



Best things you can do to make your LinkedIn profile stand out to recruiters

1. **Make sure you have a picture!** Your picture should be of you alone, dressed professionally, and looking friendly. Also, it's important that this picture be recent. It doesn't need to be a professional headshot!
2. **Let recruiters know that you are job searching:** on the home page, click "Jobs," then, under "Career Interests," there is a small section that says, "Let Recruiters Know You're Open." Click "Get Started," and then click the button to switch from Off to On. This will tell recruiters that you are looking for a job!
3. **Follow the companies that you are interested in.** If you are applying for a company, you should search the company on LinkedIn, select their company page, and click "Follow." This will move you to the top of that company's recruiter's results on LinkedIn.
4. **Add important keywords to your profile.** Make sure you have the information in your LinkedIn profile filled out and updated. Keep in mind that recruiters use LinkedIn as a database - they search by the keywords they need. Make sure your profile has the keywords that are relevant to the job(s) you're applying to!
5. **Make sure your location is accurate** - where you are in the US, not your previous location.
6. **Follow your university** to connect and network with other alumni, some of whom may live in the US!
7. **List the skills** that you want recruiters to know you have in the Skills & Endorsements section. These skills are searchable to recruiters, so they make it easier for recruiters to find you. Don't worry about others endorsing you for these skills - if they do, great, but if not, not a big deal.
8. **Create a profile** if you don't have one - 90% of recruiters use LinkedIn to verify and evaluate candidates, so it is a very valuable tool in the modern job search. If you'd like to watch a video about LinkedIn, you can find the [Upwardly Global LinkedIn training](#) at that link.