Using LinkedIn

Using LinkedIn in Your Job Search

YOUR PROFILE: Make sure your profile is complete. The more complete your profile, the higher you will appear in searches by prospective employers. Use the “profile strength” tool to create a robust profile.

PHOTO: Use an individual headshot. Consider having a professional photo taken, as it will greatly enhance your profile.

HEADLINE: 120 characters at the top of your profile—the first thing people see. This is a two-second overview of who you are and what you do. Make sure that your headline is not just a job title. Use strong keywords to describe what you do. Be Honest. Think about your target audience. Use descriptive and compelling keywords that make you marketable and help you get found. Examples include:

- Psychology Undergraduate Engaged in Social Justice/Community Development Work
- Honors Biology Graduate from Clark University Seeking Research Opportunity in Biotechnology
- Political Science Graduate with Experience Working for the Federal Government/Open to New Opportunities in the D.C. Area

SUMMARY: Your elevator speech; a cross between your resume and cover letter.

- Add the biggest accomplishment you had in the previous year.
- Avoid ‘old’ and overused buzzwords. Instead, use action verbs to show your accomplishments.
- Edit your profile to use the most popular terms for each skill that you add. You can use the Skills search bar in your profile editor to search for the most popular relevant terms.

EXPERIENCE: Your online resume. Include not just your current position, but all past experiences (with dates). Write in short phrases rather than paragraphs.

- Include specific keywords. This will help employers search and locate you. The more keywords appear in your profile, the greater the chance of being found by a prospective employer.
- Use Google’s keyword tool to find appropriate keywords that have the most search hits.
- Add examples of your work by uploading documents, media, or photos.
- Showcase volunteer experience to personalize your resume.

CONNECTIONS: The more connections you have, the better your chances of being connected to someone who may be able to help with your job search. The degrees of separation are listed on everyone’s profile.

Add contacts: Import from your email list, search their name in the search box, use the “people you may know” feature.

Reach out: Click on Connect to get to a page where you can customize a message. Always send a personalized message when asking to connect with people, noting where you met them (if applicable) and why you want to connect. For people you do not know, write a brief introductory email asking if they would be willing to speak to you about their career path or employer. Do not ask for a job or internship.

Sample email: Dear Mr. Smith: I am a junior Economics major at Clark with an interest in financial services. Would you be willing to speak with me about your career path and, in particular, your work at Edward Jones? Your insight would be invaluable to my career exploration. Thank you. Best, John Clark

Research the background of future contacts: Use LinkedIn to learn about the people you plan to do informational interviews with, as well as those who will be interviewing you for an internship or job. This helps you ask good questions and find points of connection.
INTEREST GROUPS: Join alumni groups and industry associations relevant to your areas of interest and make their logos visible on your page.

Clark LinkedIn page: www.clarku.edu/linkedin Search 25,000-plus alumni by major, location, industry, employer, keyword.
Clark Career Services Networking Group: join this group to be connected with alumni who are willing to provide advice.

Join discussion forums: Share articles, ask questions, make connections, and find jobs.

Use groups to find jobs: Each LinkedIn group has its own jobs tab to find jobs specifically advertised to that group and not on the main jobs tabs.

Utilize the “share an update” feature on LinkedIn: Add interesting links/articles. Follow companies and influences, and “like” and comment on their updates.

RECOMMENDATIONS: Statements written by employers that speak to your performance. Don’t hesitate to ask previous supervisors to write a short statement about your character and your skills.

ENDORSEMENTS: Votes from your connections related to your specific skills (not as highly valued, but still applicable) provide “social proof” that you are good at what you do.

SEARCH FOR JOBS

Advanced Search: Includes criteria such as location, experience level, company, job title, job function, salary, industry.
Alumni: Clark alumni who work at the company will be visible in the jobs tab.
Talent Acquisition Staff: When looking for contacts, focus on the Talent Acquisition Staff within the HR Department.

You can view your current connections at the company. Click on a connection’s name to send a message asking for help connecting with someone at the organization.

To Search by Employer: Click on the company logo to show a list of jobs at that organization and links to any of your contacts. Click on “Companies” → Enter Company Name → Search, and you will see a list of open jobs.

VIEW PROFILES ANONYMOUSLY

If you are viewing profiles for research purposes, you may want to do so anonymously.

- Account and Settings (hover over your photo in the top right corner) → Privacy & Settings → Privacy → Profile Viewing Options → Select “Private Mode”

PROFILE EDITS

If you are working on creating your profile, you do not want your contacts notified every time you make an edit.

- View Profile As (under photo) → Privacy Settings → Sharing Profile Edits → No

CREATE A CUSTOM URL

- View Profile (under photo) → View Your Public Profile → Your Public Profile URL → Use edit symbol to create and save your URL.

Questions? For further assistance, please contact Career Services at cservices@clarku.edu.