

LINKEDIN FOR

Job Seekers

How to build your network & advance your career on LinkedIn

LinkedIn Coaches



LINKEDIN FOR JOB SEEKERS

Our agenda

- 01 Why LinkedIn
- 02 Optimizing Your LinkedIn Profile
- 03 Growing & Maintaining your Professional Network
- 04 Searching & Applying to Jobs
- 05 Extra Credit
- 06 Q&A and Wrap Up

Why LinkedIn



Build your professional network and connect to jobs



There are **5 million+** open jobs on LinkedIn, with **68 million** employers on the platform



More than **1 Billion** professionals in over **200** countries are on LinkedIn



2.9 million groups on LinkedIn to grow your community

Did you know?

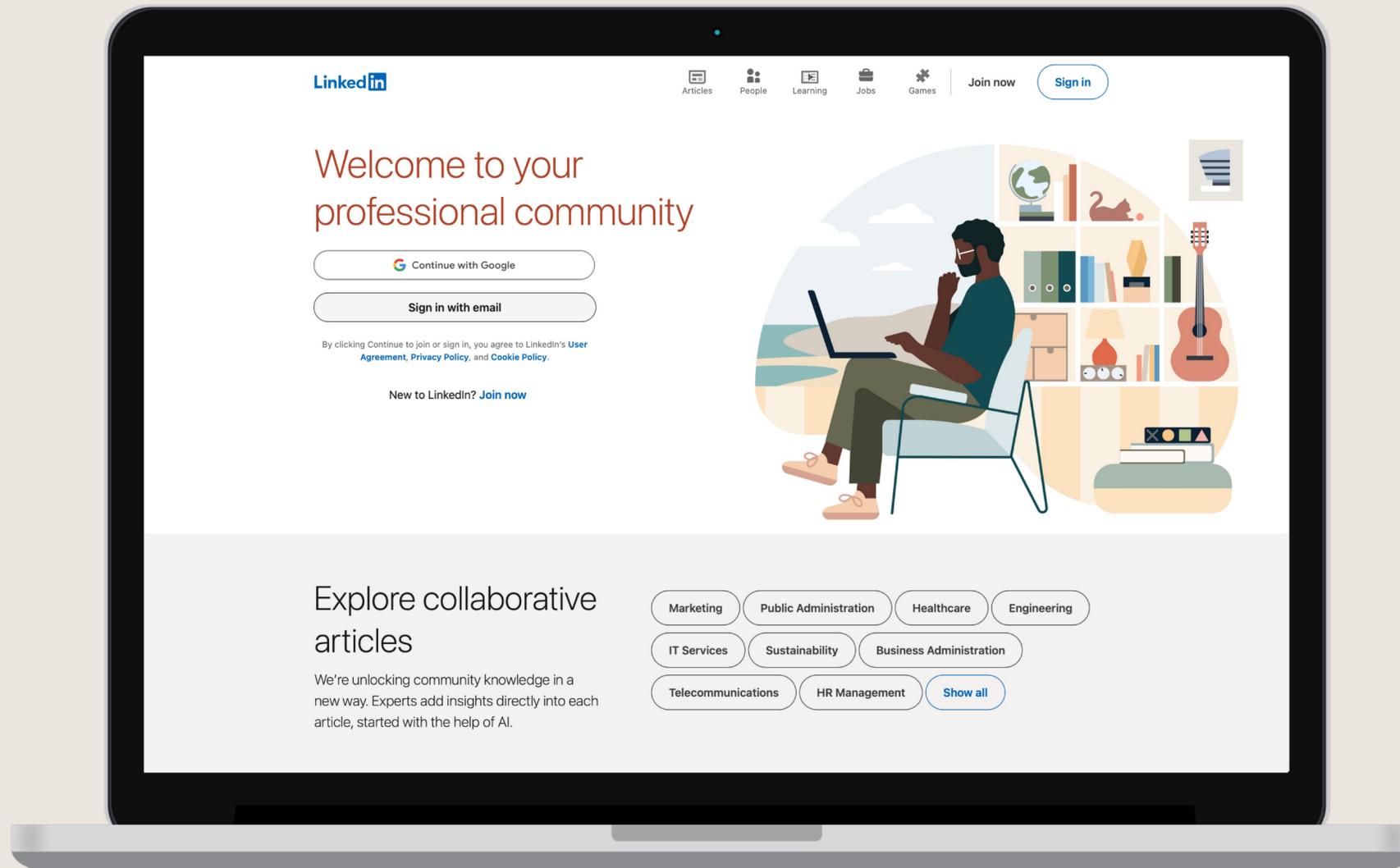


7 people are hired every
minute on LinkedIn

Optimize your LinkedIn profile

1. Set up your account
2. Think profile vs. resume
3. Take a great photo
4. Tell your story
5. Highlight your skills
6. Build your professional brand





