



A Review On How To Use LinkedIn To Land Your Next Job

Preface

LinkedIn is **IMPORTANT**. 97% of recruiters use LinkedIn, while 64% of recruiters use only LinkedIn to find people during the hiring process.

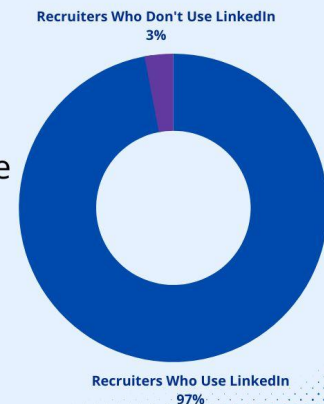
The following document is divided into 5 sections; [Exploring](#), [Positioning](#), [Searching](#), [Networking](#), and [Researching](#).

Each section corresponds with a step in the job search process. The sections are in chronological order of how someone looking for a job should begin, however one may jump around to different sections periodically. All of the information provided comes from the book titled *Linked: Conquer LinkedIn. Get Your Dream Job. Own Your Future* by Omar Garriott and Jeremy Schifeling.

By implementing all of the following tips, you will create a LinkedIn profile that stands out above the rest. Doors will begin to open and opportunities will present themselves. You will find your dream job in no time! So let's begin!

LinkedIn Recruiter Statistics

97%
of all recruiters use
LinkedIn to find
candidates to fill
job openings

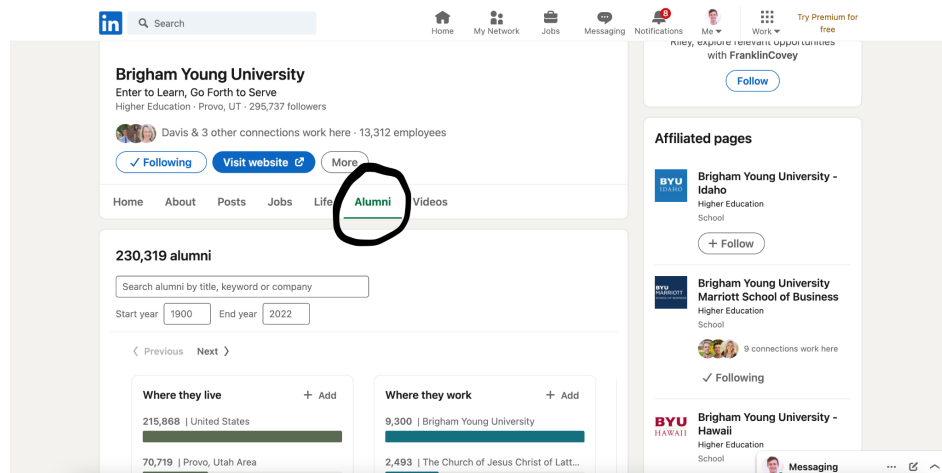


Exploring

The first step in your job search is exploring what is available. This part consists of understanding your options and testing your options.

1. Understand Your Options

Use the Alumni Tool at your university to explore the life path of other fellow alumni. You can filter alumni based on location, academics, occupation, and more.



2. Test Your Options

Connect with those you find on the Alumni tool. Send them a personalized message when connecting. The following are key elements to messaging anyone on LinkedIn:

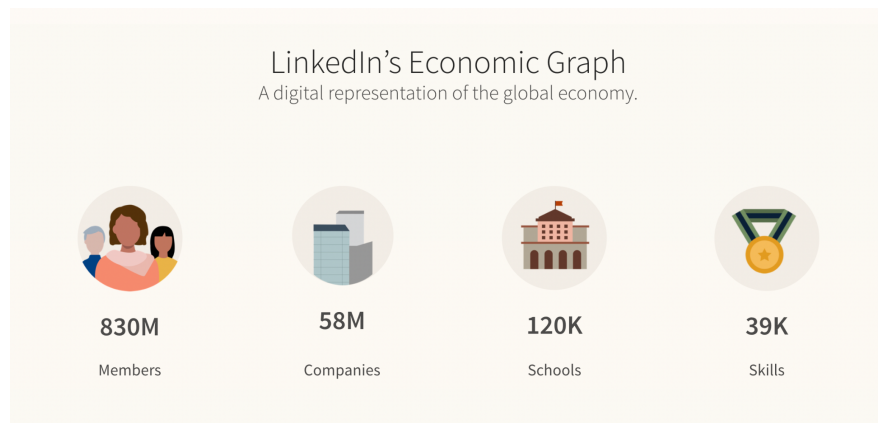
- i. Playing up shared affiliation
- ii. Flattery
- iii. Conveying you won't waste their time
- iv. Next week is always better than this week

Advanced Tips

The following three tools are provided by LinkedIn to help you explore career possibilities even more.

