

LinkedIn Checklist for Job Seekers

The basics >>>

01 Set up your unique URL

Your URL link can be used on your resume, email signature, and on other social media profiles. To do this go to Edit Public Profile in the top right hand corner of your profile page.



02 Use quality images

Add a cover photo that is professional, clear and facing the camera. This is your first impression. Add a background, ideally customised using a tool like Canva.



03 Headline



Use the 220 characters available to showcase your ideal role and what you are looking for. You can then expand on this in the About section of your profile.

04 Let recruiters know you're open to work



You can do this in two ways. Add an 'open to work' sticker located under your profile picture. Also go to Settings > Data Privacy and update your job seeking preferences.

Stepping it up >>>

Add to the featured section 06



The featured section of your profile allows you to showcase articles, posts, or external links to articles or videos in which you have been featured in or have contributed to.

05 Update your experience and education

Ensure these sections match your resume and detail your skills, responsibilities and achievements.



Ask for recommendations 07

Having recent recommendations is important for hiring managers. Request a recommendation from past employers, clients or associates in order to build assurance.



Interactions 08



Thoughtful comments are one of the best ways to build relationships, visibility and get to know others on LinkedIn. Aim to spend 10 mins each day and interact with relevant content.

Create content 09



A great way to help you build your expertise and connections. Content that is helpful, asks questions and shows a demonstration of learning builds trust and connection.

Research People and Companies 10

Do your research when applying for roles and throughout the hiring process. Look up their profiles, posts and recommendations of people you are meeting.