Set up your account

Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.



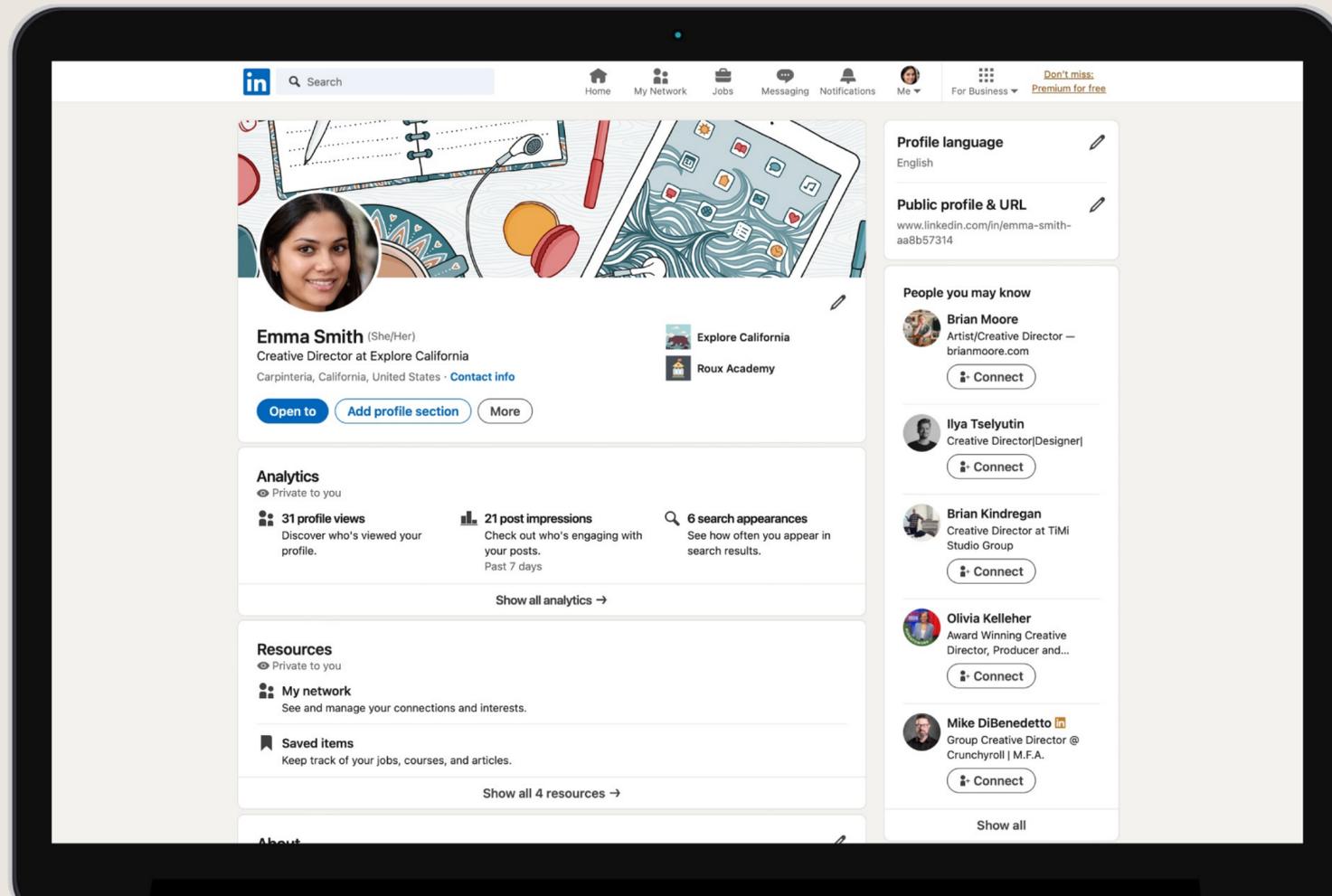
Think profile vs. resume

Unlike your resume, your LinkedIn profile:

