



# How to Stand Out on LinkedIn

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By Caroline Wood

When I moved towards a career shift to food equipment manufacturing, the first action I took was to review my outdated LinkedIn profile. It had not been used since the first few years after graduating from college, and it did not capture critical work experience.

It took a while to churn out quality line items on what I had accomplished in the last five years, which brings me to tip **#1: Keep the LinkedIn profile updated.**

A screenshot of a LinkedIn profile for Caroline Wood. The profile picture is a circular image of a woman with glasses, with a red '2' next to it. The background banner is blue with a network diagram. Below the banner are buttons for 'Add profile section', 'More...', and an edit icon. The name 'Caroline Wood' is displayed, followed by her current job title 'Applications Engineer at Blentech Corporation' with a red '3' next to it. Below that is 'San Francisco Bay Area · 500+ connections · Contact info'. To the right, there are logos for 'Blentech Corporation' and 'University of Florida'. At the bottom, there are two dashed boxes with red '1' and '4' next to them. The first box says 'Show recruiters you're open to work — you control who sees this' with a 'Get started' link. The second box says 'Add job posts to your profile to share that you're hiring and attract qualified candidates.' with a 'Get started' link.

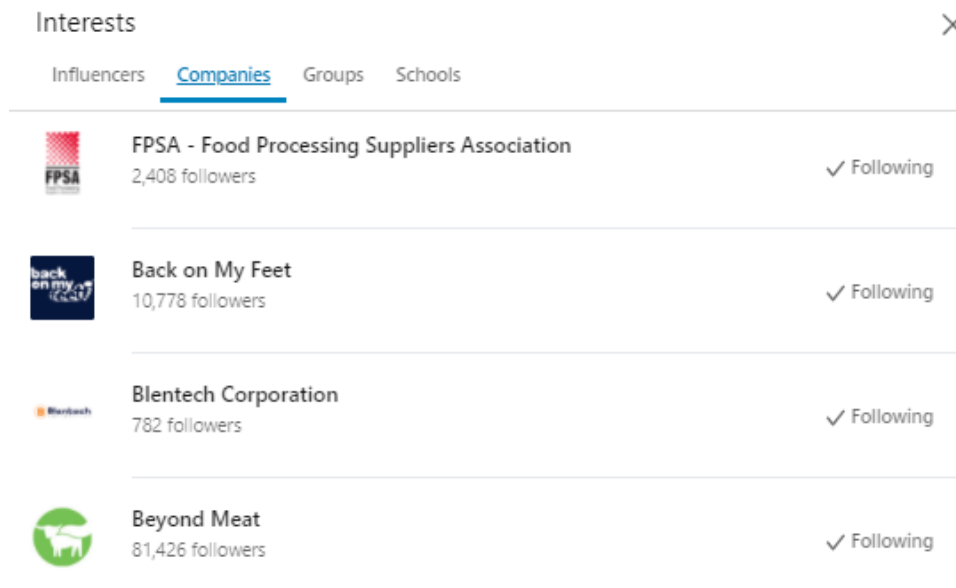
1. If you are in an active job search, let recruiters know. LinkedIn has a feature that allows users to do this in the profile view.
2. Post a relevant, professional profile picture for more views.
3. Revise the job title if it changes; it increases activity and shows diversity in the job roles you assume.
4. Add/tailor professional accomplishments to the future role you are pursuing. I knew at the time that I wanted to be a project engineer, so, in the LinkedIn description of my previous job, I focused on my ability to negotiate with vendors and manage a portfolio of projects.
  - o Connect accomplishments as directly as possible **to tangible results.** I.e., “Negotiated to ensure supply strategies with raw material vendors and

identified over \$2MM in savings” vs. “Negotiated to ensure supply strategies with raw material vendors.”

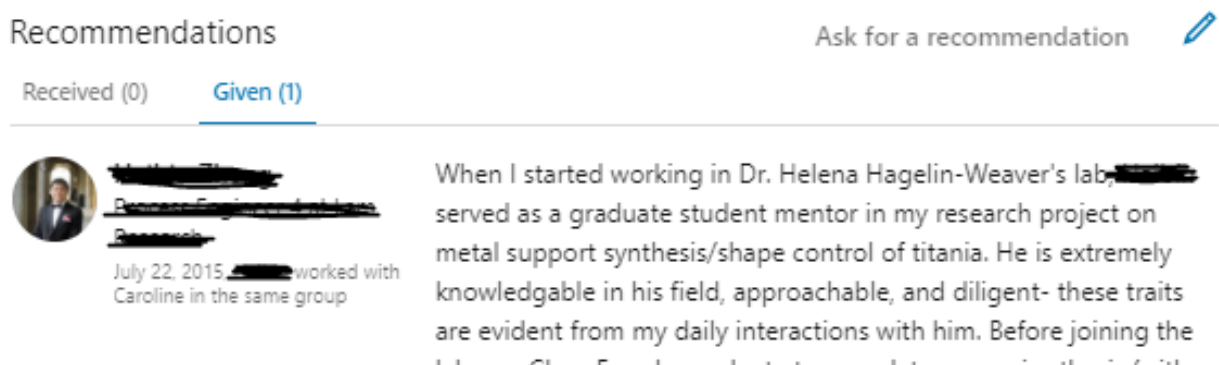
I discovered LinkedIn to be a very useful tool in researching companies before interviews. After I started following companies I was interested in, I was able to see articles that I could refer to in the interviewing process, which went a long way.

