

THE NETWORKING TIGER

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- iii. Throughout this guide there will be external links that will lead you onto the internet to useful sites that can provide further guidance.

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INTRODUCTION

1. [LinkedIn](#) is the best online professional networking location to showcase your career successes, rewards, and goals so recruiters, head hunters, business contacts can get to know more about your professional knowledge, expertise and experiences. People interested in you for employment purposes will go there to understand what you've accomplished, where you've worked, and what your potential is for their business.
2. For this reason, it's essential that your profile is as good as it can be in order to attract employment offers.
3. This guide is intended to help you create and optimise your LinkedIn profile.

START WITH THE BASICS

4. Ensure that the email address you provide is one that will follow you no matter where you go and is one that you often check; this is vital to ensure receipt of connection requests, messages and more. Basic demographic information, such as location, is self-explanatory. Be sure to add a phone number—the more ways a connection or potential employer has to get in touch, the better! It's also possible to begin adding contacts by allowing LinkedIn to access your email contact list¹.
5. For demographic information, LinkedIn will ask about current employment status. If you are a Service Leaver and unemployed consider using phrases like "*Veteran - currently looking for employment opportunities*" or "*Veteran - seeking challenging new projects.*" This will indicate to the reader a sense of forward thinking and optimism for the future.

CHOOSE ACCOUNT TYPE

6. There is a choice between the Basic LinkedIn experience, which is free, or the Premium account, which provides a great many more features but comes at a cost. Other options are, Professional, Jobseeker and more. Each has a different price point and offers different benefits. Think about your intended use of LinkedIn when choosing the account type that's best for your situation; remember that each offers a one-month free trial, so it's possible to cancel if it turns out the first choice wasn't the best for you.

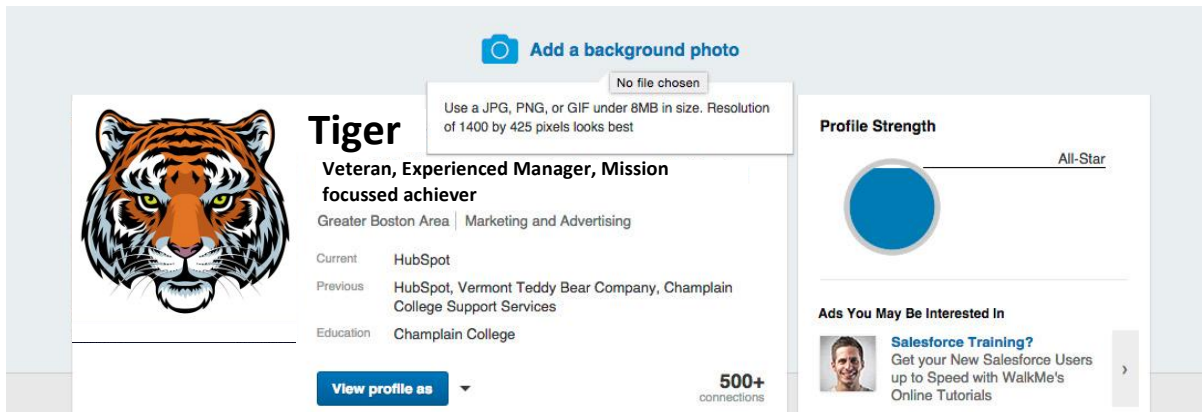
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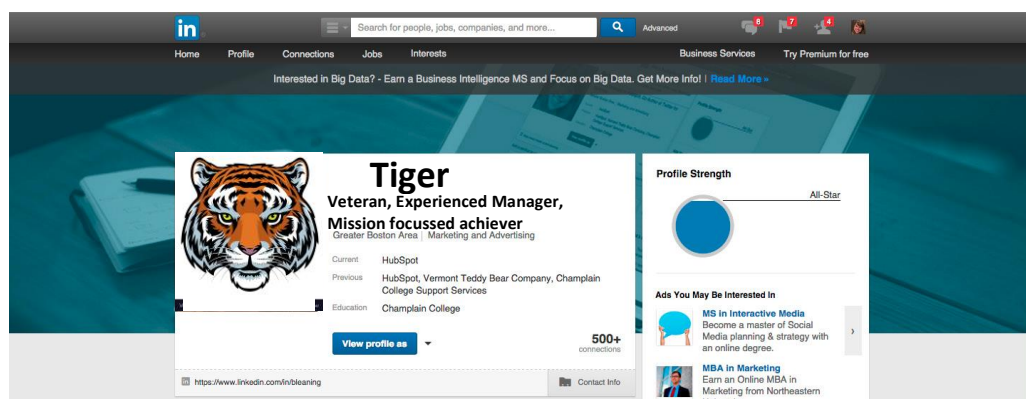
¹ Tiger Tip – Your Network is everything to you, be contactable.

