

Skills and Recommendations

- ★ Skills help showcase your expertise and talents.
- ★ Pick skills based off keywords in your resume.
- ★ LinkedIn lets you list up to 50 skills.
- ★ Recommendations give an employer insights into you as an employee.
- ★ When asking others to give you a recommendation, suggest topics they could write about.

Researching Companies

- ★ Always research a company before applying for a position.
- ★ Companies provide updates about themselves on LinkedIn.
- ★ LinkedIn shows who in your network works at that company.
- ★ The company insights tab gives you an inside scoop on recent changes to the company.

Embedded Apps

- ★ LinkedIn allows users to embed links to their work directly into the user's LinkedIn profile.
- ★ You can add presentations, items from your portfolio, photos, videos and more.
- ★ Items can be embedded in the following profile sections: summary, work experience and education.

Mobile Apps

- ★ LinkedIn's mobile app can be used on smartphones and iPads.
- ★ The app lets you make connections, update your profile, respond to messages and more.
- ★ Cardmunch is another app that helps you make connections through photographing business cards. The app then converts the card's information into a contact in your phone and displays how you are connected to that person.

Groups

- ★ A great way to make new connections with up to 50 groups that you can join.
- ★ A chance to discuss new and upcoming topics in your field.
- ★ A place to learn and ask questions.
- ★ A great way to extend your personal brand.

Advanced Searches

- ★ Search for jobs with specific keywords, location, job title, experience level, industry and date posted.
- ★ Save these searches and come back to them later.
- ★ Look up HR managers/recruiters in your area by using the advanced people search tool.