

TIPS AND TRICKS IN CREATING A

# LINKEDIN

IDENTIFYING THE MOST HELPFUL TIPS FOR YOUR  
LINKEDIN PROFILE AND RESUME

**TIP # 1  
BE SOCIAL/DO  
YOUR RESEARCH**

Follow and interact with organizations you're interested in, learn more about them, and use that information during an interview.

**TIP # 2  
SHOW YOUR  
CREATIVITY**

Share links to your portfolios, websites, or projects to show off your skills!

**TIP # 3  
CHECK-IN ON YOUR  
BRAND**

Google yourself. Make sure your online image is exactly what you want employers to see.

**TIP # 4  
JOIN GROUPS**

Join LinkedIn groups to stay up to date, gain access to new job postings, and meet new people with similar career goals.

**TIP # 5  
FIND CONTACTS**

Network in a meaningful way. Add people who could help you with your career goals. Don't just add people at random.

**TIP # 6  
BE DETAIL-  
ORIENTED**

Make sure your profile and resume are grammatically correct and have no spelling errors.



**NEED HELP?**

Contact the Office of Polar Careers

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