



LinkedIn for Job Seeking

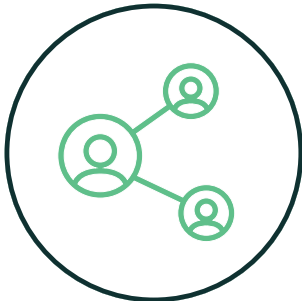
Harness the full potential of LinkedIn to advance your job search success



STEP 1: THE JOURNEY TO YOUR NEXT ROLE STARTS HERE



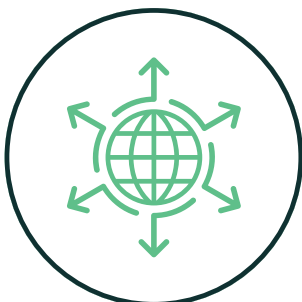
STEP 2: BUILD A PROFILE ALIGNED WITH YOUR CAREER GOALS



STEP 3: GENERATE JOB LEADS THROUGH SHARED CONNECTIONS



STEP 4: LINKEDIN SETTINGS & TOOLS FOR OPTIMUM RESULTS



STEP 5: MAINTAIN YOUR LINKEDIN PRESENCE & EXPAND YOUR NETWORK



STEP 1: THE JOURNEY TO YOUR NEXT ROLE STARTS HERE

LinkedIn is crucial to shaping your online professional brand, which can contribute to advancing your industry recognition, job opportunities, and credibility. It also showcases what makes you unique and valuable within your field.

Begin with a vision

Embarking on a job search can feel like running a marathon blindfolded, with unexpected twists and turns at every corner and a sense of uncertainty regarding what lies ahead. Easing this process is possible by various means, including leveraging the LinkedIn platform. But first, envisioning where you want your job search to lead is pivotal to ensuring you are heading toward a productive job search on the platform.

Where do you want to land?

Where do you see yourself successfully landing in your next season? You can pinpoint this end goal by asking yourself questions like, what industry do I want to work in? What titles will I pursue? What is my salary needs? What type of work culture do I thrive in? Refining your ultimate objective will enable you to tailor the content added to your LinkedIn profile and bolster your job search success.

LinkedIn and your job search

Now that you have refined your objective, you can formulate an action plan. The resources available to support your job search are wide-reaching. A best practice is to diversify the tools you utilize to support your job search: LinkedIn and other web-based tools, personal network and networking events, etc.

Here is the data and reasoning behind our belief that LinkedIn should be a key pillar of this overall plan.

- › LinkedIn is the largest and most recognized professional networking platform, boasting over 700 million global users, with the US making up a quarter of that total
- › Not only does LinkedIn provide a platform to connect with hiring managers worldwide, but it's often their first destination to learn more about you and your professional history when considering you for a role
- › Therefore, investing energy into developing your professional brand and network on LinkedIn can unlock unique opportunities that might not have otherwise emerged

With a refined goal and plan of action in place, it's time to harness the power of LinkedIn to elevate your job search. This focused tool will guide you through the journey of optimizing and leveraging your LinkedIn profile to boost the success of your job search.



STEP 2: BUILD A PROFILE ALIGNED WITH YOUR CAREER GOALS

Your LinkedIn profile is often the first place a decision-maker will go to familiarize themselves with your career story and professional skillset. When updated to unlock its full potential, it becomes much more than a networking tool. A well-crafted LinkedIn profile can increase your chances of being discovered for new opportunities and help you stand out in your field.

Initial Insights

- › Maintain a declarative and concise writing style throughout, ensuring profile viewers remain engaged and can recognize the value you bring to your industry
- › Your network is organized by degrees: 1st (people you're directly connected to), 2nd (people who are connected to your 1st-degree connections), and 3rd (people who are connected to your 2nd-degree connections or beyond)
- › There is an array of valuable tools available as a standard LinkedIn member; below is a snapshot of the additional tools available as a Premium LinkedIn member
 - Premium job recommendations and job search filters; profile view alerts; application, company, and resume insight features; and expanded interview preparation tools