ADD A PHOTO

7. Remember LinkedIn is all about being professional. Add a professional headshot or one that simply looks that way, sometimes even a photograph taken with a smartphone is professional enough to use. However, there is reason to look toward professional headshots first; [those with a photo taken by a pro get 14 times more views](#).
8. Use a photo that is at least 200x200 pixels; anything less and it will appear distorted and blurry. [A high-quality photo on a profile will get 21 times more profile views and up to 36 times more messages](#).



9. Give your LinkedIn profile a little bit more personality by adding a background photo. Remember LinkedIn is a professional social network, so choose your photo accordingly.
10. To add a background photo to your profile, click Profile >> Edit Profile in LinkedIn's top navigation, then click Add a background photo at the top of your page (or modify an existing background photo by hovering over it and clicking Edit Background).
11. LinkedIn specifies that your photo must be a JPG, PNG, or GIF file under 8MB in size and should have a resolution of 1400 x 425 pixels for the best look.



EXPERIENCE

12. This is a very important section in your profile; ensure that the experience listed reflects your capability in its entirety. It is possible to import a CV² (LinkedIn, being American, call it a “Résumé”), or you can choose to add each position manually. Most LinkedIn users import a CV and then adjust each position to add more content, optimize with keywords and make it all more readable than the typical dry, 2-page CV might be. Always list the employment experiences chronologically starting with the most current.

SKILLS

13. List a minimum of five skills; it is possible to add up to 50 skills. [LinkedIn profiles with five skills or more listed are contacted 33 times more often by recruiters and other LinkedIn members, and receive 17 times more profile views.](#) List your skills in the order of proficiency and expertise; those are the skills that will connect you as a jobseeker with recruiters and other connections. Your skills are your Unique Selling Point (USP) it is important that they are highlighted and include [Keywords](#).

EDUCATION

14. Include all the schools and other learning institutions that you have attended; this will allow for easier connections with old classmates and useful groups. As a Veteran, include any education that wasn't necessarily through a university, college, or school such as courses, military education or a certification earned related to your field. Always list military courses with their civilian equivalent, if one exists.

SUMMARIZE IT ALL

15. Writing a summary is never easy. the following points will help when writing the best possible summary to get the most attention:

16. Don't be afraid to show personality³! [40 percent of recruiters will love a peek into your attitude.](#)

- Make sure it's at least 40 words long; this makes it more likely to show up in searches by recruiters;
- Refer to specialties into the summary, as those keywords will show up in searches.
- Talk about experience but talk about your goals as well.

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² Tiger Tip – Write your CV first, and then expand it in LinkedIn with more detail.



³ Tiger Tip – Beware of how you deploy your Forces sense of humour, many will not get it!

THE HEADLINE

17. The headline will be the title next to your name on the first page of your LinkedIn profile, and will be picked up as a result by some search engines. A great first impression can be made with a good headline; the trick is to say a lot with a few words. It needs to be punchy and interesting so that those searching will want to click and find out more about you. Where ever possible use keywords⁴ relating to the job and industry you seek.

