

LinkedIn for

# Job Seekers

How to build your network &

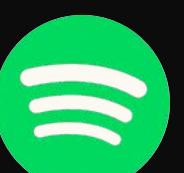
advance your career on LinkedIn

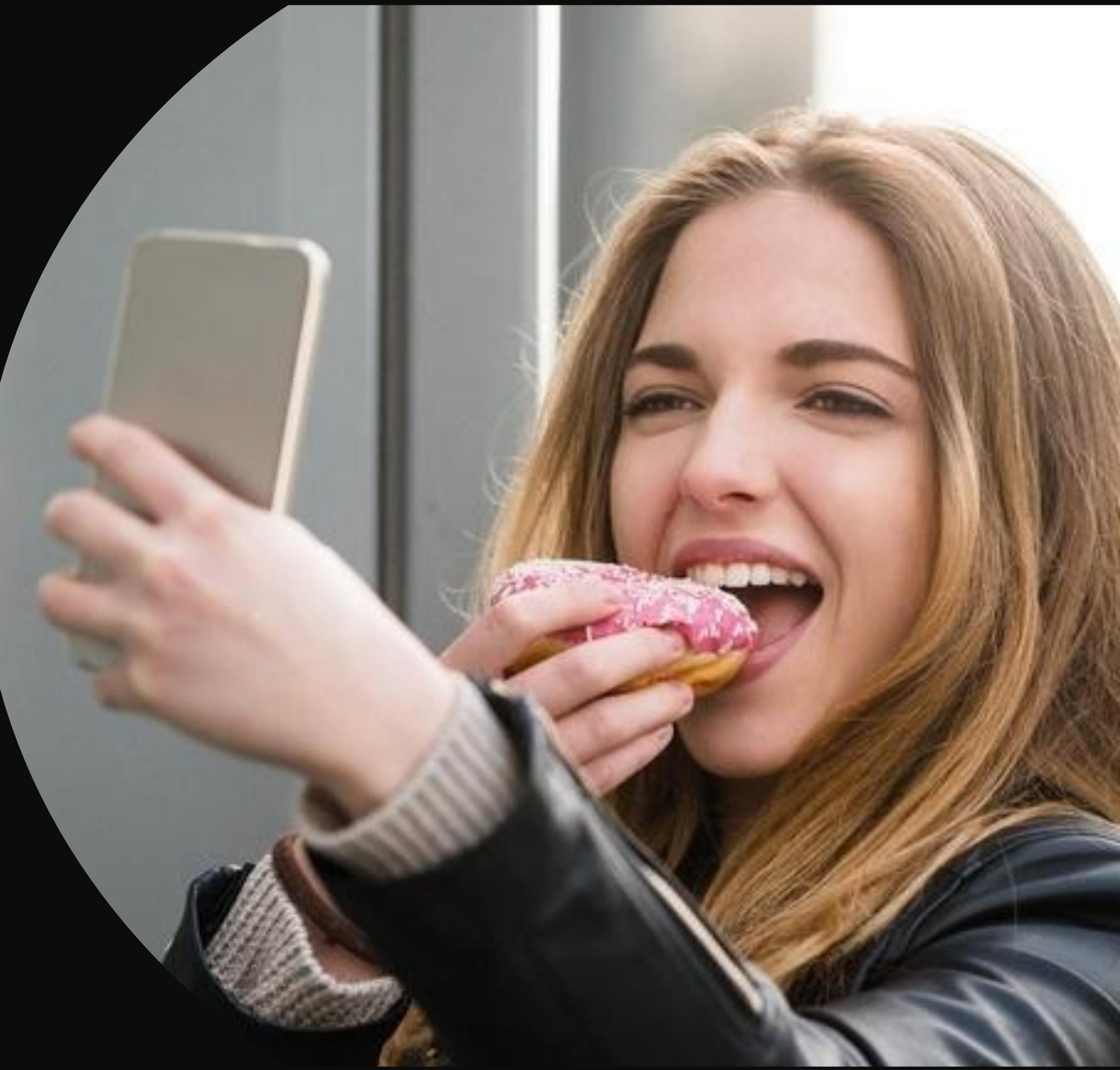


# Lesson Objectives

- 1 Introduction: What is LinkedIn?
- 2 Build your LinkedIn profile
- 3 Build your professional network
- 4 Use your network on LinkedIn to connect to opportunity
- 5 Search and apply for jobs on LinkedIn

# What you do on other social media

-  I like donuts
-  Watch me eat a donut
-  Here's a cool photo of my donut
-  Here's a donut recipe
-  I'm listening to "Donuts"
-  Anyone want a donut?



# On LinkedIn: A professional mindset

- ➊ I hope to operate a donut franchise one day.
- ➋ I'm looking for a job at a donut company.
- ➌ I have three years experience making donuts.
- ➍ My top skills are donut production and sales.
- ➎ Here are 3 recommendations from former donut colleagues.



# Build your professional network and connect to jobs



30 million+ employers are on LinkedIn, with 20 million+ open job opportunities



2.8 million recruiters use LinkedIn to fill open jobs every day

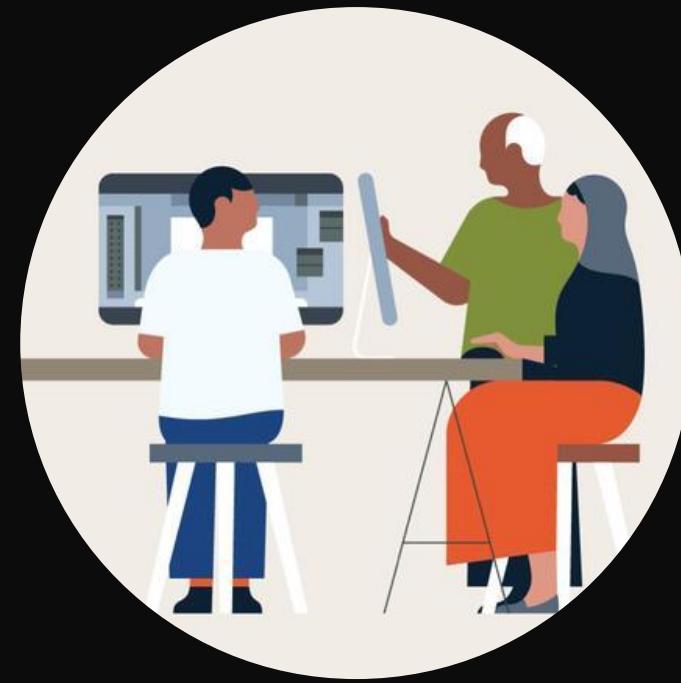


Millions of mentors and mentees have signed up to give and get career advice on LinkedIn

## Did you know?

9 out of 10 employers use  
LinkedIn during the hiring  
process.

# Defining key terms we'll use today



## 1. Workforce

The people who are currently working or available for work in a specific region. The vision of LinkedIn is to create economic opportunity for every member of the global workforce.



## 2. Connections

Contacts on LinkedIn. You can add connections by sending invitations to other people on the platform, or by accepting invitations from other people.



## 3. Network

A connected community of people. Networking is an activity to strengthen relationships with others and can lead to professional opportunities including job offers.

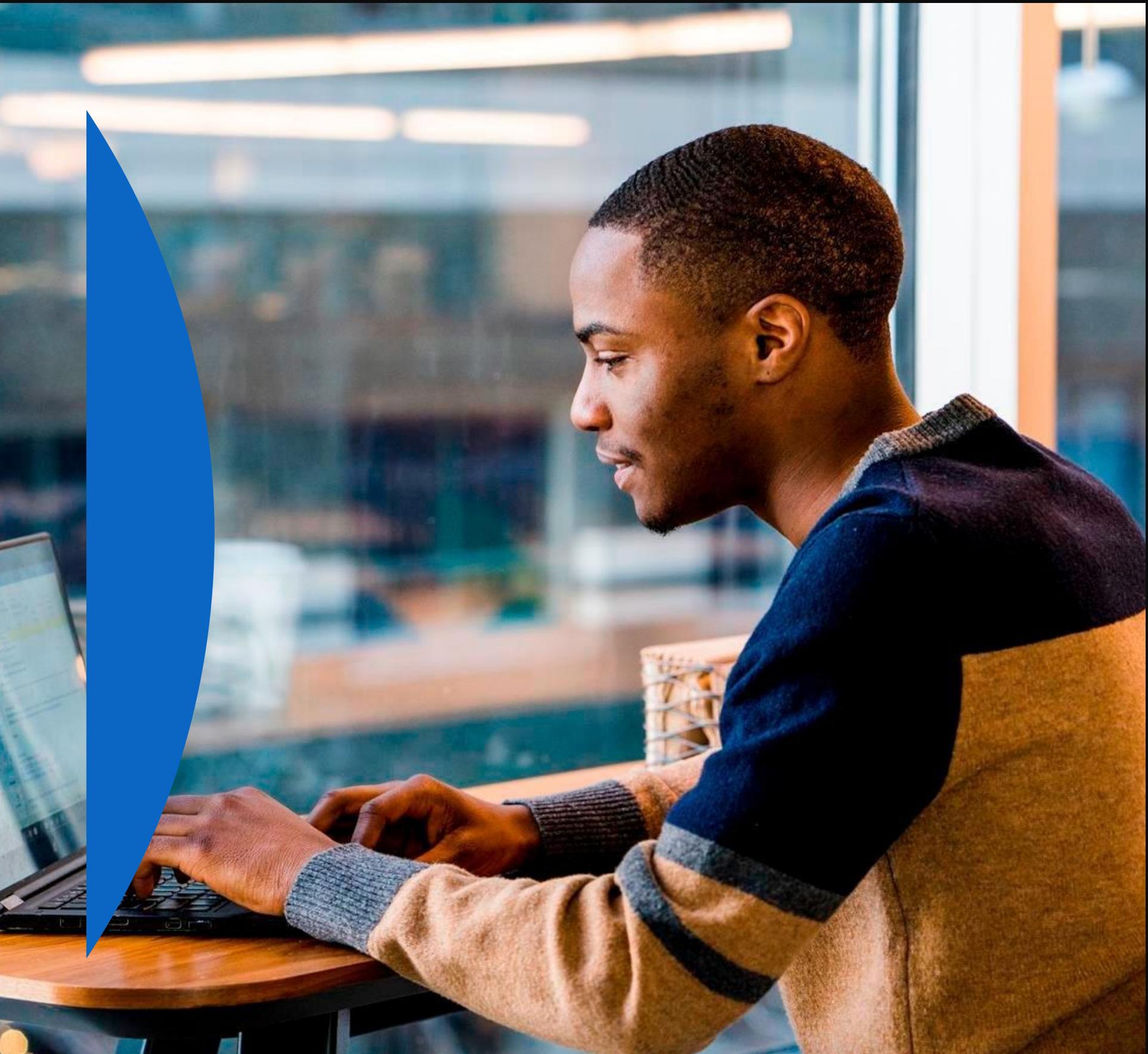


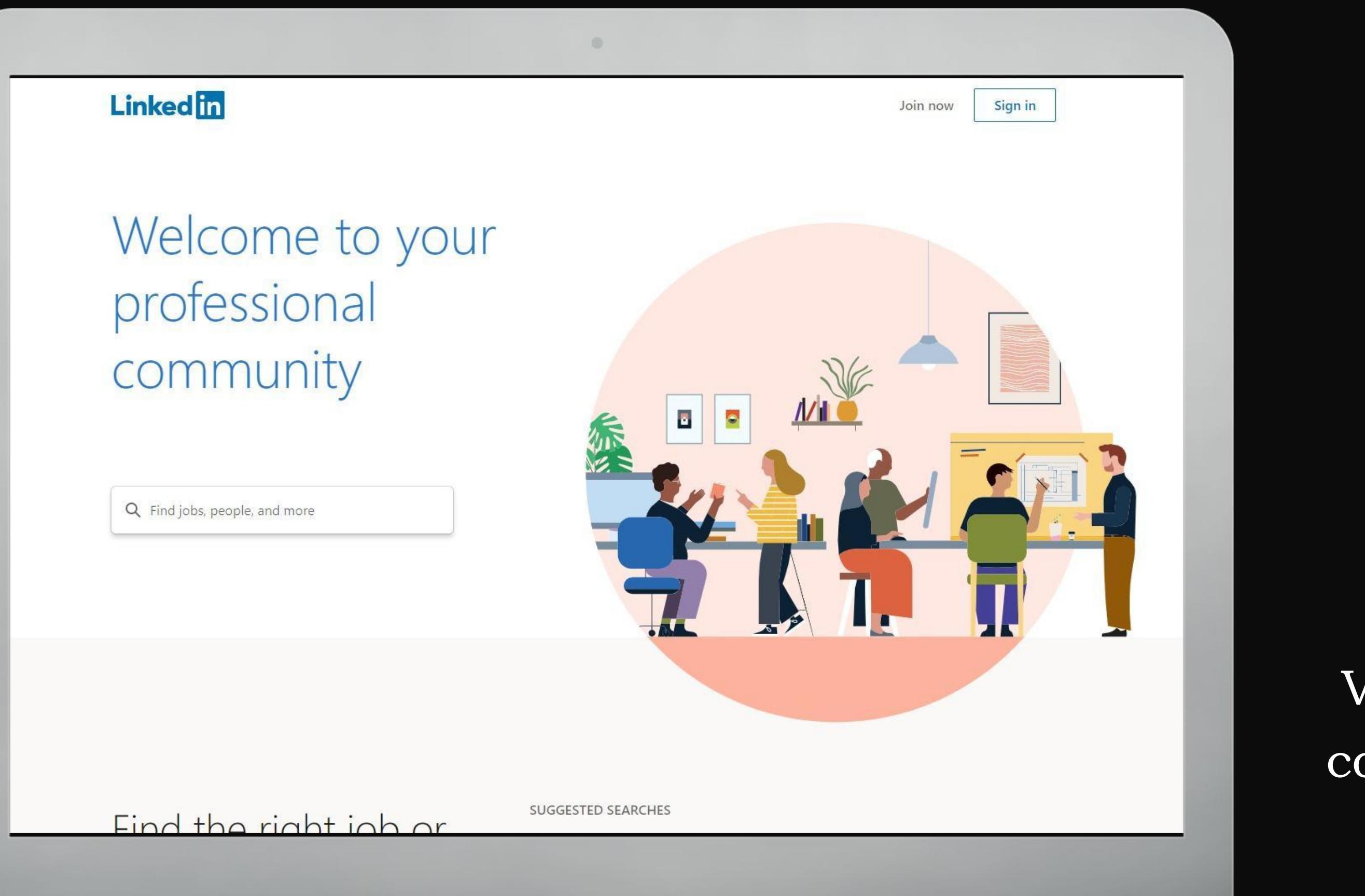
## 4. Referral

When a job seeker is recommended for a career opportunity by someone in his or her network.

