**Using LinkedIn in Your Job Search**

**BUILD 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.*

**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. Use descriptive and compelling keywords that make you marketable and help you get found.

**Summary:** Your elevator speech and the second most viewed part of your profile. It is a cross between your resume and cover letter.

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

*If currently unemployed, you can put “actively seeking new opportunities” in the name of the position and “in transition” in your title. Recruiters look for these key words.*

**Use of Keywords:** The more they appear in your profile, the greater the chance of being found by a prospective employer.

**Add a Professional Photo:** Never leave this empty. Use an individual headshot that looks professional and pleasant.

**Expand LinkedIn to reach Twitter:** There is a checkbox at the bottom of your page (“Share an Update”) that copies everything you share with your connections to all your Twitter followers.

**MAKE 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 email list, search their name in the search box, use the “people you may know” feature.

**Search for your interviewer on LinkedIn:** Know as much as you can about the person/people who are interviewing you. This helps you ask good questions and find points of connection.
Write thoughtful networking emails: Send a customized message when asking to connect with people, noting where you met them and why you want to connect. Click on the arrow next to the Send Inmail box to personalize your message. Do not say you would like a job in that field. Use connections to arrange informational interviews.

JOIN INTEREST GROUPS

Join alumni groups and industry associations relevant to your areas of interest and make their logos visible on your page. Be sure to check out the Clark page: www.clarku.edu/linkedin

Join discussion forums: Share articles, ask questions, make contacts, 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.

GET RECOMMENDATIONS AND ENDORSEMENTS

Recommendations: Comments written by connections and employers that speak to your performance.

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

General search: Jobs → Find Jobs → Add Keywords → Search

Advanced Search: Location, miles from location, experience level, company, job title, job function, salary, industry, date posted.

You can view connections at the company who may be able to refer you to the job. 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 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; you will see a list of open jobs.

FIND AND APPLY TO THE JOB

When you view a Job on LinkedIn, you will see the following: Details of the job (including contact person, usually), list of other jobs at that organization, list of similar jobs at other companies, list of other jobs that people who viewed this job also viewed, list of people that connect you to the position – how and through whom you are connected

After you view the job posting you will see the following: Apply for job (directly through LinkedIn or on company website), save job (apply later), view saved jobs, share job: LinkedIn, Facebook, Twitter, follow company, bookmark. You can either apply directly through LinkedIn or the through the company website.