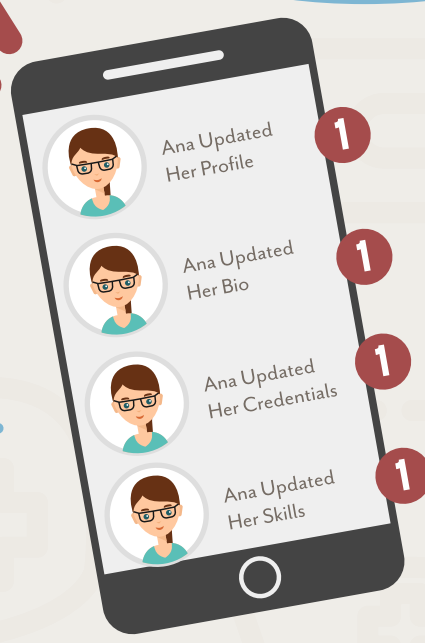


# 8 LINKEDIN PROFILE HACKS - for nurses -

## 1. AN ALERT ON ALERTS

Avoid spamming your network with profile change alerts by turning off notifications while creating or editing your profile.

**Go to:** Me > Settings & Privacy > Privacy > Sharing profile edits



## 2. ABOUT FACE

# 80%

OF THE PHOTO SHOULD BE YOUR (FRIENDLY) FACE.

Increase your profile views with a recent, professional-looking photo.

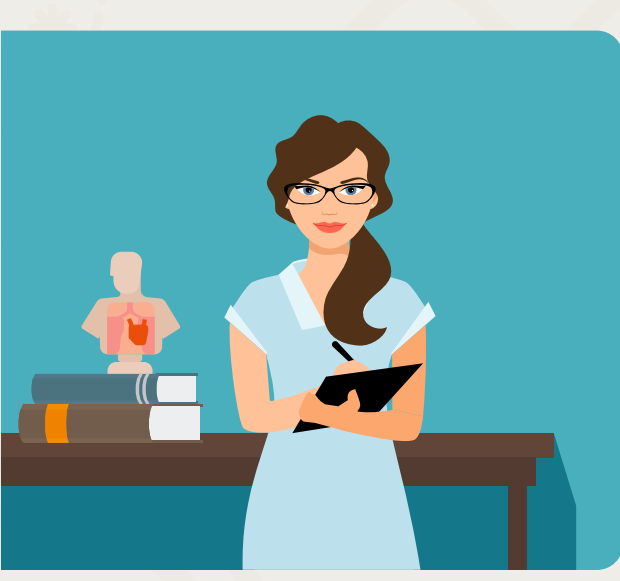


**Go to:** Me > View profile > Camera icon

## 3. IN THE BACKGROUND

Whether you use a stock image or create your own, select something that projects professionalism. No vacation photos, please!

**Go to:** Me > View profile > Update background photo > Upload photo



## 4. SHOW YOUR CRED

Include your credentials after your last name in the intro section.

**Go to:** Me > View profile > Pencil icon > Last Name field

## 5. GET AHEAD

Work around the network default by using the headline feature for more than your job title. Show your specialty, standout skills, and/or career focus, and include keywords.

**Go to:** Me > View profile > Pencil icon > Headline field

- BSN
- RN
- Clinical
- Records
- License
- Medical
- Management

## 6. TELL YOUR STORY

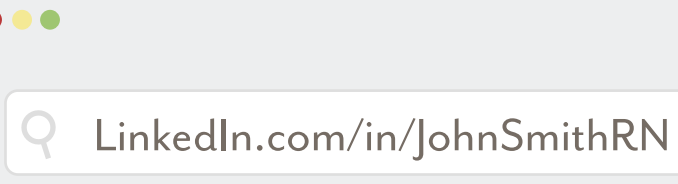
Write a friendly but professional summary about you, your skills, and your experiences. Use short paragraphs and bullet points that include keywords. Incorporate patient care anecdotes and inspiration.

**Go to:** Me > View profile > Pencil icon > Summary field

## 7. DISPLAY YOUR DIGITAL

Edit your profile to create a customized URL, like LinkedIn.com/in/JohnSmithRN, that demonstrates you're a nurse.

**Go to:** Me > View profile > Edit your public profile > Edit public profile URL



## 8. BE OPEN

Use the Open Candidate feature to alert recruiters that you're interested in opportunities. Your current employer won't know!

**Go to:** Home page > Jobs > Update career interests

