

IS LINKEDIN BEGINNING TO REPLACE YOUR RESUME OR CV?

Today we will address some major changes regarding the impact of your LinkedIn Profile and the application process.

Your LinkedIn Profile will not replace a Resume or CV, but in some instances is replacing the application process. The process of finding a job continues to change dramatically, primarily because of social media. If you haven't been paying attention to social media and particularly to LinkedIn, now is the best time to pay attention. You can't afford to ignore LinkedIn because your competition is utilizing this powerful resource.

THE IMPORTANCE OF YOUR LINKEDIN PROFILE

Your LinkedIn Profile is often reviewed prior to scheduling interviews.

Hiring authorities will compare the information on a Resume or CV to the your LinkedIn Profile. If there are inconsistencies, this will cause you to be screened out from consideration. If you update your Resume or CV, you must update your LinkedIn Profile.

There are some employers who are allowing hard to find candidates, in the areas of IT or Engineering, to share their LinkedIn Profile instead of filling out an application form. This practice has escalated the hiring process and also eliminated one step in the hiring process.

LOSS OF PRIVACY

Don't confuse using social media responsibly with the loss of privacy, because this will hamper your job search efforts. Not having a strong online presence is a red flag to hiring authorities and recruiters. Possible assumptions could include that you are not tech savvy, behind the times, out of touch or possibly using a false identify.

If you have a common name, you could also be mistaken for someone else who has a negative presence on social media. When a hiring authority or recruiter searches your name online, they will assume this person is you and as a result you will be eliminated from consideration.

When you create your LinkedIn Profile, be sure to only post information that is appropriate for your potential employer to see. Job seekers often post inappropriate or personal information that can hinder their search efforts. This is more common on sites like Facebook and Twitter but can extend to LinkedIn. Review your LinkedIn Profile as if you were a hiring authority or a recruiter. Often your first unofficial interview is when hiring authorities or recruiters view your online presence. Remove any information that would distract from the many talents and accomplishments you bring to the table.

WHAT HIRING AUTHORITIES REVIEW FIRST

Hiring authorities almost always review your recommendations before anything else. These recommendations give them insight into your abilities, reputation, network and accomplishments that are often not listed on your Resume or CV. Your recommendations are viewed as testimonials and are scrutinized by future employers.

Coach individuals willing to write recommendations on the type of recommendations that will help you attain your career goals. Most individuals appreciate knowing what information would help you most. If 100% of your recommendations are focused on an area that is not important in the opportunities you are seeking, the recommendation will not help your search efforts.

HOW YOUR LINKEDIN PROFILE CAN HURT OR HELP YOUR CHANCES OF BEING INTERVIEWED

Your LinkedIn Profile is often your unofficial first interview. Employers can view basic information and decide if they want to bring you in for an interview. You need to make it easy for employers to be impressed enough to pick up the phone and schedule an interview.

If you were an employer who viewed your LinkedIn Profile, would you be impressed? It's important that the information listed is appropriate for the career you are targeting. If an employer likes what they discover online, they often schedule an interview. If they discover inconsistencies or information they consider negative, your Profile can eliminate you from consideration.

It is worth your time to make sure the information you list on your LinkedIn Profile is current, accurate, appropriate and focuses on your strengths and accomplishments. Remember to update your LinkedIn Profile each time you update your Resume or CV. Also, update your Profile when you change your job target.