Professional Headshot Best Practices and Additional Tips

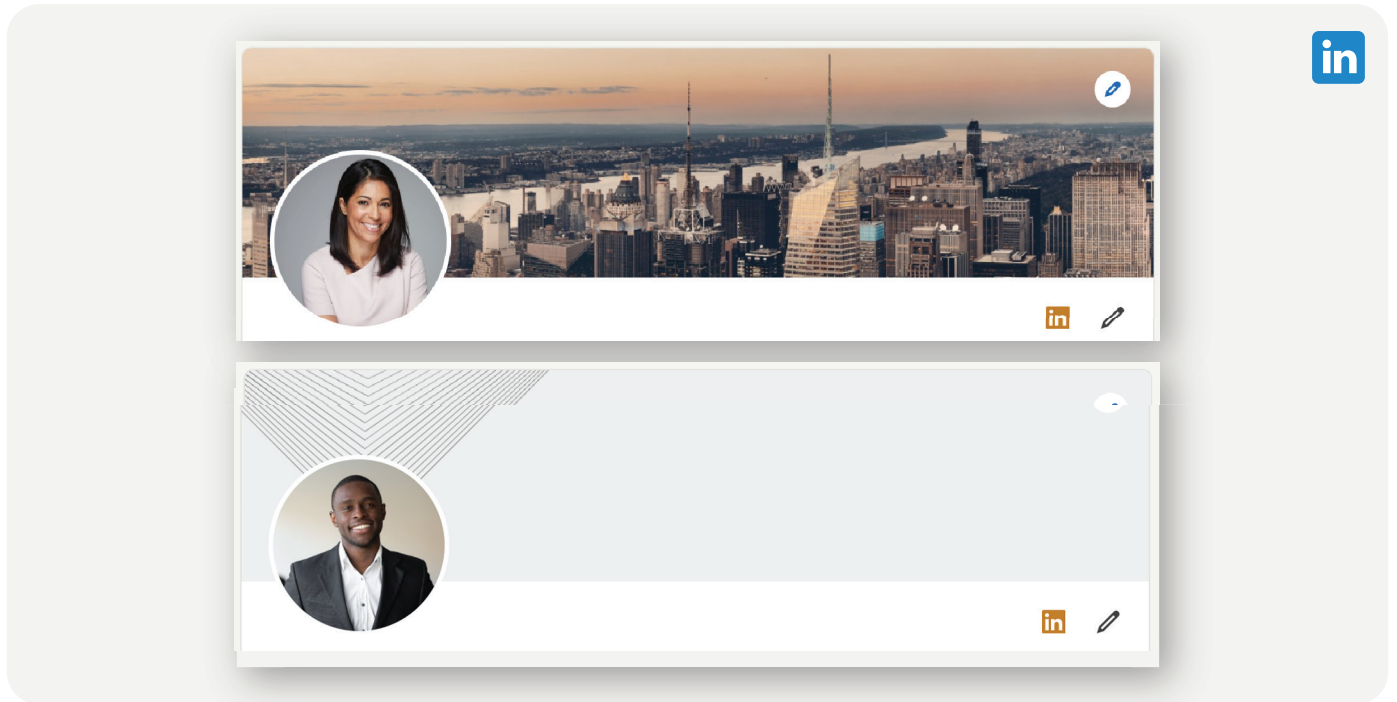
Having a visible and high-quality profile image reflects the spirit of the networking platform. It humanizes your profile to build a sense of connection and enhances your professional brand, conveying the professionalism that could help you stand out in a crowded job market.

- › Use a high-quality image, be the only person in the picture, dress for the job you want, smile naturally, look directly at the camera, and use a neutral background
- › You can invest in a professional photographer to capture your picture or easily DIY with your cellphone, good lighting, and a welcoming pose
- › **Visibility setting recommendation:** Adjust your profile photo visibility settings by clicking your profile photo > visibility settings > and set it to the "Anyone" option

Cover/Background Photo

Uploading a cover photo aligned with your goals, industry, and interests is an excellent way to build a profile that resonates with your professional brand and what you want to be recognized for on the LinkedIn platform.

- › **Recommendation: Canva** is a great resource. Search "LinkedIn Background Photo," choose the blank template with a plus sign on it to add a photo from the database, or a predesigned template you can customize. Save and upload as a JPEG.
- › Professional headshot and cover/background photo examples are provided on the next page.



