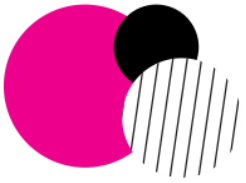




How to Maximise Job Search using LinkedIn



Career Coach: Robin DeLucia
Oct 2023



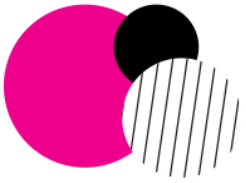
01 The Value of LinkedIn

02 Tips for Your LI Profile

03 Job Search

04 Networking

LinkedIn facts

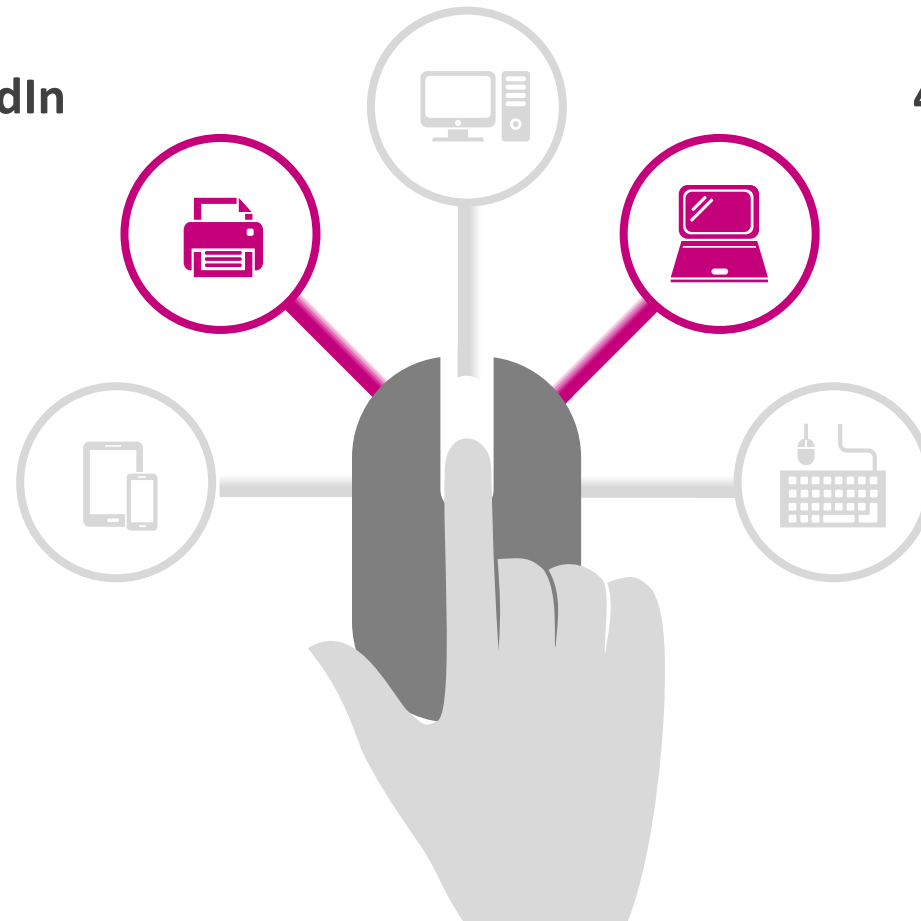


930M+ users globally

90% of recruiters use LinkedIn

49M active job searches weekly

12.7M users in Australia



6 people hired every minute!

Why use LinkedIn?



Network

65-70% of jobs are found through your network!

Jobs

6 people hired every minute!

Notifications

Hey Introverts! This is the easiest way to keep in touch with your old colleagues and friends.

Profile

85% of recruiters check you out on LinkedIn before deciding to call you for an interview.

What is it used for?