# Build your LinkedIn profile

1. Set up your account
2. Profile vs. resume
3. Take a great photo
4. Edit your profile





Build your LinkedIn profile

# Set up your account

Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.



# Why do I need a LinkedIn?

## Research Companies

You can look at companies/ industries that interest you (and prepare for interviews)

## Recruiters

94% of job recruiters use LinkedIn to find and reach out to candidates (plus employers will see it if they Google you)

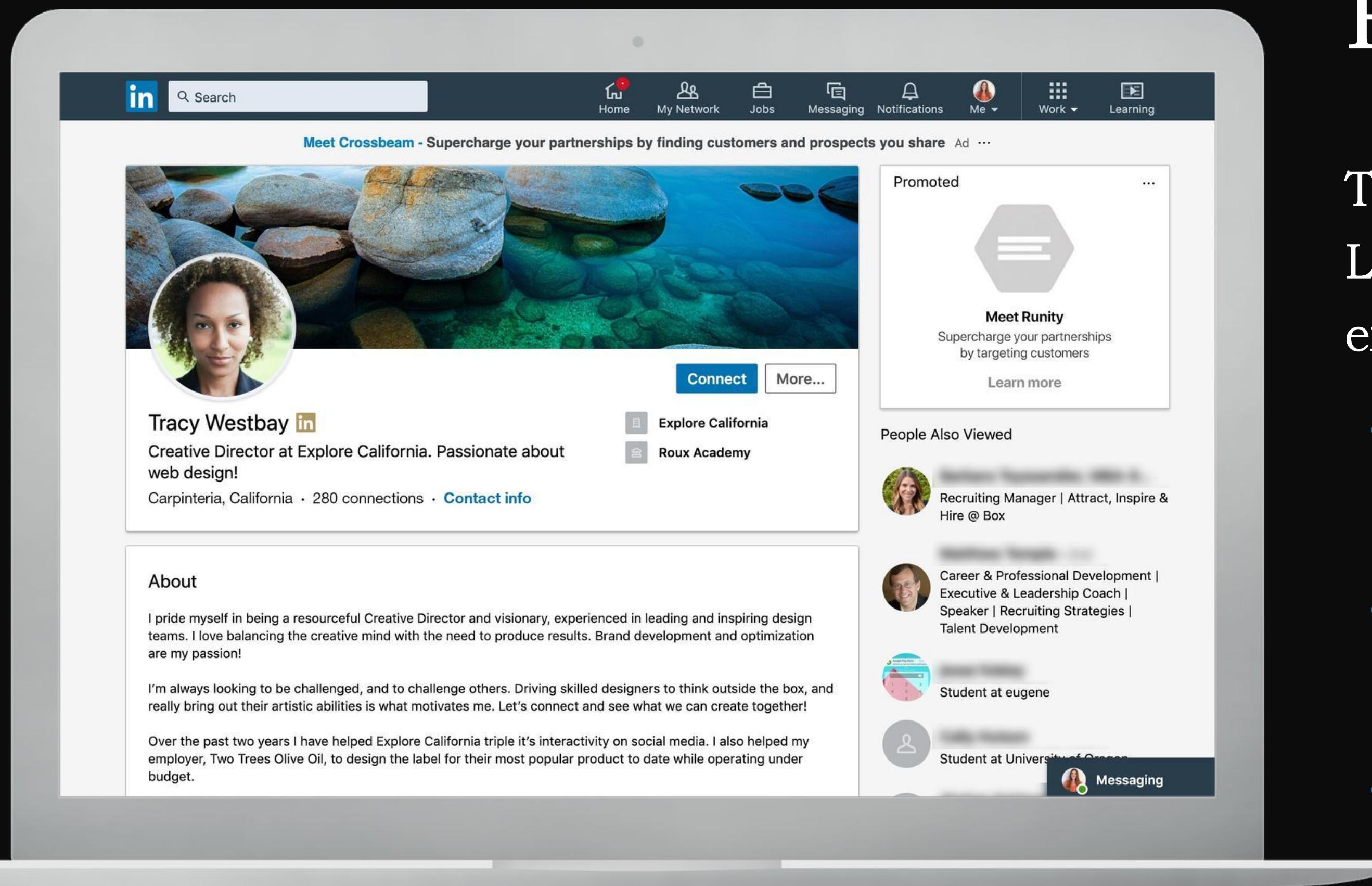
## Network

Even if you aren't searching for jobs, you can still make connections for down the road

## Apply to Jobs

Many companies let you apply through LinkedIn, and you can simply upload your profile

# Profile vs. Resume



**Tracy Westbay** in Creative Director at Explore California. Passionate about web design! Carpenteria, California • 280 connections • [Contact info](#)

**About**

I pride myself in being a resourceful Creative Director and visionary, experienced in leading and inspiring design teams. I love balancing the creative mind with the need to produce results. Brand development and optimization are my passion!

I'm always looking to be challenged, and to challenge others. Driving skilled designers to think outside the box, and really bring out their artistic abilities is what motivates me. Let's connect and see what we can create together!

Over the past two years I have helped Explore California triple it's interactivity on social media. I also helped my employer, Two Trees Olive Oil, to design the label for their most popular product to date while operating under budget.

There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

- Speaks to all potential employers, not just a single one
- Goes into more detail with skills, projects, interests, certifications and more
- Allows other professionals and employers to interact, learn, and contact you
- Contains recommendations and endorsements



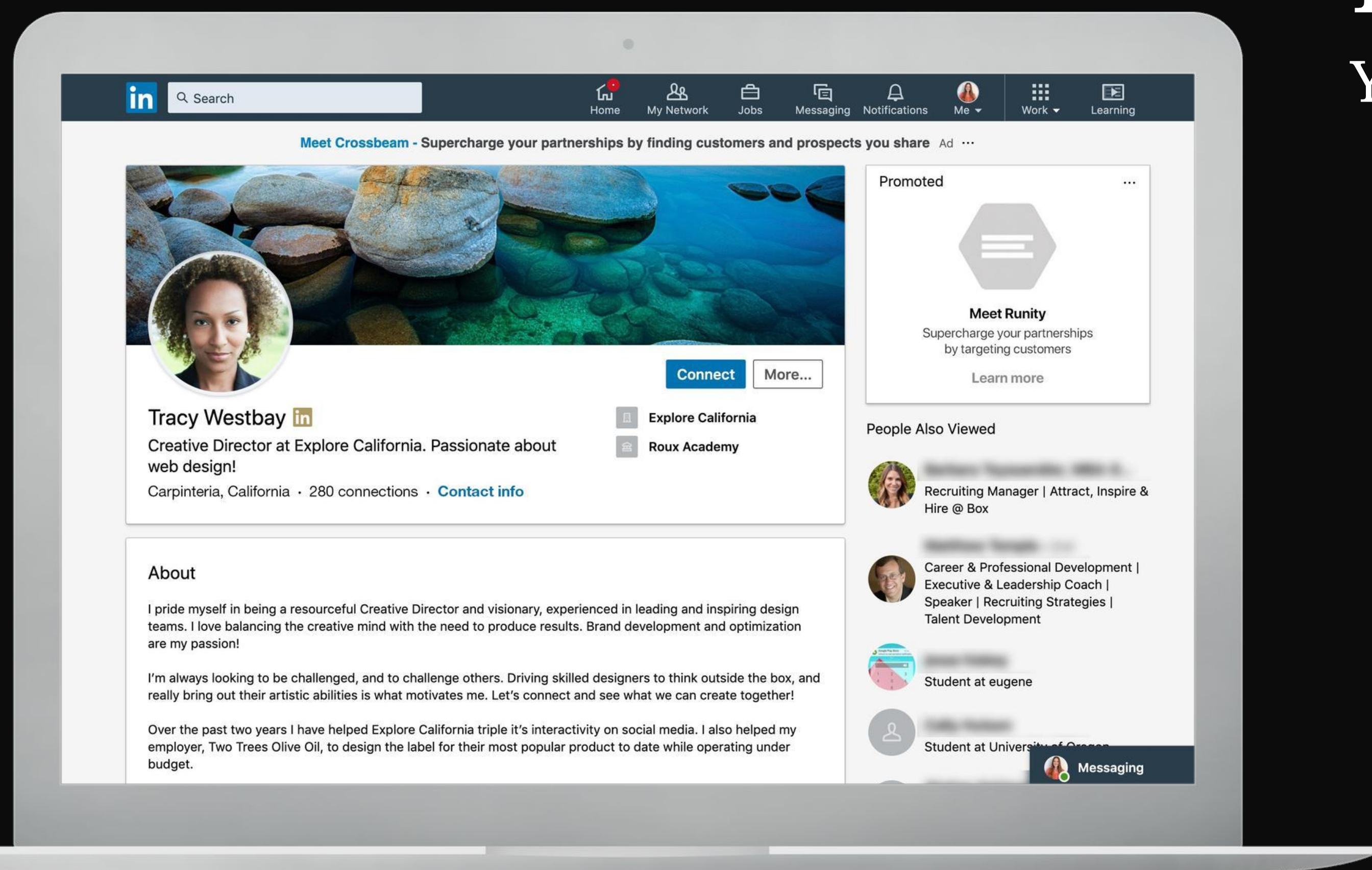
# Take a great photo

Members with profile photos receive up to 21x more views and 9xmore connection requests

- Use a background that isn't distracting
- Dress for the job you want
- Smile and have friendly expression
- Make sure your face takes up a majority of the frame

# Edit your profile:

## Your story in your words



Click the “Me” icon at the top of your LinkedIn homepage.

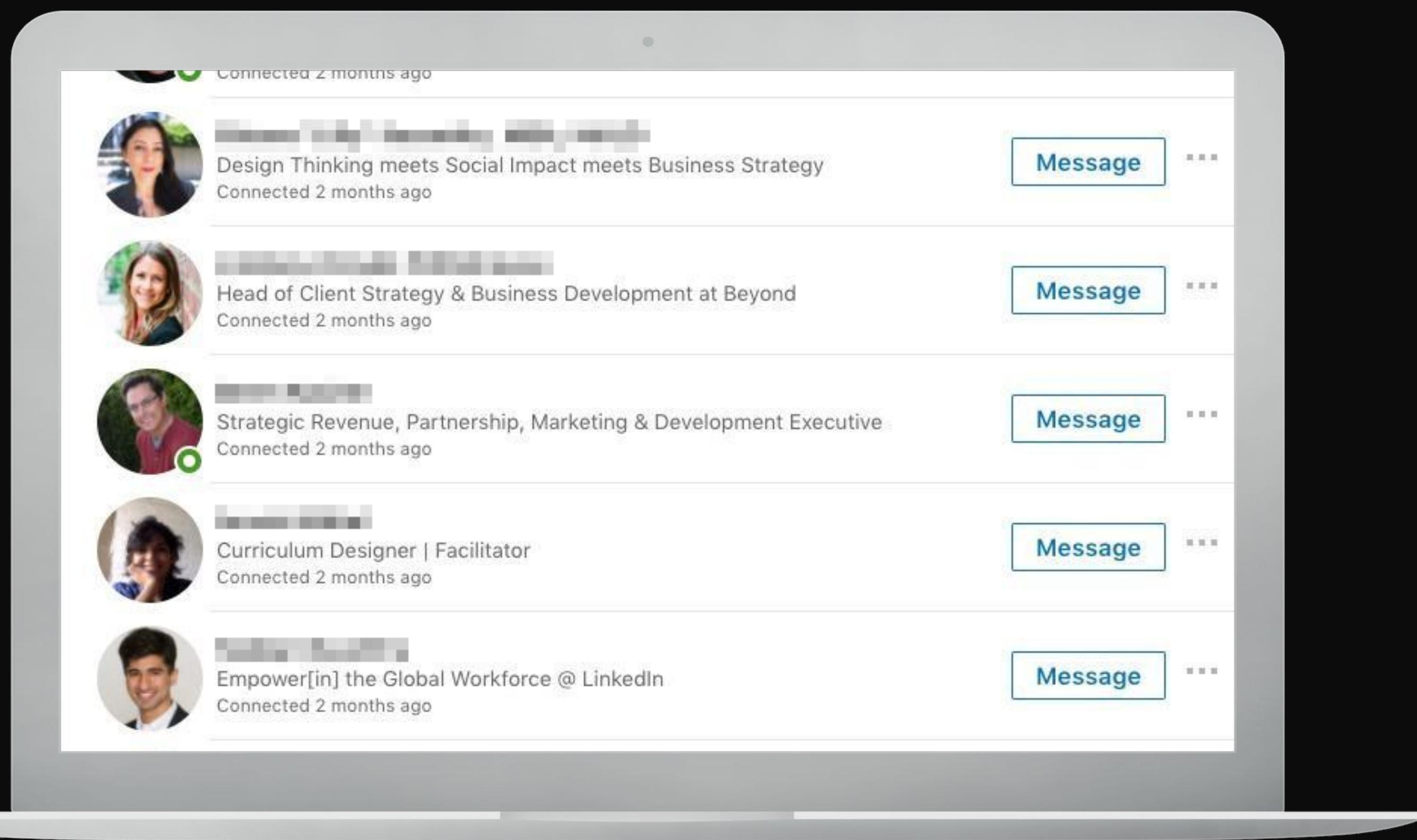
On the right side of the page, click

“Add new profile section” to begin editing and adding to your profile.

