



In this checklist, we will walk you through how to attract employers, grow your professional skills, and connect to new job opportunities through a great LinkedIn profile.

## STEP 01 Create a LinkedIn Account


**DID YOU KNOW?** **9 out of 10 employers** use LinkedIn during the hiring process.

### Set Up Your Account

Go to [www.linkedin.com](http://www.linkedin.com), and follow the instructions to create your new Member account.


### Import Your Contacts

See who you already know on LinkedIn by importing your email contacts.

 *Only add those contacts you know well as connections on LinkedIn.*


### Add a Photo

Receive up to **21x** more views and **9x** more connection requests by adding a profile photo. If you don't have a profile-worthy photo, move on to the next step. Later, when you are in the app, you can use your phone to take, upload, and [edit a photo](#).

 *Use a headshot and smile naturally, making it easy for connections and recruiters to see you.*

### Download the Mobile App

Add your mobile phone number and LinkedIn will send you a link to download and install the LinkedIn Mobile App on your phone through [Google Play](#) or the [App Store](#).

 *After you download the mobile app, you can also [import your phone's contacts](#).*

Be great at what you do

Get started - it's free.

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to the [LinkedIn User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

Join now



### WELCOME TO LINKEDIN!

You are now part of the world's largest professional network with over **500 million members** in over 200 countries. Now let's complete your profile!

## STEP 02

# Build a LinkedIn Profile That Attracts Employers

**DID YOU KNOW?** 50% of hiring managers decide to contact an applicant based on their LinkedIn profile.

### Edit Your Profile

Click the “Me” heading in the top navigation. Select “View profile” to start editing.

### Headline

Stand out with a headline that describes your skills and desired job.

 Try starting with: {Desired title} with {key skill} seeking new opportunity in {preferred industry}.

### Industry and Location

List your industry to connect to relevant jobs, events, and trending articles. Add your location to become **23x more** likely to be found in LinkedIn searches.

### Summary

Briefly share your professional story. Be sure to include experience, skills, and interests. This is the **#1 thing** recruiters look at when viewing profiles.

### Work Experience

List your current and past jobs, including your employers and details on what you accomplished. Members with more than one position are up to **36x more** likely to be found by recruiters.

### Education and Certifications

Add the school(s) you’ve attended and the degrees or certifications you’ve earned. Members with education information are messaged up to **17x more** by recruiters.

### Skills

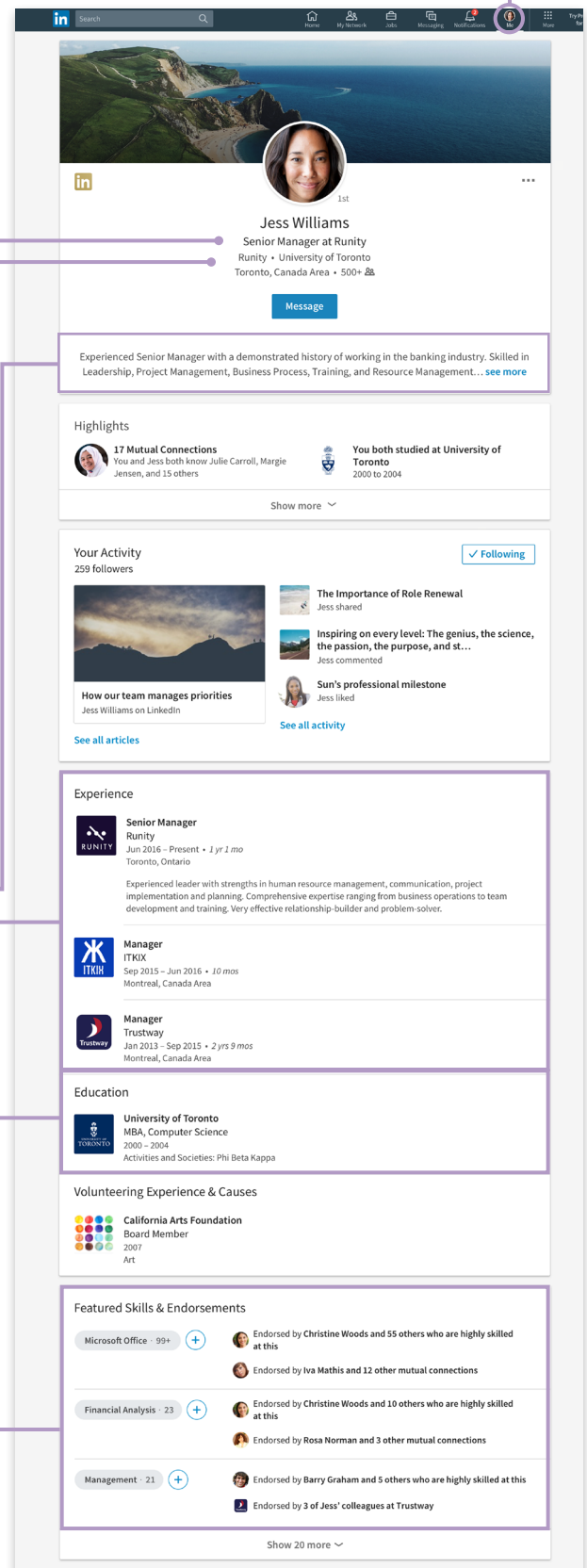
List skills that are relevant to your previous work history. Members who have five or more skills listed are contacted **31x more** by employers and other LinkedIn Members.