- ✓ Is discoverable by all potential employers and recruiters
- ✓ Let's you tell a more complete professional story
- ✓ Allows other professionals and hiring managers to contact you
- ✓ Contains recommendations and endorsements



*LinkedIn Learning course recommendation:
[Rock your LinkedIn Profile](#)*





Take a great photo

You don't need a professional headshot — a selfie will do! Here are some tips for taking your photo:

- ✓ Dress for the job you want
- ✓ Choose a non-distracting background
- ✓ Be authentic with a friendly expression
- ✓ Ensure your face fills most of the frame



Did you know?

*Members with profile photos receive up to **21x** more views and **9x** more connection requests.*

Tell your story

Add key details



Click the pencil icons to edit different sections of your profile.

Add key information like your:

- ✓ Location & industry
- ✓ Work & internship experience
- ✓ Volunteer experience
- ✓ Education* & certifications
- ✓ Skills
- ✓ Current program or organization

* Choose whether to display your education in your intro.

Edit intro [Close]

* Indicates required

First name*
[Emma]

Last name*
[Smith]

Additional name
[]

Name pronunciation
[]
This can only be added using our mobile app

Pronouns
[She/Her]
Let others know how to refer to you.
Learn more about [gender pronouns](#).

[All LinkedIn members]

Headline*
[Creative Director at Explore California]
Get AI suggestions with Premium

Current position
Position*
[Creative Director at Explore California]
+ Add new position

Show current company in my intro

Industry*
[Retail]
Learn more about [industry options](#)

Education
School*
[Roux Academy]
+ Add new education

Show school in my intro

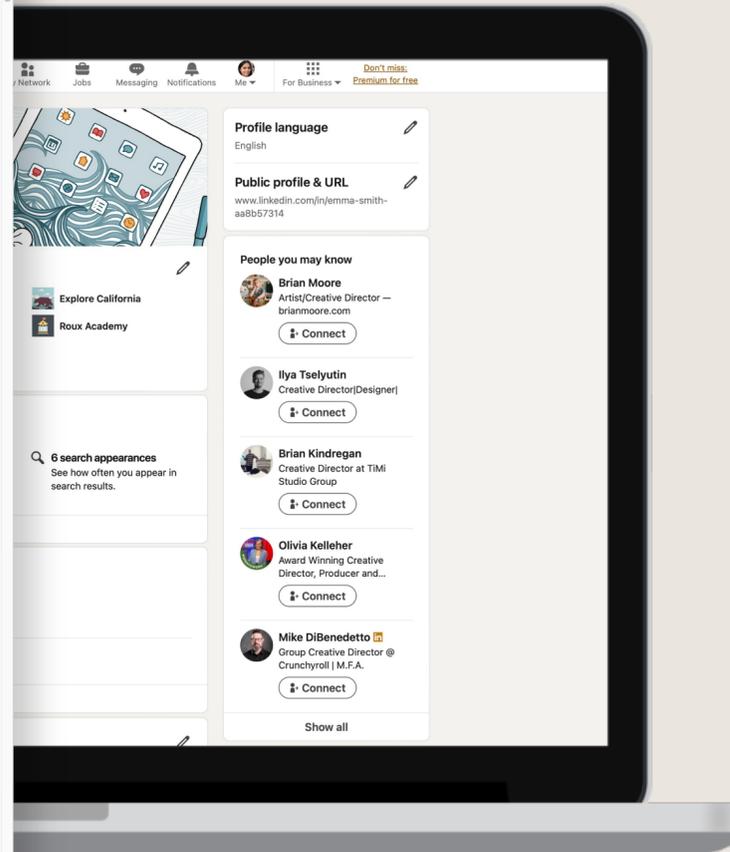
Location
Country/Region*
[United States]
Name pronunciation
[]
This can only be added using our mobile app

Pronouns
[She/Her]
Let others know how to refer to you.
Learn more about [gender pronouns](#).

