Step 5: Being Found on Social Media

**WIFM Profile Summary**
The summary section of your LinkedIn profile is the first opportunity to get someone interested in you. You will use a version of your WIFM commercial to introduce yourself, but you will break it up into a format that has shorter paragraphs or bullets, which will be easier to skim.

**Insider Tip**

**Getting Found on LinkedIn**
You will appear in LinkedIn searches more often if you have more connections, and if you have keywords that employers are searching for in your profile. Employers are likely to search for job titles, skills, and industry names. So, connect to as many people as possible, and look for those keyword opportunities.

**Do Some Research**

**What Will an Employer Find if They Google or Facebook You?**
According to a CareerBuilder survey:

- **48%** of employers will use Google or sites such as Facebook to research candidates
- **27%** will monitor the candidate’s activity on Twitter
- **23%** will review the candidate’s posts or comments on rating sites
**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 ________________________________________

_________________________________________________________

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.

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**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.
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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.

Professional Photo Checklist

- Headshot and front-facing.
- Smile with personality.
- Well lit, clear, simple background.
- Dressed to impress.
- Make photo visible to everyone in your LinkedIn settings.
- Show your picture to others and get their opinion.

LinkedIn Photo Guidelines
Use a square photo, any size ranging from 200x200 pixels up to 4000x4000 pixels.

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