Using LinkedIn For Job Search

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What is LinkedIn?

- The world’s largest professional network with millions of members and growing rapidly. It can help you:
  
  I. Establish your professional profile
  II. Building and maintain a broader network of professionals
  III. Find and reconnect with colleagues and classmates
  IV. Learn about companies
  V. Leverage powerful tools to find and reach the people you need
  VI. Tap into the knowledge of your network
  VII. Discover new opportunities

Source: http://help.linkedin.com/app/answers/detail/a_id/45
The Benefits of LinkedIn

- Building a professional network
  - Maintaining connections
- Powerful research tool
  - Job search, company, interest
- Establish a professional image through profile
  - Job History, Projects you’ve completed
How to use LinkedIn for Job Search?

• Before searching for a Job on LinkedIn, make sure your profile is up-to-date

• On the main Home page:
  ✓ Click the ‘Job’ tab
  ✓ Under ‘Search for Job’, type in keywords related to the jobs you are interested in and search
  ✓ There is ‘Advanced Search’
    o Country, Zip Code
    o Industry
    o Function
    o Salary
    o More Options
Making New ‘Connections’

• Establish new connections with new people you meet
• There is a right way to request new connections
  ✓ You want to connect with them on a personal level so you can be remembered
  ✓ Personalized message when sending an invitation to connect
• Include LinkedIn Profile on Business Networking Cards
Reaching Out to Old Connections

• Keep in touch with colleagues, old classmates, previous employees and employers, and personal connections
• Adding somebody to your LinkedIn profile means you have a way of staying in touch even after you or they leave the company
Exploring Career Paths

• Explore the different career options based on actual career paths of professionals on LinkedIn
• Find jobs relevant to your area of interest and see if you have connections at those employers who can help you get that position
• Connect to people who can help you learn more about the profession you are exploring

Source: http://learn.linkedin.com/jobs/careerexplorer/
Company Profiles

- Follow companies that offer positions for hiring that interest you
  - Receive updates such as job openings and latest news
- Join discussions on company pages to speak to HR managers from the company and get insider information on careers at the company
Joining Groups

- Join discussion groups that relate towards important trends and statistics on areas of career interest
- Get to know people who are working in the field, and stay up to date on industry information
Conclusion

Use LinkedIn to:
• Establishing Professional Image & Network
• Job Search = Powerful Tool
• Making Connections & Reconnecting
• Exploring Career Paths, Companies, Discussions