



METIS

LinkedIn:

Fast Facts

Learning Objectives:



1. Why use LinkedIn
2. How it can be leveraged in the job search





METIS

Why Use *in* ?

LinkedIn is **where recruiters look** for candidates



95%

Of recruiters say they use LinkedIn as a tool to source candidates.

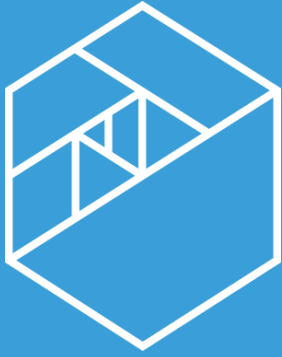


If you aren't on there, you simply won't be searchable.

LinkedIn is Important Because...



- It allows recruiters to **find you** and will give them more insight into your background - think of it like your virtual resume that will show employers a little bit more of your personality.
- It is a **job board**. There are a lot of job opportunities that are posted to LinkedIn that you can apply to, and many times LinkedIn will give you visibility into *who* posted the role so you can follow up.
- It allows you to **use your network**. LinkedIn shows you who you are connected to and who your connections are connected to, this visibility can help you leverage personal connections that can open the doors to opportunities that cold applications can't.



METIS

How **in** can be leveraged

Most jobs are found through **networking**



85%

Of jobs are found through networking according to the Bureau of Labor Statistics.



If you are not taking advantage of resources and opportunities to leverage your network, your chances of interviewing and landing a job are greatly reduced.

LinkedIn **should** be used to:



Connect with friends, family, colleagues/peers, and recruiters as a way to **maintain/manage professional relationships**.

You may not always talk to close friends and family about your job search, so you might not know that your cousin or friend knows someone at your dream company, but LinkedIn can provide that insight.

LinkedIn **should** be used to:



Search your network for first or second degree connections to companies you're interested in applying to.

You can lean on first degree connections to introduce you to people they know for networking purposes.

Ultimately first and second degree connections can benefit your job search because, if you know someone who works where you want to work, then you can ask for a referral, which is a more effective way to apply to a job.

LinkedIn **should** be used to:



Follow up with hiring managers and recruiters after applying to a job.

There are a lot of unknowns when you apply to a job “cold” online. If you have to cold apply to a job, you want to do as much as you can to increase your chances in getting a response to your application, and the best way to do that is to follow up.

LinkedIn is a great tool to help you find the right point of contact.

Make sure to review:

LinkedIn: Creating a Profile and
LinkedIn: Becoming an Expert User

METIS