

LINKEDIN

January, 2014

What is LinkedIn?

LinkedIn is a database of professionals from every industry. It is a business focused social networking tool to support your career management. It enables you to increase your professional connections; strengthens your job search ability; allows you to share your expertise and learn from experts in different industries; strengthens your ability to keep up to date on organizations, and provides recruiters an opportunity to find you. Setting up a profile on LinkedIn is free.

www.linkedin.com

Internet Resources

www.psychologytoday.com/blog/career-transitions/201010/using-linkedin-in-the-job-search

www.newgradlife.blogspot.ca/2010/05/7-ways-to-get-job-using-linkedin.html

www.itworldcanada.com/slideshows/LinkedIn/-ca.pdf

www.cio.com/article/715912/15_LinkedIn_Tips_to_Improve_Your_Job_Search

<http://www.canadiancareers.com/infointerview.html>

"If you don't go after what you want, you will never have it. If you don't ask, the answer is always no. If you don't step forward, you're always in the same place."

*-Nora Roberts-
-Winston Churchill-*

TOP 10 TIPS ON USING LINKEDIN IN YOUR JOB SEARCH

1. Keep Your Profile Updated

Ensure your LinkedIn profile is up-to-date, including your work experience, education, volunteer work, and job skills. Make sure you complete your LinkedIn Profile to 100%. Use a professional picture of yourself on your profile, and highlight your skills on your headline.

2. Include Key Words

If you are looking for a job in a specific industry, make sure your profile has key words and phrases that go along with that job and industry. Look at job postings, organizations, and professional associations to find some of the key words to use. Also include action words such as managed, designed, spearheaded, etc.

3. Build Your Contacts

Connect on LinkedIn with friends, previous co-workers/managers, family, professors, and neighbours. Each of these connections has multiple connections that may be able to introduce you the right connection for that job.

4. Personalize Invitations to Connect

When you are asking people to connect with you, don't use the generic message provided (ie. "I'd like to add you to my professional network"). Instead, type a personalized request. Introduce yourself if you don't know them. If you met them at an event, remind them. Explain why you want to be contacts with the person (ie. you read an interesting article they posted), or you both work for similar companies, etc. Always end the invitation with a "Thank You"

5. Be Active

Don't wait around to be contacted on LinkedIn, be active and proactive. You can share articles of interest, start your own discussions, or comment on others discussion posts. Every time you post something, it's an opportunity to market yourself.

6. Join Groups

It's a good idea to join groups and professional associations that are related to your industry and career goals. By joining



groups, you are able to view and respond to popular discussion topics.

7. Follow Companies You are Interested in Working for

You can use LinkedIn to do some research on a company. Following a company allows you to see blog posts, events, news on the company, and job postings. As well, you will be able to see who in your network is part of that company.

8. Use the Advanced Job Search Tool

When you use the advanced job search, you can target your job search. The tool allows you to search for jobs by location, keywords, job titles, specific companies, industries, etc. You can also get email alerts for new job postings that match your advanced search criteria.

9. Upgrade to LinkedIn Premium

By upgrading to a Premium account, you are able to send messages to people outside your network, as well as being able to request more introductions. A premium account also allows you to see more detailed information on members, and anyone on LinkedIn can message you through "Open Link".

10. Ask Your Connections for Recommendations and Endorsements

LinkedIn offers a feature where your contacts can write recommendations on your behalf or endorse your skills. When someone views your profile, they will also see your endorsements and recommendations. Having these can enhance your profile. Request recommendations from people you have worked with such as previous supervisors and co-workers. A good way to get a recommendation or endorsement is to give one to your contacts first.