[All LinkedIn members]

Headline*
[Creative Director at Explore California]
Get AI suggestions with Premium

[Save]



Tell your story

Headline

Your headline is the first thing people will see. Showcase who you are – not just what you do.

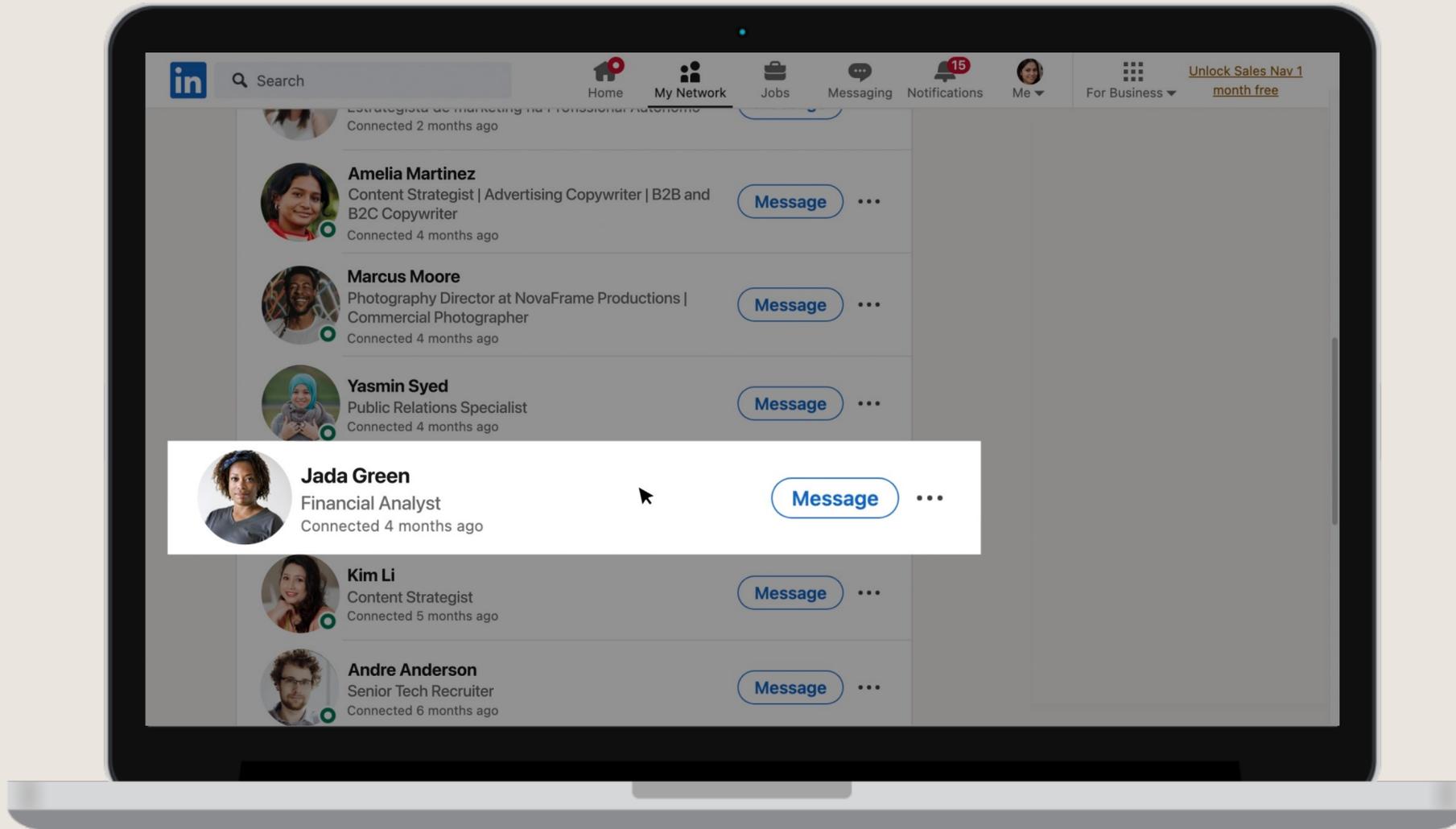
Ask yourself:

- ✓ What does it say about me?
- ✓ Does it represent my unique professional brand?
- ✓ Does it capture what a recruiter will care about?



