



LinkedIn – A Powerful Recruiting Tool!

Over 740 million professionals (64M senior level influencers, plus 40M decision makers) across 200+ countries and territories translating into 24 languages means YOU need to be connected via LinkedIn!

With 93% of hiring managers reviewing a candidate's social profile before making a hiring decision, it is important you are properly optimizing your social media presence. Of those hiring managers, 73% are turning to LinkedIn. This means it is worth your time to ensure you are represented with a LinkedIn account. Use this resource to ensure your LinkedIn account is giving you the biggest competitive advantage!

Why use LinkedIn?

Be Found! The only way you can be recruited, is if a recruiter can find you. How to make sure they do:

- Make certain your profile is 100 percent complete. See below for a complete section on how to get noticed with a great profile!
- Join LinkedIn's limit of 50 groups. You have immediate access to anyone with whom you share a group. And that means that all these people (including recruiters and hiring managers who lurk there) have access to your profile. Mix it up with different types of groups, like professional associations, companies, volunteer organizations and industries you want to join. Don't forget to join groups relating to alumni, geography, skill sets, and personal interests.
- Contribute to your groups. Ask intelligent questions, and offer helpful answers in group discussions. These are all indexed, and make you more findable within LinkedIn and through sophisticated Google searches conducted by recruiting researchers.

Find Job Opportunities! LinkedIn is so much more than a simple job board!

- In the main menu bar, click on the "Jobs" tab. You should always use the "advanced" search feature where you can filter jobs by function, country, postal code, salary and industry. Premium accounts add additional filters you can choose to employ.
- Each LinkedIn Group now has its own "Jobs" tab. While it looks just like the one in the main menu, it is completely different. Under this tab you can find jobs that are specifically advertised to the particular group, and are not found on the main Jobs tab. The groups Job tab also has what are now called "job discussions." Frequently, you will find jobs in this tab that are not advertised in either of the "Jobs" posting areas. Again, because these particular messages are micro-targeted, you'll have less competition and you gain an advantage.

Get Great Information! In essence, LinkedIn is a gigantic database. With imagination, you can use it to keep abreast of just about anyone or anything you want to follow. Under the **Interests** tab you will find:

- Companies: follow companies of interest.
- Groups: find out what is happening in your groups.
- Pulse: will provide you with topical postings from a whole range of thought leaders in different fields. Follow those who write about topics relating to your skills, industry, etc., to keep up to date with the latest buzz.
- Education: stay connected with alumni and your school.

LinkedIn Profile

50% of your success on LinkedIn depends on a great profile! (The other 50% depends on how you use it.) Secrets to a great profile are:

- a great photo;
- customized 'headline'... your #1 branding statement;
- a compelling 'summary';
- lots of relevant keywords/search engine optimization (SEO) strategy;
- readable (you need to attract a human being and an algorithm);
- creative and complete;
- contact information included that is easy to find.

Remember, before you start making changes to your profile, turn OFF activity broadcasts. (You don't want your boss getting an update if you are looking for a career change!)

Photo Ask yourself, would you like to work with that person? Your ideal photo will be a head and shoulder shot only and will show the friendly side of you! Remember to have good lighting – often an outside picture works best. Remember, a great shot can come from anywhere, a business suit and professional photographer is not necessary.

Increase in likelihood that your LinkedIn profile will get viewed if you include a photo – 21X more views, 36x more messages

Headlines This section of HUGE importance is right under your name. It is 120 characters and should be customized, do not use the default! In fact, using the default ('title' at 'company') could work against you if you are looking for a career change.

The headline will follow you everywhere, is very searchable and is often the first thing someone notices about your profile, after your photo. Include things that will set you apart from your peers, unique attributes that will market you. Think of your headline as your branding statement - pack it full of SEO keywords!

Sample Headlines

Asper BComm and aspiring Investment Banker. Investment and data analysis, research, presentation skills.

Marketing | Research | Client Relationship Builder | 3+ years' experience | Bilingual English, Chinese | BComm.

Social Enterprise Advocate | Entrepreneur | MBA. Interested in community development and innovation to help build sustainable, healthy communities for all. Experienced at business case planning and pitches to investors.

Note: If you have gained relevant industry experience (i.e. co-op or internships), do not put your degree first. Listing your education first, brands you as a student. Celebrate your transferrable skills that are

relevant to prospective employers in your target field.

Note: Highlight your achievements and future potential/value.