Add your:

- Location & industry
- Work & internship
- experience
- Volunteer experience
- Education\* & Certifications
- Skills
- Program or Organisation

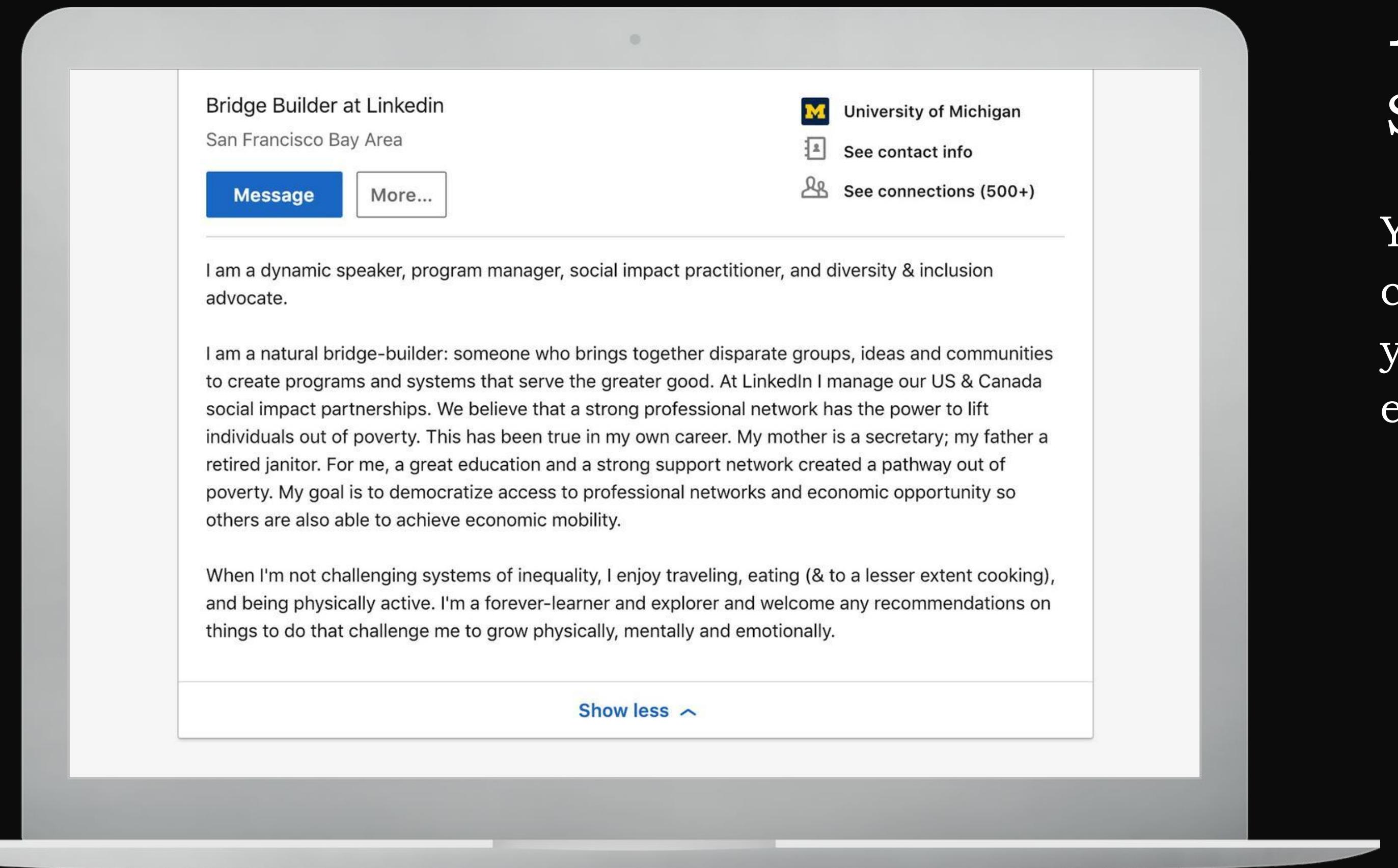
\* You can choose whether you want to display your education in your intro.



# Edit your profile: Headline

Your headline is an opportunity to show what you are –not just what you do. When writing your headline, ask yourself:

- ✓ If this is the only thing someone sees, what does it say about me?
- ✓ Does this represent my professional brand and show why I am unique?
- ✓ Does it capture what a recruiter would care about?



# Edit your profile:

## Summary

Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

- ✓ 1-2 sentences about who you are
- ✓ 3-5 sentences about your experience, top skills and key passions
- ✓ 1-2 sentences about your future goals and how other members can engage with you



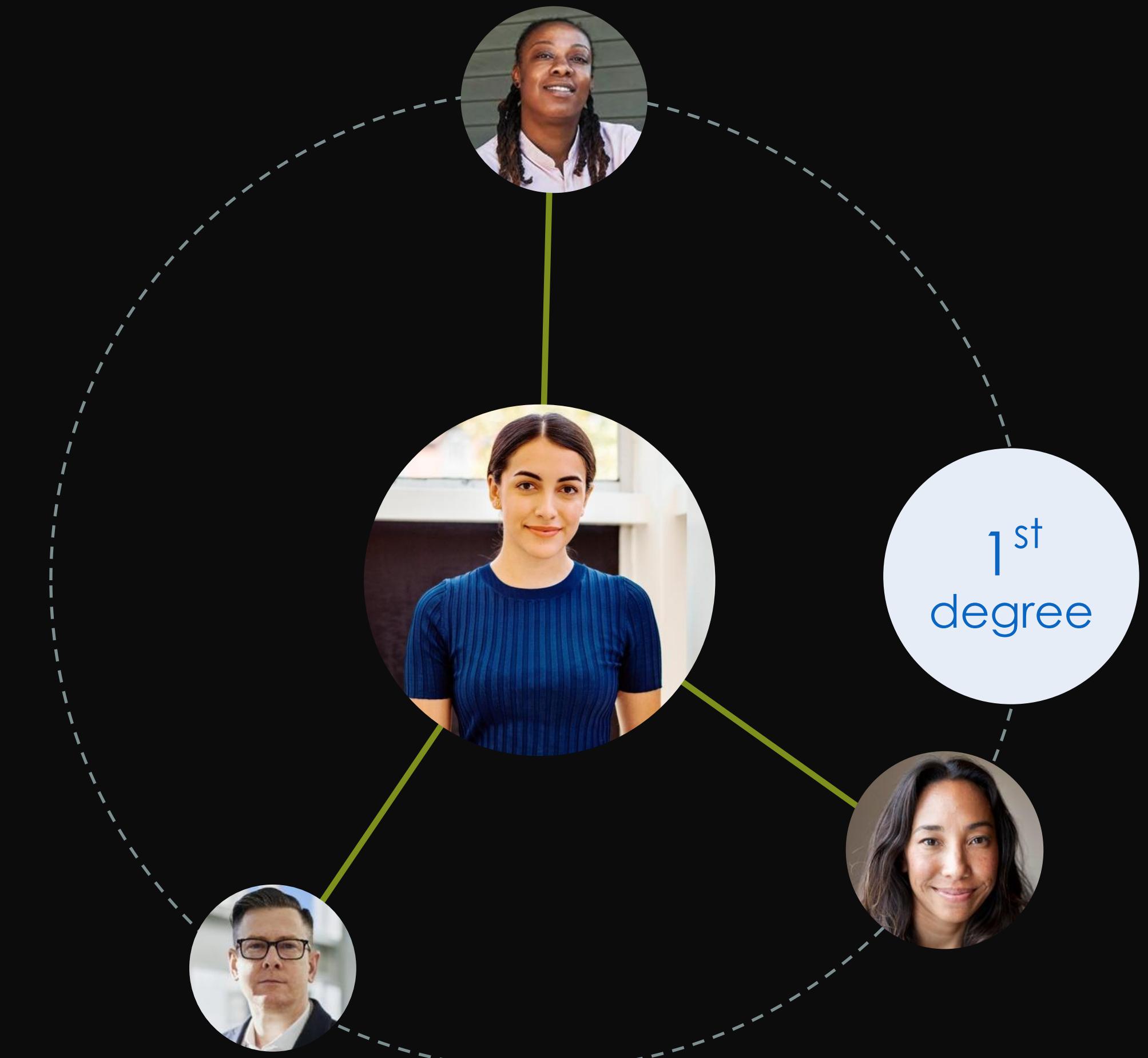
Make sure to include a summary of at least 40 words to show up in the search results of other members.

# Build your professional network

1. Build your professional network
2. Discover existing connections
  
3. Search for new connections
  
4. Expand your network strategically

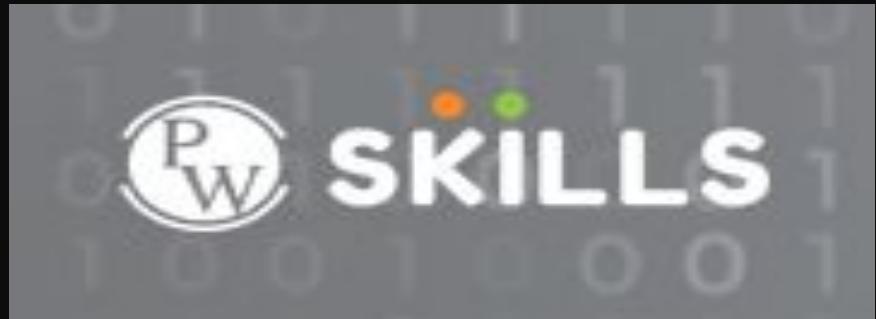


Did you know?  
50%+ of hires  
result from a  
personal  
connection



The power of networking

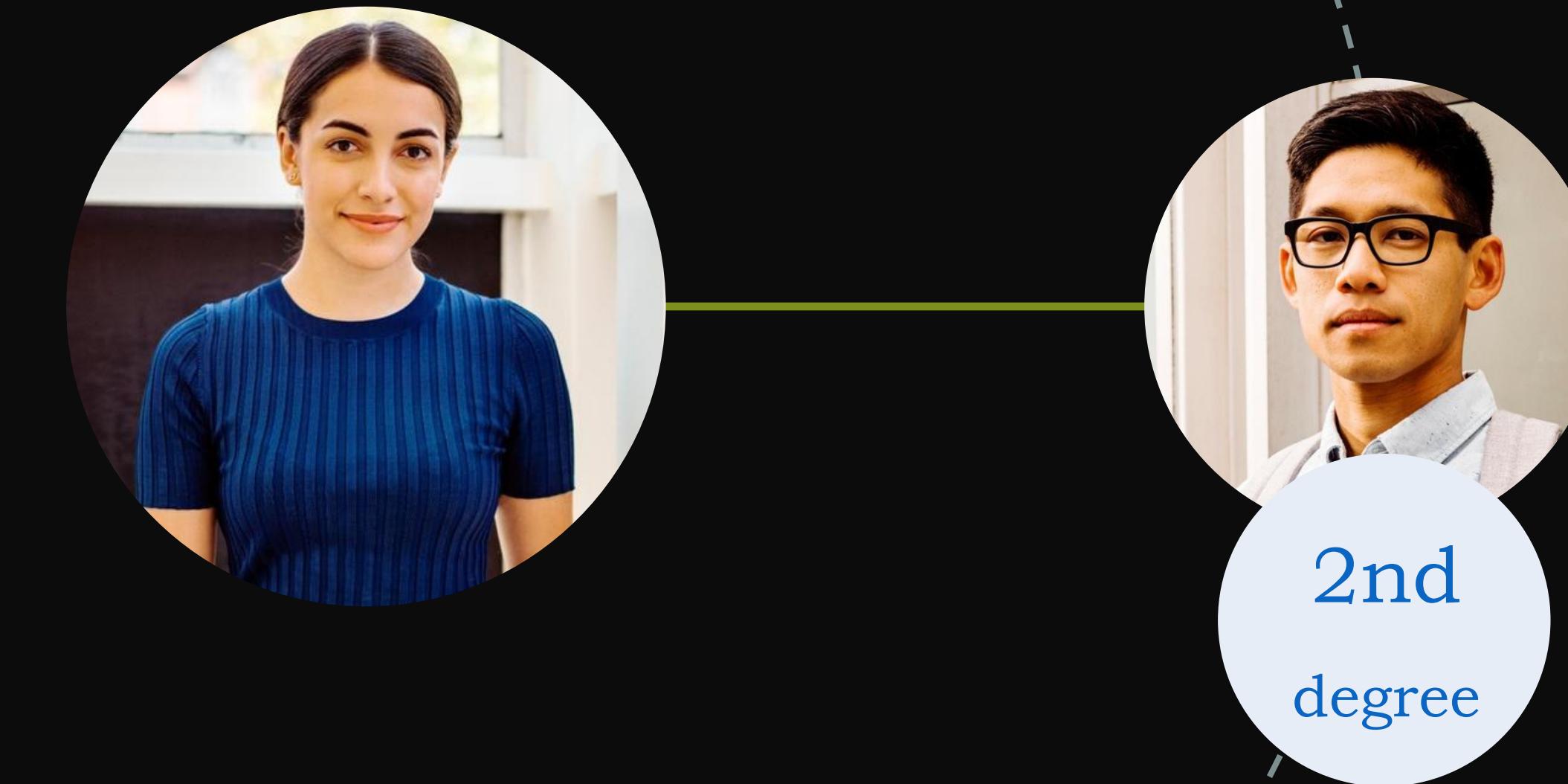
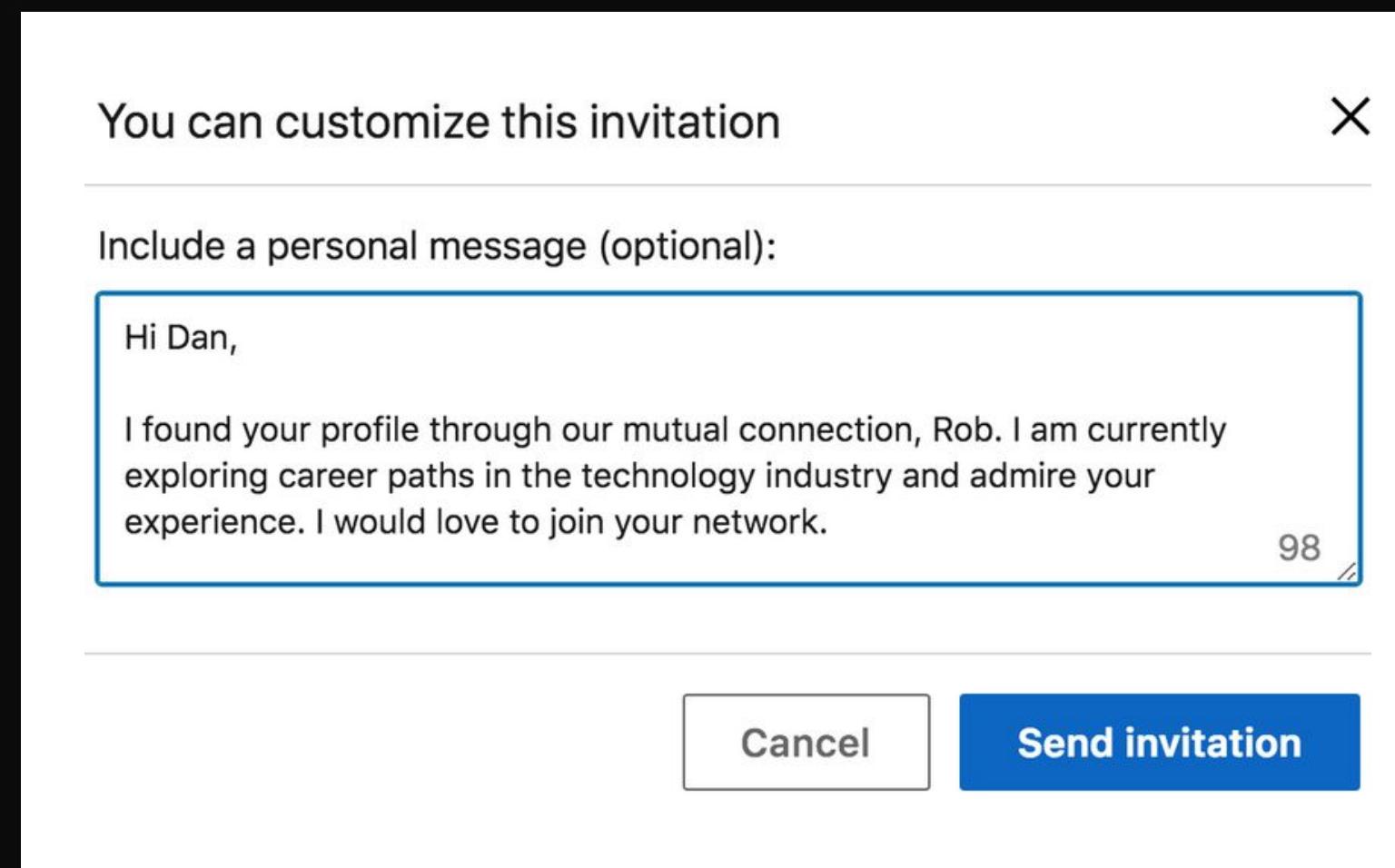
# Build professional network



