



Getting Recommended

LinkedIn allows your connections to recommend you, which brings more credibility to your profile. Reach out to your previous supervisors or colleagues to ask them to highlight your best attributes.

Go to your **LinkedIn Profile**, and in the **Recommendations** section, click on **“Ask to be recommended.”**

Get Recommended Script

Dear _____,

I am starting a new career search, so I am updating my LinkedIn profile page to have as much impact as possible. I have always respected you as a mentor and a professional, and your recommendation on my profile would be very meaningful. In particular, I am trying to highlight or prove that I _____ because as you’ll recall that resulted in _____

(key accomplishment)

_____.

(quantifiable profit, savings or productivity contribution for the company)

I hope that you will consider leaving me a short recommendation. It would mean a lot to me, and if there is ever anything I can do for you, please let me know.

Take It From Us

Control your image on social media:

- Delete anything that may be viewed in a negative light including profanity, photos of unprofessional activities, negative posts about your employers, or potentially contentious opinions.
- Lock down privacy settings.
- Temporarily unfriend/unfollow your “fun” friends to be sure what they post doesn’t reflect on you.
- Add posts or contribute to discussions that will highlight your thought leadership on topics related to your target job functions or target industries if appropriate for the type of work you are seeking.

Step 5: Being Found on Social Media

Getting Viewed

Did you know that people with a LinkedIn profile photo are viewed seven times more often than people who do not have a profile photo?

People form an immediate impression about us when they see our picture, so be sure to select a photo that communicates that you are trustworthy, experienced, successful, smart, and motivated.

Tips for Selecting a Great Photo

- ✓ First impressions are all about you - only show you in the photo.
- ✓ Make eye contact - face the front with both eyes visible.
- ✓ Just like a handshake - smile with sincerity and confidence; show your energy.



Good Examples



Improvable Examples



Avoid Common Mistakes

- ➔ Party pictures or sunglasses
- ➔ Cartoons and rendered pictures
- ➔ Pets, children and nature shots
- ➔ Obvious selfies or screenshots
- ➔ Full length photos
- ➔ Poorly cropped or lit
- ➔ Out of focus