HOW TO LEVERAGE YOUR LINKEDIN PROFILE FOR YOUR JOB SEARCH

By Debra Boggs

Once you have an optimized and complete profile and a network of connections, you can start to leverage your profile for your job search.

1. Make sure your profile's "public visibility" is set to "on" and that your privacy settings are set to "Public" so your profile is easy to find and review for recruiters, potential connections, and hiring managers.

https://www.linkedin.com/help/linkedin/answer/66?query=how%20other%27s%20view%20your%20profile%20privacy

2. Let recruiters know you're open to new opportunities by enabling this feature in your privacy settings. This will show up when recruiters search for potential candidates but won't be visible on the front end of your profile. This setting is also hidden from your current employer.

https://www.linkedin.com/help/linkedin/answer/67405?hiptopic=feed

- 3. Sign up for a premium account if you don't already have one. You get the first 30 days free, so it is best to wait until you are ready to really start your job search to make the most of this free trial. The benefits of having a premium "Career" account include:
- -Unlimited searching on the platform to look for recruiters, hiring managers, and companies
- -"Featured Candidate" status when you apply via LinkedIn Jobs
- 3 InMail credits per month to message recruiters directly
- -Access to LinkedIn Learning's library of video courses and certifications
- -Access to candidate and salary insights to see how you stack up against other applicants for the same role
- In-depth information on who's viewed your profile.

To Leverage Your Profile:

- 4. You can always post original updates or thoughts on industry news to stay top of mind, but you can also save time by re-sharing interesting news or articles posted by others. This is an easy way to position yourself as a thought leader without having to write content. https://www.linkedin.com/help/linkedin/answer/82288?query=posting
- 5. To grow your skills endorsements, actively endorse others they will often endorse you in return. Also, make sure to send a quick thank-you message when they do. Skills endorsements build credibility for your work and are also now part of your job application if you apply through LinkedIn.
- 6. Use the messaging feature to reach out to people in your network to let them know that you are open to new opportunities. Include the types of roles, locations, and companies that best fit. Also, share your resume or bio so that they can share it with others or learn more about your background.

https://www.linkedin.com/help/linkedin/answer/1645?hiptopic=feed

7. Reach out to specific people for recommendations about your work. You can also give recommendations to others. These recommendations go a long way in building trust in your work and your professional reputation. They also help you show up higher in search results.

https://www.linkedin.com/help/linkedin/answer/90?hiptopic=feed

8. Most importantly! Use LinkedIn to look up target companies, hiring managers, and recruiters (either internal with the companies or external with recruitment firms).

You can use this information to help customize cover letters, learn about their background or recent company news before interviews, or to reach out personally after you've applied online. This extra step sets you apart from most other job seekers and allows you to start conversations with real people.

Bonus Tip

Bonus Tip: Be sure to engage with your network as often as possible. Like or share posts, ask questions, and comment regularly. Contributing to your connections' posts with insightful comments or follow-up questions will increase your visibility and drive their network to visit your profile.