LinkedIn Premium AI feature:

Hit “Write with AI” to generate a suggested headline that you can review and edit.



Tell your story

“About” summary section

Communicate your professional brand and put your own spin on your experience.

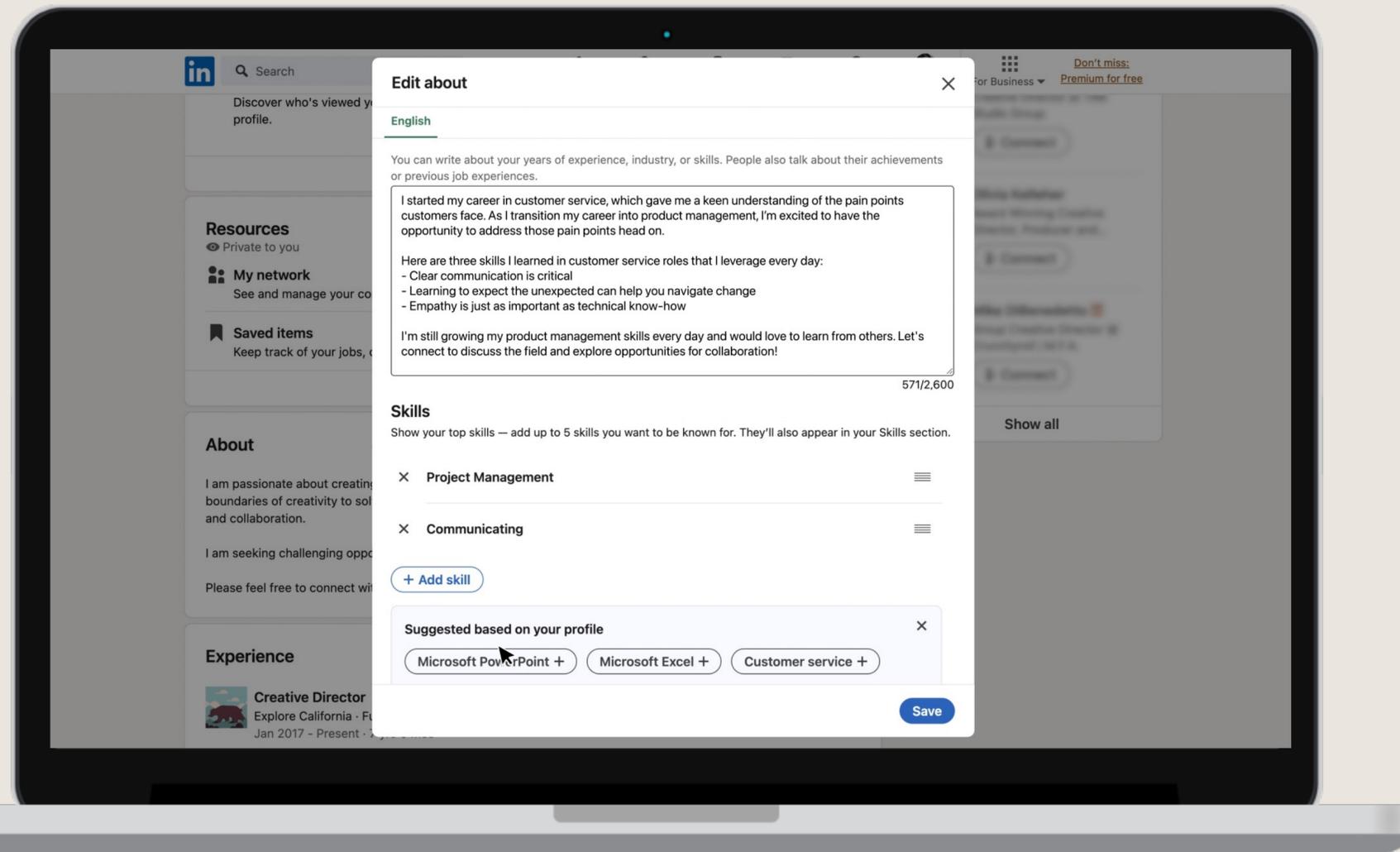
Here’s an easy formula:

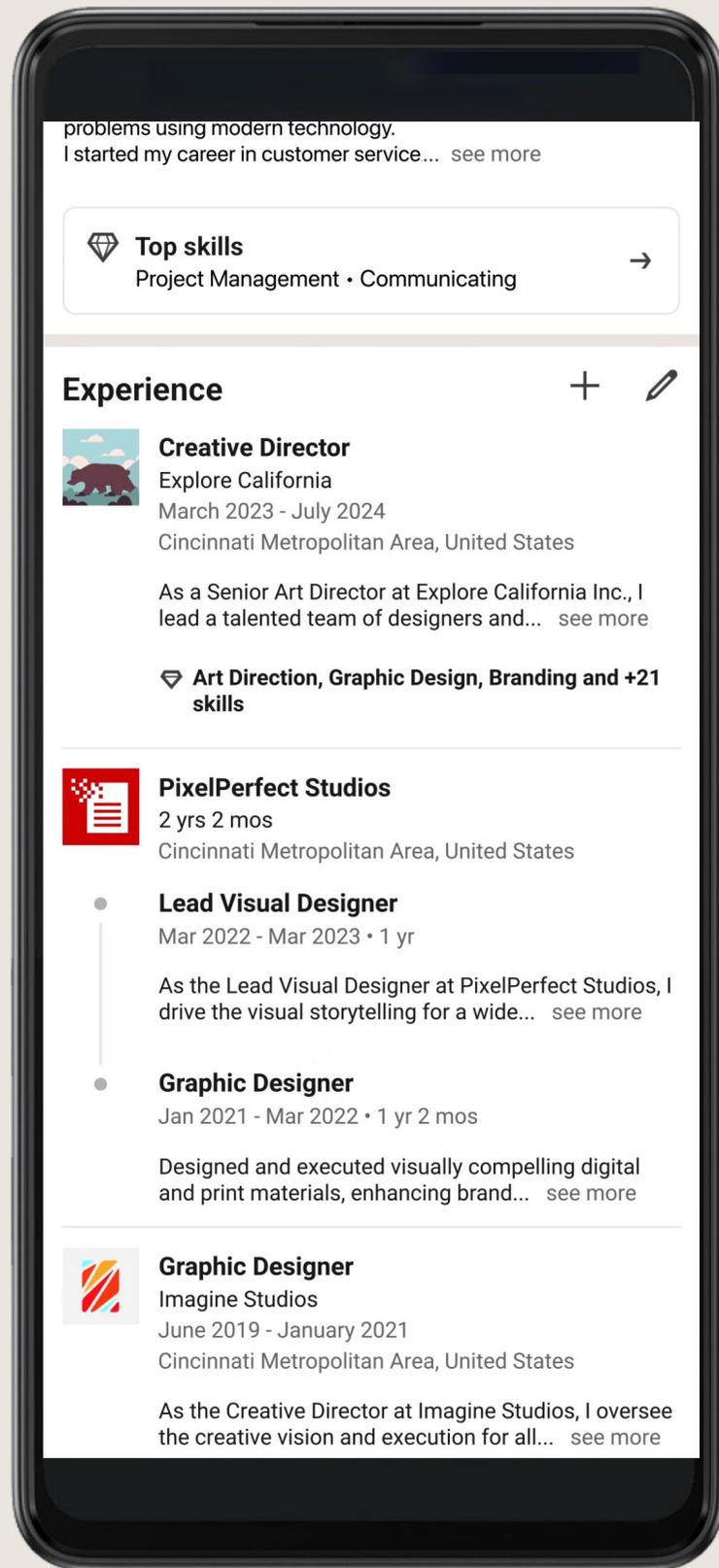
- ✓ Who you are (1–2 sentences)
- ✓ Experience, top skills, and passions (3–5 sentences)
- ✓ Goals and encouragement to engage (1–2 sentences)



LinkedIn Premium AI feature:

Hit “Write with AI” to generate a first draft that you can review and edit.





Tell your story

Add job and/or volunteer experience

Starting with your current or most recent position, write about responsibilities and achievements. Keep it clear and concise. Bullet points work great here!

