



## Rock Your Profile with LinkedIn Tip Sheet

### Rock Your Profile with LinkedIn, March 11, 2021, 2:00 – 2:45 pm (EST)

Ready to update your digital profile? Or perhaps you are just getting started on creating your online professional presence? As the world's largest professional network and with over 1K+ museum jobs & internships posted, LinkedIn is a must-have resource in your job search toolkit. Join us for this special presentation for AAM members! Isabella Chayet, Nonprofit Relationship Manager at LinkedIn, will share tips and best practices on how to boost your online presence and leverage LinkedIn as a museum job seeker. Take these tips to brush up your cover letter, resume and presence on other online platforms as well. Moderated by Katherine McNamee, Director, Human Resources, American Alliance of Museums.

### **Link to Recording:**

[https://aamus.zoom.us/rec/share/fg5g5DdYkzhDukR2Nlx4QSWo35j4k5Dxwz25tH8c47ymqYZXn0mLCbAr9PR2HD\\_C.GK9TYVIPeTW7FKDf](https://aamus.zoom.us/rec/share/fg5g5DdYkzhDukR2Nlx4QSWo35j4k5Dxwz25tH8c47ymqYZXn0mLCbAr9PR2HD_C.GK9TYVIPeTW7FKDf)

**Passcode:** 9W#+qB?t

### Introduction

- Job searches and professional networking can be overwhelming in the best of times, but the global pandemic has magnified these challenges and revealed new ones.
- As museums adapt to new financial pressures and business models; many in the field have been impacted by furloughs, layoffs, and a diminishing job market.
- In an increasingly virtual work environment, it is important to be able to communicate your skills and passions and to maintain an active, professional digital profile.

### Boost Your Digital Profile

- Your profile should tell your story and communicate your skills, interests and passions.
- An engaging digital profile can help you stay connected to colleagues in your field and increase your online visibility.
- Add a photo of yourself.
- Use the record your name feature to let others know how to pronounce your name.
- List the industries you are interested in to increase your visibility in these fields.
- Show that you are open to work.



- Use the summary section to give an overview of your professional skills, interests, passions (this is also a good place to communicate if you are looking to switch industries.)
- Feature content to showcase your publications or posts.
- Detail your experience to highlight significant work projects and skills.
- Highlighting transferrable skills highlights your potential in different positions and industries.
- Don't forget to include relevant volunteer experience, additional skills and recommendations.
- Maximize the power of your network by following organizations you are interested in as well as influencers in your field.
- Informational interviews are a great way to learn about a new role or an organization. Use platforms like LinkedIn or [Museum Junction](#) to reach out to others in the field who may give you insights on new work projects or to learn more about skills employers are seeking.

#### Other Actions You Can Take to Maintain an Active Digital Identity

- Get active on [Museum Junction](#) and join a discussion and swap ideas or advice.
- Post your resume to [JobHQ](#).
- Check out these tips from AAM's Career Management page on [Informational Interviews](#)
- Join or reach out to AAM's [Professional Networks](#)
- National Emerging Museum Professionals Network <https://nationalemppnetwork.org/>

#### Resources

- AAM blog post on "Navigating Your Career During COVID": <https://www.aam-us.org/2020/09/25/navigating-a-job-search-in-the-covid-19-market/>
- Explore AAM's [Manage Your Career](#) resources pages.
- AAM's Annual Meeting and MuseumExp on May 24 and June 7-9 will feature networking opportunities and career-building resources. Visit our registration page at: <https://annualmeeting.aam-us.org/register/> for details.