Build your professional network



Build your professional network



The power of networking

Build your professional network

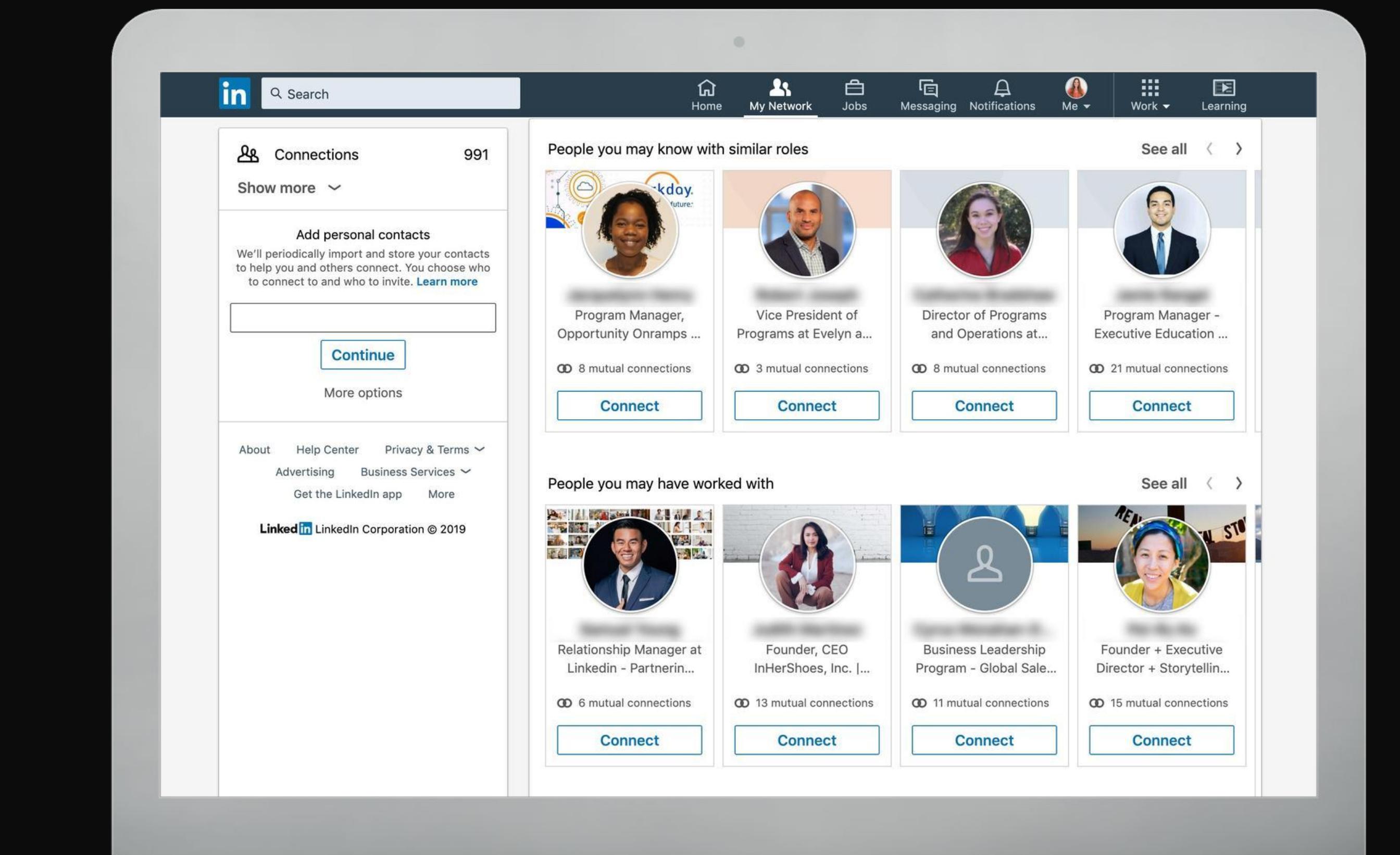
# Discover existing connections

Click “My Network” in the top navigation to find people you already know, including:

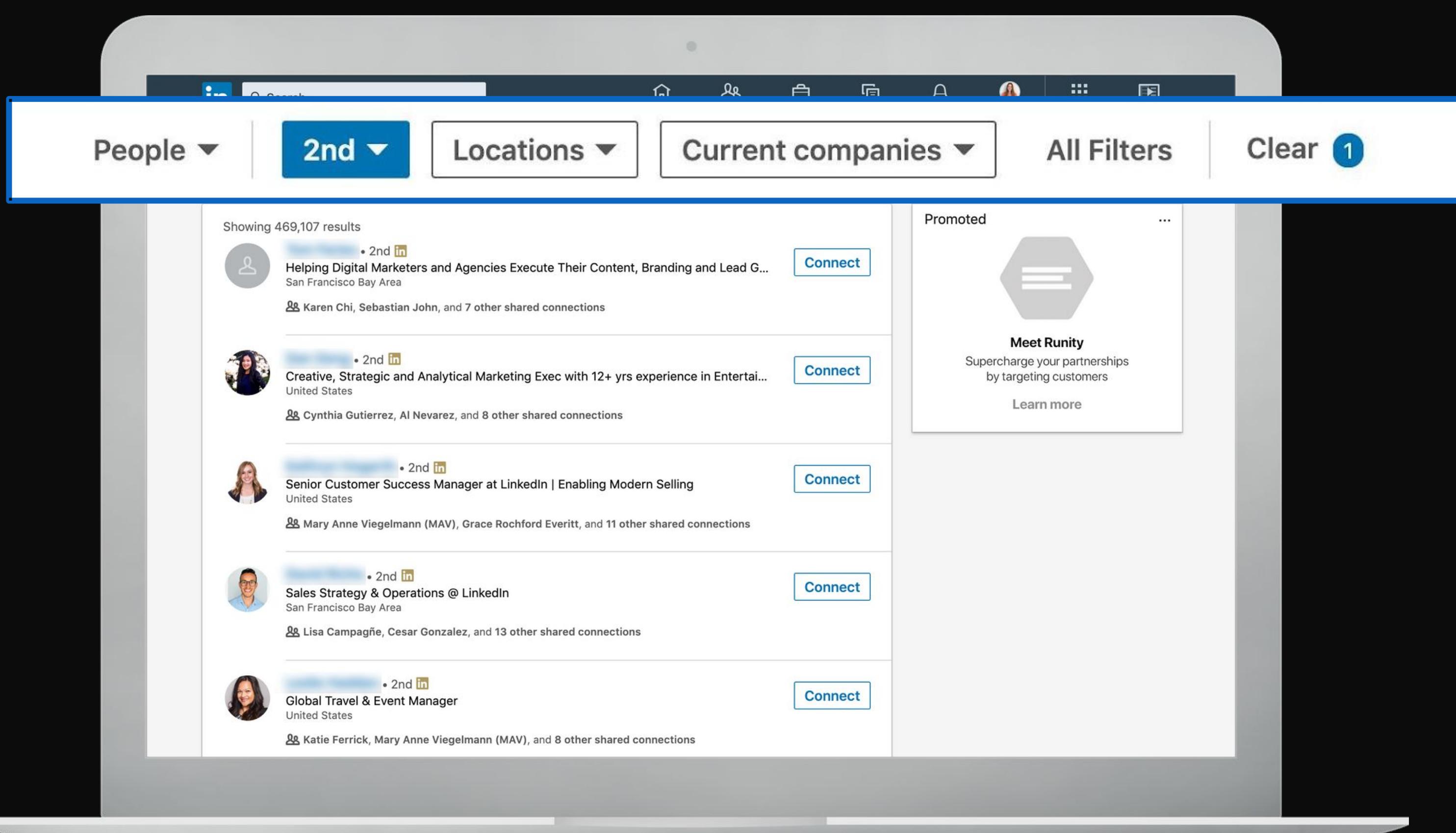
- ✓ Friends and family
- ✓ Current and former colleagues
- ✓ Current and former managers

Our “People you may know” feature improves

over time as you build your network.



Build your professional network



Showing 469,107 results

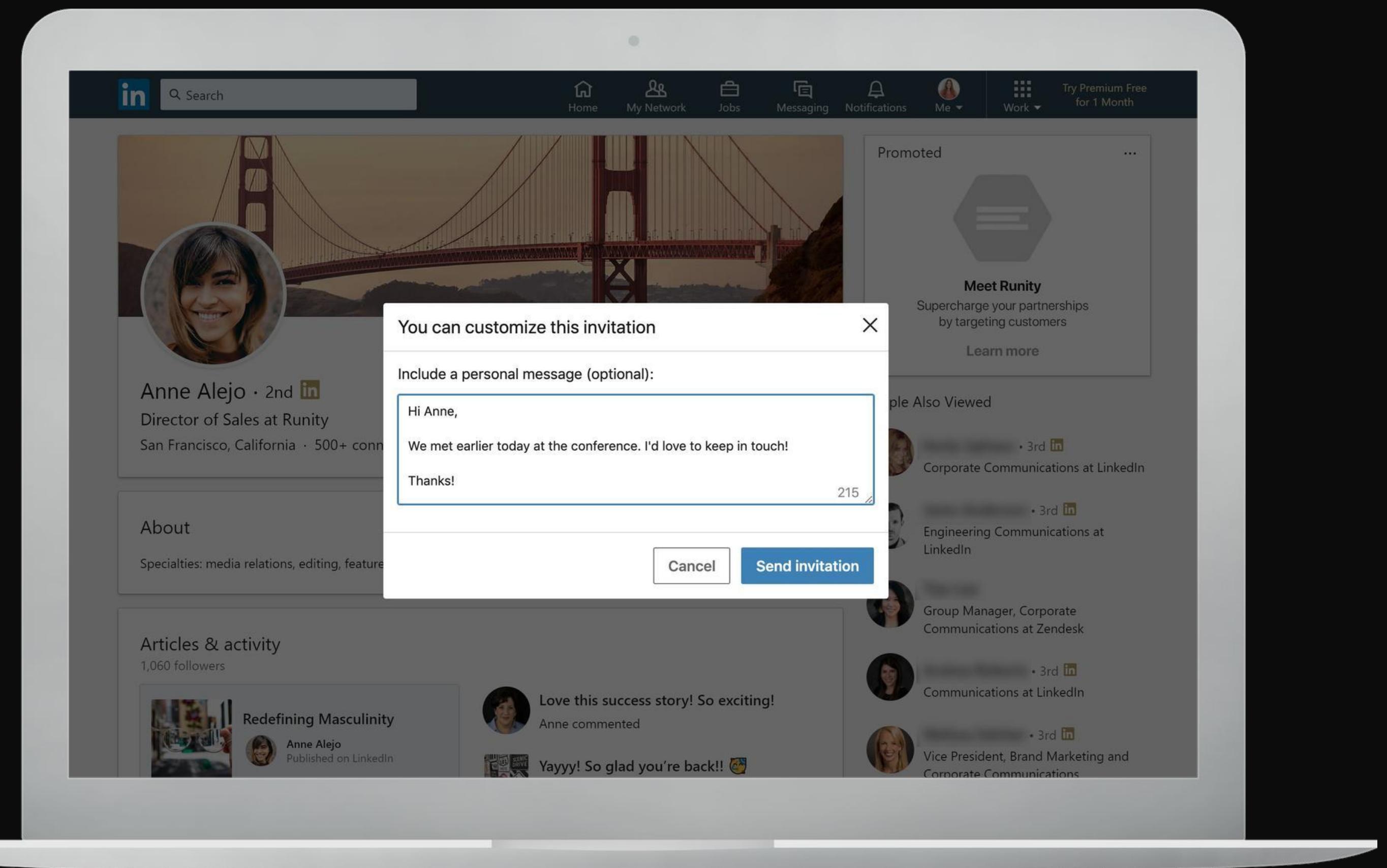
- Helping Digital Marketers and Agencies Execute Their Content, Branding and Lead G...**  
San Francisco Bay Area  
[Connect](#)
- Creative, Strategic and Analytical Marketing Exec with 12+ yrs experience in Entertai...**  
United States  
[Connect](#)
- Senior Customer Success Manager at LinkedIn | Enabling Modern Selling**  
United States  
[Connect](#)
- Sales Strategy & Operations @ LinkedIn**  
San Francisco Bay Area  
[Connect](#)
- Global Travel & Event Manager**  
United States  
[Connect](#)

