

University of Miami Alumni Career Services

How to Attract Recruiters to Your LinkedIn Profile

Do you know that more than **70% of employers look up applicants online** through social and professional platforms such as LinkedIn? Without having to leave their desks, recruiters have access to millions of candidate profiles through LinkedIn.

Here are five tips to help attract recruiters to your LinkedIn profile

1. Make Sure your Profile is Current, Complete, and Concise

Current: Creating a profile on LinkedIn is the first step in the right direction, but you also need to make yourself current. This means regularly posting updates regarding your career, sharing links to interesting articles you've read, commenting and engaging with others, or publishing articles through LinkedIn.

Complete: Having an incomplete LinkedIn profile, has the chances of hurting you more than it might help you. Just as you wouldn't submit an unfinished resume, your LinkedIn profile shouldn't be left incomplete either.

Concise: You will easily lose a recruiter's attention on a lengthy profile page, the same way you would lose it in a 5-page resume. Remain concise by focusing on industry requirements and outlining your top accomplishments.

2. Include Keywords

Recruiters can search for profiles that contain keywords and phrases. The Summary, Experience, and Skills & Endorsements sections in LinkedIn are great places to include in-demand keywords into your profile.

Not sure what keywords to include? **Job postings make great cheat sheets!**

- Find job postings similar to your current position or a desired position
- Use the responsibilities and requirements sections to pinpoint keywords and skills
- Compare the list of keywords and skills with your profile and incorporate where appropriate

3. Have a Professional Profile Photo

Visibility: Many people opt out of the LinkedIn Profile Photo either because they don't have a professional photo to upload, or because they don't want people to know what they look like.

However, LinkedIn profiles with photos are:

- **21** times more likely to be viewed
- **9** times more likely to receive a connection request
- **36** times more likely to receive a message



4. Actively Network Often

Connections: Building up your network of connections is one of the most important tools on LinkedIn. Under My Network, LinkedIn can find contacts using your email or through similar experiences or education. Another option is to use the [LinkedIn Alumni Tool](#) to find UM alumni in your field or desired industry.

Participate in Groups: Another great way to meet professionals on LinkedIn is by joining groups. There are a multitude of groups on LinkedIn for every field, profession, and industry. To start you can join the official [University of Miami Alumni Association LinkedIn group](#).

Although many people join groups, the stand-alone difference is those that actively participate. By actively participating in groups, you can easily build new relationships which will lead to networking, opportunities, and exposure.

Recruiters: By conducting a people search in LinkedIn, you will be able to find recruiters within your targeted industry and field and invite them to connect.

It is completely acceptable to reach out to recruiters and request to connect. Don't be shy or worry about the fact that they may be notified that you viewed their profile – the reason you are on LinkedIn is to be noticed and expand your network.

5. Make your Summary a Value Statement

Introduction: Focus on these three concise thoughts when summarizing your experience

Who you are as a professional

Your area of expertise

The value you add to an organization

