

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.*

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