# Search for new connections

Use the search bar in the top navigation to find new connections by:

- Name
- Company
- Location
- Keyword

Build your professional network



# Search for new connections

After clicking “Connect,” you can send your invitation immediately or personalize your invitation request by selecting “Add a note.”



We recommend that you always add a personalized message to make it clear to the other person why you are reaching out.

# Expand your network strategically

Who should I reach out to on  
LinkedIn?

- People you have something in common with People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

—  
What should I say?

- Who you are
- How you came across their profile
- How they can help you

A large, semi-transparent circular image in the background shows two people from the chest up; one person is wearing a maroon shirt and a blue wristband, the other is wearing a black hoodie. They are shaking hands. In the background, there's a blurred view of what looks like a modern office or a hallway with a blue wall and some text on it.

# Use your network on LinkedIn to connect to opportunity

1. Message connections
2. Ask for informational interviews
3. Request referrals
4. Request recommendations
5. Find a mentor with career advice
6. Add value and engage

Did you know?

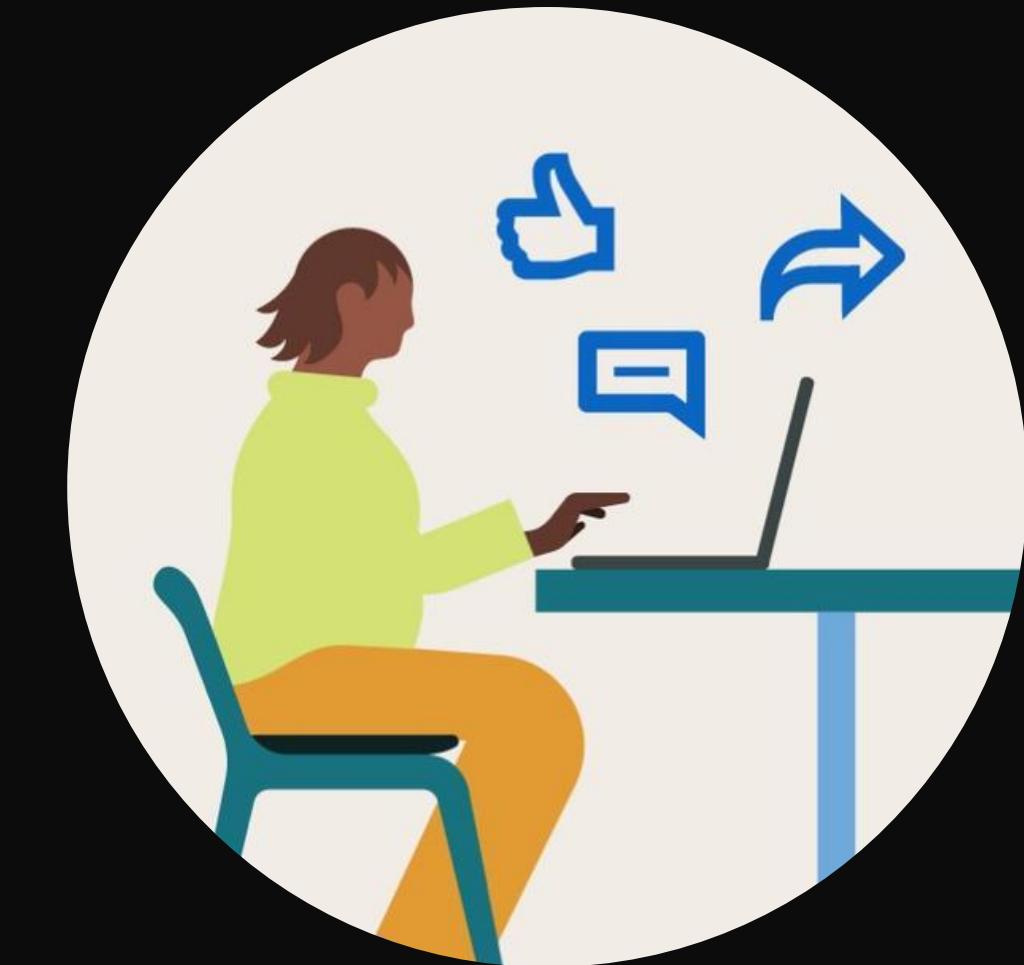
LinkedIn members  
are 9X more likely  
to get hired when  
referred

Use your network

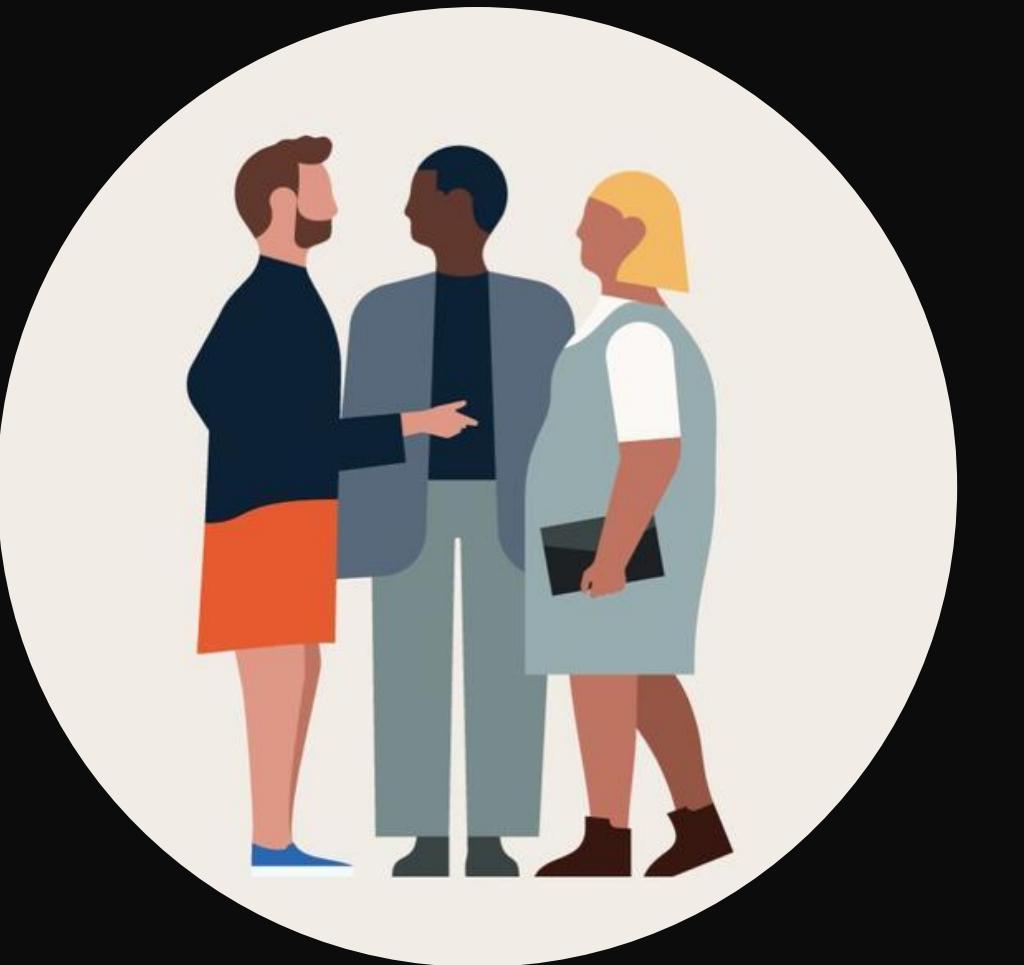
# Add value and engage with your network



Invest time in your  
Connections and  
request  
informational  
interviews



Like and share things  
that people in your  
network will care about  
and post



Join groups and  
exchange insights with  
school or program alumni



Give testimonials and  
recommendations to  
others

Erin King

• Mobile • 12m ago



Erin King · 1st

Brand Communications Director, Runity

DEC 18



Kate Kiefer • 10:10 AM

Hi Erin,

I'm currently exploring careers in communications, and admire your experience and accomplishments in the industry. I'd appreciate the opportunity to hear about your career journey.

Would you be available for a 20-minute chat over the phone or in person in the next few weeks?

I look forward to hearing from you.

- Kate

Use your network

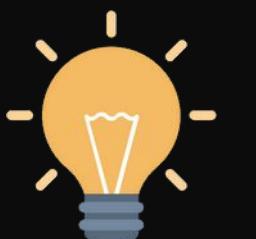
## Ask for informational interviews

The purpose of an informational interview is for you to:

- Gain advice on your career path
- Learn about an industry you are interested in
- Learn about a specific company

you'd like to work for

- Establish a professional bond



After an informational interview, professionals may also consider you for future job openings they learn of.

Seth Soon  
Mobile • 30m ago



Seth Soon · 1st  
Program Manager, FixDex Communications

---

JAN 12

Kate Kiefer • 2:02 PM



Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,  
- Kate

Use your network

# Request referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- Why you are interested in the specific role
- Your appreciation for your connection's consideration

DID YOU KNOW? More than 60% of the workforce has referred someone to work at their company.

# Request recommendations

Recommendations on LinkedIn are like references from people in your network.

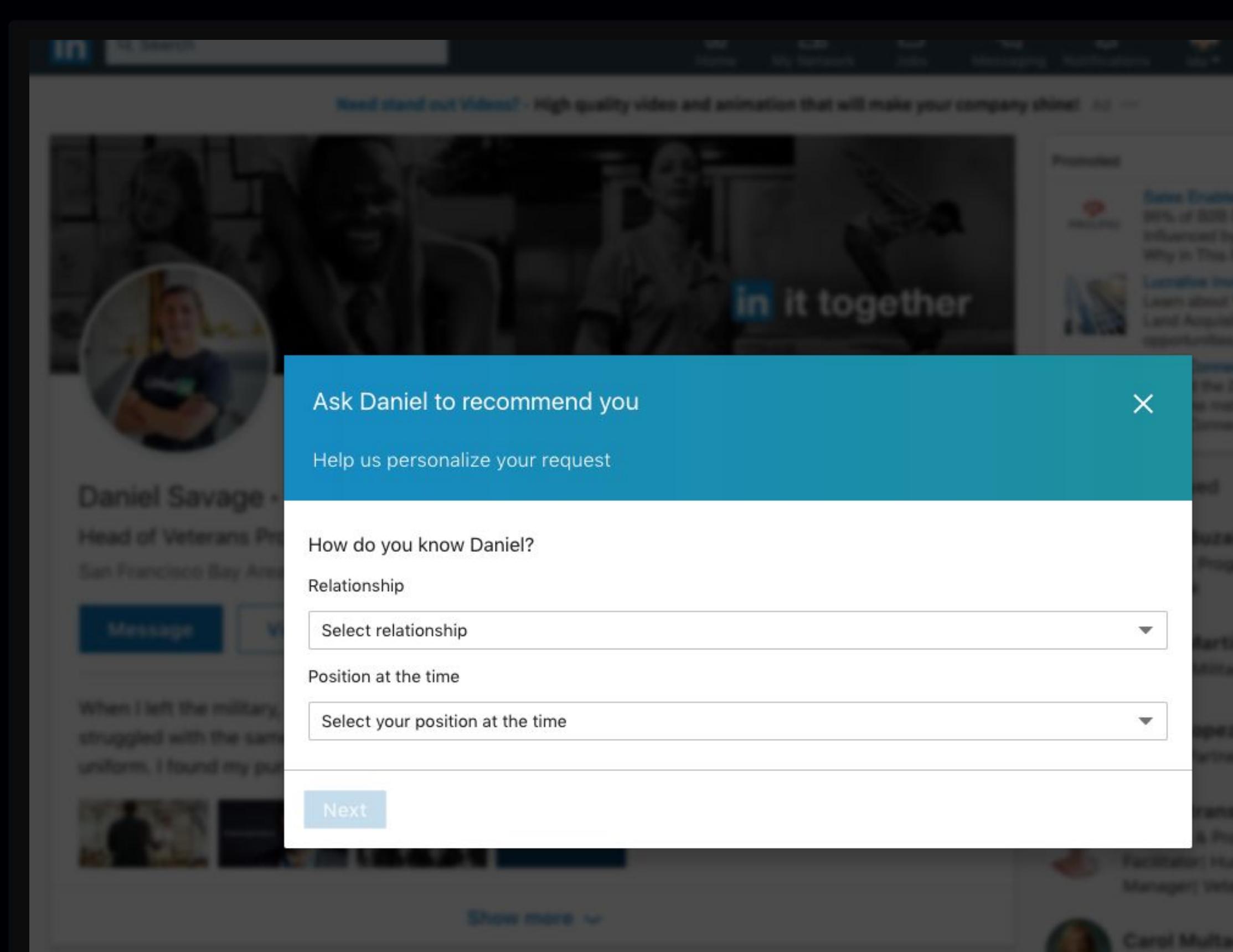
On a connection's profile, click More... and