Try the following steps to write a powerful LinkedIn headline:

1. Say **WHAT** you are.
2. Say **WHO** you are.
3. Say **HOW** you can make their life/work better.
4. Give **PROOF** that you are credible.

About (previously Summary) This 2000 character section should be customized – **DO NOT copy your resume**. LinkedIn does not follow the same rules - make it personal, conversational (1st person) but still professional. Write in short ‘chunks’ of information avoiding long paragraphs. Your goal in writing your summary should be to market yourself, build your brand, tell your story and resonate with your target audience.

Your About (summary) could include:

- opening statement (goals, what or where you are targeting, impressive qualifications)
- brief career or academic background and/or highlights
- something about your degree, credentials
- where you would best fit in, what are you known for (this is important information that is not typically communicated in a resume)
- unique work experience/projects
- videos, links, photos, documents, presentations, quotes
- contact information, websites, URL’s

One idea is to use headings to organize the content. A great idea to include more keywords in your summary is to add headings such as “My coursework and projects included studies in....” or “Roles that I have an interest in include:” or “Ideally suited to...”. These headings will help position you competitively if you don’t have the exact experience you require.

Sample Summary Using Headings

Highly motivated business student, with proven leadership and communication skills demonstrated through event planning and supervisory experience. Fluent in English and French, intermediate proficiency of Spanish and Portuguese.

I am looking for marketing roles, ideally within a large multi-national organization, where my language skills and passion for enhancing brand awareness can add value.

I am ideally suited to contribute to building strong client relationships, developing creative print, on-line and digital marketing campaigns...market research...data analysis ...consumer behavior... corporate sustainability.

EXPERIENCE

As the Vice President – Charity for JDC West Team Toba, I planned the team’s annual Chillin’ for Charity that raised a collective total of \$21,000 in support of the United Way of Winnipeg. I developed a social media campaign that grew our Instagram followers by 200% in a 3-week period. I created dynamic radio ads and Instagram takeovers to raise awareness of the campaign resulting in strong community support.

MASTER OF BUSINESS ADMINISTRATION – MARKETING

I am currently in the top 5% of my graduating class and am a member of the Manitoba Chapter of the Canadian Marketing Association. My coursework and projects include studies in Negotiations, International Marketing, Social Media Strategies, and Consumer Behaviour.

CONTACT ME: jane@email.com Phone: 555-555-5555

A great idea to test your summary out! William Arruda highlights two great ways to do this in his article, 'How to write the Perfect LinkedIn Summary.'

One way is to read your LinkedIn summary as if you were reading it for the first time, through the eyes of your audience. And read slowly, paying attention to every word you wrote. Avoid the tendency to skim. Then, for each of the following questions, give yourself a rating from 1 to 3, where 1 is 'very little' and 3 is 'completely'. Keep track of your ratings so you can calculate a total score (between 13 and 39) at the end.

1. Does the opening sentence, phrase or heading make you want to read more?
2. Is it authentic - consistent with who you really are?
3. Does it differentiate you from your peers or competitors?
4. Is it relevant, addressing the needs of the people you are trying to attract (decision-makers and influencers)?
5. Is it compelling? Does it provide interesting facts and statements that make the reader want to get to know you?
6. Does it contain at least 20 - 30% personal information (your interests, passions, values, philanthropic interests, point of view and life experiences)?
7. Does it explain how you add value, telling the reader what happens when you do what you do?
8. Does the writing style and content you included convey your personality?
9. Is it formatted beautifully? Did you create enough white space to break up the paragraphs? Did you write powerful headlines for different content blocks?
10. Does it include external validation (things like "People say I'm..." or a favorite quote or "The Associates awarded me...")?
11. Is it grammatically correct and perfectly proofed?
12. Does it include all the keywords for which you want to be known multiple times? (This is vital for being found in online searches.)
13. Did you get the reader to want to learn more or take action?

Now, total your score. If you scored between 30 and 39, bravo! Your summary will attract the attention of those who need to know you. If you scored 29 or under, you will want to spruce up your summary.

Once you refine your summary or create a new draft, you're still not quite ready for prime time. Apply one final test before uploading it to your profile.

Identify three people who would be open to helping and will provide you with honest feedback:

- a member of your target audience
- a mentor, coach or trusted colleague who wants you to succeed; and
- a friend or family member who knows you well.

Ask them:

- Is it an accurate representation of who I am and how I create value?
- Does it make you want to learn more?
- Is there anything missing?

