How to use LinkedIn Effectively

1. NAIL THE BASICS
   - Fill in all basic information like education and location to significantly improve your appearance in search results.
   - Upload a professional photo.
   - Write a summary statement that includes your skills, motivation, and interests.

2. TAILOR YOUR VOICE
   - Avoid making your LinkedIn profile an exact copy of your résumé.
   - Write in the first person.
   - Adjust your profile to your target audience.
   - Include information that showcases your future professional goals.

3. STAY ACTIVE & SOCIAL
   - Like, comment, and share your connections’ posts.
   - Update your profile often with examples of your work. Six papers, projects, pictures of events planned.
   - Do not be afraid to connect with people you do not know. Send a personal message with your invitation explaining your shared interests.

4. SHOW OFF YOUR SKILLS
   - Browse jobs you are interested in and take note of the skills required.
   - Include these skills in your profile to attract recruiters’ attention.
   - Add at least five skills to your skills section.
   - Ex: Excel, Time Management, Communication

5. GET RECOMMENDATIONS
   - Improve your credibility by getting recommendations.
   - Find two-three people to recommend your profile.

SOURCES:
https://www.linkedin.com/pulse/14-tips-getting-most-out-linked-in-resolution/
http://time.com/money/5074954/linkedin-profile-tips-resume/
https://careersindeed.com/best-linked-in-profile-tips/