then Request a Recommendation. You can select your relationship to this person,

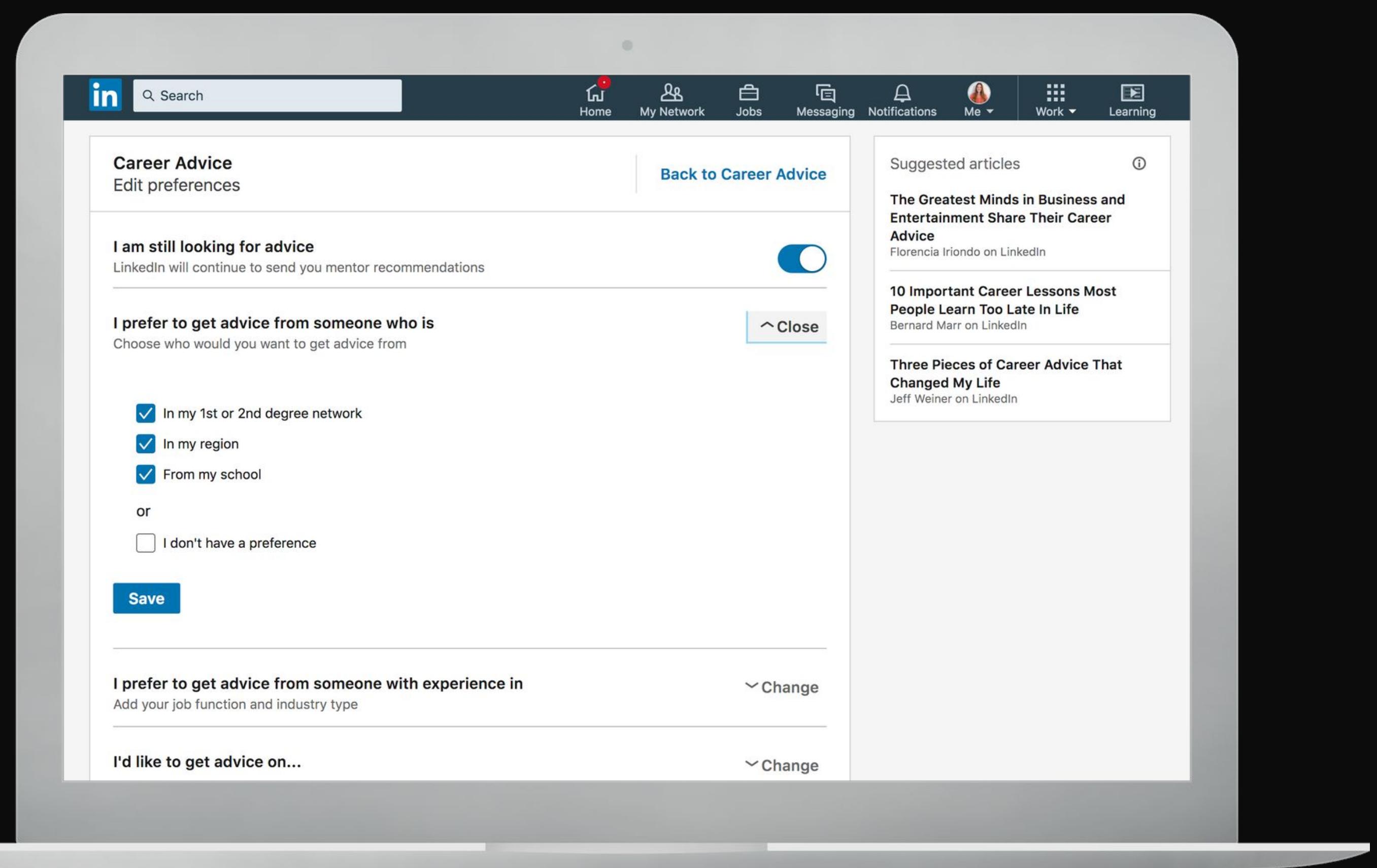
indicate whether you worked with them in a particular role, and customize your message. Who

should I ask to recommend me?

- Current or former managers
- Current or former colleagues, even those that were not directly on your team but who you worked closely with
- People who have mentored or advised you professionally, including through nonprofit training programs



Use your network



The screenshot shows the LinkedIn 'Career Advice' settings page. At the top, there's a header with the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the header, the main section is titled 'Career Advice' with a 'Edit preferences' link. It has two main sections: 'I am still looking for advice' and 'I prefer to get advice from someone who is'. Under 'I am still looking for advice', there's a toggle switch that is turned on, followed by the text 'LinkedIn will continue to send you mentor recommendations'. Under 'I prefer to get advice from someone who is', there's a dropdown menu with options: 'In my 1st or 2nd degree network' (selected), 'In my region', 'From my school', and 'I don't have a preference'. There's also a 'Save' button. At the bottom, there are two more dropdown menus: 'I prefer to get advice from someone with experience in' and 'I'd like to get advice on...', each with a 'Change' link.

## Find a mentor for career advice

From your profile page, select the Career Advice hub located in Your Dashboard. Set your preferences by sharing

who you would like to receive advice from and LinkedIn will suggest members who have relevant experience.



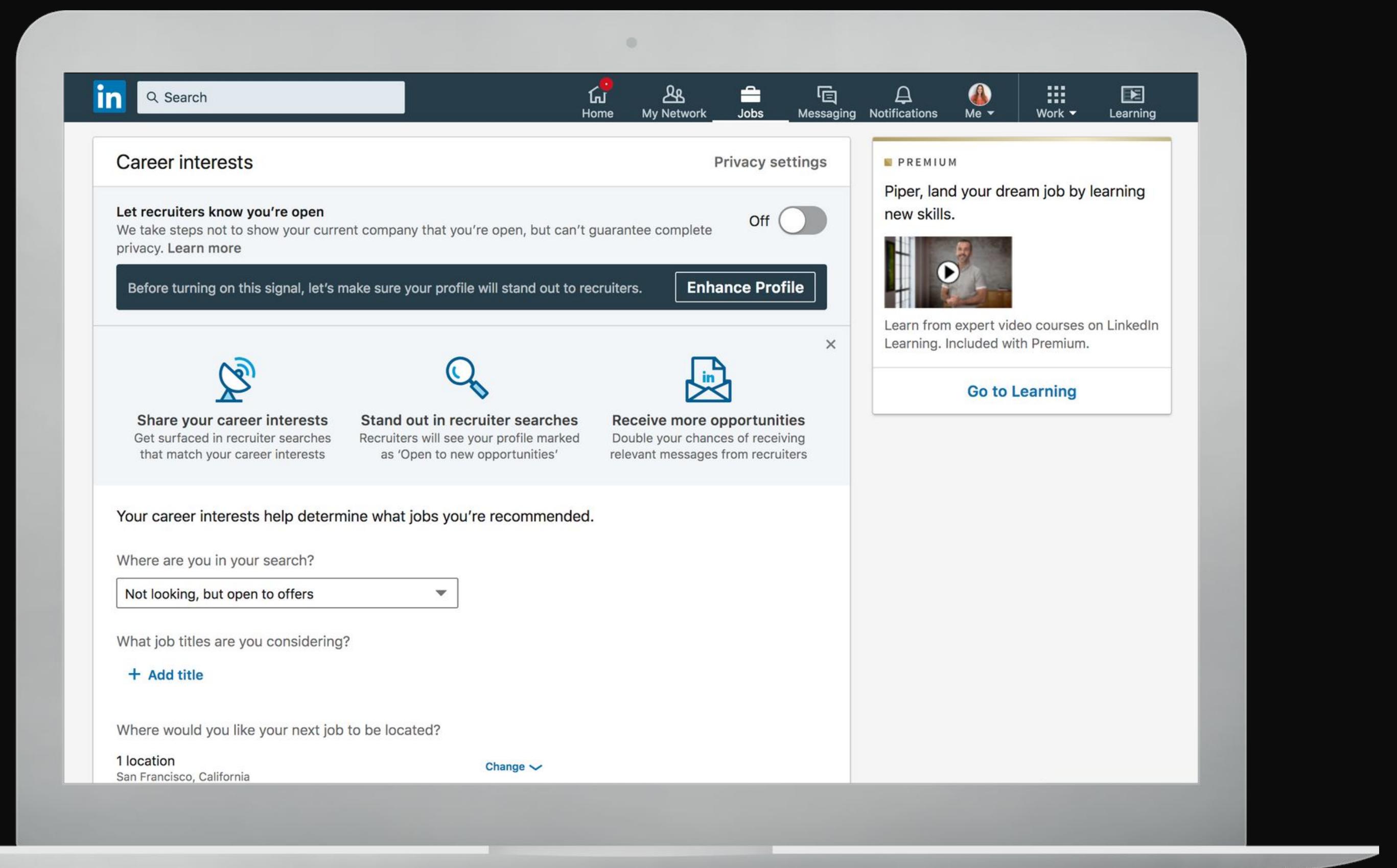
At this time, only members with less than 10 years of professional experience are eligible as mentees in the Career Advice tool.



# Search and apply for jobs on LinkedIn

1. Set career interests
2. Search for jobs
3. Create search alerts
4. Review “Jobs You May Be Interested In”
5. Follow companies
6. Apply actively

Search and apply for jobs



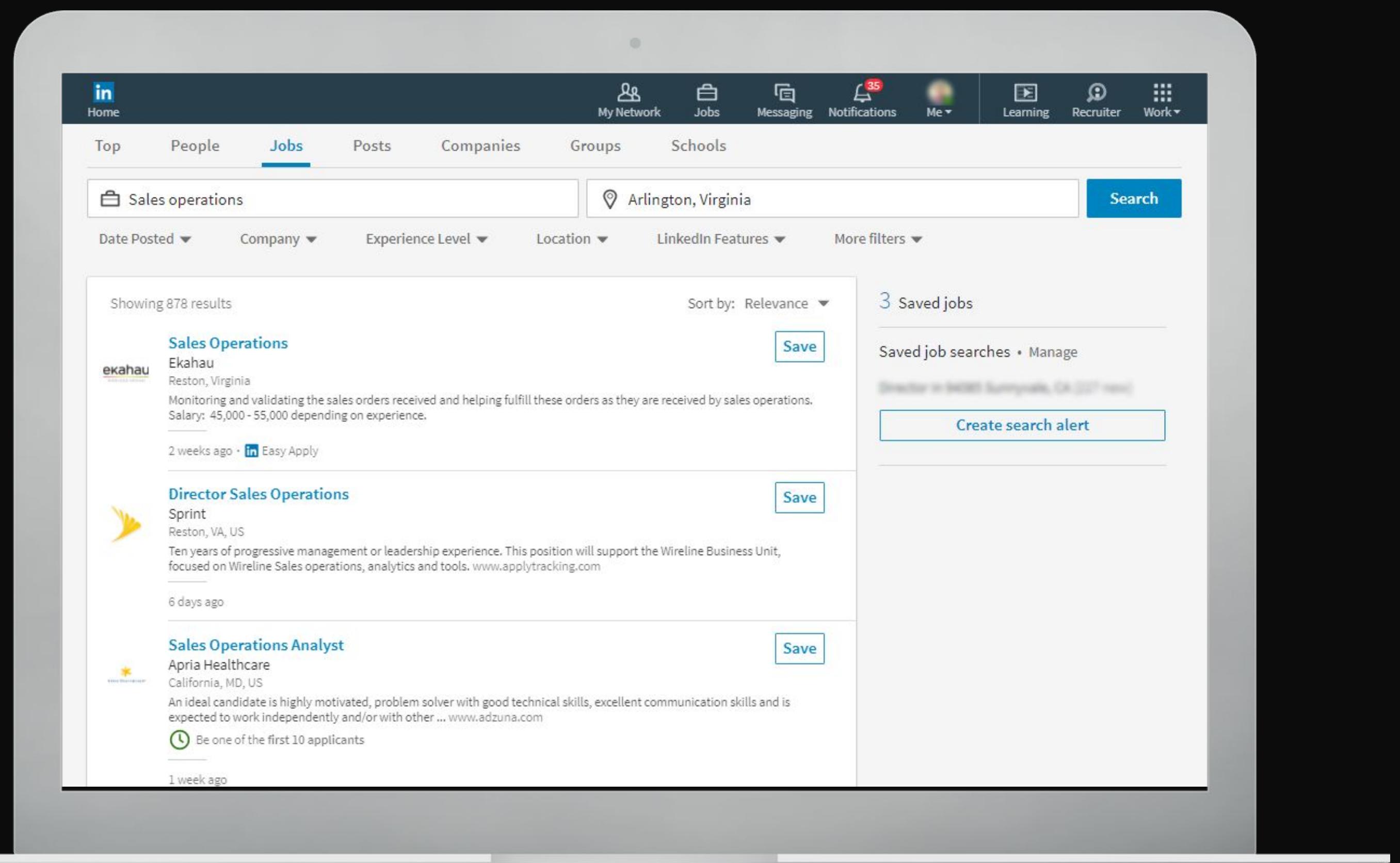
## Set Career interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions.



Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.

