

CREATING A PROFESSIONAL LINKEDIN PROFILE

Creating a LinkedIn profile is quick, easy, and worth the little extra effort to make it look **professional**. Recruiters and employers use LinkedIn daily to find potential employees so you want to make sure you put your best foot forward. The old cliché is true – “You never get a second chance to make a first impression.”

Create Your Profile:

- Go to www.linkedin.com
- Click “Join Now”
 - You can enter the requested information or you can opt to log in using your Facebook account. You can do this but be cautious.

Once your Profile is created, begin completing the information to tell people about you.

Remember:

- Use your given name – no nicknames
- This is a professional networking site so whatever you put on it needs to be professional – email, phone, profile photo
- Do not write like you text or as you speak with your friends. Leave out slang and abbreviations
- Under the Tagline or the Title, put what you are going to be; the job you are aspiring to
- Look for professional groups to join