

# Using LinkedIn For Job Search

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# What is LinkedIn?

- The world's largest professional network with millions of members and growing rapidly. It can help you:
  - I. Establish your professional profile
  - II. Building and maintain a broader network of professionals
  - III. Find and reconnect with colleagues and classmates
  - IV. Learn about companies
  - V. Leverage powerful tools to find and reach the people you need
  - VI. Tap into the knowledge of your network
  - VII. Discover new opportunities

Source: [http://help.linkedin.com/app/answers/detail/a\\_id/45](http://help.linkedin.com/app/answers/detail/a_id/45)

# The Benefits of LinkedIn



- Building a professional network
  - ✓ Maintaining connections
- Powerful research tool
  - ✓ Job search, company, interest
- Establish a professional image through profile
  - ✓ Job History, Projects you've completed

# How to use LinkedIn for Job Search?

- Before searching for a Job on LinkedIn, make sure your profile is up-to-date
- On the main Home page:
  - ✓ Click the 'Job' tab
  - ✓ Under 'Search for Job', type in keywords related to the jobs you are interested in and search
  - ✓ There is 'Advanced Search'
    - Country, Zip Code
    - Industry
    - Function
    - Salary
    - More Options

# Making New 'Connections'

- Establish new connections with new people you meet
- There is a right way to request new connections
  - ✓ You want to connect with them on a personal level so you can be remembered
  - ✓ Personalized message when sending an invitation to connect
- Include LinkedIn Profile on Business Networking Cards



# Reaching Out to Old Connections

- Keep in touch with colleagues, old classmates, previous employees and employers, and personal connections
- Adding somebody to your LinkedIn profile means you have a way of staying in touch even after you or they leave the company



# Exploring Career Paths

- Explore the different career options based on actual career paths of professionals on LinkedIn
- Find jobs relevant to your area of interest and see if you have connections at those employers who can help you get that position
- Connect to people who can help you learn more about the profession you are exploring

Source: <http://learn.linkedin.com/jobs/careerexplorer/>

# Company Profiles



- Follow companies that offer positions for hiring that interest you
  - ✓ Receive updates such as job openings and latest news
- Join discussions on company pages to speak to HR managers from the company and get insider information on careers at the company



# Joining Groups

- Join discussion groups that relate towards important trends and statistics on areas of career interest
- Get to know people who are working in the field, and stay up to date on industry information



# Conclusion



Use LinkedIn to:

- Establishing Professional Image & Network
- Job Search = Powerful Tool
- Making Connections & Reconnecting
- Exploring Career Paths, Companies, Discussions