

Social Media Training

LinkedIn



LinkedIn is the top digital networking platform. With its capacity for network building and as a resource for recruiters looking at potential hires, it helps to have some tips & tricks to get the most out of it.

1

UPDATE YOUR INFORMATION & STAY CURRENT

The most important parts of your profile are your headline and summary. Make sure they stand out and are creative and concise. Also, regularly update other sections to stay current.

2

BE ACTIVE AND ENGAGE

If you are trying to grow your network or want to increase your presence, try making meaningful comments on other people's posts. You can also share interesting articles or updates on your own profile.

3

MAKE CONNECTIONS

LinkedIn is all about growing your network and building an online community. When connecting with people, make it personal by adding a note to remind them how you know each other or why you want to connect.

4

BE RESPECTFUL

Always be safe, respectful, and responsible. As with every social media platform, what you say online is there forever. If you wouldn't say it to someone in person, don't say it online.

MORE

NOTES:

MORE RESOURCES:

To learn more about setting up your LinkedIn profile and some additional tips, type this link into your browser for more resources: goo.gl/WR6wZU

Search for our company page and LinkedIn group: Mohawk College Enterprise