Maximize the opportunities for your profile to be found by recruiters and employers on LinkedIn.

**Photo**
Use a professional quality, head and shoulders only photo. No cropped group shots. Dress professionally.

**Headline**
Summarize briefly how you make a difference

**Connections**
The more connections you have, the more discoverable your profile will be. Connect with colleagues, peers, friends and more to increase your network size.

**Profile Summary**
Write an original summary highlighting your technical and SAS skills as well as the problems you solve or want to solve. This is an opportunity to speak directly to your audience to emphasize your character, passions and curiosity. Tell stories. Use the 1st person.

**Experience**
List experience relevant to your professional goals. This does not have to be a full resume. Include the work you did, impact and SAS skills and software you employed.

**Media**
Do you have any samples of code, GitHub page, links to projects or other public products which showcase your skills and SAS expertise? You can add media under each experience section. Media elements displayed are limited to (3) and the most recently added shows first. You can’t arrange the order once they are added.

**Featured Skills and Endorsements**
List the SAS technologies with which you are proficient – Profiles with more than 5 skills receive more hits. Some to consider would be: analytics, specific SAS software products, data management, visualization, predictive modeling, data management, SAS programming and statistics.
Let recruiters know you are open to new opportunities.

Under VIEW PROFILE, then select the JOBS ICON

Set your profile to reflect you are open to new opportunities.

Recruiters can see this option but your current company cannot.