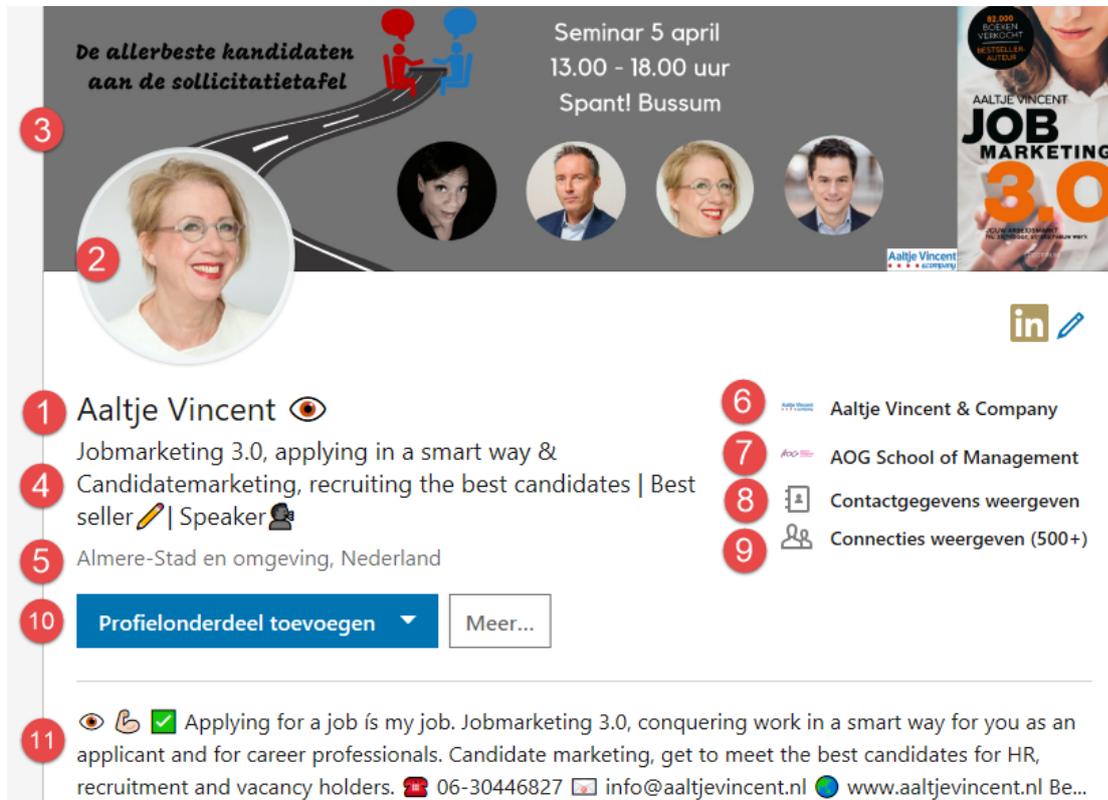


In 15 steps: the LinkedIn Profile Checklist for *applying* – February 2019



LinkedIn is essential for your work and of course to get invited for a job interview at the time you want. After all, you want to be found by agency and corporate recruiters, intermediaries, HR and through your network. You want them to view your profile! In this checklist for 'applying through your LinkedIn profile' I'll show you 15 steps.

1. Name

Use your names here that you daily use: so your first and last name.

2. Professional picture in suitable cloths

First, the eye is drawn to your LinkedIn profile picture. This picture is your first impression for your future employer and colleagues. This will partly decide whether your profile will be viewed or not. Make sure your profile picture is a professional one with a calm background, make eye contact with a smile and wear cloths you would wear during a job interview. With the bar under the picture you can zoom in on the face. Please do so and make eye contact.

3. Background

Choose a background picture that supports your skills or craftsmanship, one that involves and inspires.

4. Header

Use the header for your profiling. Which problem do you solve for an employer? Important: use all job titles under which your specific skills are known. For example: office manager, management assistant, personal assistant and board secretary.

Do you want your network to know that you are open to new work? Then you can indicate this here with the word: available. You'll enable them to help you with your next career step and – as known – indirectly meeting is the most successful way to new work. In this way, recruiters are also notified of your availability. If you only want recruiters to know about your visibility, you can indicate this on Your dashboard. Only recruiters with a paid LinkedIn Recruiter Seat (a product for optimal searching on LinkedIn) will notice this.

NB. The header shows automatically your current job title. Adjust this and use the header to stronger profile yourself. You can use 120 characters. Don't mention your telephone number or email address under your name in the header. This is not allowed according to LinkedIn's user agreement.

5. Residential area and line of business

Choose your area or place of residence. Check your colleagues for the line of business. What did they choose?

6. Your work experience

Current: an up-to-date **current job title** linked to the company profile of that employer on LinkedIn.