1. The first one is [LinkedIn's Career Explorer](#). This tool helps you to explore other career options as well as learn what skills are required for certain positions.

2. The second one is [LinkedIn's Economic Graph](#). This tool helps you visualize what is going on in the world on a broader scale, so you can determine what positions are needed



3. The last one is [In Demand Jobs & Skills](#). Learn what jobs are in demand and what skills are required for each job.

<https://linkedin.github.io/career-explorer/#explore>

Positioning

The key to positioning yourself in the best spot to land a job is to think like a recruiter. Recruiters go through hundreds if not thousands of applications and can only pick the top ones. You have to realize recruiters are always looking for a reason to say no to an application. Recruiters want the safest options when it comes to hiring.

When applying for a job, your LinkedIn profile will pass through two types of eyes, the machine eyes and the recruiters eyes. It is important to 'win over' both the machine algorithm running over your profile as well as the human recruiter that will do the actual hiring. The following are 12 steps on how to win over the LinkedIn recruiter.



1. Most Important Keywords in the Most Important Place

When your profile is run through the machine algorithm, recruiters are looking for keywords specific to the job you are applying for. Make sure to include these keywords in visible places within your profile. The most important of these places being your headline.

2. Make Yourself Local

Put your location where the company is hiring, if you know you can live there if you get the job. Most recruiters favor those living locally rather than those needing to work remote.

3. Be Open To Work

Go to settings and click open to work. You can either add the OpenToWork frame on your photo or make it so only recruiters from other companies know you are open to work.

4. Get Connected

Get connected with as many people as you know, this isn't like most 'social media', having connections is very beneficial to networking.

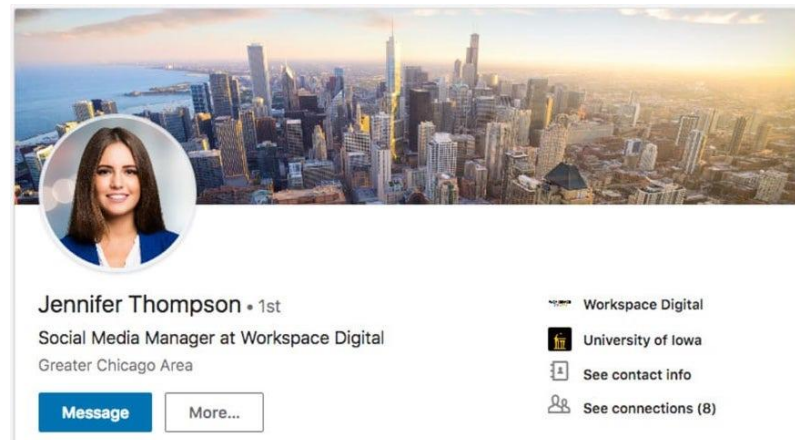
5. Be a Follower

Follow the company you are interested in and other similar companies in the industry.

6. Profile Picture

Utilize the following tips when it comes to having the best profile picture.

- i. Match the style of your future job regarding clothes, style, etc
- ii. Show a genuine smile WITH EYES SHOWING
- iii. Crop it correctly from shoulders up, filling most of the space
- iv. Have the picture be only of yourself, no pictures with anyone else
- v. Neutral background, good lighting



7. Background Photo

When choosing a background photo, consider using an image of the following:

- i. Something related to your industry
- ii. Something related to a project you've worked on/completed
- iii. Something showing off your location (like a skyline)

8. About Section

Utilize the following 4 steps to create an optimal About Me section.

- i. Describe who you are and what drives you using keywords within the first 2 sentences. These are what are shown before the “Show More” section needs to be clicked. This is also what the computer searches for keywords
- ii. Showcase your top experiences, similar to your resume
- iii. Include your specialities, this allows more keywords to pop up within the LinkedIn algorithm
- iv. Include your email at the end for a recruiter to contact you

9. Experience Section

Begin by copying and pasting the bullet points you have on your Resume. Improve them by including keywords and phrases to optimize the search. algorithm. Include the impact you had on said job. Add other media such as links to websites or videos to show your experience rather than telling.

