

5 LINKEDIN TIPS FOR THERAPISTS

1

PROFESSIONAL PROFILE

- LinkedIn is the perfect social platform to create and maintain a professional footprint online
- Strive for “All-Star” Status to rank high in searches
- Use professional photos on your profile that best portray who you are and your profession
- Keep your headline short and laser focused on what you do and can offer a potential employer

2

BUILD ONLINE NETWORK

- Follow potential employers and follow their social feed
- Staying updated helps you identify companies you want to be associated with
- Look at what types of articles they share, comments they get, as well as how they respond
- Leave a personalized message when you connect with potential employers

3

UP-TO-DATE RESUME/CV

- Keep your resume or Curriculum Vitae up-to-date and easy to read
- Utilize all parts of LinkedIn to keep a library of your accomplishments
- Be sure to update volunteer experience as well as work experience
- Ask past employers, professors and colleagues for endorsements and recommendations

4

JOB SEARCH

- Healthcare is ever changing, so keeping your options open never hurts
- Jobs that are posted on LinkedIn are typically paid, so employers are actively searching
- Research who else is working there, the turn over rate and also basic company information
- Save filters on your job searches - customize them by company, title, or geographic area

5

FOLLOW CURRENT TRENDS

- LinkedIn is often the first place people go to stay up-to-date with industry news
- Follow companies and join groups that strike your interest
- Active groups are great places to find information on certain topics
- Discover thought leaders and learn more about what interests you in your profession



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