Search and apply for jobs

A screenshot of the LinkedIn Jobs search interface. The search bar at the top contains the keyword "Sales operations" and the location "Arlington, Virginia". Below the search bar, there are filters for Date Posted, Company, Experience Level, Location, LinkedIn Features, and More filters. The results section shows 878 results, sorted by Relevance. Three job listings are displayed:

- Sales Operations** at Ekahau in Reston, Virginia. Description: Monitoring and validating the sales orders received and helping fulfill these orders as they are received by sales operations. Salary: 45,000 - 55,000 depending on experience. Posted 2 weeks ago. [Save](#)
- Director Sales Operations** at Sprint in Reston, VA, US. Description: Ten years of progressive management or leadership experience. This position will support the Wireline Business Unit, focused on Wireline Sales operations, analytics and tools. [www.applytracking.com](#). Posted 6 days ago. [Save](#)
- Sales Operations Analyst** at Apria Healthcare in California, MD, US. Description: An ideal candidate is highly motivated, problem solver with good technical skills, excellent communication skills and is expected to work independently and/or with other ... [www.adzuna.com](#). [Be one of the first 10 applicants](#). Posted 1 week ago. [Save](#)

## Search for jobs

Use LinkedIn's search filters to find jobs by:

- Keyword
- Function
- Job title
- Experience
- Company
- level
- Location
- Date posted

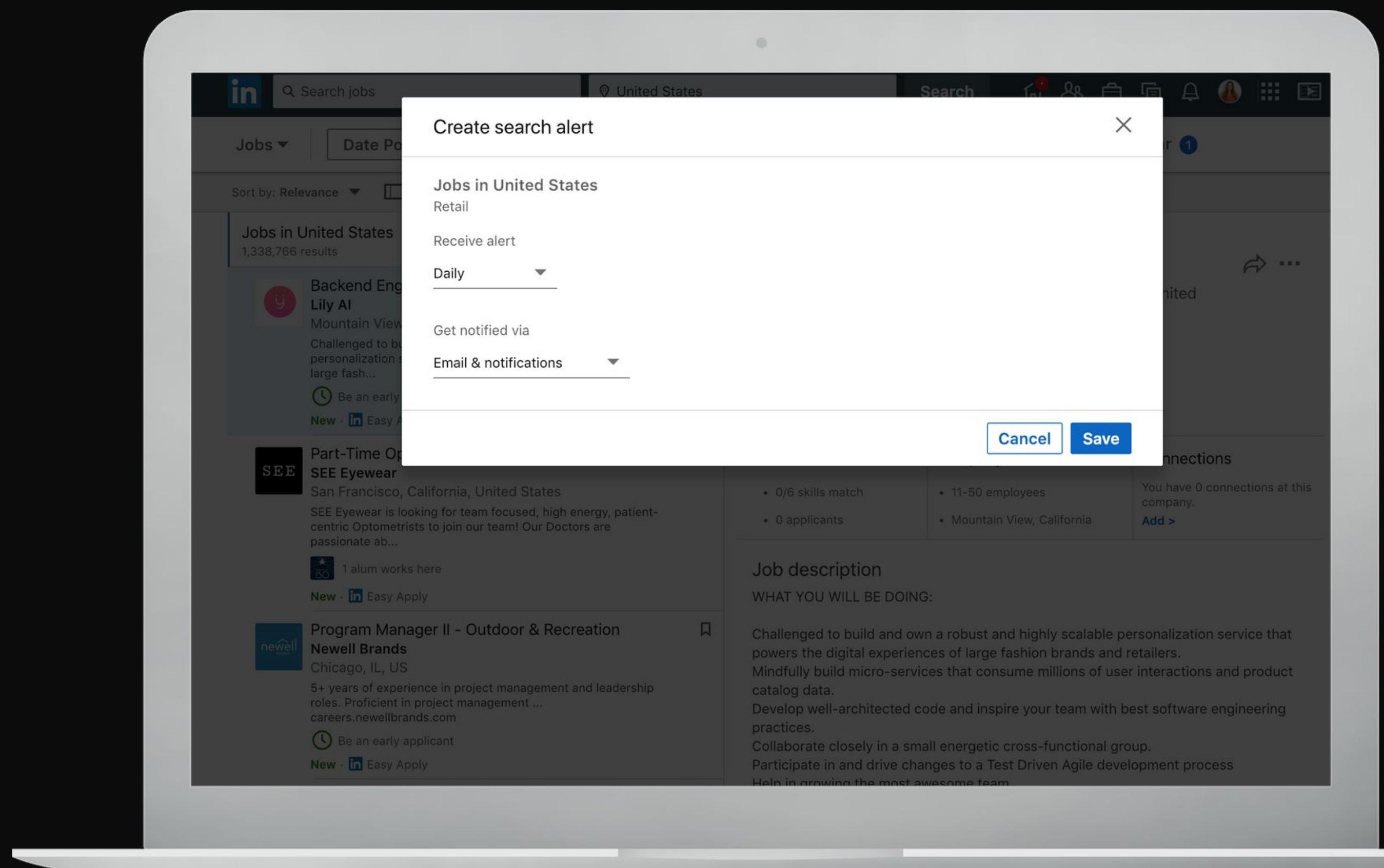
Search and apply for jobs

# Create search alerts

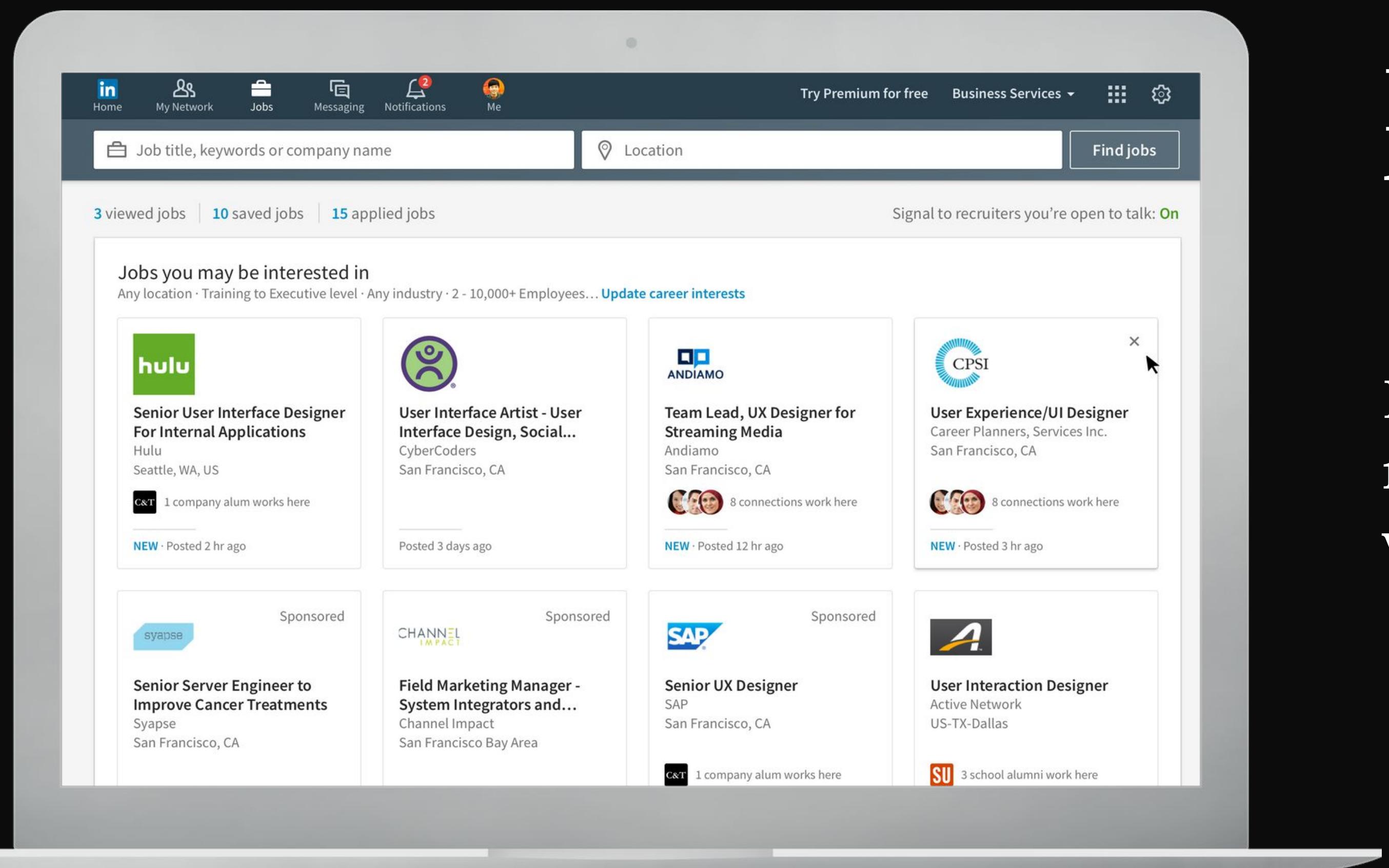
Create search alerts to be notified when jobs you are interested in are posted by turning on “Job Alerts.” Use filters in the search bar to create

alerts by:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Keyword</li> <li><input checked="" type="checkbox"/> Job title</li> <li><input checked="" type="checkbox"/> Company</li> <li><input checked="" type="checkbox"/> Location</li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Function</li> <li><input checked="" type="checkbox"/> Industry</li> <li><input checked="" type="checkbox"/> Experience level</li> <li><input checked="" type="checkbox"/> Date posted</li> </ul> |
|---|---|



Search and apply for jobs



A screenshot of the LinkedIn Jobs search interface. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (with a red notification count of 2), and Me. Below the bar, there's a search bar with placeholder text "Job title, keywords or company name", a location input field, and a "Find jobs" button. Underneath the search bar, it shows "3 viewed jobs | 10 saved jobs | 15 applied jobs". A message "Signal to recruiters you're open to talk: On" is displayed. The main content area is titled "Jobs you may be interested in" and includes a note: "Any location · Training to Executive level · Any industry · 2 - 10,000+ Employees... [Update career interests](#)". It lists several job recommendations:

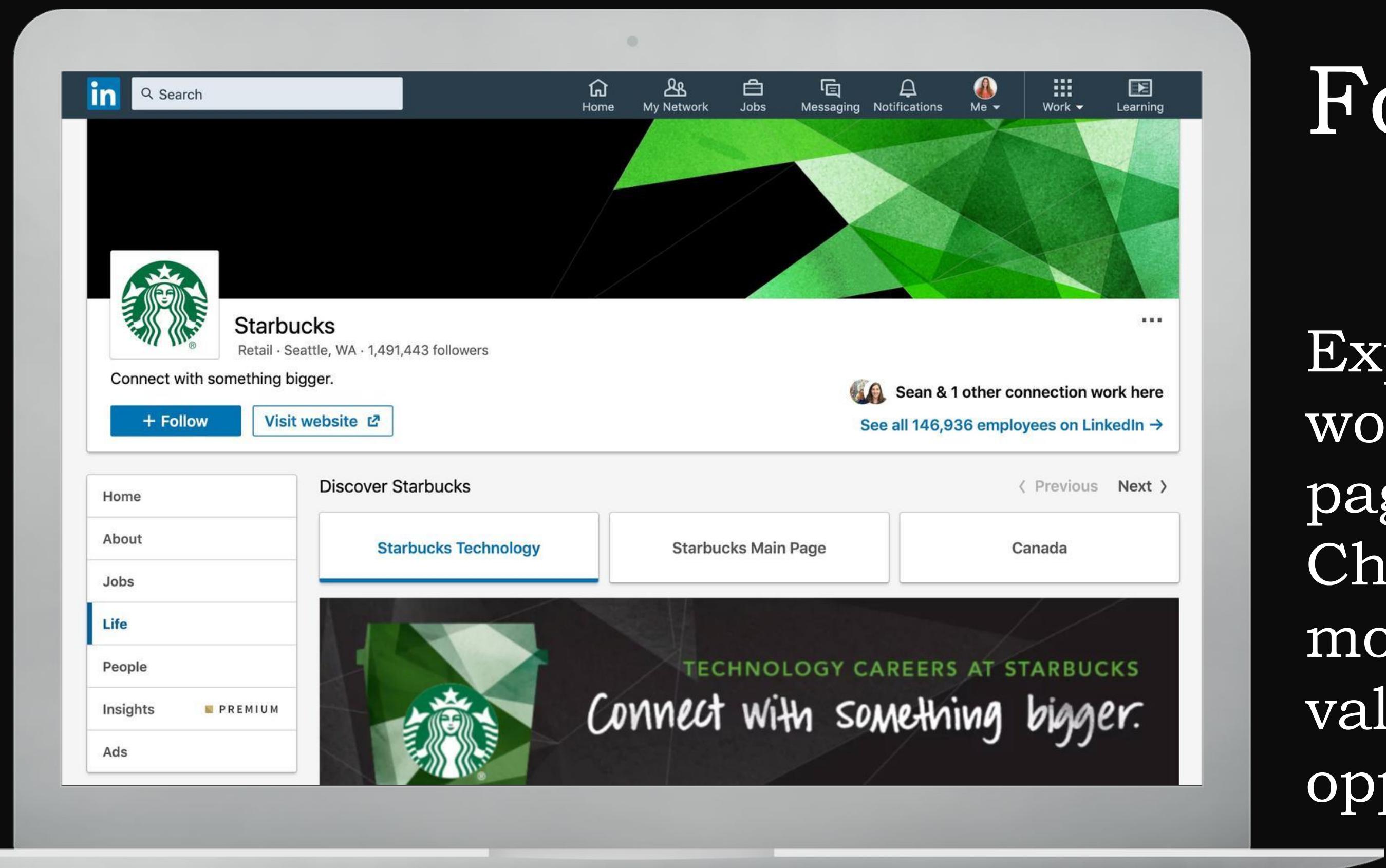
- hulu** Senior User Interface Designer For Internal Applications  
Hulu  
Seattle, WA, US  
C&T 1 company alum works here  
NEW · Posted 2 hr ago
- CyberCoders** User Interface Artist - User Interface Design, Social...  
CyberCoders  
San Francisco, CA  
Posted 3 days ago
- ANDIAMO** Team Lead, UX Designer for Streaming Media  
Andiamo  
San Francisco, CA  
8 connections work here  
NEW · Posted 12 hr ago
- CPSI** User Experience/UI Designer  
Career Planners, Services Inc.  
San Francisco, CA  
8 connections work here  
NEW · Posted 3 hr ago
- Syapse** Senior Server Engineer to Improve Cancer Treatments  
Syapse  
San Francisco, CA  
Sponsored
- CHANNEL IMPACT** Field Marketing Manager - System Integrators and...  
Channel Impact  
San Francisco Bay Area  
Sponsored
- SAP** Senior UX Designer  
SAP  
San Francisco, CA  
1 company alum works here  
Sponsored
- Active Network** User Interaction Designer  
Active Network  
US-TX-Dallas  
3 school alumni work here

