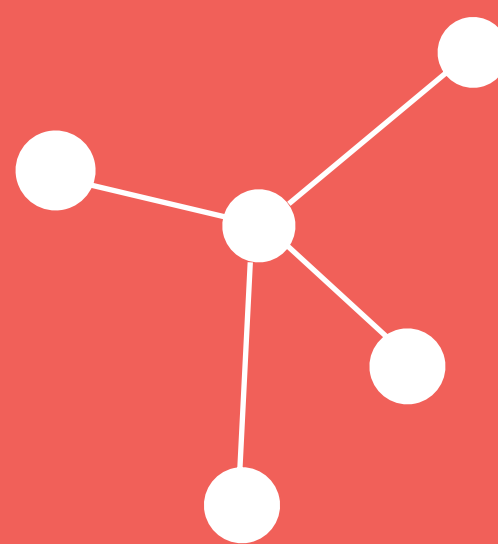
14



ADD YOUR BLOG (but only if it's professional!)

15

MAKE SURE YOU HAVE ENOUGH CONNECTIONS (and you don't have to know everyone you connect with)



16

TAILOR YOUR PRIVACY SETTINGS, particularly if you're job-hunting while currently employed



17

BE DETAILED, BUT DON'T GO OVERBOARD

18

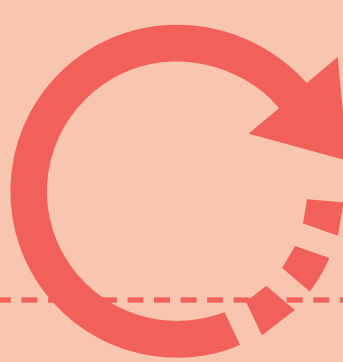
BE REDUNDANT WITH THE KEYWORDS YOU WANT TO BE FOUND FOR

19

REUSE AND REPURPOSE CONTENT YOU ALREADY HAVE AVAILABLE ELSEWHERE (this also reinforces your brand)

20

DON'T BE AFRAID TO CREATE MORE THAN ONE ENTRY FOR EACH "JOB" YOU'VE HAD TO ACCURATELY REFLECT YOUR ROLES AND RESPONSIBILITIES



21

REORDER YOUR PROFILE CONTENT TO HIGHLIGHT WHAT'S MOST IMPORTANT

22

USE A BACKGROUND PHOTO to brand yourself



23

BE ACTIVE DAILY (it takes 20 posts/month to reach 60% of your LinkedIn audience)