10. Schooling

Make sure to include important keywords that are relevant to any extracurricular activities you did. Contextualize academic accolades, for example don't put GPA = 3.5, say “Earned a 3.5 GPA”.

11. Recommendations > Endorsements

Anyone can be endorsed for anything, it doesn't mean much. Skills, however, show up in the LinkedIn recruiter and are important to list. Recommendations are also important to have.

12. Don't Overthink All the Rest

Check out the profile of people already living your dream and follow their example. If they have a certain achievement or layout, you can copy what they do.

Advanced Tips

1. Be wise in what you post/share on your feed. Make it insightful and meaningful
2. Use a site called [Jobscan.co](https://www.jobscan.co) to find optimized keywords and see what your profile is lacking

Searching

Searching is all about going on offense and getting yourself out there to find your dream position. The following tips will help you with your searching efforts.

1. Apply Quickly

- a. Apply to the job ASAP. Recruiters are looking to fill positions as soon as possible so they will be checking the first applications often.

2. Apply Broadly

- a. Don't worry about being under qualified, look to jobs where you meet about 50% or more of the criteria
- b. Apply to a variety of jobs, don't put all your eggs in one basket. In the next section you'll learn about networking and gaining a huge advantage over others

3. Apply Systematically

- a. Be consistent on a weekly basis in your job applications

4. Apply Strategically

- a. Use LinkedIn filters to filter out jobs that best suit you and your needs. You can also find people within those companies that you're connected with.
- b. Find job posting of companies that are actively recruiting

5. Cover Letters

- a. Have a cover letter template you can use for jobs you are most serious about but cover letters are not a priority for all jobs

6. Resumes

- a. LinkedIn has its own built in resume builder you can use that will transfer information into a resume format
- b. Create resumes for each job title you are looking into
- c. Include keywords in your Resume to get on top of the search engines

Advanced Tips

- 1. Use a LinkedIn premium free trial before purchasing anything
- 2. Consider hiring a professional to help you craft your resume

Networking

Networking is one of the most important steps in landing your next job. When you are successful at networking, you have a greater chance of being referred to your desired job. Referrals are recruiters and hiring managers number one source for applications. Only 7% of applications are from referrals while 40% of hires are from referrals.

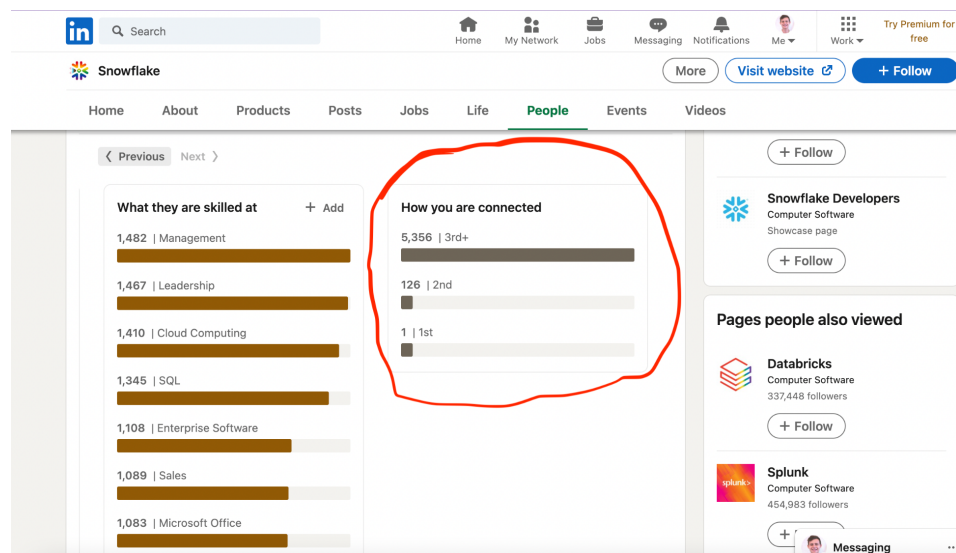
The following steps describe what kind of referral you can get from LinkedIn and how to get them.

