LinkedIn is the world’s largest site for professional networking. A professional LinkedIn profile consists of a headshot, background photo, customized URL, career-focused headline, summary, experiences, organizations, education, volunteer experience, skills, and recommendations. For information on how to build a professional LinkedIn profile, please refer to our “Using LinkedIn” handout on the CDS website and the “LinkedIn Profile Checklist” at university.linkedin.com.

This guide will teach you how to use the LinkedIn Career Interest feature to share your career goals, including the types of companies and roles you are most interested in, with recruiters on LinkedIn. Once you opt to share your career goals with recruiters by letting them know you’re open to new opportunities, users of LinkedIn’s Recruiter accounts will be able to find your profile based on your shared career interests.

This Career Interest feature is helpful for candidates actively searching for a job, internship, or new opportunity.