Maximize LinkedIn in your Job Search

Don’t miss the hidden opportunities

♦ 95% of recruiters are actively using LinkedIn
♦ 50% of hiring managers rejected someone because of something they found out about them online

Mistake #1: Not having a “Position”
♦ Have a personal brand – or Position

♦ You must first understand your audience
♦ Your position is developed when these 2 overlap
♦ Research your industry to understand what is going on and what people are saying: www.alltop.com
♦ Be sure to show consistency throughout your online presence

Mistake #2: Your headline is not just your job title
♦ Your headline should say your job title but also tell a little bit more about who you are and why someone should connect

Mistake #3: Rambling profile summary
♦ Your Summary should answer these questions:
  1. Who are you?
     ▪ Hello my name is...
     ▪ I’m a...
     ▪ Specializing in...
  2. What do you do?
     ▪ What problem do you solve?
  3. Why are you the best?
     ▪ Try naming one of your biggest successes and the role you played in the success
  4. What do you want?
     ▪ What kind of job are you looking for?

Mistake #4: Profile not at 100% completeness
♦ This shows an employer that you don’t care – they may associate this with your level of work

Mistake #5: Profile picture
♦ Use a professional photograph (or one that fits in the industry)

Mistake #6: Not taking advantage of multimedia in your profile
♦ Include any work samples or class projects to increase your marketability
♦ Link documents and multimedia to your job experiences to illustrate skills & accomplishments

Mistake #7: Not taking the relationship “offline”
♦ Use your profile as a platform
♦ Make sure to spend time by reaching out to new people; don’t hide behind the monitor
♦ Ex: “I’d like to take this offline, as I am really interested to learn more about...”