

8 things
**to look
for** in a
LinkedIn
profile



After receiving the approval to hire and completing job description, the resumes start arriving. Are there some key elements you look for in a resume? Are there places to go that will give you even more information about the candidate? The answer: yes. One such place: LinkedIn. Below are a few ways that you can leverage the power of LinkedIn to enhance your recruiting efforts.



1

Do they have a LinkedIn profile?

What professional doesn't have a LinkedIn profile? If no, why not? Networking in business is key to your career, so anyone that doesn't network or see the value of it, is probably not someone that fits your organization.

2

Is their profile complete?

Has the candidate has taken the effort to create a professional profile that is both complete and truly reflects their skills? If they have not and their profile is poorly put together, that might reflect how this candidate may operate within your organization.

3

Is their profile photo professional?

Professional profile photos should not be a selfie or picture of them cutting someone else out of the picture. Ensure they take the time and effort to do this right. A serious professional knows the value of a professional photo.



4

Do dates & positions held match resume?

Make sure that dates match and that company names and position titles also match. This really goes to attention to detail. Do they have all the skills associated on their resume on LinkedIn? Have they omitted a position from their resume that is listed on their profile?

5

Do they have recommendations?

There are two types of recommendations to look for:

1. Are there recommendations from Managers, Directors and VPs? Endorsements from past bosses and managers speaks to work ethic, skill set and any other number of qualifying factors.
2. Recommendations from co-workers. These often highlight how a person interacted with and supported the team, demonstrating their ability to be a team player.

6

Are they an active user?

How connected they are in their field? Are they members of groups where they can learn from other like-minded technical professionals, and bring industry best practices back to an organization. Who are their mentors and how active are they in terms of sharing and posting articles about their industry field?



7

Do you have any shared connections?

This provides the opportunity to talk to someone that you both know, and get some additional insight on the candidates' work ethic, style and possibly skills. These shared connections could prove to be more trustworthy references in some cases.

8

Have they listed their non-work related interests?

If the candidate likes to leap out of planes for fun, and the hiring manager like to leap out of planes, their interview will likely touch on the topic of leaping out of planes. Hire people that have similar likes and dislikes, that will be a good social fit into the team, and that can spend long hours with the people you have already hired.



By checking a candidates LinkedIn profile, you can gather additional information perhaps unavailable on their written resume. Hiring is a very personal activity, and the more you can glean about a candidate the more likely you are to make good decisions during the hiring process.

