

Find Jobs and Stay Connected with Professionals Using LinkedIn

LinkedIn is a professional social media tool used by job seekers and businesses. You can use your LinkedIn profile to:

- Maintain an online resume.
- Compile professional contacts.

Job seekers that have a complete profile with industry-related keywords in the right spots will appear in search results created by recruiters and Human Resources leaders. Here are some tips to help you use LinkedIn for your job search.

Get Started

PROFILE

To create a profile, go to the [LinkedIn home page](#).

Three areas of your profile figure in LinkedIn search algorithms. Keywords in these areas help you appear more prominently in search results. The areas are:

- Headline.
- Skills and Expertise.
- Summary.

To ensure your profile appears in search results, determine which keywords best fit your skills and talents. To find the right keywords, review the following articles: [Keywords are “Key” to Your Resume Being Seen](#) and [Word Cloud and Keywords](#).

Headline

Do not refer to the term “looking for employment.” Using the word “professional” also implies that you are seeking a new opportunity. Use the keywords that you find by creating a word cloud with 4 to 6 job descriptions. Separate them with the pipe symbol (this is the pipe: “|”). Find it by using “shift” and the “\” key above “Enter”) or a comma.

Skills and Expertise

Add the keywords to your list of skills and expertise. Take time to endorse your connections. They will return the favor.



Summary

Use the keywords in your summary by starting a paragraph with the keyword.

Include a brief example of a problem you faced at work, the action you took to resolve it, and how the result saved the company time or money.

Fill out your summary!

Experience

As a bonus, the more often you use the keywords in your experience, the higher you will land in search results when a person searches by keyword. Use keywords as often as possible. In your explanation of your experience, make sure to address a problem, action, and result related to your most important keywords.

The more complete your profile is, the higher you will appear in search results. Try to complete all of the components to help your job search. The goal is to achieve “All-Star” status.

Participate

Having a profile is not enough. You must participate in LinkedIn to have it work the best for you. Each of the following items will help you market yourself on the LinkedIn network.

Status update

Post 3 to 5 times per week with articles or news items related to your career path.

Connect

Invite a minimum of 500 connections to make LinkedIn function as a network. Make sure to personalize your invitations.

Groups

Join up to 50 groups, including career and industry related groups, local or association network groups and special interest groups. Join in discussions and watch the events promoted in the groups.

Companies

Follow company profiles on LinkedIn. Share updates from companies for which you want to work.

Companies use LinkedIn to recruit for new positions. Watch for these, especially as company status updates or on their “Careers” page.

Jobs

LinkedIn is the best social network for your job search. Enter a number of demographic details to find the right job for you. Use your network to see who you know at the company. Apply for jobs directly from LinkedIn.

- Search Jobs by Industry.
- Select filters:
 - Location – Areas or specific zip code
 - Company – Type in a name by the +Add
 - Relationship – Posting shows if you have connections at that organization.
 - Date Posted –1 day ago, 2-7 days, or 15-30 days
 - Job Function – Based on postings, add a function to search
 - Industry – Based on postings, add an industry to search
 - Experience Level – Internship to Executive options

Use LinkedIn to enhance your online reputation and personal branding appearance.

Illinois workNet

Find out more about job searching with other social media platforms by visiting this site:

<https://www.illinoisworknet.com/socialmedia>

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