

## What is LinkedIn?

LinkedIn currently houses over 364 million users and is designed with professionals, job-seekers, and businesses in mind.

## Why Use LinkedIn?

The power of LinkedIn specifically lies in the power of networking.

LinkedIn is a heightened source of networking that you can do at home. You can join groups, collect information, uncover events in the area, and add your own professional contributions to the fold.

## Setting Up Your LinkedIn Account Properly

When you first join LinkedIn, you set up a profile as you, yourself, the person that you are - not a company.

"Your LinkedIn Profile is like a supercharged resume that lets you showcase your experience and expertise" - [Constant Contact](#)

You will then upload a photo, fill out your information, and set out to build your network of friends, family, co-workers, professionals, and more. Setting up your account properly is one of the most important steps in your LinkedIn journey.

Here's what you should do:

**Upload a professional photo** - We're in an age of visual stimulation, a good, professional photo matters now more than ever. Do you have to look like a model? Absolutely not. But your photo should be of a high-quality image resolution (i.e. no pixelation or distortion), up-to-date (i.e. not from your high school year book), and professional (i.e. you're not holding a beer or wearing a bikini... or holding a beer while wearing a bikini.)

**Create a professional headline** - Your headline is one of the first things people see when they come to your LinkedIn profile page. Use a headline that accurately reflects your professional experience, like "Owner at *Name of Your Business*." Clear and articulate is best.

**Create a summary** - This is where you tell prospective customers, clients, or other connections who you are, what skills or experience you have, and why you are a valuable connection. 2-3 paragraphs are best here.

To ensure that your profile is 100% complete, LinkedIn recommends including the following information.

- Industry and postal code

- A current position with description
- Two more positions
- Education
- At least five skills
- Profile photo
- At least 50 connections
- A summary
- Work samples or projects
- Volunteer experience

## **How to Find and Apply for a Job on LinkedIn**

### **Before You Get Started**

Before you start job hunting, be sure that your profile is up-to-date and well-written because hiring managers will be looking at it. Your LinkedIn profile should be as carefully considered and written as your resume.

Include descriptions of your various roles with an emphasis on accomplishments and value added. Make sure you fill out recommendations and endorsements whenever possible

LinkedIn has a variety of powerful tools for finding jobs. The easiest way to start job searching is to use the job listings page which enables users to identify openings by activating many different filters including location, industry, company, job function, level of position, employer and/or keywords.

### **How to Search for Jobs on LinkedIn**

Here's how to get started. You will find a link to Jobs on the top navigation on LinkedIn. To search for jobs:

Click on Jobs: Add keywords related to the jobs you are interested in, such as job title, a specific company name, an industry, or a skill, and then click Search. There is also a location field, which you can fill in or leave blank.

### **Advanced Search Options**

For more search options, click on Advanced Search. You will be able to search for job listings by:

- Keyword, including job title, company name, or any keyword.
- Location
- Job Function (e.g., "consulting"; "health care provider"; etc.)

- Industry (e.g., "civil engineering"; "online media"; etc.)

You will be able to organize the job listings that match your search by the date they were posted. When you are viewing the list of available jobs, you can click on the similar link under a job posting to see similar job listings.

In addition, LinkedIn will show if you have any connections who work at the hiring company. You can either view the connection's LinkedIn profile or click on "message" to send them a message asking if they can help you connect with a decision maker at the organization.

### **More Job Search Tools**

Job seekers can also find jobs posted at organizations where their LinkedIn contacts work by clicking on the logo of each employer. You will then see a list of jobs at that organization and links to any of your contacts who work there. LinkedIn also suggests a series of current job openings at various employers based on the profile information which you have supplied to the system.

In addition, if you have a company you'd like to work for you can visit the company page to view a list of open jobs listed on LinkedIn.

To find the company, select Companies from the drop-down menu next to the search box, enter the company name and click to search. Or visit the Companies page directly to search by company name, keyword, and industry.

LinkedIn shares the number of applicants who have applied to any given job.

### **How to Apply for Jobs On LinkedIn**

When you view a job posting, you'll see the following options:

- Apply for the Job (apply directly through LinkedIn or on the company website)
- Save (and apply later)
- Share job: LinkedIn, Facebook, Twitter

Click on the company's name to follow. When you click on a specific job listing, you will see an option to apply directly through LinkedIn for some jobs.

For others, you will be directed to the company website to apply. For those jobs where you apply directly through LinkedIn, your profile will be forwarded when you apply. There is an option to add a cover letter.

For jobs where you have to apply on the company website, follow the instructions to apply that are posted with the job. You may need to create an account on the site or apply via email.