20 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** - 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. **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!

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