- What one change would you make to improve it?

Once you get their feedback and make your final refinements, upload your summary to your profile.

Experience

Remember – readable, professional and personal! Again, in this 2000 character section, do not copy your resume but list the significant jobs that built your career. Pack it with keywords (job titles are important in this regard) and include outcomes, results and performance.

Use your job title and add keywords and transferrable skills to this section.

Sample Experience

Supervisor

October 20__ – January 20__

A&W Food Services of Canada

I lead shifts, and promoted a positive workplace climate by motivating and engaging employees to succeed in their jobs. I facilitated employee meetings to discuss positives and concerns related to restaurant goals. I developed relationships with local area schools to develop fundraising programs for breakfast programs that lead to a “Young Innovator” award through the local Chamber.

Education You are spending the time and money to get an education – leverage it! Showcase your degree and expand with awards, scholarships, leadership roles, affiliations, course projects, relevant coursework, and how it prepared you and what you learned.

Sample Education

Asper School of Business, University of Manitoba

Bachelor of Commerce (Honours), Marketing

2019 – 20__(expected)

My degree further develops my interest in creating dynamic brands and advertising that aligns with a company’s business objectives while contributing to local communities. It has expanded my leadership and business management skill sets. In particular, studies in International Marketing, Market Analysis and Research, and Digital Marketing Strategies have positioned me to step into Marketing Analyst, Account Management or Digital Marketing roles.

PROJECTS:

- Built corporate sustainability strategy and balanced scorecard for ABC Manufacturing – identified key markets and business drivers and established metrics/milestones to achieve strategic outcomes.
- Participated in academic trip to Brazil to better understand business environment, developed business plan to connect to Canadian economy.

Participant, Stu Clark Investment Competition

Participant, Enterprise Marketing Case Competition

Volunteer Experience & Causes Even if you weren't paid for a job, be sure to list it. Employers often see volunteer experience as just as valuable as paid work.

Skills & Expertise Add at least 5 key skills – and then your connections can endorse you for the things you're best at.

Honours & Awards If you earned a prize in or out of school don't be shy. Let the world know about it!

Courses List the classes that show off the skills and interests you're most excited about.

Projects Whether you lead a team assignment in school or built an app on your own, talk about what you did and how you did it.

Recommendations Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strength and skills.

How LinkedIn Can Help You Find a Job

1. **Make Time** Schedule at least 15 minutes a day to work on your resume, update and check online networking profiles and search job listings. Opportunities come and go quickly, so you need to be in the game on a daily basis.
2. **Be Keyword Savvy** Make sure your profile is full of keywords that will attract a recruiter's attention. Look through job postings and LinkedIn profiles that appeal to you and incorporate some of the same words or phrases. In addition to job and industry-specific words, include leadership terms (captain, president) and action words (managed, developed, analyzed)
3. **Spread The Word** To build your credibility and stay on people's radar during your job hunt, regularly update your status on LinkedIn and other social networks. You might share links to articles you think would be relevant to people in your field, events you're attending and good career news.
4. **Reach Out** Connect on LinkedIn with everyone you know – friends, family, neighbors, professors, family friends, colleagues and others. When you send a request, always override the canned "I'd like to add you to my professional network on LinkedIn," and write a personal note, even if it's a brief, "Hey, want to connect?" Better yet, put a few minutes of effort into your request. No one likes to receive a form letter. Use the amazing University tool to connect with alumni! With this tool you can search alumni by function, industry and location.
5. **Get Into Groups** Beyond connecting to individuals, join LinkedIn groups related to your alma mater, professional associations, volunteer organizations and industries you want to join. Every discussion in which you comment is an opportunity to market yourself to people who might be hiring, and every group also contains a "Jobs" tab.
6. **Search High & Low** LinkedIn's job postings don't just tell you who is hiring; they tell you how you are personally connected to that company through your network. Even when you see a job listed on another site, LinkedIn can help you research people at that company and tell you how you are personally connected. No matter where you look for jobs, cast a wider net by altering your search terms and location criteria from time to time.

7. **Follow** When you see a job you like on another job board, use LinkedIn as a company research tool. Check out the LinkedIn Company Page of any organization where you'd like to work and click "Follow company." That organization's activity (job postings, hires, announcements) will appear on your homepage and alert you to potential opportunities.
8. **Persist (without pestering)** Sending follow-up messages through LinkedIn can help you stand out from other candidates. Every time you send someone a message through LinkedIn, the recruiter or hiring manager can easily click over to your profile and check out your credentials.