ADD ADDITIONAL INFORMATION

18. It is possible and recommended that you add your interests onto your LinkedIn profile. Those interests can be noticed by a recruiter. List hobbies that can sometimes translate into skills that are excellent in a working environment; for example, a hobby of building model planes translates into intense attention to detail, or an obsession with woodworking translates into taking the time to get a job done right the first time. Show team sports to illustrate that you are a team player...

CHECK AND EDIT, CHECK AND EDIT, CHECK AND EDIT

19. Your profile is never complete as you will continually add and improve it over time, However, go back and double-check everything. Make sure the dates of employment and education are correct. Look for grammar mistakes and typos, these are negative—a glaring typo will pull attention away from the message of your profile. Use professional language at all times. At the “view profile as” function, toggle between “public view” and “personal connections” to see what appears for each segment.

20. It is very worthwhile making use of an online checker, such as [Grammarly](#), to review anything you might have missed.

SECOND EYES

21. Do not trust yourself, it is easy to become screen blind very quickly and ignore mistakes. Ask a friend to review your profile to make sure it will appeal and include all pertinent information.⁵

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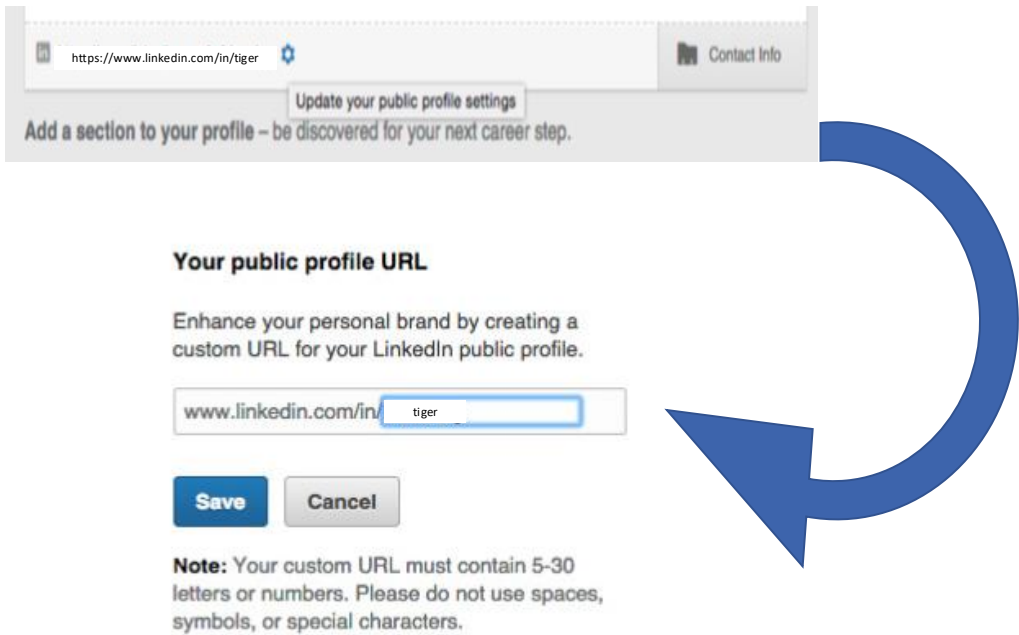
⁴ Tiger Tip – read the paragraphs in this guide about Keywords.




⁵ Tiger Tip - Contact me if you need help at: harrisconsultingintl@gmail.com and I will assist you at no cost.

A PERSONALIZED URL

22. A LinkedIn URL makes it easier for others to find you⁶. If you have a common name (Smith, Jones, Tommy Atkins etc) you might discover that a particular URL is already in use by somebody else; however, adding a location or numbers behind the name can be a good alternative. To do this, click on “Edit public profile & URL”, this will show you how you look to people who are not signed in, and find you through search engines. Next click on “edit your URL” and follow the instructions to create a URL that suits your needs. The personalized URL must be between five and 30 characters.
23. Make your personal profile look professional and easy to find and share by customising your LinkedIn public profile URL. Instead of a URL with a million confusing numbers at the end, it will look nice and clean like this: <https://www.linkedin.com/in/tiger> . Customise your URL by going here and modifying your public profile URL on the right-hand side.