The description must consist of:

- Scannable rows – in order to read it in a few seconds
- Result driven – if possible, use numbers. **Numbers are magic!**
- Use search terms from your professional area

Use job titles that are frequently used and known in your field for your craftsmanship and skills. In this area you have lots of space for smart use of search terms! See also the 'Curriculum Vitae Checklist' on my website.

IMPORTANT: whether you have an employer or not, ALWAYS fill in a current job title, using a: a job title that also mentions 'Available' and b: as a company 'in between jobs' and c: a description as mentioned above with search terms. Why? **Recruiters will always search on current job title!**

If it matches with your profiling, use emoji, for example: 📞 06-30446827 . It makes your text easier to read.

MEDIA

Add image files or a url under *Media*. **Use this**, it makes your profile more attractive and deepening. After all, one image says more than 1,000 words.

Media

Voeg een link toe naar externe documenten, foto's, websites, video's en presentaties.

Uploaden

Link naar media

Pay attention! At first, your current job attracts more attention than your summary! See 11.

If you have several current jobs, you can click on the button with the four lines, **drag** and categorize them yourself.



Visible at the top:

If you have several current jobs, you can choose which job you want to be visible at first sight. What helps you to get invited for a job interview right away?

Current Position

Parttime Mobiliteitsadviseur at Enexis B.V.
Mobiliteitsadviseur at Human Capital Group Mobiliteit
Coaching 50+ Heren naar nieuw werk at Gewoon een Baan

Previous: two previous jobs (at least) linked to a company profile if possible.

7. Education

If possible, link your training courses to the training institutes on LinkedIn. Also add the specific name of your branch of studies. *Here you can also add a description.* Use this possibility and add search terms of your study and professional area.

Visible at the top:

You can choose which study is visible at the top. So choose between your higher professional education or a recent training for example. What helps you to get invited for a job interview right away?

Education

HBO Arbeidsmarktpolitiek en Personeelsbeleid
NTI NLP Practitioner
School voor Coaching

8. Contact and personal details

Mention your mobile number and email address.

Add 1 to 3 links of websites, like your last employer or (part-time) training course.

NB. Choose 'Other' instead of 'Company website', then you can name the site yourself.

Your public LinkedIn address has got a number as a standard. Remove this number. You can set up your own unique LinkedIn-url, like www.linkedin.com/in/aaltjevincent. You can also add this link in a button under your personal details in your cv or in your email signature. You can fill in other details of your own choice. Check branche information with your professional colleagues: which branche do they choose?

9. At least 50 connections

Make sure you create a top network within your professional area. Invite people with a personal text and mention what you have in common. Your profile is only complete if you have at least 50 connections. Work on it consistently and focus on your target list and the people who do the job that you would like to do and their recruiters. **And – mind you! – if people search on your skills on LinkedIn (see 6.) you'll end up high in the search results as first grade profiles (= complete profiles) of your connections are always at the top!**

10. Extra parts

Literally use every part that LinkedIn offers you. Especially on LinkedIn you can profile yourself in full glory ☺.

Add profile section ▼

11. Summary

At first limited to the first 300 characters, the rest is visible if you click on *See more*. Therefore, go straight to the point with your skills and contact details. Clarify immediately for what jobs you can be contacted.

In your summary you copy your CV's profile. This profile – in just a few lines – gives a visual description of the solution you are for the labour market. And again: mention the search terms that you want to be found upon.

12. Skills

Mention all your skills. **Recruiters search on skills!** Analyse five vacancies to collect as much skills as possible and check your colleagues as well: which skills do they use?

Tip: make a draft for a logic categorization and then fill it in on LinkedIn. You can mention 50 skills. Mention them all!

Endorsements will strengthen your profile, so allow them and endorse others.

13. Dutch and/or English

If you have a Dutch CV, a Dutch LinkedIn profile is sufficient. An (extra) profile in English is meaningful if you would like to work in an international or English organization, because then you will be found on those job titles and search terms in your profile. Of course, you can add any other language, like German, French, Spanish, etcetera.

14. Recommendations

Recruiters and your possible new colleagues like to read who recommended you and what for. Ask for a recommendation personally and discuss which aspect of your skills you would like to be highlighted. Make sure you have at least three recommendations (references) of (previous) colleagues, and/or (previous) managers, customers, etcetera.

15. Groups

Become a member of professional groups. And use 'Conversations' and 'Vacancies' intensively. For your profiling, you have to keep in mind that all group's logo's occur on your profile. Logo's of your professional groups are essential for a strong profile. I would recommend to hide logo's of 45/50+ and vacancy groups.



In my book *Jobmarketing 3.0* you read everything about how to use LinkedIn in a smart way as an integrated part of applying. This book is a bestseller and since publication in 2007 the best sold book on applying in the Netherlands. Every edition has been actualized by me. The most actual edition is the 30th, published in July 2018.

In the book 'Solliciteren via LinkedIn' you can read everything about LinkedIn and applying and online networking. A bestseller since it was published in 2009. Every edition has been actualized by Jacco Valkenburg and me. The most actual edition is the 16th, of February 2019.