### Privacy Settings

Control what others see about you and what types of notifications are sent out to your connections.

### Extra Credit: Custom URL

Create a personalized URL and easily share your profile on your business card, resume, or email signature.



The screenshot shows a LinkedIn profile for Jess Williams, a Senior Manager at Runity. The profile is well-optimized with a clear headline, a detailed summary, and a comprehensive list of work experience, education, and skills. The profile is highlighted with a purple border, and lines connect the text in the left column to the corresponding sections in the profile screenshot.

**Profile Summary:**  
Name: Jess Williams  
Title: Senior Manager at Runity  
Location: University of Toronto, Toronto, Canada Area  
Connections: 17 Mutual Connections

**Experience:**  
Senior Manager at Runity (Jun 2016 – Present)  
Manager at ITKIX (Sep 2015 – Jun 2016)  
Manager at Trustway (Jan 2013 – Sep 2015)

**Education:**  
University of Toronto, MBA, Computer Science (2000 – 2004)

**Skills & Endorsements:**  
Microsoft Office (99+), Financial Analysis (23), Management (21)

## WELL DONE!

You are now ready to be found by employers and other Members on LinkedIn. The next step is to expand your job search support system by building your LinkedIn network.

## STEP 03

# Build Your LinkedIn Network

### DID YOU KNOW?

70% of people were hired at a company where they had a connection.

#### Discover Existing Connections

Click the “My Network” heading in the top navigation to find and connect with people you know on LinkedIn.



The recommendations in this section improve as you add connections. Check back frequently as your network grows.

#### Search for New Connections

Use the search bar in the top navigation to find new connections by name, company, or school. Then filter results based on your mutual connections.



You can also filter based on “Connections of,” which is a quick way to find connections based on others in your network.

#### Message Connections

Send messages to your connections directly from the LinkedIn messaging page, your connections page, or their profile page.

#### Add Value

Give and ask for recommendations and endorsements from the connections who know you well.



LinkedIn is a network where Members help Members. The best way to receive value is to provide value to others.

## STEP 04

# Search and Apply for Jobs on LinkedIn

### DID YOU KNOW?

There are over 10 million employers and 7.5 million monthly job postings on LinkedIn.

#### Get the LinkedIn Job Search App

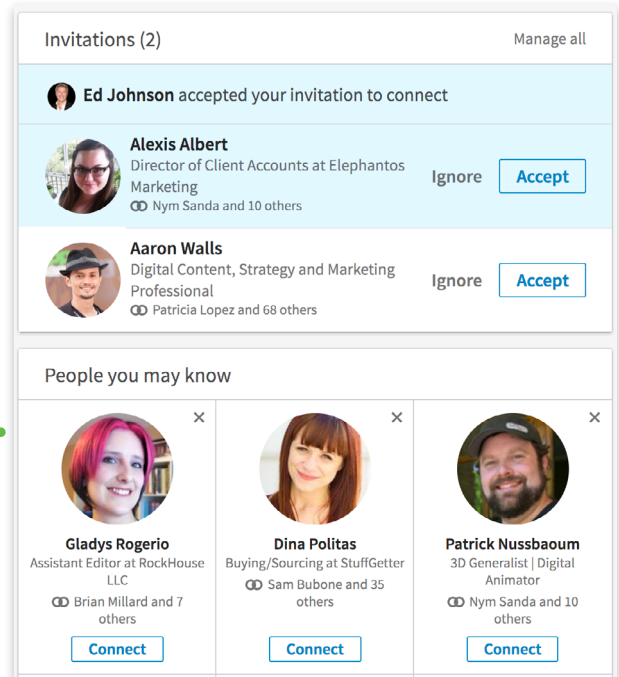
Download the LinkedIn Job Search App from Google Play or the Apple App Store to see new job notifications quickly.

#### Set Career Interests

Update your career interests, including potential job titles and locations to help LinkedIn suggest more relevant job recommendations.