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⁶  Tiger Tip – You are your brand, market yourself well and you will get results.

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START MAKING CONNECTIONS

24. LinkedIn is all about professional connections, as a new user you should connect to anyone that you know and anyone with whom you have a professional connection. This includes officers, NCO's and other members of the regiment, recruiters, you close friends, friends of the family, people in your industry—basically anyone⁷.

[Learn more about using LinkedIn for professional development and networking](#)

KEEP YOUR PROFILE UPDATED

25. It is recommended that you access LinkedIn on a daily basis if you are not in front of your PC there is always an [App for Android or IOS phones](#), this will keep you up to date. Check out messages (an app will tell you if you receive a message or notification instantly), always respond to requests for recommendations, make endorsements, comment on articles, send a congratulatory note or update your profile.

POST CONTENT

26. Post content but be careful on the subjects that you choose to post about, you could attract criticism so only post what you are prepared to defend. Stay away from politics and religion and concentrate only on subjects that have a professional resonance, you are either expert in, or are related to your industry. Content can be things pertinent to your field, interesting articles, fun statistics or compelling new innovations.

SEARCH ENGINE OPTIMIZATION

27. All web content is driven by Search Engine Optimization (SEO). SEO is difficult to understand, what really matters to a good LinkedIn profile is one aspect of SEO: keywords.

WHAT ARE KEYWORDS?

28. Keywords⁸ are certain terms that are of great significance within a certain context. For example, someone who has an IT qualification might optimize their profile by using keywords that focus on computers, such as "programming" or "software" or "coding." A Veteran with a Medic background might focus on "medical" or "healthcare" or "patient care."

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⁷ Tiger Tip – Reach out, take a look at your friend's profiles and their connections they are a good starting point.



⁸ Tiger Tip – "Veteran" is a good Keyword.

WHAT CAN KEYWORDS DO?

29. Keywords will make a profile rank higher in searches. That is important, many recruiters look for specific keywords when searching for suitable candidates. They often rely on Applicant Tracking Systems (ATS) software, which rely heavily on keywords specific to an industry. The ATS will look at the skills and experience listed in a person's profile; those with the appropriate keywords will rank higher on the recruiter's list.

30. The ATS systems work by scanning a profile for contextual keywords and key phrases, scoring each for relevance, then forwarding only the most qualified profile's onward for human review. They are the culvert bomb on the route to applying for a job.

31. It is not possible to know the criteria a recruiter is using to screen candidates. However, it is possible for Tigers to outflank the ATS computer to understand the skills that can set your application apart from others and increase the chances of getting past the ATS.

32. Using the right keywords in profile is vital. Research the target industry to find words that are used to describe its values and business.

33. Include the word "Veteran" somewhere in your profile; this is a keyword of increased importance to employers.

CORRECT KEYWORDS

34. Think of the lingo used in the Army; it is the same for any profession; there is always jargon or vernacular, be sure to apply language and terminology that fits your target industry. An ATS looks for key phrases and contextual information related to your qualifications. To make sure the software recognises that you are a good candidate, use these tips to keyword optimise your CV successfully:

- Include phrases and skills written in job descriptions on your profile. It is highly likely that it will be the same keywords and phrases that the recruiter has programmed the ATS to pick up.
- Establish which keywords on which to focus. Input the job descriptions and the most frequently used words, and make sure that they are spread throughout your profile.
- Use both the acronym and the spelt-out form of any given title, certification, or organisation, so your profile is correct regardless of which format the ATS is seeking. For example Project Manager (PM).

35. Be careful not to cram as many keywords as possible into a profile. In the past, it was thought that an ATS system could be exploited by overstuffing profiles with keywords, to rank it higher. ATS software is sophisticated and will recognise keyword stuffing; if your profile is eventually read by a recruiter, they will not be impressed by an overdressed and nonsensical profile.