1. 1st Degree Referral

- Find the people within the company you want to apply for
- Apply 1st degree filter
- Reach out to your 1st degree connection

2. 2nd Degree Referral

- Apply the 2nd degree filter
- Reach out to your mutual connection first, asking them to introduce you to your 2nd degree connection
- Convert the intro into a referral



3. Alumni Referral

- Use the alumni tool to find people living your dream
- Reach out to them, if you can't find their email you can use a site called [Hunter.io](https://hunter.io) that will help you identify their email
- Send a message referencing the similar school you go/went to

4. Former Colleague Referral

- Apply the past companies filter and send a highly tailor message to them

5. Fellow Volunteer Referral

- Filter with volunteer service

- b. Send a message to them, including the mutual volunteer service you two have performed

6. Get a Referral from Anyone

- a. View the profiles of multiple people at the company you are looking at
- b. Wait some time and eventually some of these people will view your profile
- c. Ask to connect with them and send them a note

7. Reach Out to Specific Hiring Managers

- a. Identify who the hiring managers are at your desired company
- b. Send them a note stating you can do what they need based on the job listing (a painkiller note)

Advanced Tips

1. Message people through LinkedIn groups to get around the limit of free messages
2. Get in the habit of building a relationship with vital connections before you need to use them

Researching

It's important to do your own research. Focus your research on three areas, the company, the industry, and the people.

1. The Company

- a. Create target job alerts for the specific company so you know what areas they are hiring in
- b. Review the company page on LinkedIn and gather as much info as you can
- c. Use [SlideShare](#) to review information on the company

2. The Industry

- a. Follow companies and hashtags that help you better understand the industry
- b. Join relevant groups

3. The People

- a. Do a search of the people at the company and familiarize yourself with them and their roles

The interview is a crucial part to being hired. The following are steps to crushing the interview.

1. Prepare for the “tell me about yourself” question

- a. Make sure to connect the dots for the interviewer, relating your life with your experience and how you would be an asset for them

2. First impression

- a. Make a good first impression. Show confidence, make eye contact, and show enthusiasm. Smile often

3. Responses

- a. Avoid generic responses to questions

4. Self-promotional

- a. Be deliberately self-promotional but not to a point you come off as arrogant and cocky

5. Question Preparation

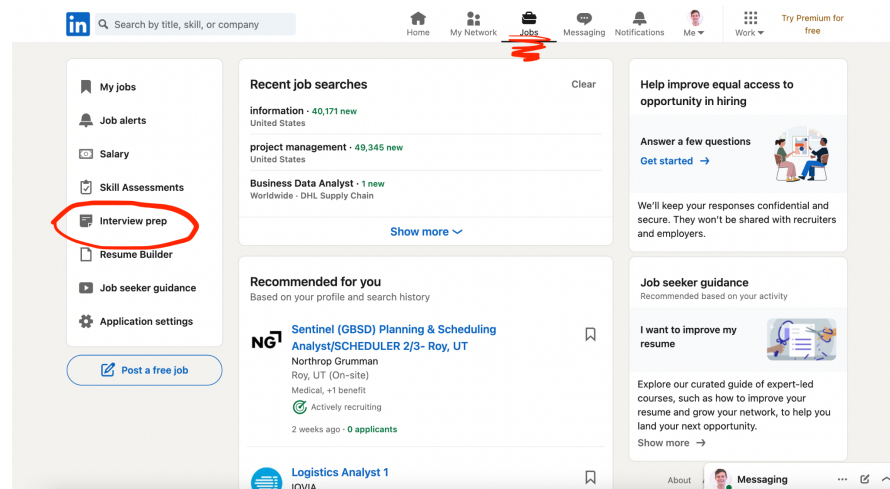
- a. Look for common interview questions online
- b. LinkedIn has a free practice job interview tool to help you with this

6. Asking Questions

- a. Ask well thought out questions that show your interest and that you were listening

7. Follow Up

- a. Speedily follow up after the interview



Advanced Tips

1. Try [LinkedIn Learning](#) to increase your knowledge and skill set
2. Use sites like [GlassDoor](#), [Blind](#), and [Indeed](#) to review companies you want to work for

Conclusion

Did you get all that? If not, that's okay, there is a lot of information contained within this document. Frequently re-read this document and implement as many steps as you can. Once you have an exceptional LinkedIn profile, make sure to use [Aspire](#), a section on Vmock that reviews your profile that gives you even more tips.