Headline

This area is prime real estate on your profile and one of the first things viewers see as they scan your profile. It provides an opportunity to display your elevator pitch in condensed formatting and should be compelling and representative of you.

- Don't feel tied to your actual job title; instead, bringing focus to how your role leaves an impact is an excellent approach
- Integrating keywords into your headline will boost your profile search rankings, enabling you to expand your network and increase the reach your profile has on the platform
 - **Recommended formatting:** Include your objective job title, three to four high-priority keywords, and a condensed elevator pitch showcasing the value you bring to your role
 - **Example:** Global Finance Executive | Expertise spans financial forecasting, cost control, and financial analytics | Driving capital growth through strategic cost savings and operational growth opportunities

About Summary Section

Don't hesitate to infuse personality into the 2,600 characters available for your LinkedIn About Summary. Write in first-person narrative and adopt a more casual tone, giving readers a glimpse of what it would be like to meet you in person.

- Use this area to describe what you do and why it matters. Why are you passionate about your field? What makes you stand out from others? What contributions are you making in your role? What things do you do well? What comes naturally to you?
- Utilize **bullet** points to emphasize keywords (skills), results, and accomplishments

Content is Key

- › Lead with the hook—a few sentences igniting curiosity and encouraging the viewer to click “See more” and read through the remainder of your About Summary
- › Follow with an overarching view of your professional experience and the areas of expertise aligned with your future career objectives
- › Include one to two significant impact stories aligned with your next season’s goals
- › Add one to two sentences with personality-driven content, i.e., why are you passionate about your next season’s objectives or current industry? Lean into leadership and culture-building experiences, current hobbies, or passion projects outside of work.
- › Wrap your summary up with a phrase that welcomes visitors to connect and shows an openness to expanding your professional network
 - **Example:** “If you like to discuss cutting-edge technology and/or football, let’s connect!”

Early Career About Summary Example

About

I have always had an analytical mindset, excelling in forming solutions from the minute details. Through insightful finance internships and an MBA education, I have refined my ability to dissect highly complex data and derive actionable insights to drive organizational success.

Mid-Level Career About Summary Example

About

The best part of my work is starting from a blank page and bringing early-stage products full circle to deliver immense value to target consumers. Throughout my career, I have driven innovation in diverse environments, from agile start-ups to established Fortune 500 organizations worldwide.

Executive -Level Career About Summary Example

About

With energy, collaboration, and excellence, I am committed to building and equipping workforces with the tools to thrive. My C-suite human resources career has spanned Fortune 50 organizations, cultures, and industries—always maintaining a strategic balance between employee and organizational needs.

Value-Led and Keyword-Rich Work Experience

The work experience sections on LinkedIn should complement, not copy, what is listed on your resume while leading with the impact you left in each role. When possible, integrate keywords to elevate your profile’s search appearances relating to your career objectives. Utilize tips listed within the “Skills Section” below to identify keywords to include.

- › Crafting these areas in the first person is optional but not required
- › Utilizing bullets and declarative language will help content stand out, keeping readers engaged
- › Ensuring dates and timelines match what you have on your resume is essential
- › Attaching featured media will further your profile reach; a link to the companies’ about sections or a business sector you impacted is a great starting point

Experience



Director of Business Development

Microsoft · Full-time

Jan 2024 - Present · 4 mos

New York City Metropolitan Area · Hybrid

Facilitate strategic partnerships within cloud computing sector, cultivating relationships with key stakeholders to drive revenue growth and market expansion. Develop a robust pipeline of sales opportunities through proactive market research and competitive analysis.

- ▶ Secured \$100M+ annual revenue stream, positioning Microsoft as market leader in hybrid cloud solutions through negotiation of landmark partnership with leading cloud infrastructure provider
- ▶ Reduced time-to-market ratings by 25% by integrating customer feedback and market insights into the product development lifecycle
- ▶ Received "Business Development Excellence Award" for outstanding performance and leadership in delivering measurable organizational impact

Skills Section

Optimize your profile's ranking by maximizing this section, utilizing at least fifty percent of the total skills permitted by LinkedIn. Be strategic in selecting skills, ensuring they align closely with the types of roles you are targeting.