36. When applying for a job online using your LinkedIn profile as a CV, the recruiter will use keywords to down select profiles. It is imperative that you choose the right industry-specific keywords, or your profile will not make it past the ATS computer.

37. Industry-specific jargon is very useful for a LinkedIn profile, as these can be filters that can be applied to a computer search.

HOW SHOULD I USE KEYWORDS?

38. Keywords should be used judiciously throughout the profile, it is a case where a little goes a long way. Carefully placed keywords at the beginning, middle and end of a profile are great. Try not to use exact keywords more than three or four times. It's also important to use similar keywords in addition to the exact keyword. For instance, if a good exact keyword is "Leadership" related keywords might include "Management" or "Team Leader" or simply "Leader."

WHAT ARE THE BEST KEYWORDS?

39. That depends on the profession. Certain keywords that will be sought after by most recruiters; for example, Civil Engineers might expect to include keywords like AutoCAD, and Project Manager. Accountants can expect to use keywords like Accounting, QuickBooks, Financial Services, etc.


40. The key to great keywords is to figure out what recruiters are noticing. Do a job search for a certain keyword, such as "Principal." Then do a keyword on "Education Administrator" or "Secondary School Administrator." Each will yield different results. These keywords essentially mean the same thing; stating the position in unique ways.

41. The best keywords will be those that not only match up with what recruiters are looking for, but that also match your skill set. Look at each potential keyword—such as "Instructor"—and figure out how to weave similar keywords into the summary and experience, such as "Mentor" "provided training advice" or "Training expert."

42. You can also optimise your profile to get found by people searching LinkedIn. Add keywords to various sections of your profile such as your headline or in your summary.⁹



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⁹  Tiger Tip – Apply your new-found knowledge of Keywords to your profile headline.

MAKING A MEMORABLE LINKEDIN PROFILE

43. With so many people on LinkedIn, all trying to get noticed for career advancement, job prospects, building connections and more, how can a person stand out from the crowd? Here are a few tips:

- **MAKING YOUR PROFILE STAND OUT**

By following all these tips, you've already got a great profile. Now add that little something extra to push it over the top. Here are a few ways to do so.

- **ADD A VIDEO TO YOUR PROFILE**

Create a video that showcases who you are and what you do, then upload it to a sharing site¹⁰ and post the URL to LinkedIn. Make note that it's a place where connections can learn more about you and encourage them to click!


- **ADD PUBLICATIONS**


Written anything good lately? Professional writings, especially those that wind up in journals dedicated to your field or those that make it into high profile publications should be showcased on LinkedIn. There's even a section for exactly that.¹¹

- **CREATE A PORTFOLIO**

If you have a broad body of work that doesn't easily lend itself to explanation—such as a portfolio for an artist, songwriter or anyone else in the creative side of things—a link to a professional portfolio can allow connections to learn more about what you do.

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¹⁰  Tiger Tip – Video can be saved to YouTube.

¹¹  Tiger Tip - Choose your subjects carefully, write about what you know about, or share articles from news sources.

AVOIDING COMMON LINKEDIN MISTAKES¹²

44. It's important to know what to do to make the profile stand out, but it's equally important to know what NOT to do. Here are some common pitfalls to avoid:

- **TREATING LINKEDIN LIKE OTHER SOCIAL MEDIA**

LinkedIn is for professionals—period. Blasting out a million connection requests to people you don't know, joining a group and immediately asking for help, trolling on posts like this is Facebook or Twitter—these are all the hallmarks of someone who doesn't know or want to know how to use LinkedIn for professional development.

There is a low tolerance for nonsense on LinkedIn. No one is there to waste time.

- **SKIPPING THE PERSONALIZATION**

LinkedIn is all about networking, and that requires a bit of a personal connection—so never skip an opportunity to personalize a connection request or message. Sending out a request without a touch of personality can easily tarnish a good reputation.

- **NOT SPENDING ENOUGH TIME ON THE SITE**


Getting the most out of LinkedIn is a process. If you think that you can join and it will magically change your life or your prospects, you are likely mistaken. It is part of your professional development and, just like anything, will take some work to get something out of it.

