

LinkedIn TIP SHEET

As of 2023, LinkedIn has:

- 930M+ users worldwide¹
- 21M+ Canadian users¹
- Users from 200+ countries¹
- 63M+ companies listed¹
- 40K Skills listed¹
- 45% of employers/recruiters on LinkedIn explicitly use skills data to fill their roles¹
- 61M people using LinkedIn to search for jobs each week¹

10 TIPS TO IMPROVE YOUR PROFILE:

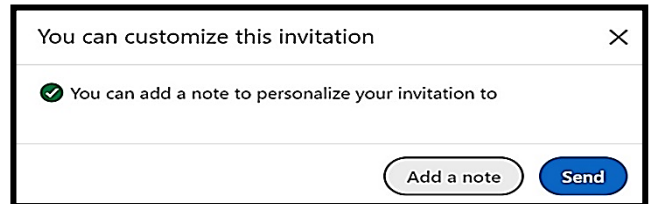
1. **Have an Enticing Headline** Include your relevant skills targeted to your career goals.
2. **Have a Professional Looking Head Shot** Use a recent photo of yourself that is professional, does not include you in a crowd of people, and has good lighting to show your smile. Members with photos get more profile views on average.
3. **Create an About Section** Market your skills, experience, and career goals. Write in the first person.
4. **Use Common Keywords** Use keywords related to your profession and if possible, review profiles of people who work in a similar position as you or those people who work in a field you would like to pursue.
5. **Customize Your LinkedIn URL** Using your name is a common way to customize your URL
6. **Highlight Websites, Awards and Honours** You can upload your school projects, link to a blog, or an article you have written or have been featured in. You can also mention relevant awards and honours.
7. **Recommendations Section** Send out a personalized, carefully worded request to each person whom you would like to receive a professional recommendation highlighting their experience working with you.
8. **Join Industry Groups** These allow you to have online discussions, find out about job leads, further education and professional development opportunities.
9. **Personalize Invitation** When you are inviting someone to join your network personalize the invitation as you are more likely to get a response.
10. **Get the Basics Right** Make sure your LinkedIn profile is professional looking and error-free.

HOW DO I INVITE SOMEONE TO BE A CONNECTION ON LINKEDIN?

LinkedIn only allows you to write a personalized message when you first visit their profile. LinkedIn etiquette is to visit and review a new contact's profile before asking to connect. As shown below, LinkedIn gives you the option of adding a note when sending an invitation. When making a connection request with a stranger, you need to include who you are, why you are asking for the connection, what you have in common, and what you have to offer the connection.

SAMPLE LINKEDIN INVITATIONS

1. "I was looking at your profile and I see you are an alumni of ____ at Durham College. I also noticed we have some similar interests. As a recent graduate, I would love to chat with you about your experience."
2. "I am a member of the ____ LinkedIn group and I saw your comments about _____. I am just starting out in the ____ field and would appreciate it if I could ask you a few questions."
3. "I was checking out your blog and I really liked your post about _____. I am passionate about _____ and think it would be great to have a quick conversation with you. Please accept my request to stay connected."



LINKEDIN ALUMNI PAGE

Use the Alumni page to find potential connections to network with and conduct information interviews. Many alumni are happy to assist students and new graduates that are just starting out in the workforce. Use the option to search by title, keyword or company. View career insights at [Durham College Alumni](#) or www.linkedin.com/school/durham-college/people/.