- Leverage the recommended skills that populate as "Suggestions based on your profile" from LinkedIn's keyword database while you edit this section. When complete, drag and drop to reorder key skills that hold the most endorsements toward the top and/or high-priority skills best aligned with your current career goals
- Research and identify keywords for your career objectives by reading through job postings or utilizing the resume insights tool in the LinkedIn "Jobs" tab. Or leverage **ChatGPT** to generate an extensive list of keywords for a potential career path/job tile by utilizing the prompts below
 - **ChatGPT prompts:** Can you identify keywords within a job posting for me? (Be prepared to copy and paste the job posting into the chat thread.) Can you provide a list of common keywords for a particular job title?

Education Section

Include undergraduate, graduate, and/or any other educational qualifications in this section.

- **Note:** High school entries are not necessary; Include dates for your degrees, not including dates can cause your profile to not be included in larger search results or it could be ranked behind other applicants

Recommendations Section

Recommendations can be helpful in a job search and viewed as a reference or proof of the value you bring. When asking for one, always customize your request, provide context, and tell the person exactly what you need. You can even offer suggested language, making it easy for them by wording your request in such a way that they can simply cut and paste.

- › Press the "Ask for a recommendation" button on your profile and reach out to current or former contacts with whom you have maintained a good working relationship
- › Aim to get a mix of recommendations from peers, subordinates, and your direct leaders

Additional Profile Sections

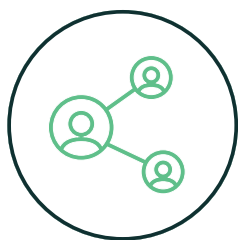
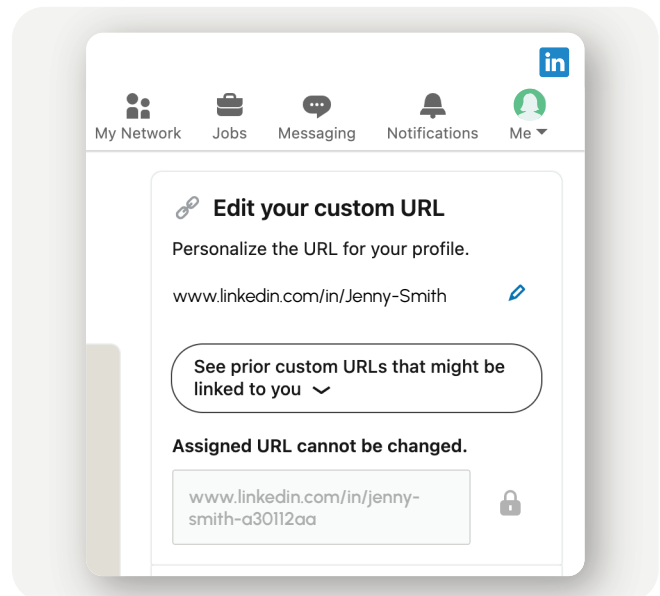
The LinkedIn algorithm favors profiles that are filled out completely, meaning capitalizing on other available profile sections will elevate your profile's search ranking. Other sections to consider filling in are Featured, Licenses & Certifications, Projects, Courses, Volunteer Experience, Publications, Patents, Honors & Awards, Test Scores, Languages, Organizations, Causes, and Contact Information.

- › **Directions:** Click "Add profile section" at the top of your profile and choose a specific section from the list of Core, Recommended, and Additional profile section options

Updating your Custom Profile URL

You can customize and shorten your URL by removing the generic hyperlink provided by LinkedIn and adding your first and last name. This is not only easier for you to remember and appears cleaner on your resume, but it will further tie together your professional branding image on the platform. In-depth directions on how to do this can be found [here](#).

- › **Recommendation:** Utilize the following formatting: `www.linkedin.com/in/firstname-lastname`; adding an extra hyphen or middle initial can help ensure you choose a custom URL that is still available on the platform



STEP 3: GENERATE JOB LEADS THROUGH SHARED CONNECTIONS

The very essence of the LinkedIn platform is to cultivate and strengthen professional connections. Researching potential new connections enables you to broaden your network and find mutual links that could lead to a foot in the door.

