

## Make your LinkedIn profile work for you



Many recruiters are now using social networking technology to hunt for potential candidates.

LinkedIn® is a popular professional networking website that has a network of 8 million professionals spread across the world. With the world's workforce going global,

employers would be looking for top talent from every inch of the globe.

And even if you are not a job seeker, it is important to maintain a professional online profile while networking with potential and existing clients and co-workers.

Here are 8 quick tips to putting your best foot forward on LinkedIn®:

1. *Use the name you are professionally known as.* Also pick a professional profile name or your full name – this will appear in your public profile URL. People will find it hard to take you seriously if you have *sexymama69* as a profile name.
2. *Use a professional photo.* Like a resume, it is not recommended to use a photo of yourself chugging beer in a club. A quick photo in the office restroom is a big no-no as well.
3. *Include an effective professional headline.* Write a short professional bio summing up not only what you do, but is also attractive to potential employers.
4. *Include details of your current and previous positions.* Highlight the activities that represent what you do or want to do. It gives people and recruiters an idea what you do and what your abilities are.
5. *Make changes to your profile after every job change or promotion.* Not only would make it easier for others to find you, it would also make recruiters take note.
6. *Request recommendations.* Ask the right people to write you recommendations. If you are a business owner hoping to expand your customer base, this would be very helpful.
7. *Write recommendations.* Writing recommendations can lead to receiving recommendations.
8. *Add applications to enhance your profile.* Add suitable links to your profile, such as your career blog or Twitter.

*This article is contributed by Mr Josh Goh, Assistant Director, Corporate Services, GSI Executive Search.*