The more you use it, the more useful it becomes to you.

- **NOT FOLLOWING UP**

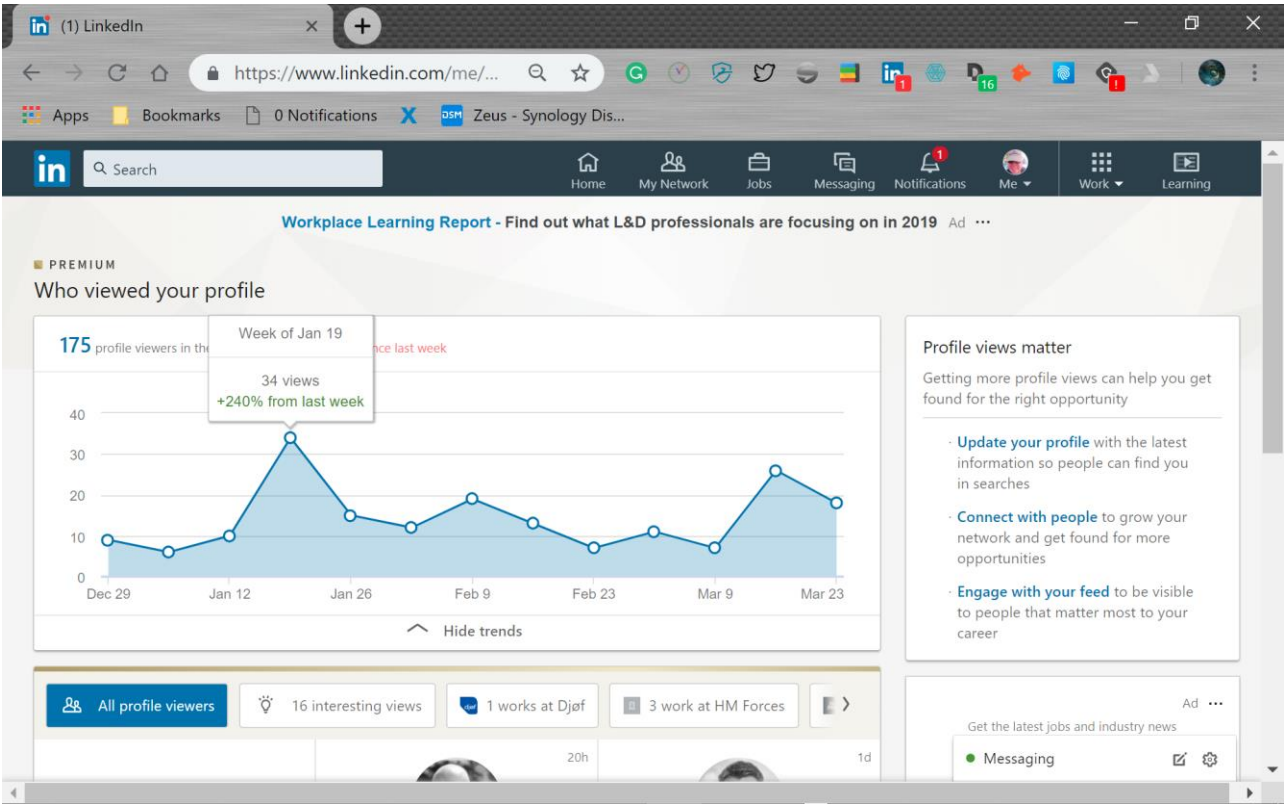
When you are provided with an introduction, that helps you get a job interview, answers your request for advice or otherwise takes an interest in how things are going for you, always write back and let them know how things turned out. Thank them for opening the door, let them know how their advice helped you, or simply tell them you appreciate the time they took to make introductions on your behalf.

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¹²  Tiger Tip – Do not go negative, it is fatal!

WHAT DOES SUCCESS LOOK LIKE ON LINKEDIN?