Researching Shared Connections to Generate Job Leads

Researching fellow LinkedIn members is beneficial for various reasons. It can help inspire ideas for your profile (keyword, headline, and summary comparisons). It can introduce you to and familiarize you with potential interviewers. Finally, it can expand your network within companies of interest by enabling you to seek out connections with warm introductions via messenger.

- > **Search by job title:** Type a job title into the search bar found at the very top of your LinkedIn feed > click the "People" tab > filter and refine your search with a variety of preferences
 - Utilize the filters found directly above the search results to identify common connection areas, filtering by location, current company, past company, degree of connection (1st, 2nd, or 3rd degree), industry, etc.
- > **Search by university:** Type your alma mater into the search bar > identify and click your university's LinkedIn page > click the "Alumni" tab > refine the search by typing a title, keyword, or company name or by entering the starting and ending year of attendance
- > **Search by company:** Type company name into the search bar > identify and choose the correct company page > click the "People" tab > Search employees by title, keyword, or school

Example of a Warm Introduction Message to Connect



Shared connection intro message:

"Hi, [name],

I noticed we share [mention area of connection]. I hope to work in a similar [position/field/industry] and would love to learn the path you took to get there. I would also enjoy learning more about your experience with [specific company name]. I welcome the opportunity to be a part of your network, and I am looking forward to connecting with you."



GIF



Send

Hiring manager intro message:



"Hi, [name],

I recently submitted my application for the [role title] with [company name]. I find this opportunity exciting and aligned closely with my career objectives. I have attached the latest version of my resume here and welcome the opportunity to connect and discuss the role and my qualifications in more detail. Have a wonderful week and thank you for your time and consideration."



GIF



Send

- **Note: LinkedIn limits the number of messages you can send weekly, regardless of whether you hold a Premium membership**



STEP 4: LINKEDIN SETTINGS FOR OPTIMUM RESULTS

Now that you have built an attention-grabbing profile and sought out new connections to expand your network, it's time to explore the technical settings that will enhance your job-seeking efforts. These suggested actions will streamline your job search on the platform and improve your results.

Setting your "Open to" options

In the upper left-hand corner of your profile click the "Open to" button under your name and headline

- Click "Finding a new job" from the drop-down menu
- Add job preferences, including job titles, remote/on-site, locations, start date, and full- or part-time work

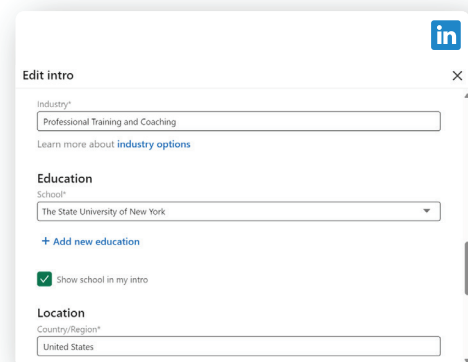
Select your audience

Choosing "All LinkedIn members," will add the green #OpenToWork banner to your profile image, making your open-to-work status visible to your network

- If you select "Recruiters only," only members of LinkedIn Recruiter will receive notification that you're looking for work
 - **Note:** LinkedIn blocks LinkedIn Recruiter members from your current company from viewing your "open-to-work" status
- Click "Add to profile"
- On the next screen, you will have an option to write a post notifying your network ➤ click "Start a post" to write
- You will see suggested text for your message, including related hashtags like #opentowork ➤ Edit the message and hashtags and click "Post" to publish

Profile Intro Section

- **Industry:** Adjust the "Industry Section" in the "Intro" section of your profile to guarantee it will be found within backend LinkedIn searches in your field
- **Location:** Adjust your location by adding your zip code (office, home, or objective work location); choose the "Greater metro area" option, if available, to expand your profile's reach



Example "Open-to-Work" announcement:

"Hi, LinkedIn friends! After ten years of learning and growing with Microsoft, I am looking for my next career adventure. Throughout my time at Microsoft, I gained a comprehensive understanding of the end-to-end product development life cycle. I pride myself on my ability to collaborate across functions to deliver timely and high-quality results and thrive in high-performance work environments while always leading with empathy, curiosity, and integrity. I am excited to carry these skills into my next role! If my experience inspired you to connect me with someone in your network or a potential opportunity, please do not hesitate to reach out to me! Thank you so very much for your help!"

