

- **Complete Profiles**
 - ◆ Having an incomplete profile is like making a bad first impression. It becomes difficult to determine whether you are the best match for the job. We want to see the whole picture!
- **Professional Pictures**
 - ◆ Your picture should represent the type of job that you are seeking. Try to steer clear from unprofessional pictures such as vacation photos, or ones with other people in them.
- **Connections**
 - ◆ Who you know matters! People with robust networks are more appealing than people with only a few connections. A good number would be 300+.
- **Consistent Profile with Resume**
 - ◆ Example: job titles, employers, time with employer, etc.
- **Shorten summaries/About Me**
 - ◆ List your achievements, honors, success stories. Also include buzzwords for your specific industry or job.
- **Let recruiters know you are open**
 - ◆ Turn on the Open to Work options to let recruiters know you are looking for work.
- **Active Profiles**
 - ◆ Read news feeds, share articles, comment – it shows a level of professional engagement.