There are many possibilities (B2B, B2C, etc) but for individuals it's a great way to;

- ✓ Connect with past colleagues and new ones
- ✓ Use your profile like a resume for recruiters
- ✓ Find and apply for jobs directly from LinkedIn
- ✓ Participate in groups interesting to you and your career
- ✓ Share information or show off your knowledge

90% Of recruiters regularly use LinkedIn



Robin's Tip

Get 50+ connections immediately through people you know

The Most Critical LI Profile Parts



Your Headline

Your Photo

Your Work History

Your About Summary

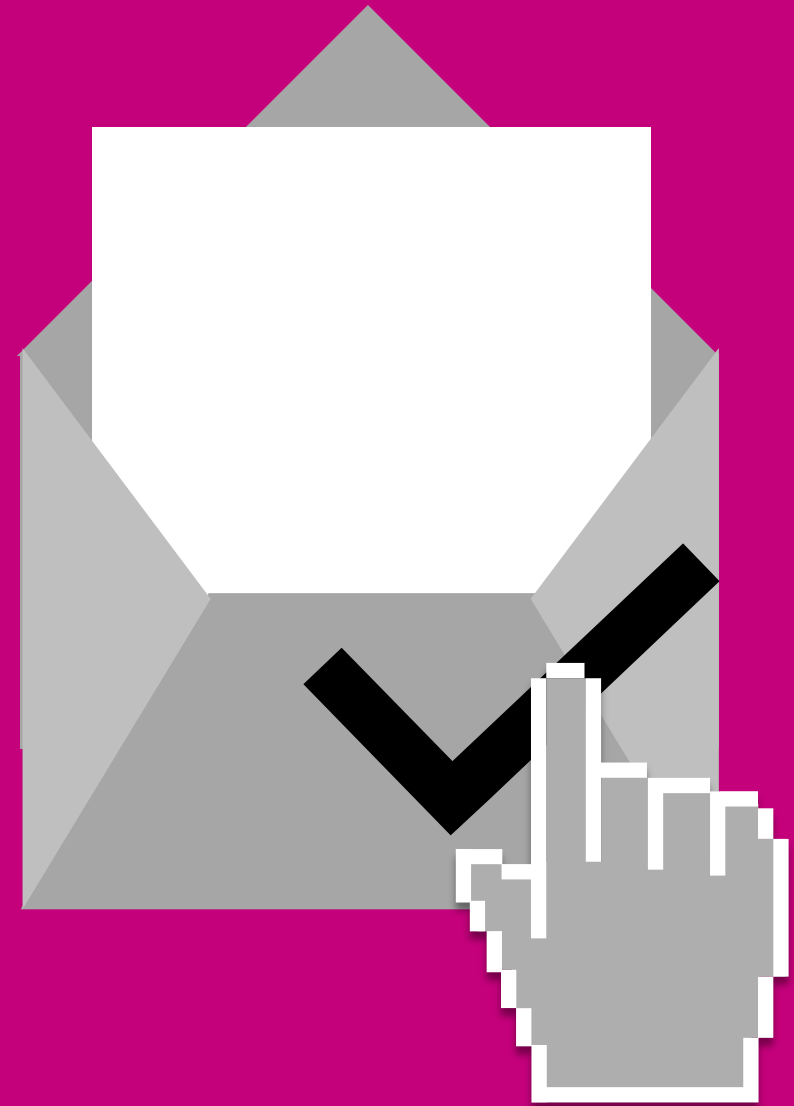


Robin's Tip

85% of recruiters look you up on LI before calling.

Great Headline Examples

- 1 Professional Problem Solver | Time Traveller | Storyteller | History Geek & Museum Lover
- 2 Analytics Enthusiast Focused on Driving Environmental Change
- 3 Content & Copywriter specializing in Plain English
- 4 Publicist and PR Mentor | Lover of stories and doggos
- 4 Lawyer | Researcher | Passionate about climate change



What's the Big Deal with my profile photo?

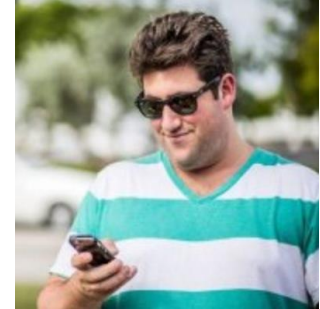


GOOD



- Professional clothes
- Neat, clean appearance
- To look friendly and approachable – SMILE!!!
- Neat tidy appearance
- Plain background that does not distract the eye

BAD



- Party photo with alcohol
- Unprofessional clothes
- Night club photo with friend cropped out
- Vacation setting
- Can't see your eyes



Robin's Tip

A professional photo gets 21 times more views

It's all in the details...



