

HOW TO GET AN INTERVIEW OPPORTUNITY THROUGH **LINKEDIN**

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WHY LINKEDIN

- It's no secret that LinkedIn is the top professional social networking site with millions of users from 200+ countries and territories around the world.
- 87 percent of recruiters use LinkedIn as part of their candidate search.
- As a professional or student, it's the popular place to network and look for job opportunities
- The data science community on LinkedIn one of the most active community on social media.
- This post will help you create an optimized, appealing profile that headhunters and recruiters on the hunt for your expertise will love.

TIPS

#1. Keep your profile up to date

LinkedIn members with a profile picture are 14 times more likely to receive page views, while those who post skills are 13 times more likely to have profile views compared to those who don't, per LinkedIn's blog.

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#2. Highlight recent experience

You want your recent experience evident to anyone who views your page, especially when you're actively engaging with connections and companies to land a job — which is the reason you're likely reading this post, after all.

TIPS

#3. Update your headline

Your photo, name, and headline (which is listed below your photo) are the only items people see when they do a search. Your headline should stand out and highlight what you do or what type of position you're looking for.

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#4. Let people know you're available

If you can announce the fact that you're looking for a job, do so. Use your headline to make the announcement.

TIPS

#5. Build your network to the 1st degree

Your connections can exponentially increase your exposure and access to other connections. LinkedIn makes it easy to connect with people you know by importing your contact lists from sites such as Gmail.

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#6. Look for alumni associated with your college or university

Doing a search for your college or university is a great way to connect with alumni who went to the same school as you. You can reach out to them and share this common interest to help you land your next job.

TIPS

#7. Post your hackathons, projects, achievements accomplishments

Participating in data science and machine learning competitions like the ones on Kaggle or MachineHack bear greater importance than courses certificates. This specifically comes in handy because these are bigger proof of your skills. Competing in Kaggle competitions and contributing to open-source projects are not only ways to learn and improve but also help in promoting capability in ways that courses cannot do.

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TIPS

#8. Write and share technical blogs

It is always good to have a summary of your background on your LinkedIn expressing how you developed the data science skills that you possess and what your objectives are as an individual.

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#9. Ask for recommendations

Ask recommendations from your current or past supervisors, bosses or even colleagues. LinkedIn recommendations stand out, especially if they have been made by industry leaders or people that are reliable to the recruiters.

TIPS

#10. Identify suitable recruiters

Not every recruiter will be interested in the kind of profile that you have. Monitor for job advertisements in data science and search for recruiters on LinkedIn and talk to them about your interests once you find them. You will want to study what existing relationships the recruiters have.

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#11. Have a personalised LinkedIn URL

LinkedIn, by default, has a numerical value assigned after the URL of your profile. Make your profile URL personalised by removing the URL value and adding your name in place of it. It will also help others to remember your profile who knows your name. So, always personalise your LinkedIn URL.

TIPS

#12. Make your profile public

You cannot keep your profile private if you want it to be easily seen to the people. Make sure that your profile is public so that recruiters can find and know about you easily. Recruiters can easily find profiles that interest them using keywords and so you should add appropriate keywords and not keep the profile private,

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