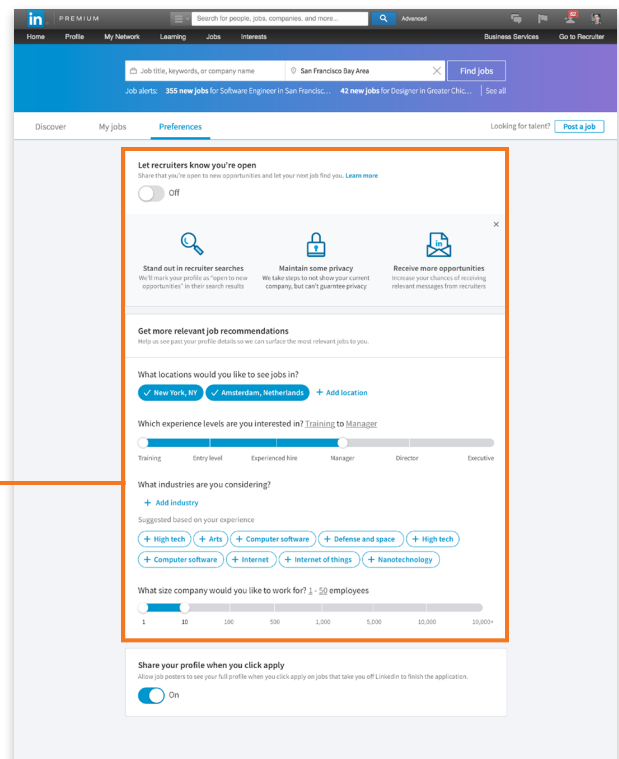


Let employers know you are actively searching and available for a new job by turning on the Open Candidates setting



### NICE WORK EXPANDING YOUR LINKEDIN NETWORK!

With help from your network, you're now ready to present your best professional self to your next employer.



## Search for Jobs

Search for job openings by keyword, job title, company, location, function, industry, experience level, and date posted using [LinkedIn's search filters](#) and save the jobs you want to apply for.



Create search alerts to receive automatic email alerts whenever a job matching your search criteria is posted.

## Review "Jobs You May Be Interested In"

Improve the accuracy of these recommendations by making sure your profile is filled out with accurate work experience, skills, and location information.

## Use Your Network

Reach out to your connections at a company you would like to apply to and ask them to refer you for the job.

## Follow Companies

Follow companies you're interested in working for in order to stay informed of the latest company news and job



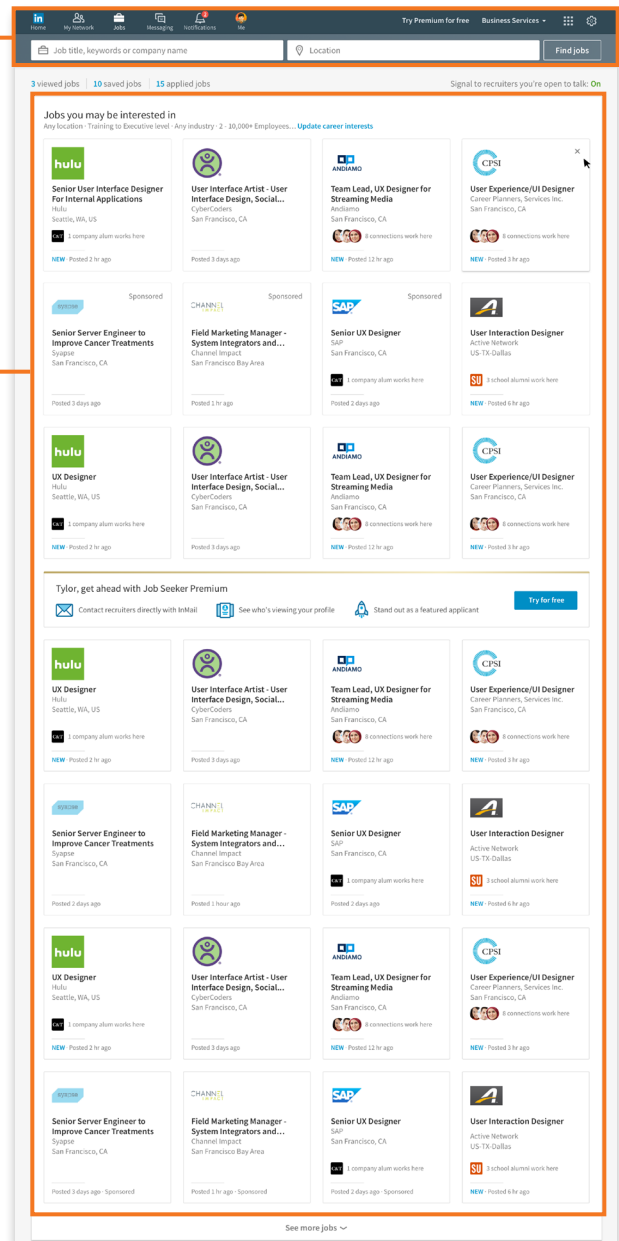
Employers are more likely to reach out to potential candidates who followed their company on LinkedIn.

## Apply Actively

Apply for the jobs you want using either the "Easy Apply" or "Apply on company website" button that appears on each job posting.



Applicants who apply to jobs within the first three days of posting are **13% more** likely to get the job.



## Extra Credit: More LinkedIn Resources to Help You Land Your Next Job

### Free LinkedIn Resources

- ▶ Get answers on how to use LinkedIn at the [LinkedIn Help Center](#).
- ▶ View the latest job search and LinkedIn product tips by subscribing to the [LinkedIn Blog](#).
- ▶ Sign up for [LinkedIn ProFinder](#) to find and apply for freelance opportunities.

### Paid Premium Services

- ▶ Learn new professional skills on [LinkedIn Learning](#).
- ▶ Get estimated salary information, company insights, and extra InMail credits with [LinkedIn Premium Career](#).

## CONGRATULATIONS!

You have successfully searched and applied for jobs with your LinkedIn profile.