Your Headline

- Write it for your 'future' audience
- Use words to translate your identity
- You are more than your job!
- "Data Nerd who loves Problem Solving"

Leanne Shelton 🙌 · 1st
ChatGPT Trainer | Human Copywriter | Book Editor | Speaker | Podcast Host | Host of 'Marketing & Me' Meet Up
Talks about #chatgpt, #aicontent, #marketing, #copywriting, and #contentstrategy
Greater Sydney Area · [Contact info](#)
[Write Time Marketing](#)
3,585 followers · 500+ connections
Edward Zia, Kerrie Sheaves, and 18 other mutual connections
[Message](#) [More](#)

Location

- LinkedIn only lets you choose one location
- Select the broadest correct location possible
- E.G. "Greater Sydney area or Greater Melbourne"
- You can also change to future location

Contact Details

- Make sure you customize your LinkedIn URL
- Use your personal email, not your work email
- Women – caution on sharing phone/email
- Include all channels (email, mobile, campsite/bio, website, portfolio, etc)

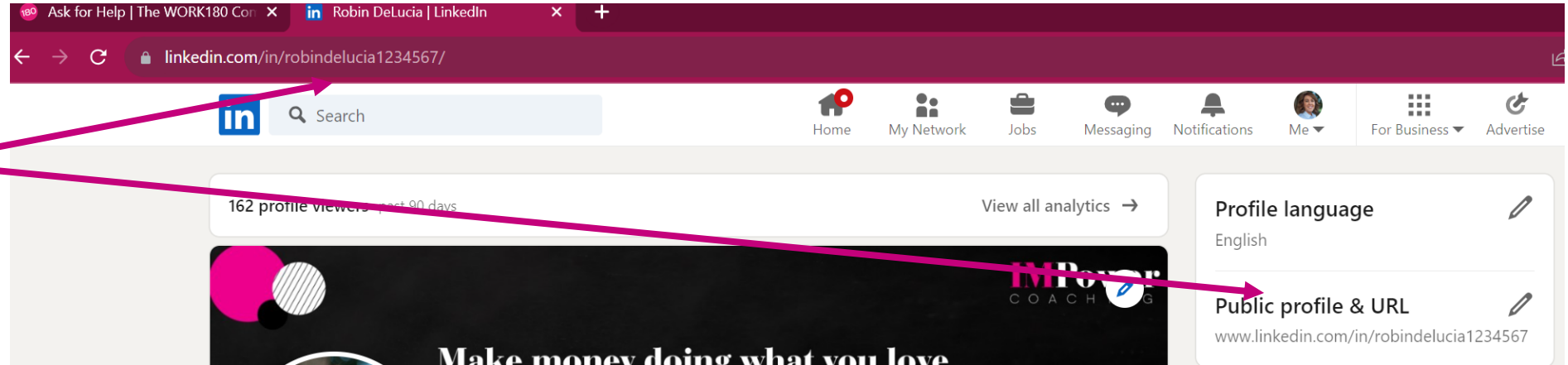
Industry

- LinkedIn only lets you choose one industry
- Only YOU can see this in 'edit mode'
- Industry choice is important because it appears in google and other searches
- This makes it easier for people to find you

