

Tips for using LinkedIn in your Job Search

LinkedIn is a professional networking tool. Be sure to post only your professional facts and avoid personal items.

LinkedIn Profile

- Make sure you have a complete and detailed profile. Recruiters who read it will compare it to their job specifications. Search for profiles of people who do the type of work you're seeking. Use the best information you see and try to incorporate it into your profile. Always be truthful, but understand that you need to stand out.
 - **Summary:** this should contain a brief paragraph outlining who you are and what your key skills are. For example, "2011 Holy Cross College graduate with an anticipated Bachelor of Arts degree in Sociology. I am an effective relationship and team builder with an ability to manage multiple streams of work.
 - **Specialties:** List your professional skills that you are marketing and want people to hire you for, not your personal items.
 - **Experience:** Pull this information right from your resume, listing key job and/or leadership/volunteer experiences that you want to highlight.
 - **Contact Settings:** post your email address. Indicate you are looking for your next opportunity. Recruiters who see this will be more apt to contact you.
- Update your profile regularly. Each time you do this, your contacts will see a note (if they chose this option in their settings). It will keep them informed of how you are doing and fresh in their minds.

Recommendations

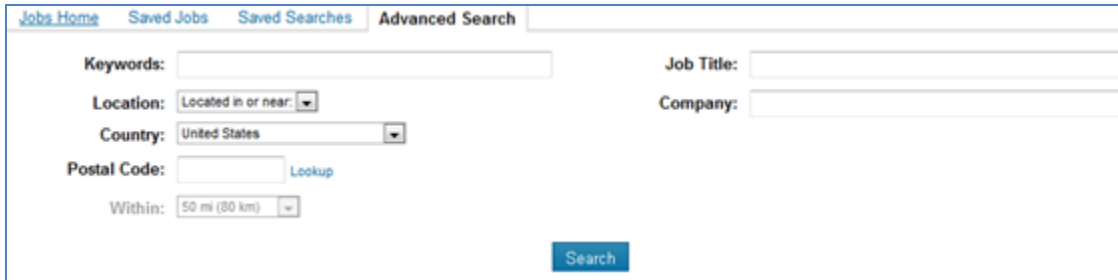
- Recommendations are like references and they do matter to recruiters looking at you as a potential candidate. Try to get a few references from people you have worked for and/or with, either at a job setting or at volunteer experience.
- Recommend others. This is a great way to support your peers. It is also a good way to be noticed by recruiters. When they see your peers' profile, they can also see your recommendation and your profile.

Connections

- Add as many as you can. The more connections you have, the more searchable you become. You should target a minimum of 100 connections: peers, faculty, friends, staff, etc...
- When adding connections, write a brief personal note asking to connect and let the person know you are in a job search. This is a good, easy way to network.

Job Search Tool

- Use the “Advanced Search” to focus your search results on the type of jobs you are looking for within specific industries, locations, etc...

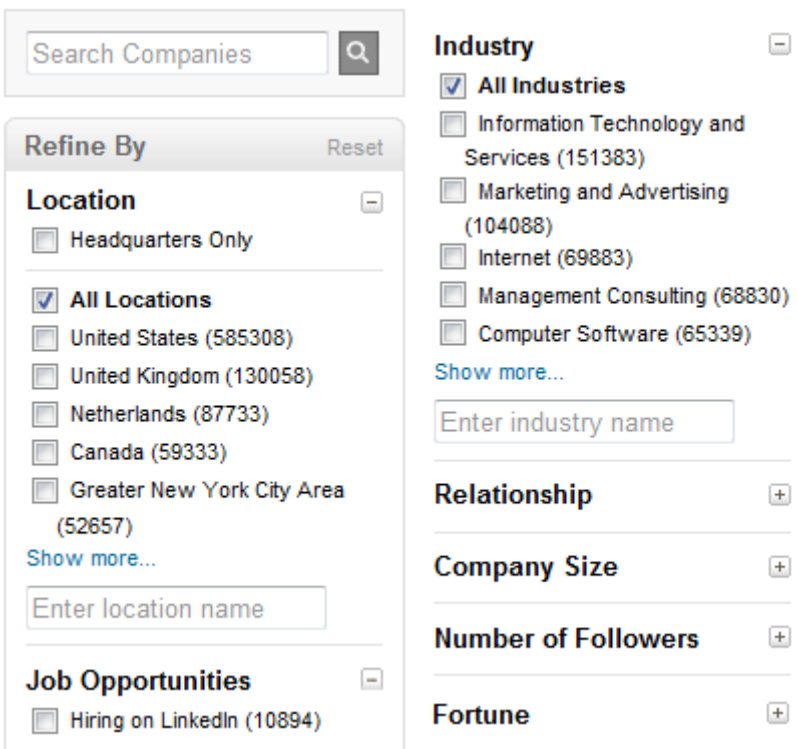


The screenshot shows the LinkedIn Advanced Search interface. At the top, there are navigation tabs: Jobs Home, Saved Jobs, Saved Searches, and Advanced Search. Below these are several search filters: Keywords (text input), Job Title (text input), Location (dropdown menu with 'Located in or near:'), Country (dropdown menu with 'United States'), Postal Code (text input with a 'Lookup' link), and Within (dropdown menu with '50 mi (80 km)'). A blue 'Search' button is located at the bottom center.

- When you see a job you are interested in, look at any current employees you may be connected to (1st or 2nd degree). Reach out to those connections and ask for an informational meeting to learn more about the company, the role you’re interested in, if appropriate, etc...

Company Search Tool

- Use the Company Search tool to network into a company you are interested in. See if you are connected to anyone at that company (1st or 2nd degree). Reach out to those connections and ask for an informational meeting to learn more about the company, opportunities available, etc...



The screenshot shows the LinkedIn Company Search tool interface. At the top left is a search bar labeled 'Search Companies' with a magnifying glass icon. Below it is a 'Refine By' section with a 'Reset' button. The 'Refine By' section has three main categories: Location, Job Opportunities, and Industry. The 'Location' category is expanded, showing options like 'Headquarters Only', 'All Locations', and various countries with their respective counts. The 'Job Opportunities' category shows 'Hiring on LinkedIn (10894)'. The 'Industry' category is also expanded, showing a list of industries with their counts, such as 'All Industries', 'Information Technology and Services (151383)', 'Marketing and Advertising (104088)', 'Internet (69883)', 'Management Consulting (68830)', and 'Computer Software (65339)'. There is a 'Show more...' link and an input field for 'Enter industry name'. Other categories like 'Relationship', 'Company Size', 'Number of Followers', and 'Fortune' are listed with expand/collapse icons.