

## Creating Online Profiles

It's important to set up a profile so you can easily apply and track your job activity but also so that recruiters can search and "cold-call" you.

There are many different search engines to choose from. The two most popular are Indeed and LinkedIn. There is no harm in setting up profiles on as many sites as you would like but these are the most heavily trafficked. Some professions (non-profit, IT, higher education, creative...) have niche search engines that may also be important to have a profile for.

### Indeed

Indeed is a free service to job seekers, where you can upload a resume, create job alert emails, search for jobs, save, and apply to them directly through the site. Indeed includes all the job listings from major job boards, associations, company career pages, and employers can even post jobs directly to Indeed that may not be available anywhere else.

1. Click [here](#).
2. Click "Sign In"
3. Click "New to Indeed? Create an account"
4. Type in your preferred email and password in the boxes on the screen
5. Check your email inbox for a confirmation email from Indeed (check your spam folder)
6. Click on the link in the confirmation email to confirm your new Indeed account
7. Upload your resume and check to make sure it converted accurately

### What next?

1. Browse positions by location in the search bar
2. Filter results based on your requirements
3. Set up jobs alerts to stay up to date
4. Research companies to learn more
5. Apply to jobs that you're interested in

*Tip:* Download the application on your phone so you can apply for jobs through the click of a button

### LinkedIn

LinkedIn is a professional networking website and job search engine. A LinkedIn profile is a great way for you to let people know who you are, what you stand for, and what you're interested in. Your profile will be your personal storyboard where people can find you and stay updated on your activity, so make sure your profile is complete and representative of you.

1. Click [here](#).
2. Click "Join with resume"
3. Upload your resume
4. Type in your preferred email and password in the boxes on the screen and click "Join"
5. Walk through the prompts to complete your profile. The more information you include the more robust your profile will be and will reflect positively on you as a candidate.

6. Add a professional profile photo
7. Make your headline stand out
8. Write a summary
9. Add all your relevant work and education experiences
10. Add relevant skills
11. Similar to a social media site, start connecting with former coworkers, managers, neighbors, friends

### **What next?**

1. Browse positions in the search bar under "Jobs"
2. Filter results based on your requirements
3. Set up jobs alerts to stay up to date
4. Research companies to learn more
5. Apply to jobs that you're interested in
6. Let your network know that you are looking for a new opportunity
7. Join relevant groups and participate when applicable to widen your network and presence
8. Follow companies you're interested in
9. Ask for professional recommendations

*Tip:* Download the application on your phone

**Reminder:** this is a professional networking site not a social networking site and should be treated as such

For more information contact:

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