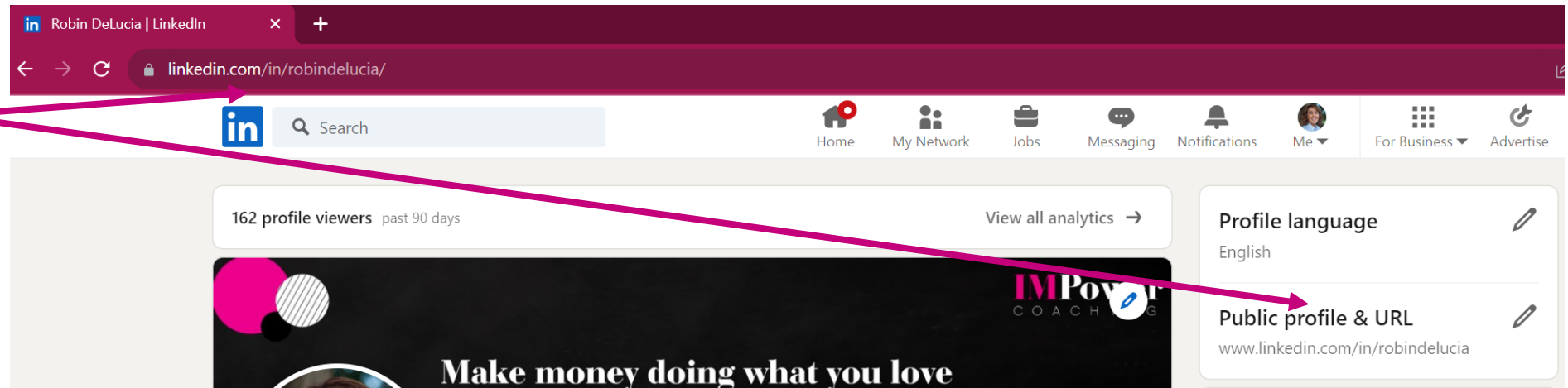
Customise your LinkedIn URL



Remove extra digits in your URL



Just include your name with a "-" or a "_" or a "1" after your URL



Robin's Tip

A custom LI url looks great on your resume.

Tell Your Story in Your LI About Summary



Sally – Senior Financial Analyst at Johnson & Johnson

Identifying myself as the first-generation immigrant in United States has largely shaped my unique perspectives and aspirations. I understand how it feels to be financially/food insecure or without opportunity and go above and beyond when an opportunity arises. I take great pride in persistence, diligence, and empathy. This is why I love finance and its functions as societal tools that allow individuals/corporations to overcome financial hurdles and accelerate growth.

I also credit my resourceful working style for my love of piano. Life has taught me to seek out opportunities, whether or not they are risky. As a recipient of piano scholarship for four years in a consecutive row, this lesson has made me better in the long run.

Please feel free to contact me via LinkedIn. I'm always looking forward to an insightful conversation over coffee, or even better, a round of skydiving!

Desiree – Talent Acquisition Specialist, Recruiting, Human Resources

One of my first memories in school, is going to a parent teacher conference in kindergarten and having my teacher tell my parents, "Desiree is definitely one of my most talkative, no matter where I move her in class she communicates with everyone!" Throughout my life I have developed this art of being able to communicate with anyone at any given time. From joining the debate team in college, to studying internal and external communication, to working in different careers that allow me to utilize this skill in different ways, I've learned that effective communication is at the core of any successful leader and business.

I have developed a passion for not only being the voice of those that cannot communicate for themselves, but also teaching people to communicate effectively. In recruiting I am able to do this, by helping people acknowledge the potential within themselves and be able to communicate that effectively to hiring managers. I am able to communicate with people from all walks of life that all have one thing in common, they NEED A JOB.

LI About Summary Section Do's and Don'ts



DO

1

Tell stories right up front in your About summary to grab attention.

2

Talk about what ignites your passion or what value you bring to an organisation.

3

Speak briefly about your career aspirations and if you're comfortable, a little about your family or where you grew up

4

Write in 1st person ("I) like you're speaking. Use short simple paragraphs.

5

Do mention 2-3 of your proudest achievements if your industry is competitive, to set yourself apart.

DON'T

1

Use technical jargon to describe what you do = boring!

2

Brag - use real life stories to establish rapport.

3

Have an outdated profile summary – keep it current.

4

Use one or two sentences as your summary. Use your 2000 characters to create your unique story.

5

List EVERY role you've ever had. Recruiters are looking for your recent work history of the last 10-15 years.

What are they skimming in your Work History?



Your Employers?



Does it match your resume/application?



Your length in roles?



Did you get promotions?



Your Education/Volunteering?



Your Recommendations?



Robin's Tip

Your employment section is NOT your resume, it is a supplement to your resume



IMPower
COACHING

LinkedIn Job Search



Use quotation marks “ ” to save your job alert searches – this helps get rid of irrelevant jobs.

The screenshot shows a LinkedIn job search interface. The search bar at the top contains the text "business analyst" with quotation marks around it. Below the search bar, there are filter buttons for "Jobs", "Date posted", "Experience level", "Company", "Job type", "On-site/remote", "Easy Apply", and "All filters". The search results are displayed in a list on the left, with the top result being "Senior Business Analyst" at the NSW Department of Customer Service. The detailed view of this job is shown on the right, including the job title, location, and application details.