45. A profile is successful when the views start piling up¹³, the introductions roll in, comments increase on whatever you post, and recruiters are getting in touch to ask what they can do for you. Success might look like a great promotion, sometimes it is more subtle, such as connecting with a colleague who then introduces you to a great source of mentoring or getting in touch with an old school mate who is now ready and willing to help you. Professional development is a constant dance that keeps you moving forward.

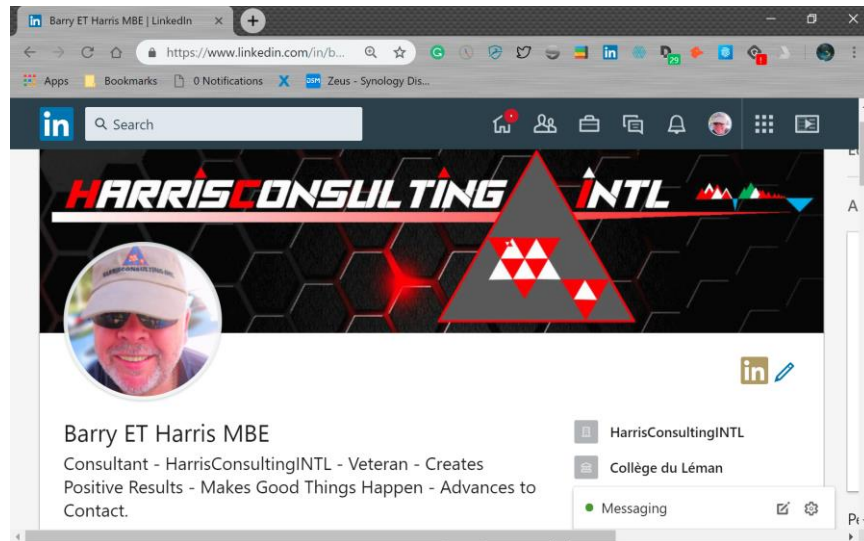


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¹³  Tiger Tip – Profile views matter!

TOP 10 TIPS

TIP 1 – SELL YOURSELF, YOUR HEADLINE SHOULD BE CATCHY.



TIP 2 – ADD THE INDUSTRY THAT YOU WORK IN OR WANT TO WORK IN TO YOUR PROFILE.

TIP 3 – PUBLISHING POSTS AND COMMENTING ON POSTS IS A GREAT WAY TO BE NOTICED.

TIP 4 – BE SURE TO INCLUDE KEYWORDS IN YOU SUMMARY SO THAT YOU ARE FOUND IN SEARCHES.

TIP 5 – INCLUDE IMAGES IN YOUR PROFILE. A PICTURE PAINTS A THOUSAND WORDS.

TIP 6 – BE PRECISE, USE AS MUCH DETAIL AS POSSIBLE, THIS IS NOT A CV LIMITED TO JUST TWO PAGES.

TIP 7 – REORDER THE SKILLS LIST AND PLACE THE MOST IMPORTANT ONES AT THE TOP.

TIP 8 – JOIN RELEVANT GROUPS, THESE WILL BE VISIBLE ON YOUR PROFILE.

TIP 9 – VOLUNTEERING IS JUST AS IMPORTANT AS WORK EXPERIENCE.

TIP 10 – BE SPECIFIC ABOUT YOUR EDUCATION, IT WILL GET NOTICED.

LINKEDIN'S FACTS OF LIFE


- Adding a photo makes your profile **14x** more likely to be viewed than a profile without a picture.




- A summary of **40x** words or more is more likely to turn up in a search run by an employer or recruiter.
- LinkedIn profiles that list skills received **13x** more profile views.
- Adding an industry could get **15x** more profile views.
- Your LinkedIn profile is **5x** more likely to be viewed if you join and are active in groups.
- LinkedIn profiles that list an education receive **10x** more views than those profiles that do not.
- **42%** of recruiters and hiring managers and recruiters surveyed by LinkedIn regard volunteer work as equivalent to formal work experience.

