5 Tips from Recruiters to Stand Out on LinkedIn

MAKE YOUR HEADLINE CLEAR & CATCHY
This is the most important aspect of the profile - it even appears on Google searches! Be succinct, creative, and include key terms that make it easy for others to define your industry and your role within.

**ROLES:** RECOMMENDED IF CURRENTLY EMPLOYED
Put the position(s) you hold as your headline, for example:
“Economic Analyst” or “Consultant, Career Coach, Educator”

**GOALS:** RECOMMENDED IF PURSUING POSITIONS WITHOUT RELATED EXPERIENCE
Put your career aspirations/objective as your headline, for example:
“Helping you translate data to drive decisions.” or “Data Analyst specializing in municipal finance.”

UPLOAD AN APPROPRIATE PHOTO
LinkedIn is not Facebook – select a high-quality photo (because it means your profile is 7x more likely to be viewed) of you alone, dressed in industry-appropriate attire.

DO NOT COPY/PASTE YOUR RÉSUMÉ BULLET POINTS INTO YOUR WORK EXPERIENCE!
Keep your experience simple, or you will lose your audience. Always explain these two things:

1. What is/are the most important part(s) of your job?
2. What have you done that the organization could not have done without you?
   For example: “Establish and manage all social media accounts for hotel brand.”

BE SURE YOUR SUMMARY SUPPORTS YOUR HEADLINE
This is your opportunity to explain who you are, what you’ve done, and what you’re setting out to do. **Keep it to 1-2 sentences so recruiters and hiring managers do not have to click the “See More” option**
(the reality is, they will likely just keep scrolling through your profile - so keep it short and sweet).

MAKE THE FIRST MOVE ENDORSING SKILLS & WRITING RECOMMENDATIONS
For endorsing skills, be sure to endorse the top 3 skills listed in your connection’s profile.

*The top 3 skills are usually placed in order because of specific career goals, so supporting your connections’ career priorities increase the likelihood that you will be endorsed in return.

When you want someone to write you a recommendation, make the first move - it makes your request for recommendation more credible. Published recommendations create a hyperlink to your profile that could result in a dream job because you took the time to recognize someone else’s strengths.

*The better your recommendation, the more likely someone will click your name on someone else’s profile to see who wrote that positive note.

---

Career Development Office

1155 East 60th Street, Chicago, IL
HarrisCDO@uchicago.edu
/HarrisCDO

The University of Chicago
Harris Public Policy