

## Overview of Profile Strength – Its Importance and How to Improve

- Click on **Me** (second from Right in the black banner), then click on **View Profile**; quick overview of:
    1. **Who's Viewed Your Profile**
      - # of profile views
      - Click on the # shown
      - View metrics on profile view (up or down since last week)
      - Statistics regarding who has viewed profile (center feed), jobs held by those viewing profile (left banner), and suggested activities to increase profile views (right banner)
    2. **Views of your post in the feed**
      - # of views
      - Click on # shown
      - View **Activity** in center feed – click on **Articles, Posts, and All activity** to see what you have created, posted, and shared
      - View **Interests** (left banner) – review sections on **Influencers, Companies, Schools, Groups**
    3. **New Feature! View my profile: Search Appearances**
      - # of views
      - Click on # shown
      - View **Weekly search stats, Where your searchers work, What your searchers do**
    4. **New Feature! Profile Settings: Job seeking**
      - **Sharing your profile when you click apply** – allows you to share your full profile with the job poster when you're taken off LinkedIn after clicking apply; it is recommended that you select Yes if actively job-seeking to increase the chances your application will be viewed
      - **Let recruiters know you're open to opportunities** – share that you're open and appear in recruiter searches matching your career interests
        - **Yes** – recommended if in-transition and actively job-seeking
        - **No** – recommended if currently employed with the desire not to raise any red flags at current employer; although steps are taken to protect your privacy, complete privacy cannot be guaranteed
    5. **Profile Strength** (note: goal = All-Star)
      - This feature can be difficult to access in the desktop version, but is readily available on the mobile version; open LinkedIn, click on profile photo in upper-right-hand corner, then:
        - Hover over meter below top card information to see what activities you have completed and what is needed
        - If you have completed the necessary activities, you will see **All-Star Profile** in this space; click on this to see your meter and completed activities
      - Importance / Benefits of a complete profile = more easily found by recruiters and those considering interviewing you; adds credibility to you as a professional as well as your portfolio documents (resume, cover letter, applications, etc.)
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## Identifying Potential Networking Contacts using Advanced Search

- From **Home**, click in the **Search** window (to the right of the LinkedIn logo in the blue header bar)
- Next, click on the **Magnifying Glass** at the far-right of the **Search** window
- By default, you will land on the search page under the category **Top** (header below **Search** window), which will provide the top search results in all categories in the listed. Filter options will always appear on the Right.
- Click on **People** (header below **Search** window)
- On the right side of the screen, find **Filter People by** and determine which filters to use (see explanations below).
- **Connections** – this section determines how broadly you search for people
  - Check boxes next to **1<sup>st</sup>**, **2<sup>nd</sup>**, and **3<sup>rd</sup>+**
  - Note: you can always uncheck boxes later if the search results are too large
- **Keywords** – best used to selectively search results based on job title (past and present), but can be overly restrictive as a search parameter
  - Use to search by a singular **Title** (job title/type); genericize job title/type if results are too narrow or you are not finding the appropriate potential networking contacts (e.g., replace Accounts Receivable Specialist with Accounts Receivable)
  - Use to search by a singular Company; if wanting to search for a specific job title/type at multiple companies, leave this field blank and refer to the **Current companies** and **Past companies** filters
  - Use to search by a singular **School**; if wanting to search for a specific job title/type at multiple schools, leave this field blank and refer to the **Schools** filter
- **Locations** – this filters your search results by the current location of others; best used to identify potential connections within a specific geography (job search, relocation, etc.)
  - Select your desired location (e.g., Greater New York City Area or Cleveland/Akron, Ohio Area)
  - If your desired location is not listed, click on **+Add** and type the name of your desired location school in the textbox until LinkedIn shows your selection, then choose that selection.
  - Note: LinkedIn may force you to select a narrower geography than anticipated; if so, repeat the second step as needed until your geography is accurately represented
- **Current companies** – filters search results to people who are currently employed at the company/companies of interest to you; best used to identify networking opportunities with employers on your target employer list
- **Past companies** – filters search results to people who were previously employed at the company/companies of interest to you; best used to further vet your target employer list (ex-employees can provide a lot of insight if asked correctly) or in conjunction with the **Current companies** filter if search results are not sufficient
- **Industries** – filters search results by past and current industries worked in by others; best used if you are looking to network within a specific industry
- **Schools** – this filters search results to people who attended a specific university; best used to identify potential connections from the same school you have attended or look to attend in the future
  - Select the university name of your alma mater or where you would like to attend (e.g., Kent State University)

- If your desired school is not shown, click on **+Add** and type the name of school in the textbox until LinkedIn shows your selection, then choose that selection
- Results will update each time you add/remove filter parameters with a checkbox; for filters set by typing in a textbox, clear or update the text and hit **Enter** to update results; take care that other desired filters do not inadvertently get removed during this process.