

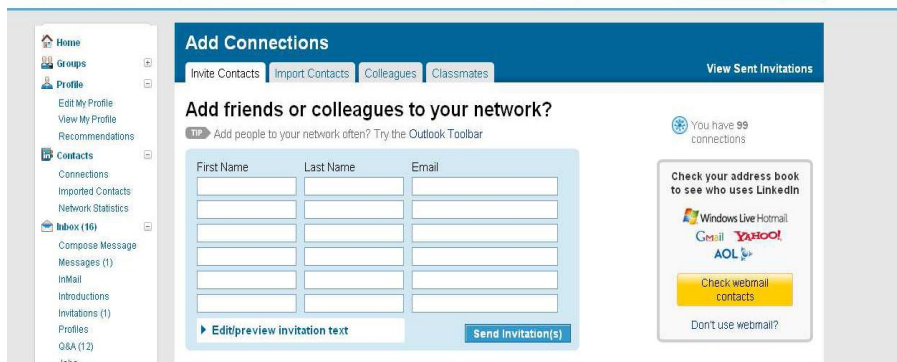
## Using LinkedIn to Find a Job

### - What are Contacts?

Contacts are the people who are on LinkedIn, who hopefully will help you find a job and/or offer you a job!. The more people see your LinkedIn profile, the more likely you will be contacted about job! Contacts are the vehicle on which you can be seen.

### Rules for Selecting Contacts

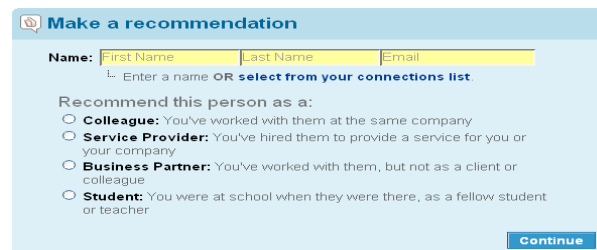
1. Invite people you know, including current and former employers. If you know the names of people you want to include, you can search LinkedIn using the search command in the upper right hand corner. Select contacts that can help you.
  - Click on Contacts to see this tool.
  - Click on the 'Add connections' link on the right side.



### - Recommendations

The **Recommend** option is for you to write great things about you're your "contact" and for them to write great things about you. Recommend silently works for you because recruiters looking to hire will read your recommendations, getting to know you and how you "can be" an asset to them. If you want significant cross-pollination to increase the places your name occurs, recommend and be recommended to your maximum ability.

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### - Negative Information

Employers scour the internet for information on potential employees. Do not post risqué or generally unprofessional photos or post any inflammatory/racist/sexist or politically incorrect opinions Online.

One-third of surveyed hiring managers who screen applicants via social networking profiles, found objectionable content about their potential employees.

Top areas for concern among these hiring managers included:

- 41 percent -- candidate posted information about them drinking or using drugs.
- 40 percent -- candidate posted provocative or inappropriate photographs or information.
- 29 percent -- candidate had poor communication skills.
- 28 percent -- candidate bad-mouthed their previous company or fellow employee(s).
- 27 percent -- candidate lied about qualifications.
- 22 percent -- candidate used discriminatory remarks related to race, gender, religion, etc.
- 22 percent -- candidate's screen name was unprofessional.
- 21 percent -- candidate was linked to criminal behavior
- 19 percent -- candidate shared confidential information from previous employers.

# Using LinkedIn

## To Find a Job

Compliments of the Job and Career  
Services Department,  
Greensboro Public Library  
219 N. Church St.  
Tel: 336-335-5490

Website: <http://www.greensboro-nc.gov/departments/library>

*Updated 8/17/2011*

## Using LinkedIn to Find a Job

### -Why Do Employers Use LinkedIn to Find Employees?

*Employer's use these online social networking tool because THEY ARE FREE FOR THEM TO USE!*

### -Can You Conduct a Online Job Search Secretly?

No- Online job searches using LinkedIn and are not hidden! If you are conducting a secret job search, actively using LinkedIn & will almost guarantee your employer will discover your intentions. If you use these tools effectively, creating and expanding your network contacts, you increase the chances of “bumping into” someone from your job,...let’s say your boss, or that co-worker who wants you job). With every “friend” you make, or “group” you join, you increase these odds.

## LinkedIn

Has become an essential business tool for outreach, communication, new connections, introductions and a means by which people can be found.

### - The LinkedIn ‘Culture’ Assumes:

1. People want to connect, not just to keep their” contact list” up to date.
2. People want to make stronger business alliances and be part of a like-minded community.
3. Recruiters consider LinkedIn a “must use” tool to locate both active and passive candidates, especially those with unusual qualifications, and vet prospective employees.

### -Getting Started with LinkedIn:

If you are not already a LinkedIn user, log on to [www.Linkedin.com](http://www.Linkedin.com) to create an account. Under Settings, click to insure your listing is public and your connections available to all your connections. If you don’t allow others to see your connections, you are less likely to

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get new connections. **Do not use your work email as your official LinkedIn email address**, if your company’s internet use policy does not allow use of social networking websites or if you don’t want your company to know you are seeking a job.

### -Want to Be Stealthy With Job Seeking on LinkedIn?

To decrease suspicion of seeking a job on LinkedIn, DO NOT state your interest in seeking a new job on your LinkedIn profile. LinkedIn profiles specifically ask what contact you encourage. Don’t check the box under Account/settings/Using your network/ Find a job. Just because you unchecked the ‘Find a job’ box on your LinkedIn profile, does not stop recruiters from contacting you. However, if you do check it, you signal to your employer that you are open to changing jobs.

### -Want to be Professional From Head to Toe?

**Use A Professional Head Picture-** LinkedIn invites users to insert a picture because it’s nice to see a professional face to go along with your professional profile. Dress in business attire and look as professional as possible on the head shot. Pay a professional if you have too. Both black and white pictures and color pictures are allowable.

### -Your Profile Summary is Your Time to Shine

The profile summary is your **Elevator Pitch** or **Brand** statement. It is a marketing tool for you. State what you do, why/how you are unique and a metric to prove your statement. For example:

*Jane Doe, Job and Career Counselor is passionate about assisting any working professional with seizing control of their futures with great job/career coaching stratagems.*

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- Never indicate your age, “*Marketing executive with 20+ year’s experience,*” or dates of graduation from school. It dates you!
- Instead, simply state what you accomplished in on the job. Also, think about writing this elevator pitch or brand statement as you want your next ideal job to be.

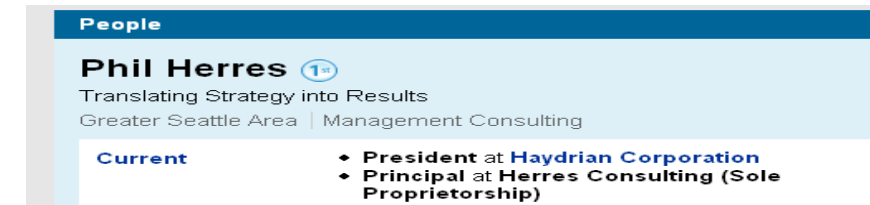
### - Specialties Entry

The **Specialties** entry is a place to list best accomplishments about your special skill set. Target the skills that you have/should have on your next job that you want, and skills your next employer definitely wants.

*A track record of converting inexperienced job Seekers into high valued job applicants.*

### - Experience

Use the **Experience** entry to advertise your job experiences, similar to a resume. Don’t be too wordy. Use dates and be succinct.



Your **Brand** will appear on everything associated with your profile.