

**You probably already know you
should be on LinkedIn...**

We might be guilty...

- Maybe you have a half-done LinkedIn profile, copied and pasted right from your resume. *But you haven't logged in for months.*
- Or perhaps you don't have one at all. After all, why bother? You want to freelance. Or maybe you want to run your own business, or startup. In that case, why be on LinkedIn? You don't want to work for anyone else but yourself, and a LinkedIn profile only matters for those chasing full-time careers at big tech companies...right?
- You NEED to be on LinkedIn: whether you're an aspiring full-time employee, freelancer/consultant, or biz/startup owner.



So.. Why LinkedIn??

#1 Hiring Managers and recruiters are on LinkedIn....

Michael Milutis, corporate marketing strategist at CAI and Director and Co-founder of the IT Metrics & Productivity Institute, explains that:

“Any individual who is not on LinkedIn in 2018 is akin to a small business that was not in the yellow pages, circa 1980. It’s suicide. Imagine this: what if you showed up for a job interview in the 1980s or 1990s and refused to produce a resume? That’s how decision makers and employers will feel about you if you are not on LinkedIn in 2018.”

Yikes.

The takeaway: the people hiring talent are on LinkedIn; you should be, too.

#2: People are no longer getting jobs the old-fashioned way

According to a San Francisco Fed paper, highlighted at The Wall Street Journal, researchers discovered that **75% of those who get new jobs have not been actively looking or even applying to jobs in the last three months.**

This means one of two things: they were referred, or they were headhunted.

But what if you don't have connections at the companies you want to work for? Sure, you can start to form them.
(You should be connecting with people in your industry, regardless!)

However, you can also pursue the other option—getting recruited. And LinkedIn is the social network to be on when it comes to getting discovered for a new professional opportunity.

The takeaway: your chances of landing a job the traditional way are getting slim. Instead, pursue alternative methods.

As a recruiter or a hiring manager.. An incomplete profile is a TURN OFF....

- It makes it more difficult to determine whether you're the best match for the job- we cant see the full picture
- Honestly, it's a bad first impression.. Lack of drive. Carelessness.

Elements of a profile to consider..



A Professional Profile Photo (Headshot)

Your profile photo makes the first impression, so put a little effort into it. It should look professional and representative of the job you are seeking. Selfies and vacation photos tell recruiters you couldn't be bothered to make yourself look more professional.



A Concise, Impactful Profile Headline

Your Headline Matters More Than You Know..

Recruiters may also find your LinkedIn profile via Google instead of the platform itself... Google search results will typically include your location and the professional headline that appears under your name on your profile.

Make the most of that headline by clarifying your industry and job function!

A Well Written/Developed Summary

No One Has Time For A Long, Dense Summary

Think of your summary like a copywriter would.

- Highlight what's in it for recruiters to contact you, such as your achievements, honors, and success stories.
- Use short copy blocks and bullet points so they can read your summary easily. As more recruiters/managers use mobile devices, your copy should be easy to read on small screens. It's also critical to include keywords about your industry for easy searchability.

A Well Constructed List of Professional Experience

Stop The Jargon.

If your title is something along the lines of “supreme conveyer of IT knowledge” or “social media ninja,” don’t expect a recruiter to try to figure out what you do.

Make your job title and what your company does clear. Jargon or vague language wastes everyone’s time.

Some PLUS Items...

A Well Developed Skills & Endorsements..
& Recommendations from Customers, Peers & Colleagues

Those Recommendations Are Nice, But . . .

Recruiters are mostly unimpressed with recommendations unless they're short and really highlight something about your capabilities or strengths.

Don't ditch them, but don't put too much stock in them, either.

Involvement in Select LinkedIn Groups

The most effective people have robust networks, and your LinkedIn profile should represent that.

You don't need thousands, but 300 or more is ideal, So, beef up your contacts before you look for a new job.

Also, definitely Include:

- Education Background
- Highlighted Projects



Maintain An Active Profile...

Recruiters Read Your Thoughts

- During your job search, maintain an active profile
- Read news feeds, share content, comment—it shows a level of professional engagement
- Similarly, link to articles you've written or other examples of your work. Many will also be looking for professionalism in what you post.

Saying You're Job Hunting Helps

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By using the Open Candidates option, you can privately let recruiters know that you're looking for a job. It's a good idea to use this option, which indicates that you want to hear about potential opportunities.

SEEK US OUT, MESSAGE US! We welcome you with open arms!!

The good the bad the ugly.. Mostly the good.. 😊

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