# Review jobs you may be interested in

For the best job recommendations, make sure your profile is filled out with accurate experience

- ✓ Work experience
- ✓ Skills
- ✓ Location information

Search and apply for jobs



## Follow companies

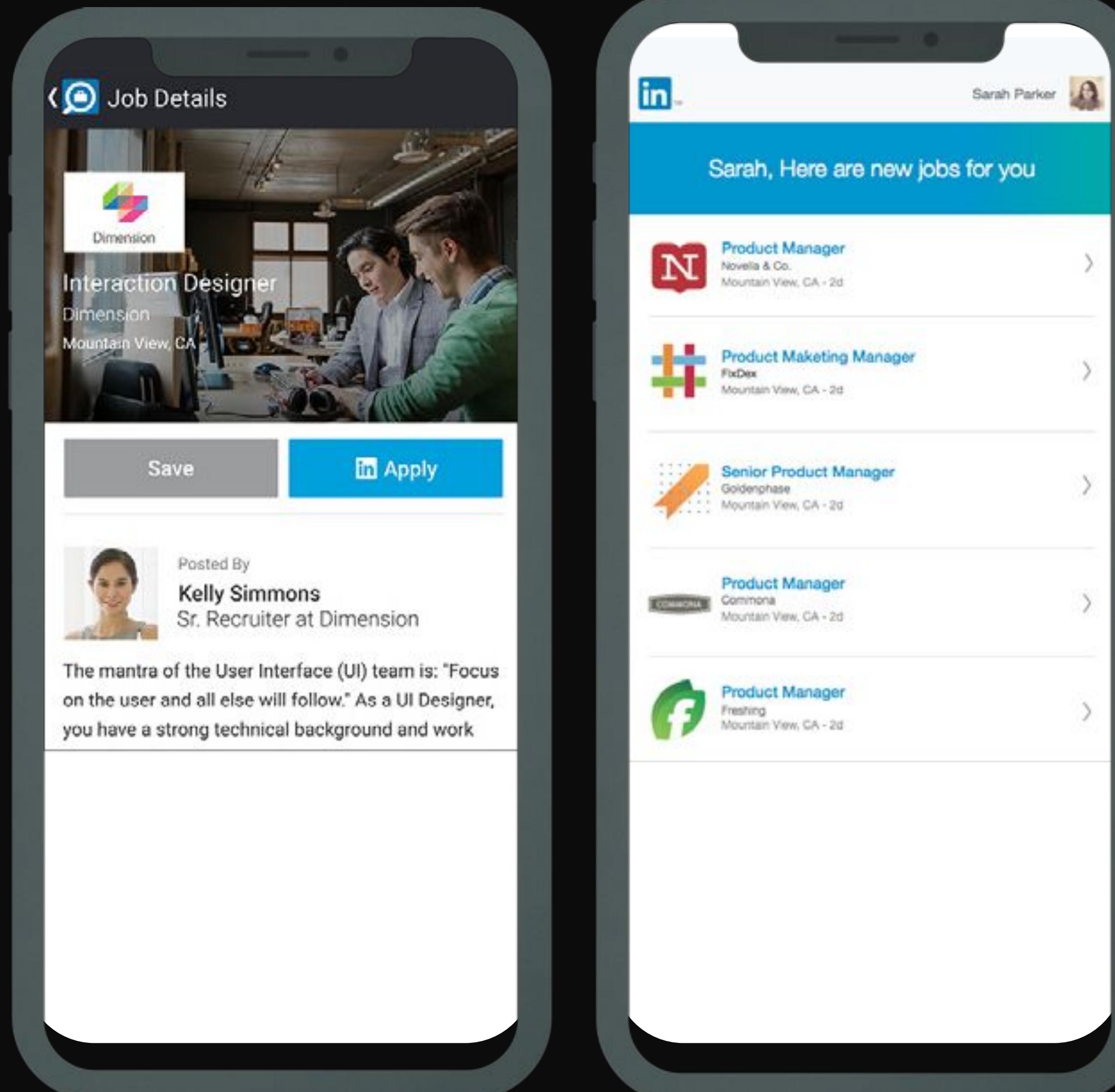
Explore employers you are interested in working for by following their company page.

Check out the “Life” section to learn more about the company’s culture, values, and professional development opportunities.



Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step.

Search and apply for jobs



## Apply actively

Use the “Easy Apply” or “Apply on company website” button to quickly apply for a job you want.

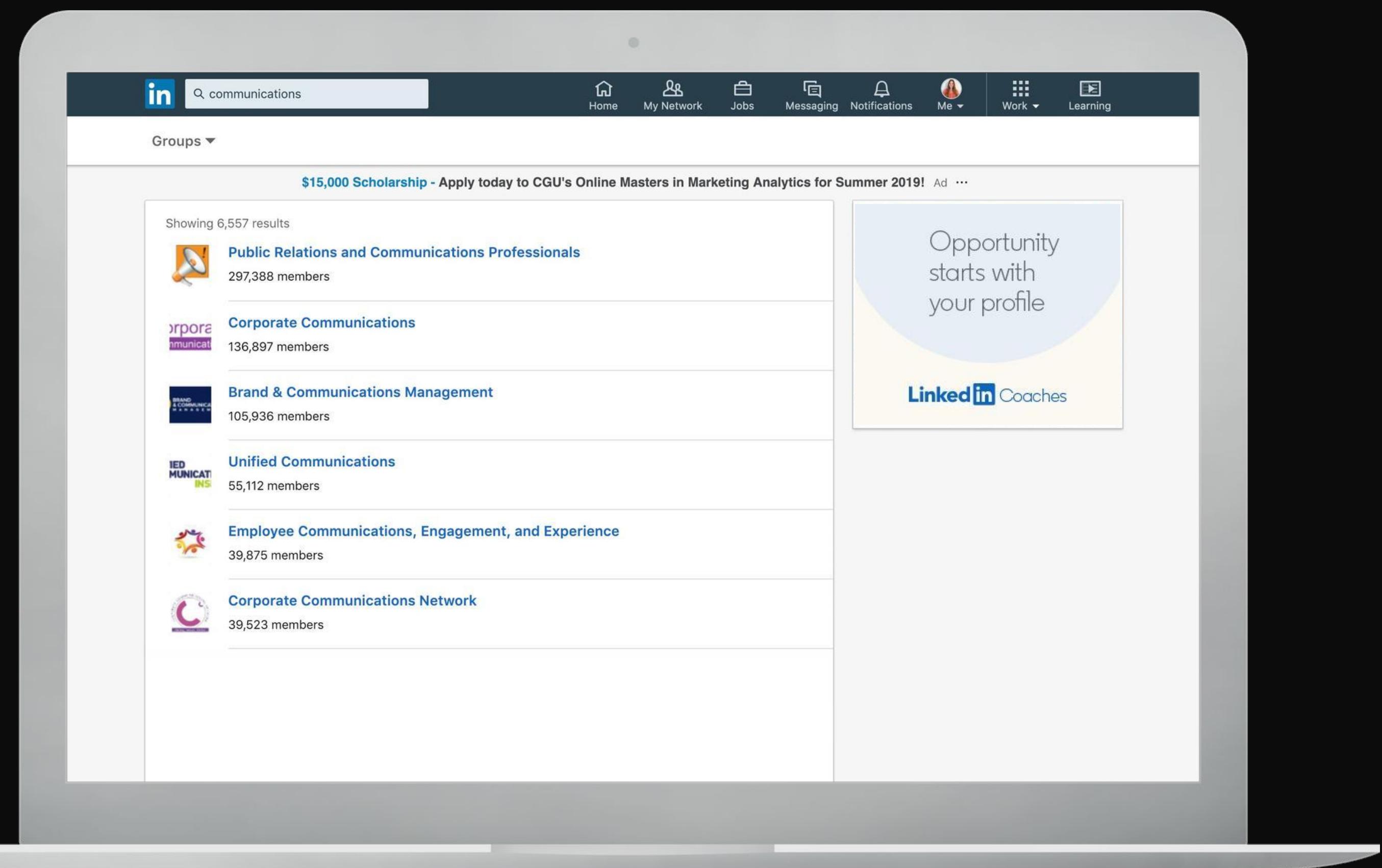
Stay on top of your job search by

using the LinkedIn mobile app to find and apply for new jobs, anywhere,

any time.



- Applicants who apply to jobs within the first three days of posting are 13% more likely to get the job.

A screenshot of a laptop screen displaying the LinkedIn website. The search bar at the top contains the text "communications". Below the search bar, the navigation menu includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. A "Groups" dropdown menu is open. A search result for "communications" shows 6,557 results. The first few groups listed are: "Public Relations and Communications Professionals" (297,388 members), "Corporate Communications" (136,897 members), "Brand & Communications Management" (105,936 members), "Unified Communications" (55,112 members), "Employee Communications, Engagement, and Experience" (39,875 members), and "Corporate Communications Network" (39,523 members). To the right of the search results, there is a promotional box for "LinkedIn Coaches" with the text "Opportunity starts with your profile".

# Join groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for industry

- Alumni of your school or training program

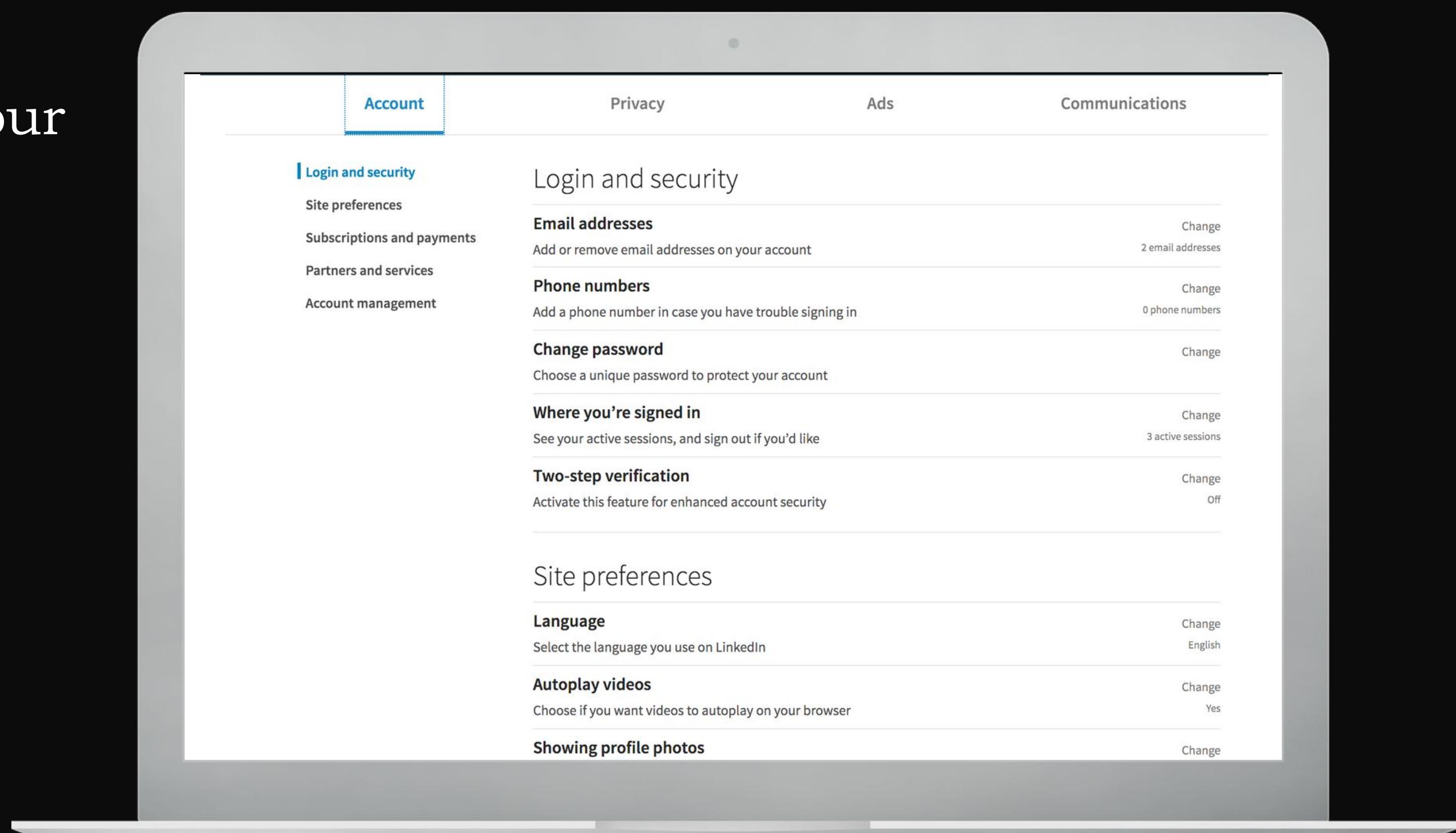
# Privacy settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your preferences.

For example, you can:

- Change the language you use on LinkedIn
- Change your password
- Control your notification preferences





THANK YOU