

Do you know why LinkedIn profile is important?

LinkedIn is a great tool to connect with experts in various fields, your colleagues, and organizations. It becomes easier to stay up to date with labour market trends. LinkedIn helps you to be seen by potential employers or you can use it to apply for a job position.

Here are some tips that will help you to create an attractive LinkedIn profile

- 1.** Put in the time to make sure your profile is complete. If your profile is incomplete, you will be invisible via searches. The search algorithm seeks and displays results according to the profile completeness.
- 2.** Avoid buzzwords. What do the words responsible, creative, effective, analytical, strategic, patient, expert, innovative or organizational have in common? They are probably the most overused words in LinkedIn.
- 3.** Profile headline is one of the most important parts of LinkedIn. Be creative, use key words, so that the reader can easily understand your industry and your role in it.
- 4.** While choosing your profile photo consider your industry, peers or potential customers. Select the appropriate headshot. You probably want to look professional and positive.
- 5.** Summary. Describe your present and future career goals and ambitions. Be precise and positive. Highlight your unique skills and achievements valuable to the industries you are interested in.
- 6.** Work experience. This part is very similar to your CV. Try to reveal your skills, experience, and expertise. Complement information with websites of the companies, implemented projects or other content you created that is important to your professional life. Mention your present and 2 previous employers.
- 7.** Add information about your education. Include degrees acquired and schools attended. This information provides you with an opportunity to connect with other alumni.
- 8.** Information about projects implemented, volunteering experience or languages helps you to reveal the unique qualities you have and stand out from the crowd.
- 9.** Recommendations. If someone says that you did a great job, ask them to write a recommendation in your LinkedIn profile.
- 10.** Add skills to your profile and keep being endorsed by others. Do not forget to update your skills constantly. You definitely gain new skills while working on some new projects or changing jobs.
- 11.** Connections are important. You should have at least 50-100 people to connect with at the starting point. Start by adding friends, colleagues and peers to your connections list.
- 12.** Connect with the groups in your field of industry.
- 13.** Be active. Share your ideas, articles or news on LinkedIn. It is a good way to be noticed!