



UNSOLVED MYSTERIES OF RESUME WRITING

Episode 4 – LinkedIn

1

Yes, you do need a LinkedIn profile, especially if you are targeting the private sector. While the federal government uses LinkedIn less than the private sector, individual agencies and hiring managers do use it, so you should have a LinkedIn presence.

2

You should customize your LinkedIn URL and remove the numbers automatically assigned to your URL, which does include your name, but shows you have not customized the URL. Here are the LinkedIn instructions for URL customization: <https://www.linkedin.com/help/linkedin/topics/6042/6054/87>. Like email, if your name is already taken as a URL, you will have to consider other options and possibly go with LASTNAME-FIRSTNAME. Do not make the custom URL too long as you want to use it on business cards, email signature, and on your resume. Also, you do not want to use any dates that imply a birth year. You can use FIRSTNAME-LASTNAME-HR for example, if you are in human resources and plan to stay in that role.

3

In addition, customize your Headline (the default is your title and employer) and the About Me sections. These areas are opportunities to attract the algorithms of recruiters and strengthen your brand and should include industry keywords. Your headline is limited to 210 characters; your About Me section has 2,600 characters available.

4

Dates and job titles on LinkedIn should match what is on your resume.

5

You should have a professional picture on LinkedIn. Research is clear that profiles with pictures attract more people. According to LI, profiles with pictures receive 21 times more profile views and 9 times more connection requests than those profiles without a picture. Make sure your profile picture shows your face (generally shoulders up), appropriately dressed for your target position (military members—this means not in uniform if you are transitioning), without other people or pets, and making eye contact with the camera while smiling.

6

Aim for a minimum of 500 connections. Be sure to use the skills and endorsements features as well as recommendations.

7

LinkedIn is testing and adding new features consistently now that Microsoft owns LI. This summer, LinkedIn is testing Name Pronunciation feature, which you can add from the LI app, if you are part of the testing group. Here's the instructions: <https://www.linkedin.com/help/linkedin/answer/120710>. You can also leave voice mail message to your 1st-degree connections and for group messages on the mobile app. Learn more here: <https://www.linkedin.com/help/linkedin/answer/95276>.