FIERCE PRIDE¹⁵

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¹⁴  Tiger Tip – Wear the regimental tie and your Veterans badge, it will help!

¹⁵  Tiger Tip – if you add those numbers up you get **149**, which is the **35th** prime number, The Periyar Tiger Reserve, in India, currently hosts **35 tigers**, according to the new Tiger census. Who'd ave thunk it!

PERSONAL SECURITY ON LINKEDIN

46. Facebook is a place to have some fun, Twitter is a little more serious, LinkedIn is for professional networking and is very serious. Like all Social Media sites, there are privacy and security issues. You reveal a lot about yourself on your LinkedIn profile; it is a digital CV where you showcase your experience and expertise, share information such as where you have worked, where you have gone to school, and what projects you have worked on throughout your career. The problem is that some of the information in your LinkedIn profile might be dangerous in the wrong hands.

47. Social Media is a great place to target individuals. Make your LinkedIn experience a safe one, still advertising yourself to recruiters and potential employers.

CHANGE YOUR LINKEDIN PASSWORD REGULARLY

48. LinkedIn has been affected by security breaches in the past. To be safe, you should change your LinkedIn password regularly. If you have not logged in to LinkedIn in a while, the site will force you to change your password the next time you log in. There are some excellent password managers available online, I recommend and use [Dashlane](#).

TO CHANGE YOUR LINKEDIN PASSWORD:

- Click on your image in the top-right corner of the LinkedIn site after you've logged in.
- Choose **Settings & Privacy**.
- Click **Change Password**.
- Type your current password into the field provided.
- Type a new password into the two fields provided.
- Click **Save**.

LIMIT THE CONTACT INFORMATION YOU SHARE IN YOUR PROFILE

49. Business relationships are less personal than those you have on Facebook. You may be more open to letting people into your business network than you would your Facebook network because you want to meet new business contacts. What if one of your new contacts turns out to be a creepy stalker, confidence trickster, or much worse?

50. Go to your LinkedIn Profile and remove some of your personal contact information such as your phone numbers and your home address.

51. To remove your contact info from your LinkedIn public profile:

- Click on your image in the upper right corner of LinkedIn.
- Select **View Profile** from the menu.
- Scroll through the information and remove your phone number, address, or other contact information.

TURN ON LINKEDIN'S SECURE BROWSING MODE

52. LinkedIn offers secure browsing via HTTPS it is a must-use feature, especially if you use LinkedIn from public Wi-Fi hotspots where eavesdropping hackers troll with packet-sniffing hacking tools. To enable LinkedIn's secure browsing mode:

- Click on your image in the top right corner of the LinkedIn site.
- Click the **Settings** link from the drop-down menu.
- Click the **Account** tab.
- Click **Manage Security Settings**¹⁶ put a check in the box that says **When possible, use a secure connection (HTTPS) to browse LinkedIn** in the pop-up box.
- Click **Save Changes**.

LIMIT INFORMATION IN YOUR PUBLIC PROFILE

53. Even if you do not have contact information on your public profile, there is a lot of other potentially sensitive information that hackers and internet trolls can glean from it.

54. Listing where you have worked could help hackers with social engineering attacks against those companies. Listing what you are currently doing could give someone information about your current location.

- Click on your profile image.
- Click **View Profile** in the drop-down menu.
- Choose the **Edit Public Profile & URL** link at the top of the right panel.
- Click **Edit Content**.
- Make any edits to your profile that may affect your privacy.
- Click **Save**.


REVIEW YOUR PRIVACY CONTROL SETTINGS


55. Limit who sees your activity or know that you have viewed their profile, turn on the anonymous profile viewing mode. In **Settings & Privacy > Privacy > Profile viewing options**.

SECURITY CLEARANCES

56. Be careful¹⁷ about revealing any security clearances you have or joining groups for security cleared personnel. This can expose you to manipulation by hostile state players.

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¹⁶  Tiger Tip - If Manage Security Settings is not visible, then HTTPS has already been selected.

¹⁷  Tiger Tip – Stay Safe!