Utilize the Relationship tool to stay organized. By clicking on the star on a contacts profile page you will be able to keep notes, set reminders, jot down how you met, tag your contacts (prospect, client, personal) and keep track of your messages with the specific contact.

9. **List Your Skills** This section, below Experience and Education, offers a shorthand way to tell potential employers what you can do. It also gives your connections the chance to 'endorse' you for those skills.
10. **Get Recommended!** Although they can seem repetitive and gratuitous, they can also be helpful because not only do they show up on your LinkedIn profile, they also appear on the profile of the recommendation writer, and his/her contacts can all read them. Also, recruiters do read them. Like your career summary, recommendations should include meaty specifics about skills and accomplishments. It is 100% acceptable to offer to draft a recommendation for the person you are asking to recommend you!
11. **Customize your URL** This will drive it (the address of your LinkedIn page on the web) toward the top of a Google search on your name. In the settings section, look for 'Edit My Public Profile' to make this change. Be sure to include this 'clean and easy to read' address to your header on your resume and cover letter.

How to Make Quality Connections on LinkedIn

What is a quality connection? The answer will be different for each LinkedIn user! Your quality connection or 'perfect contact' will be someone who is relevant to you – someone who is connected to your current or desired profession, location and industry.

Before you begin the process of searching for perfect contacts, in addition to defining your desired profession, location and industry, define your target companies. Also consider 'who you want to know you' and 'who do you want to talk about you'. While compiling these lists keep the hidden job market in mind, ask yourself who will have access to jobs before they are posted.

Consider taking the time to upload contacts from your email addresses.

Now that you have targeted your search, use the following avenues and tips to find your perfect contact:

- **Advanced People Search**
 - Use OR and QUOTATIONS to your advantage to generate relevant results.
 - Focus on current and past work experience. Someone who is no longer working for a company may actually be more willing to share information.

- The upgraded version claims to return more search results - who has the time to review them all! Suggestion: Be more strategic in your search!
- **Relevant LinkedIn Groups** With millions of groups, ask yourself, what is a relevant group to join? Look at the number of members and the number of discussions.
 - Big Group: Great for connectivity, you reach a large number of people.
 - Small Group: Great for discussions, you will get in front of, and your discussion content may be noticed, by more people.
- **From 'Perfect Contacts' Profile** From your 'perfect contacts' profile, in addition to reviewing their recommendations and connects, for great potential contacts, check out:
 - **People Similar to...**
 - **People Also Viewed....**

You have your perfect contacts, now what? Follow these tips on how to communicate with your 'perfect contact':

- **Connect** A great start to expanding your connections.
 - Here you have limited number of characters (250) and you cannot include an email address or website
- **Send Inmail (Get Introduced)** Forward a message through a 1st degree contact
 - You cannot send to someone who is not a 1st degree contact. However, if you are members of the same group, mouse over their name and you should see 'send message', this is the same as the 'Inmail' option. This is another reason to join groups – to gain access to contacts!
- Under **Connections** use the Keep In Touch tool to send casual messages such as 'congrats on a work anniversary' and the Find Alumni tool to connect with prospective contacts who attended your school.

When writing an 'Inmail' message, be concise and follow these tips:

- Subject: Catchy, not spammy. *Call on Wednesday?*
- Body Part 1: Content. *Kelly, I saw your profile.... Through a mutual friend....*
- Body Part 2: Purpose. *I am developing a business plan...*
- Body Part 3: Call to Action. *Could we schedule a call on...*
- Signature. Add your personal branding such as website to showcase your work.

As your network expands, it may be helpful to track each relationship. Whenever you speak with a contact make notes on the topic of conversation and the date. If action items are a result of the conversation make a note in your calendar to follow-up on a specific date.

Resources Used:

1. *3 Ways LinkedIn Can Help You Nab a Job, US News and World Report*
2. *7 Ways to Make LinkedIn Help You Find a Job, Forbes*
3. [Top 10 Online Job Hunting Tips](#),
4. *By the Numbers: 125+ Amazing LinkedIn Statistics, expandedramblings.com*
5. *How to Write the Perfect LinkedIn Summary, William Arruda*
6. *LinkedIn Profile Checklist, LinkedIn*
7. *How Recruiters and Job Seekers Use Social Media, Socialtalent*