

# LinkedIn 101: A Primer

How to set up and utilize LinkedIn for your job search

## Getting Started

As you start your LinkedIn profile, make sure you have answers to the following questions

### Profile

1. Do you have a professional profile picture? A professional picture. This means that you need to look like you would for an interview when working. When employers look at that picture, it needs to give the impression you are responsible, professional, and capable at a glance. If you want to use a logo, that's totally fine, but make sure it's simple, attractive, and will draw attention to you and your profile as a whole.