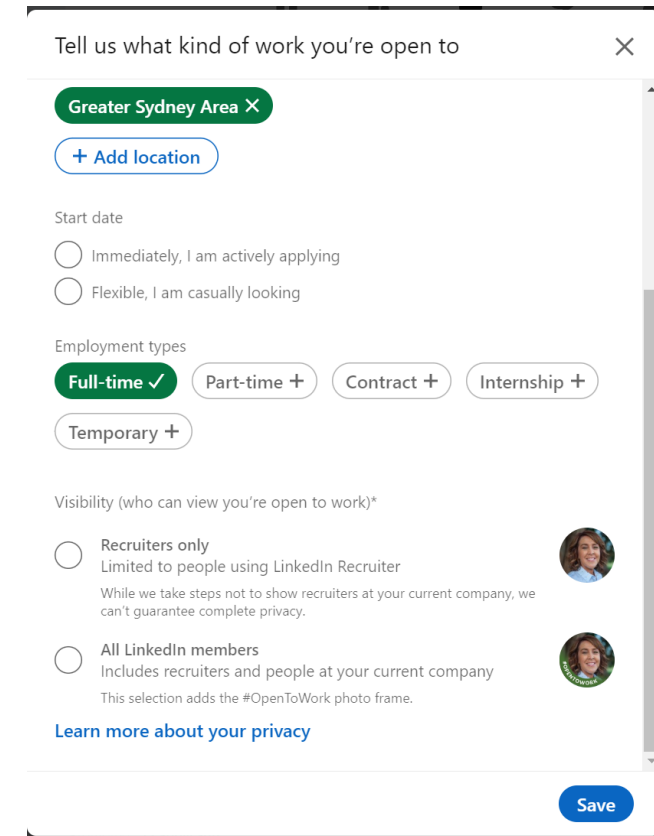
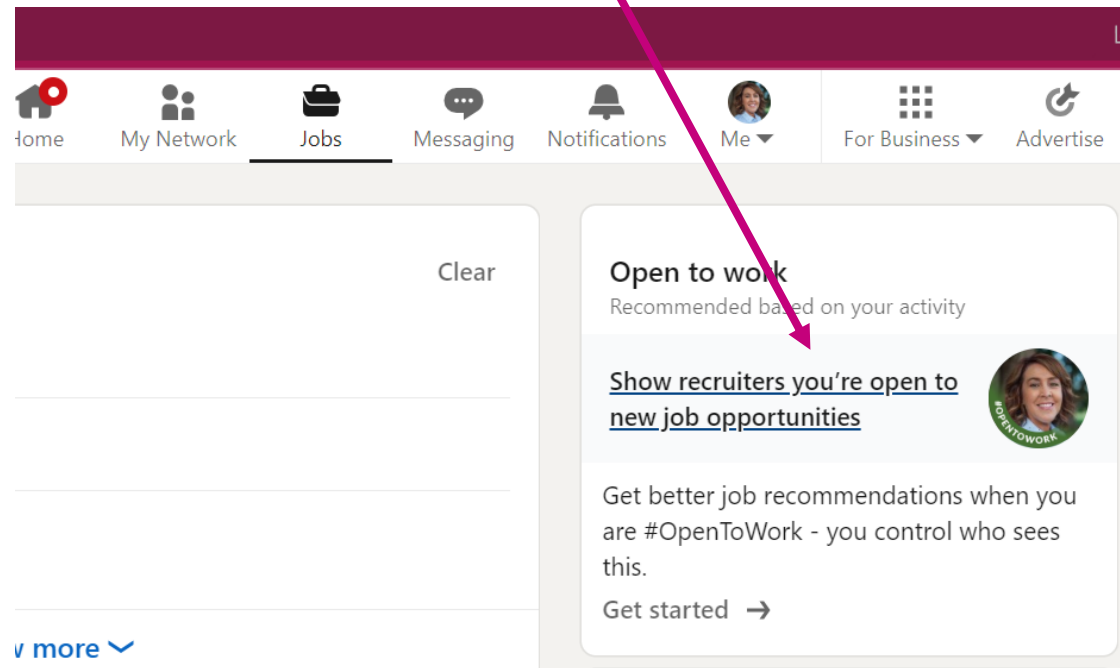
Robin's Tip

Don't forget to save 2-3 job search alerts.

Open To Work



Click on “Jobs” tab and “Show recruiters you’re open to new job opportunities”



Robin's Tip

Selecting “Recruiters only” means your employer is not alerted.



