

LinkedIn Master Notes for Job Seekers

While you may be faced with greater competition in the job market, you do have tools like LinkedIn that can be leveraged to give you a greater competitive edge in your job search.

But how do you make the most of your profile and give yourself a greater opportunity of finding out about the massive 80% of jobs that aren't advertised online? Here are 12 tips to help.

Treat your profile like your resume

Like your resume, your LinkedIn profile shouldn't be your full career biography. It also shouldn't be a list of all your job duties. It should be your highlight reel, a list of your greatest accomplishments.

Include how you made a difference

Your LinkedIn profile should provide tangible evidence of the value you bring as an employee to show that you not only have the skills you claim you do but also know how to use them to make a difference.

This could include results like:

- Increased sales by ...% within a quarter
- Increased profitability by ...% within a year
- Minimised staff turnover by ...% by putting XYZ measures in place
- Saved \$... through process improvement activities
- Assisted in the launch of the now best-selling product XYZ

Keep your profile up to date

Your LinkedIn profile should be up to date at all times, but particularly during your job search. It's also wise to curate your profile (as much as possible) for those jobs you have applied should the employer or recruitment company come to view you on LinkedIn too. Mixed messages will not serve you well.

Make sure your profile has a photo

While we do say not to include a photo on your resume, you should make sure your LinkedIn profile has a photo. Profiles with photos receive far more page views than those without. You will also get more connections or accepted connections. Of course, this should be a professional photo where you are dressed for the work environment you are targeting. Not one of you at a social function!

Update your headline

Your photo, name, and headline are what contacts see first when they search LinkedIn so be sure to use your headline to your advantage. Highlight your position and the value you bring, like "sales executive who drives results for retail businesses" for example. Have a brainstorm around what employers will be looking for from someone in your role and use your headline as an opportunity to grab their attention.

Use the Summary section wisely

Your career summary should be 3-5 paragraphs that talk about your experience and the value you offer businesses and clients. Talk about your passion, your skills, qualifications and results. A bullet point summary of some the difference you have made (as discussed in point two) can be a great addition to this section too.

Be active

Having an updated profile won't help you maximise the full benefits of LinkedIn through your job search. You need to post, like and comment on others posts and write articles. This is key to building relationships on this platform - and another way to prove you know your topic and industry. The more you interact with purposeful and relevant content, the more you will be noticed and more you will drive the LinkedIn algorithms to work in your favour, increasing your visibility.

Build your network

Your LinkedIn connections provide you with the opportunity to increase your network exponentially. Look for all of the contacts you know and have worked with and then go through their connections to find people who are relevant. Keep your connection approach light, friendly and personalised and remember the bigger your network, the greater the job opportunities.

Not just that, you'll also hear more about the news, pain points and opportunities in your sector (great for interviews) and start to identify the companies that you would like to work for. Make sure to include personal note in your network connection requests, even if only a brief reminder of how you know each other.

Join LinkedIn groups

Another way to maximise LinkedIn through your job search is to join some of the many professional and industry groups and then participate in conversation. This will expose you to more job openings and give you an opportunity to demonstrate your expertise and experience as you share articles, provide commentary, answer questions and offer solutions and ideas to other peoples' problems.

Keep in mind though that group participation can be time consuming, so you will want to make sure that the groups you do participate in have the right contacts and are worth the time you invest in them.

Request recommendations

We all know the power of third-party endorsement; social proof is one of the biggest ways we make decisions in both the sales and hiring process. For this reason, it will really work for you if you take the time to ask for recommendations from past colleagues, employers and clients. If possible, get them to be specific in their recommendation of your skills and results generated. And of course, offer to write one for them as well. It's a career karma thing.

Don't just network during business hours

Keep in mind that most people won't be active on LinkedIn during business hours, so it will pay you to also schedule time to be active on the platform outside of business hours, particularly in LinkedIn groups. Monitor different days and in the morning and evening to see when your connections are more active on the platform.

Research companies, teams and interviewers before your interview

Have an interview coming up? Make sure you utilise LinkedIn for this too! Jump on the company page, look at the profiles of key team members and, if known, your interviewer. This will help you get a greater feel for what the company is about, their corporate values and where you may be able to contribute the most to their success.

It will also give you an opportunity to find common ground with the interviewer (this could be a shared connection, shared school or university, shared group, etc.), which could provide valuable during the casual conversation before the interview starts.

What steps can you take today to improve your LinkedIn profile and approach to improve your hiring chances?

Need more help to master your LinkedIn skills? Head to www.mycareermymove.com.au and check out our online career coaching programs that cover this and more, plus they are tailored to where you are at in your career - [Starting Out](#), [Starting Over](#) or [Starting New](#).