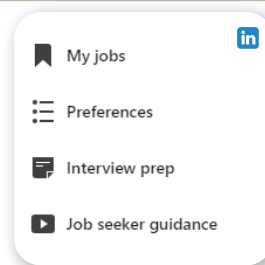


Creating Job Alerts

- › Type in an objective job title in the top search bar > click the "Jobs" tab to view the list of active job opportunities under this title > refine the search by an array of filters at the top, clicking additional filters if needed > once filters are in place, switch on the "Set Alert" toggle to be notified as similar opportunities within these parameters become available

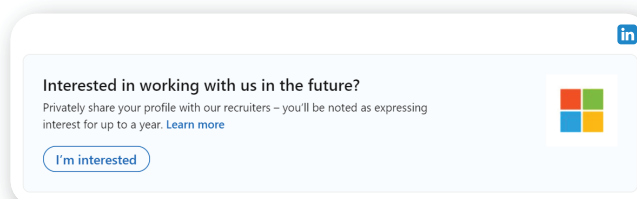
Jobs Tab Settings

- › Go to the "Jobs" tab from your home feed > click "Preferences" > click "Job alerts" > edit the job alerts set in the above section by frequency and notification type > toggle on the "Top job picks for you" setting at the bottom to get recommended roles based on your profile and activity
- › Under "Jobs" tab > click "Preferences" > Under "My Qualifications" click "Resumes and application data" > Verify your resume is uploaded here. **Note:** Recruiters can view skills and experiences from your uploaded resumes when they search and view profiles, so having this section updated is pivotal to your job search efforts on the LinkedIn platform
- › Scroll up to **toggle on** "Save resumes and application data" to streamline your application efforts on the platform by allowing it to auto-fill common questions > scroll down to **toggle on** "Save self-ID information" to allow LinkedIn to auto-fill commonly asked self-identification questions



Companies of Interest Settings and Recommendations

- › Individually alert companies on the backend of LinkedIn that you are interested in working for them by visiting the company page > click the "About" tab > scroll down to the "Interested in working for us in the future?" setting > click the "I'm Interested" button
- › Press the "Follow" button at the top of the company page to see company news, job opportunities, and overall content in your feed. **Recommendation:** engage with the content to heighten your visibility within the company
- › Turn on job alerts for companies of interest by searching and visiting the company page > click the "Jobs" tab > press the "Create a Job Alert" button > refine the search by the job title, location, and workplace options that populate



**“Signal Interest”
Settings on LinkedIn**

- Go to “Settings & Privacy” > “Data Privacy” > “Job Seeking Preferences” > “Share Profile when you Click Apply for a Job” > Toggle On
- Go to “Settings & Privacy” > “Data Privacy” > “Job Seeking Preferences” > “Signal Your Interest to Recruiters at Companies You’ve Created Job Alerts for” > Toggle On

**Preparing for
the Interview
with LinkedIn**

- **Explore the company page:** What is their mission and vision? What do they post about? What big projects are they currently undertaking? What have they recently accomplished?
- **Interview prep:** Go to the “Jobs” tab and select the “Interview prep” tool. Here, you can review a list of common interview questions asked and the reasoning behind these questions and answer framework recommendations.
- **Practice and receive AI-powered feedback:** Answer these common questions via recorded or written responses and get real-time feedback. The questions can be filtered by a select group of ever-growing specialty areas.
 - If you are a Premium member, sample answers are provided.



STEP 5: MAINTAIN YOUR LINKEDIN PRESENCE AND EXPAND YOUR NETWORK

The job search marathon is over—you have successfully landed into your next season. First and foremost, congratulations! Secondly, it’s essential not to lose sight of how LinkedIn remains a valuable tool in every season.

Here are a few best practices as you look forward:

- Update your profile in real-time, adding new roles, impact stories, additional training, and awards as they occur to ensure you maintain the relevancy of your professional presence on the platform
- **Continue to expand your network:**
 - Join and actively participate in relevant industry LinkedIn groups
 - Follow and engage with the content of thought leaders in your field
 - Dedicate at least ten minutes a day to engage with your current network, thoughtfully commenting and interacting with posts to maintain and strengthen the connections you have built



It is never too late to be what you might have been.

— George Eliot

