



The Joel Paul Group

A DIVISION OF LYNCREST MANAGEMENT GROUP



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## [21 Mistakes People Make on LinkedIn](#)

Having used LinkedIn since 2004 to help job seekers and grow my own career, I have seen people make some mistakes in how they are using the site. Here are the 21 that are most glaring to me:

1. Incomplete Profile Information- Many will sign up for the site but never take the time to include a summary, work history or education. How can I help if I don't know anything about you?
2. Glaring typos- I have seen misspellings of job titles and key responsibilities. Have someone proofread your profile from time to time (yes, I know the old phrase if you live in a glass house cast no stones- no need to point out typos on my site!).
3. No picture/blurry picture/party picture- How can I see the professional you if I can't see you?
4. Adding everyone that sends you an invitation to your network- once you lose trust (or don't know) the people in your network, your network loses value.
5. Not checking your inbox- I have sent people job openings that they would have been interested in but did not check their inbox. If you are on LinkedIn, check your mail.
6. Using a headline of "Job Seeker" or "In transition" as opposed to your profile job title (i.e. Accountant).
7. Mixing the professional and the personal- All status updates should only be professional in nature.
8. Not reaching out to your network for help- People remain shy to ask others for assistance. If you are connected on LinkedIn, you shouldn't be shy to ask others for assistance.
9. Never posting a status update- How do I know what you are up to if you don't tell me.

10. Making it obvious you are looking for work- If you already have a job, don't make it obvious to your boss that you are looking. Be discrete about it.

11. Adding the same job or education into your profile many times- It just looks sloppy if you list the same job multiple times and shows you lack attention to detail (again, those in glass houses...).

12. Not joining the right groups- Groups that share job listings are great but what about groups for your industry?

13. Not being active in groups- You've joined the group, now what? Participate in conversations and share relevant information if you want to network within the group.

14. Clicking 'invite all' when importing contacts- This can happen to anyone but do you really want to invite EVERYONE you have ever emailed to your network?

15. Making it impossible to contact you- Unless the person is a premium member or you are already connected, it is hard to reach you on LinkedIn if you don't give any contact information: phone, email, twitter handle or a link to your website. I once wanted to give somebody business but I couldn't figure out how to reach her.

16. Not responding when others ask for help- How do you expect to receive help in return?

17. Not requesting recommendations- recommendations build credibility. Few will just come to you. Ask and ye shall (hopefully!) receive.

18. Not checking status updates regularly- What better way to keep track of what your network is up to?

19. Engaging others through group discussions but being a 'know it all'- Everyone can learn something, even me! Some people like to put the authoritative stamp on every discussion. Share your opinion but be open to the ideas of others.

20. Becoming an Open Networker or LION (not that I have anything against Lion's, obviously!)- See #4

21. Wait for something to happen through the website- If you want something good to happen in your career, you have to make it happen. Be proactive and go get what you want!