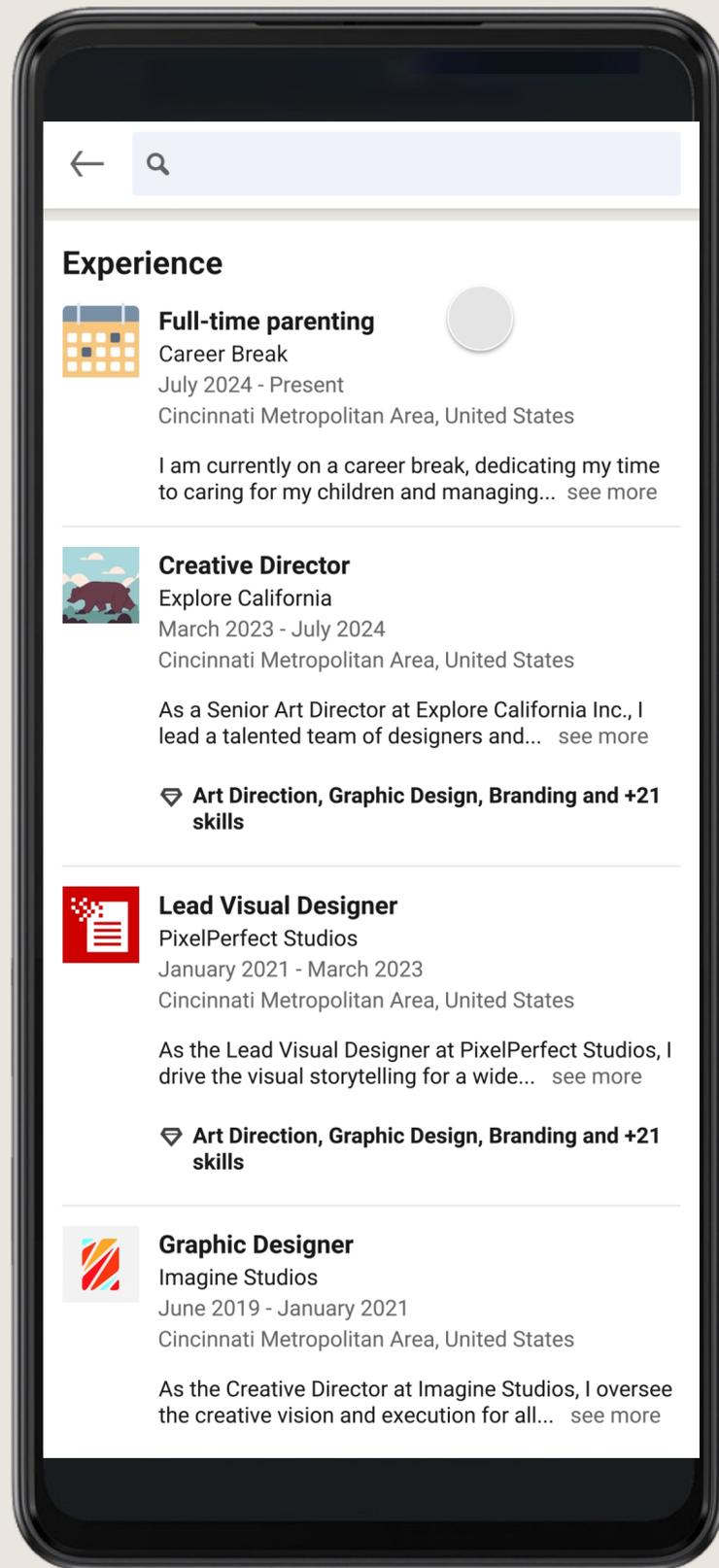
Provide:

- ✓ A description of your role and accomplishments
- ✓ Relevant keywords and industry terms
- ✓ Highlight promotions and career progression



Did you know?

Members who include at least one position receive up to **2x** as many profile views, **2x** as many connection requests, and **4x** as many messages.



