

Five LinkedIn Tips For Job Seekers

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Getting the Most Out of LinkedIn

When I first created my LinkedIn profile, it was because my employer required me to, I complied and left it alone for many years, then wondered why nothing ever happened on there. **With nearly a billion members on the site, it's a great place to connect with potential employers, network, and job search.** We don't need to be experts on LinkedIn right out of the gate but make a plan to learn some of the more useful features little by little, in order to maximize potential opportunities. Here are some tips to help you get the most out of LinkedIn.

The List

- 1. Expanding Your Professional Network:** LinkedIn is a goldmine of connections waiting to be made. Building a robust network introduces you to potential employers, mentors, colleagues, and industry influencers. With every connection, you open doors to new opportunities. To find connections locally, click in the search bar, press enter, click on the people filter, set the location to your area and voila, you can see all the people in your area that have a LinkedIn profile, and which connections you have in common. Be sure to include a personalized message with your connection invites.
- 2. Skill Endorsements and Recommendations:** Endorsements and recommendations from colleagues, supervisors, and clients validate your skills and accomplishments. These testimonials enhance your credibility and give potential employers insights into your strengths. Endorse your connections – often, they reciprocate. Request recommendations, either general or tailored to specific skills you want to highlight. Consider offering a draft; it can foster a more receptive response when seeking these boosts to your profile.
- 3. Company Research:** Before applying, you can research companies extensively. Follow their pages, read employee experiences, and gain insights into their culture, values, and recent developments. This knowledge proves valuable during interviews. Being engaged may also put you on an employer's radar and possibly lead to conversations.
- 4. Leverage Your Network:** The "In Your Network" filter in the Jobs section displays only job listings from companies where you have connections! Your network can be your greatest asset to landing that job you've been after. Also, make sure to be comprehensive in the keywords you are using to job search (most job titles have various names, and you can search by skills as well), so you're not missing any potential jobs of interest.
- 5. Tailored Relevance:** Another great feature found in the jobs section, under each job, is Skills. Click on more, you'll see "Skill details," which highlights the skills you already possess (based on your profile), and the ones you haven't incorporated but can add. This serves as a guide to determine if you are a good fit for the role and alerts you to skills you should consider, to make it more likely that recruiters who are searching for candidates by skills for the role you want, will find you.