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Tips & Tricks for LinkedIn

Personalize Your URL

- Click the arrow below *Me* in the top navigation
- Choose *View Profile* from the drop down menu
- On the next screen, choose *Edit public profile and URL*
- On the next screen, choose the pen icon next to the URL
- Remove all the hypens and numbers, so it looks as close to this as possible:

www.linkedin.com/in/patriciafoster or [patricia-foster](http://www.linkedin.com/in/patricia-foster)

- Then, click *Save*

Removing the “People Also Viewed” box

The People Also Viewed box shows some of the other profiles that viewers of a LinkedIn profile have also looked at. You may see it on your own profile or on someone else's profile. You can show or hide this feature from your profile through the Privacy tab of your Settings & Privacy page.

Why remove?

It's a distraction to those viewing your profile and offers a glimpse into your competition. Your LinkedIn profile is your valuable real estate and should only focus on you.

1. Click the Me icon at top of your LinkedIn homepage.
2. Click Settings & Privacy.
3. Select Account Preferences from the options at left .
4. Under the Site Preferences section, click Change next to Viewers of this profile also viewed.
5. Toggle to the left or right to select No or Yes respectively. Changes will be saved automatically.

Turning on/off profile updates

- Go to "Me" in the top nav, and choose "Settings & Privacy" from the dropdown menu
- On that page, choose "Visibility" from the navigation on the left side
- Scroll down to "Visibility of your LinkedIn activity" and then "Share profile updates with your network."

Setting yourself as "open" to opportunities

- Go to "Me" in the top nav and choose "view profile"



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- In the header, in the area below your location, find the language “Show recruiters you’re open to work”
- Choose “Get started”
- Complete the information in the pop-up window—job titles you’re interested in, geographic location, your status as a job seeker, job types (I advise selecting more than one type).
- Select “Choose who sees you’re open” and determine whether you want only recruiters to see your status (recommended), or if you want to add the graphic “Open to work” on your headshot so it’s visible to everyone on LinkedIn. If you’re looking for a new job while still working, the second option isn’t advised.