Step 5: **Being Found on Social Media**

W^{*}FM*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.

Linked in



Jane Smith Administrative Assistant at XYZ Company Glendale, California | Management Consulting Mt. San Jacinto Community College District

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Summary

I am an Administrative Assistant with 10 years of experience in the Energy and Retail industries.

WAYS I HELP MY EMPLOYERS ACHIEVE PRODUCTIVITY GOALS AND STREAMLINE

Education

- Supporting up to 6 executives and 10 team members
- · Coordinating domestic and international travel, printing confirmations and schedules and creating trip folders
- · Managing team and executive calendars in Outlook, scheduling meetings and arranging catering Drafting, editing, proofreading and finalizing up to 30 pieces of correspondence per week

KEY CONTRIBUTIONS WHILE WORKING AT XYZ COMPANY

 Off-set \$35K in annual labor expenses by taking on additional responsibilities Suggested and implemented expense reporting process improvements that saved hours in reconciling charges each month

· Collaborated on a cross-functional team responsible for global expansion.

One of the executives I supported at XYZ, Shannon Ellis, the Vice President of Accounting said of me "She is an absolute angel. Just wanted to let you know. She's caught me up on all expenses and helped organize the PMT meeting. She is suddenly invaluable."

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:

18%

of employers will use Google or sites such as Facebook to research candidates

will monitor the candidate's activity on Twitter

will review the candidate's posts or comments on rating sites



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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 _______

(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: Your Target Employers List

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

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



STEP 5

Good Examples



Improvable Examples







Avoid Common Mistakes

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