**Tip #2: have an active presence:**

1. Follow companies & organizations that inspire you; this will help find open positions and interview preparation.



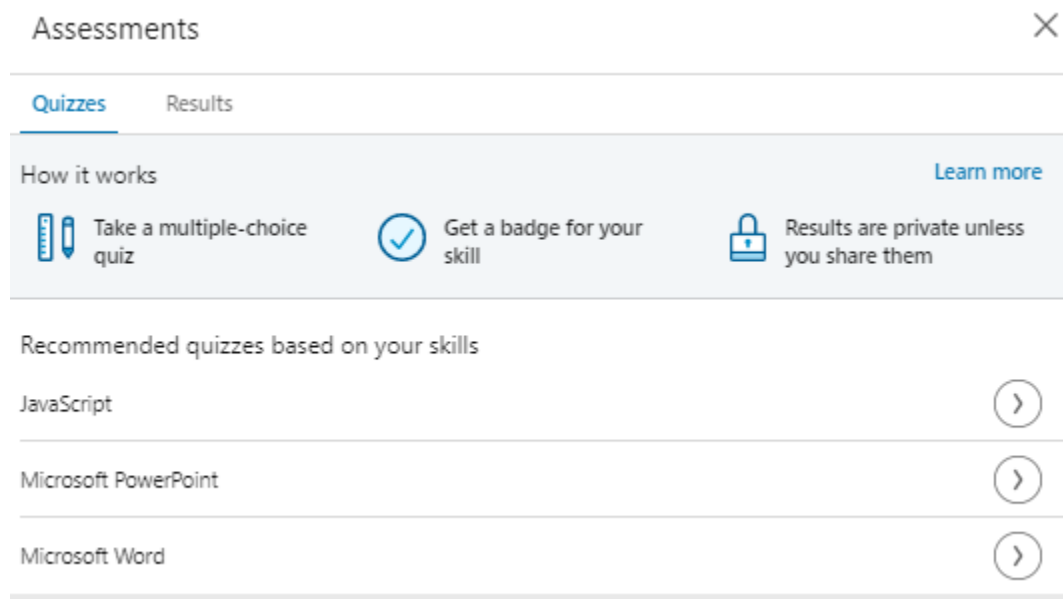
2. Ask for recommendations. You can request and write recommendations for others to increase credibility.



3. Discover professional groups in the industry such as [FPSA Young Professionals Group](#) for networking opportunities and to stay up to date on what is changing in the industry.
4. Add people that you have worked, volunteered, or become friends with to your network. It expands your views to more recruiters and allows you to see more connections at companies you might be interested in.

As I spent more time on LinkedIn, I found several resources that became helpful during my search. **Tip #3 is to use the resources LinkedIn provides, whether free or subscription-based:**

1. Skills Quizzes are available by LinkedIn to build credibility in specific skills. I used the quizzes to showcase my knowledge of SolidWorks to recruiters.



The screenshot shows the LinkedIn 'Assessments' page. At the top, there is a title 'Assessments' with a close button (X). Below it, there are two tabs: 'Quizzes' (active) and 'Results'. A section titled 'How it works' includes three icons and descriptions: a pencil icon for 'Take a multiple-choice quiz', a checkmark icon for 'Get a badge for your skill', and a lock icon for 'Results are private unless you share them'. A 'Learn more' link is also present. Below this, a section titled 'Recommended quizzes based on your skills' lists three quizzes: 'JavaScript', 'Microsoft PowerPoint', and 'Microsoft Word', each with a right-pointing arrow icon.

2. Courses & Articles- I have not taken a LinkedIn course, but some are free (see #3 below). I mostly read articles about the food industry posted by other LinkedIn users or organizations and insightful career development advice. The latter was useful for interview preparation (more recently for shifting to remote work style).

#### Today's trending courses ⓘ

1. Leveraging Your Relationship Capital

Madecraft and Jeff Fenster

2. Rock Your LinkedIn Profile

Lauren Jolda

3. Creating Great First Impressions

Vanessa Van Edwards

[Show more on LinkedIn Learning](#)

3. LinkedIn Premium

- Premium can be an asset if you can afford to pay for a subscription to LinkedIn during a job search. Some benefits include being able to direct

message recruiters about postings you are interested in and higher visibility to applicant competition, salary, profile viewers, etc.

Working on my LinkedIn profile was key to pivoting industries and landing a position at Blentech Corporation. LinkedIn allowed for an opportunity that I would have otherwise missed.