Tips and Tricks



Research Employers

Check out LI business profiles, people that work there and what are the business is posting about



How To Connect

Make sure you write a personal message with every Connection Request
"I see that we have a mutual friend." or "I love that you studied in the UK. I did too. I'd love to connect with you."



Approaching Strangers

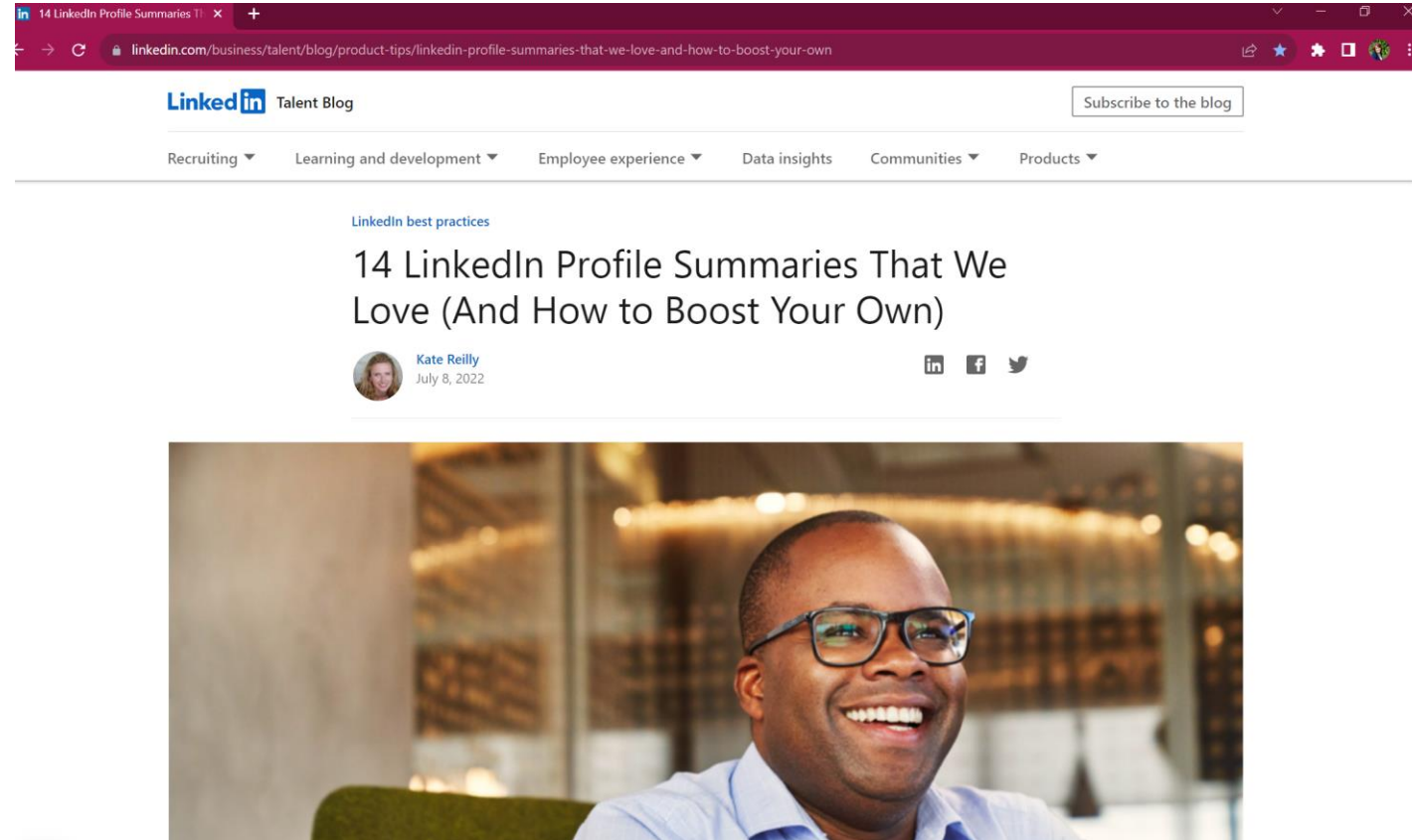
Write like they're the only one you're interested in. Study their profile. Mention something unique you admired in their profile. Ask them for their "career advice".



Security

Check your privacy settings. You may not want your current employer to know you're looking around. Limit your contact details to your 1st Connections only.





THANK YOU!