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SOCIAL MEDIA & RÉSUMÉ WRITING

5 Tips on How to Use LinkedIn Better

Whether you're looking for a new job or just want to network, use these tips to make your profile more effective.

WHO SHOULD USE LINKEDIN?

Simple answer? Anyone who is in the workforce or desires to be. *"The site is a great place to connect with people who can help you professionally, and vice versa, whether you're job-seeking or networking,"* says Victoria Ipri, the CEO of Ipri International, a Philadelphia-based marketing firm that specializes in LinkedIn strategies. About 26 percent of companies research potential employees on the site, according to a 2013 CareerBuilder study.

SHOULD YOU CONNECT WITH YOUR BEST FRIEND?

What about a stranger? Your college roommate is a nurse, and you're an accountant. So you can't really assist each other professionally, right? Not necessarily. *"You're not just connecting with a person, but their network as well. She may have a link to someone who could help you,"* says Viveka von Rosen, the author of *LinkedIn Marketing*. For the same reason, it's also wise to **consider accepting a request from someone you don't know**. *"When you receive a random invitation, look at the sender's profile and determine if it is a quality connection for your needs and circumstances before accepting or rejecting it,"* says Ipri.

WHAT'S THE BEST WAY TO GROW YOUR NETWORK?

Use the site's "[People You May Know](#)" tool to reach out to professionals with similar backgrounds and connections.

"If you're interested in working for a particular company go to its page and click to "follow" it, then look at the connected people who are employed. Find an employee whose path you would like to follow and invite him/her to connect," says Nicole Williams, the resident career expert at LinkedIn: "To demonstrate that you would be a meaningful connection, **write a note** that conveys that you have done research on her employer and her personal accomplishments."

HOW FREQUENTLY DO YOU NEED TO CHECK IN?

Every day for a minute or two to check if there are any urgent messages or trending topics. It's also a good idea to check once a week for about a half hour. Use the longer sessions to write to a new connection and to participate in a group discussion. Keep in mind: *"Hiring managers are 10 times more likely to look at your profile if you post something at least weekly,"* says Williams.

SHOULD YOUR PROFILE PAGE REPLICATE YOUR RÉSUMÉ?

It should be even more detailed. Think of it as your résumé, plus everything else that *you couldn't fit on it*, like video clips of speeches that you've given and news articles about your work, says von Rosen. The more thorough you are in describing yourself, the easier it is for an employer to assess your qualifications. So go on—toot your own horn. Above all else, don't **just** list your job titles – that is hardly helpful to recruiters and does not assist the search algorithm.