



Top Dog CV

CV WRITING
SERVICE

How to use LinkedIn to job hunt

LinkedIn



*'Creating professional CVs that help
change lives by securing more
interviews, earn more money and
reach your potential'*

I am sure you don't need us to tell you that LinkedIn is the top professional networking site worldwide and with 87% of recruiters using LinkedIn as part of their candidate search, and with the majority of hiring managers being active on the platform. If you are looking for a new job – LinkedIn is the place for you.

Our top 4 tips when using LinkedIn would be...

1. Keep your profile up to date
2. Highlight your recent experience
3. Showcase your current skills & objectives
4. Be authentic – be yourself

So, lets dive into our top 10 ways to use LinkedIn to get a job...

1. Keep your profile up to date

An absolute must. Make sure you regularly update your profile, add a profile photo (doesn't have to be too formal, but certainly not you down the pub after 6 pints).

2. Highlight recent experience

You want your recent experience to be visible to anyone who views your profile, especially when you are actively engaging with connections & companies to land a job.

3. Showcase your skills

Ensure you add all your current skills to your profile.

4. Update your headline

When people conduct a search on LinkedIn, all people see initially is your photo, your name & your headline (listed below photo). So, your headline needs to stand out & grab attention.

If you can, announce the fact your looking for a job and what kind of job you are looking for.

5. Use #opentowork

You can enable the #opentowork feature from your LinkedIn profile. You can choose whether all LinkedIn members or only recruiters can see that you are open to job opportunities and LinkedIn will add an #opentowork photo frame to your profile photo.

6. Build your network

Build your 1st degree connections as this will exponentially increase your exposure & access to other connections.

7. Follow companies

Follow the companies you are interested in working for & you'll be kept updated on company news & new positions that become available.

8. Join groups, comment & interact

Join & contribute to groups related to your industry and post comments, your opinions to posts which interest you and are visible to company owners, managers & recruiters in your desired industry – get yourself seen (for all the right reasons of course).

9. Research

Before going for an interview, you can use LinkedIn to research hiring managers & interviewers to find out as much as you can about them and the company. Remember, knowledge is power.

10. Use LinkedIn's job search function

Last but by no means least, don't forget there are loads of jobs listed on LinkedIn. You can search these & also sign up to job alerts, so you are the first to know about new job opportunities as soon as they get posted.

Do not underestimate the power of LinkedIn when looking for a new job or making your next career move



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