

Be Career Ready!

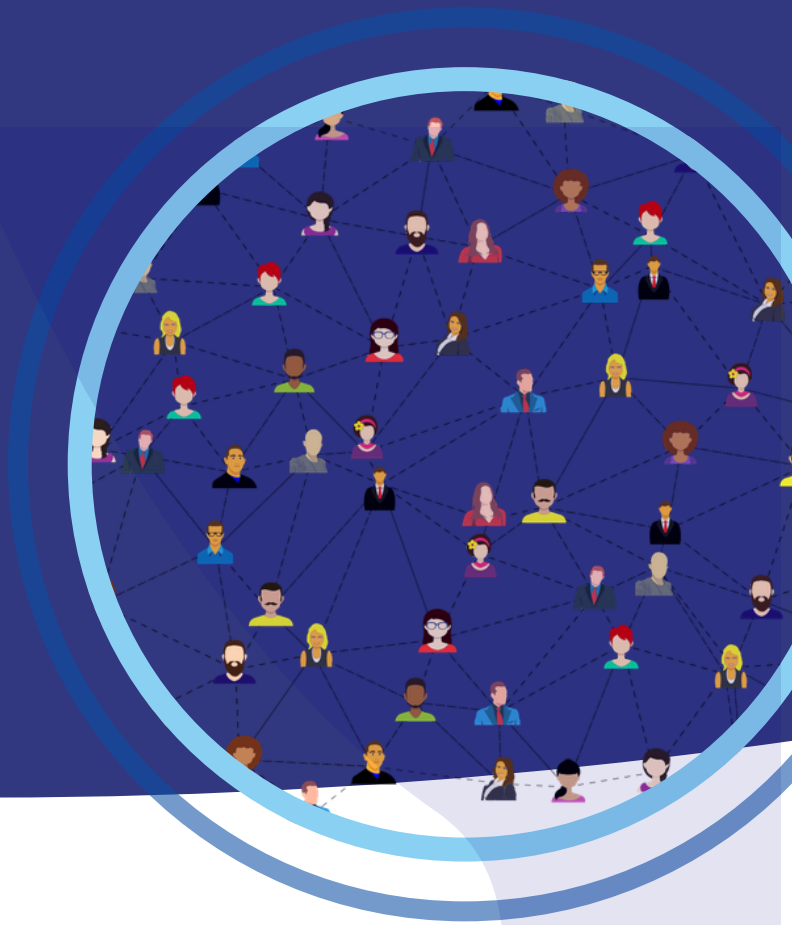
LinkedIn®

BENEFITS OF A LINKEDIN PROFILE

It helps you get noticed by employers and recruiters who are actively searching for candidates. It allows you to build your professional brand, showcase your skills and experience, and connect with people in your field. Properly leveraged, it can give you a strong advantage in today's competitive job market.

LINKEDIN PROFILE CHECKLIST

- ✓ Name - full name, no nicknames
- ✓ Add a profile photo - a professional headshot is best. First impressions matter.
- ✓ Add a cover photo - it is a great opportunity to personalize your profile.
- ✓ Write a headline. Be creative and include key terms so you show up in searches.
- ✓ Customize your public profile URL. Make it easy for people to find you.
- ✓ Craft your "About" section - include key terms and tell the story your resume doesn't.
- ✓ Include your relevant experience – build on what is already on your resume.
- ✓ Add education - list all educational programs you have participated in.
- ✓ Add skills and endorsements – define your professional role, experiences, and contributions.



BUILD YOUR NETWORK

Start making connections!

- ✓ Colleagues
- ✓ People you meet at networking events or conferences
- ✓ The connectors – people and organizations who know your industry
- ✓ Close friends and family

WORKFORCE & COMMUNITY ENGAGEMENT  **DACC**

Contact Us



Phone
575-587-7776



Email:
careerreadiness@dacc.nmsu.edu

LinkedIn Fun Facts

1. LinkedIn has over 1 billion users worldwide.
2. Over 90% of recruiters use LinkedIn to find candidates before they even post jobs publicly.
3. Profiles with professional photos get up to 14x more views than those without one.
4. Adding five relevant skills to your profile can significantly increase how often you show up in recruiter searches.
5. You're much more likely to get hired if you have connections at a company – even a second-degree connection can make a difference.
6. The platform launched in 2003 – before Facebook, YouTube, and Twitter.
7. You can switch on “Open to Work,” and recruiters can see you're job hunting (without your current employer knowing).
8. The average CEO has 930 connections.
9. There are more than 400 million job applications on LinkedIn every month.
10. There are 35,000 skills listed on LinkedIn.
11. A complete LinkedIn profile will get your 21x more profile views and 36x more messages.
12. Two million posts are shared on LinkedIn every single day.
13. The average student or someone early in their career has between 200-500 connections.
14. There are typically 20+ million job opportunities listed at any given time.
15. LinkedIn Learning offers between 25,000 - 25,400 training courses, covering areas like business, technology, creative skills, and career development.