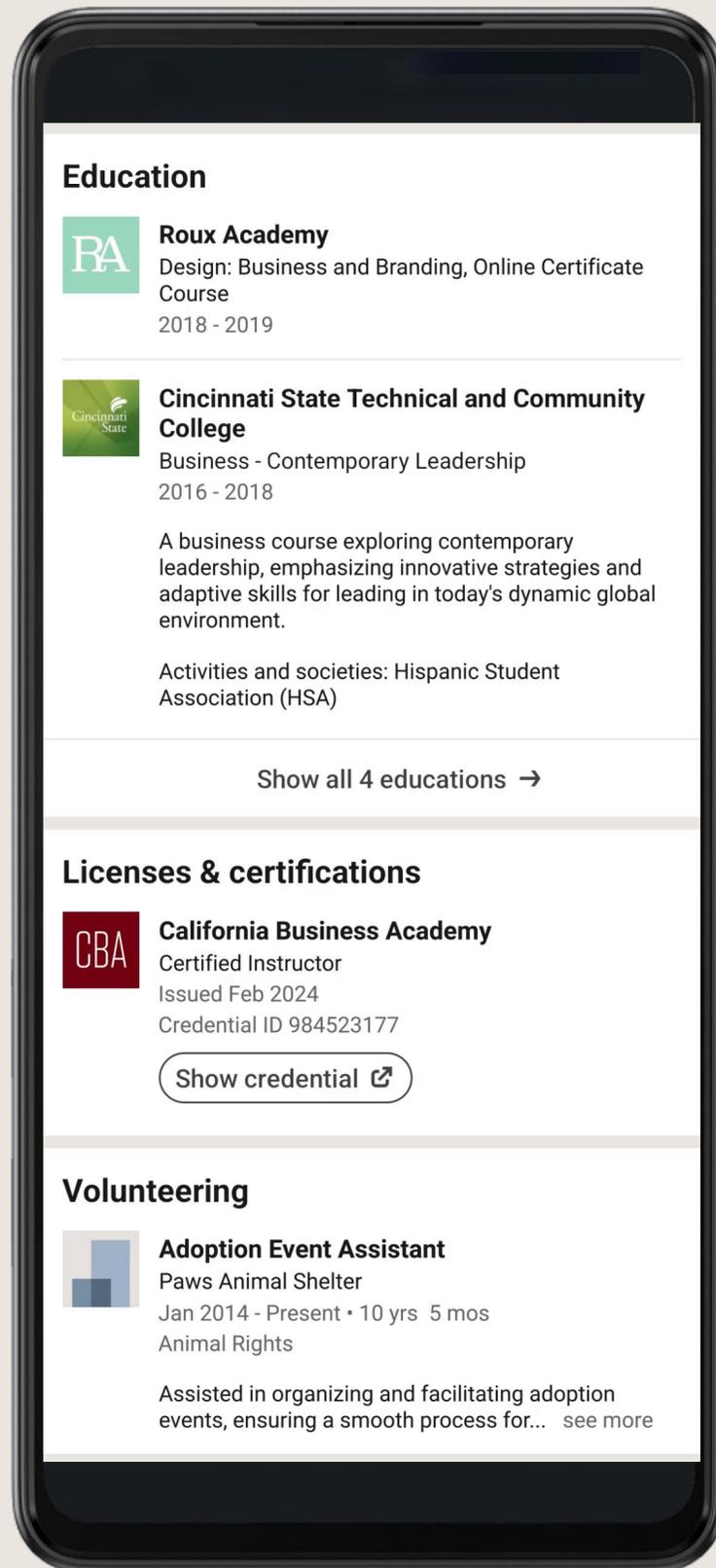
Add your Career Break

62% of people report taking a career break. Contextualize yours by selecting “Add Career Break” when updating your experience section.

- ✓ Choose from reasons like health & wellbeing, caregiving, and layoffs
- ✓ Consider adding context that ties your career break into your professional story



LinkedIn Learning course recommendation:
[*Returning to Work with a Resume Gap*](#)



Tell your story

Include education, certifications, or licenses

Be sure to add any relevant education, schools, certifications, and/or licenses that you've obtained.

Include relevant details, such as:

- ✓ Schools, programs, degrees, fields of study, and courses
- ✓ Extracurricular activities (clubs, projects, athletics)
- ✓ Keywords and descriptions that align with your career objectives



Did you know?

Members with education, license, or certification information receive up to **11x** more Profile views and **6x** more connection requests.

Highlight your skills

Add up to 50 skills to your LinkedIn profile to show your talents and help recruiters find you.

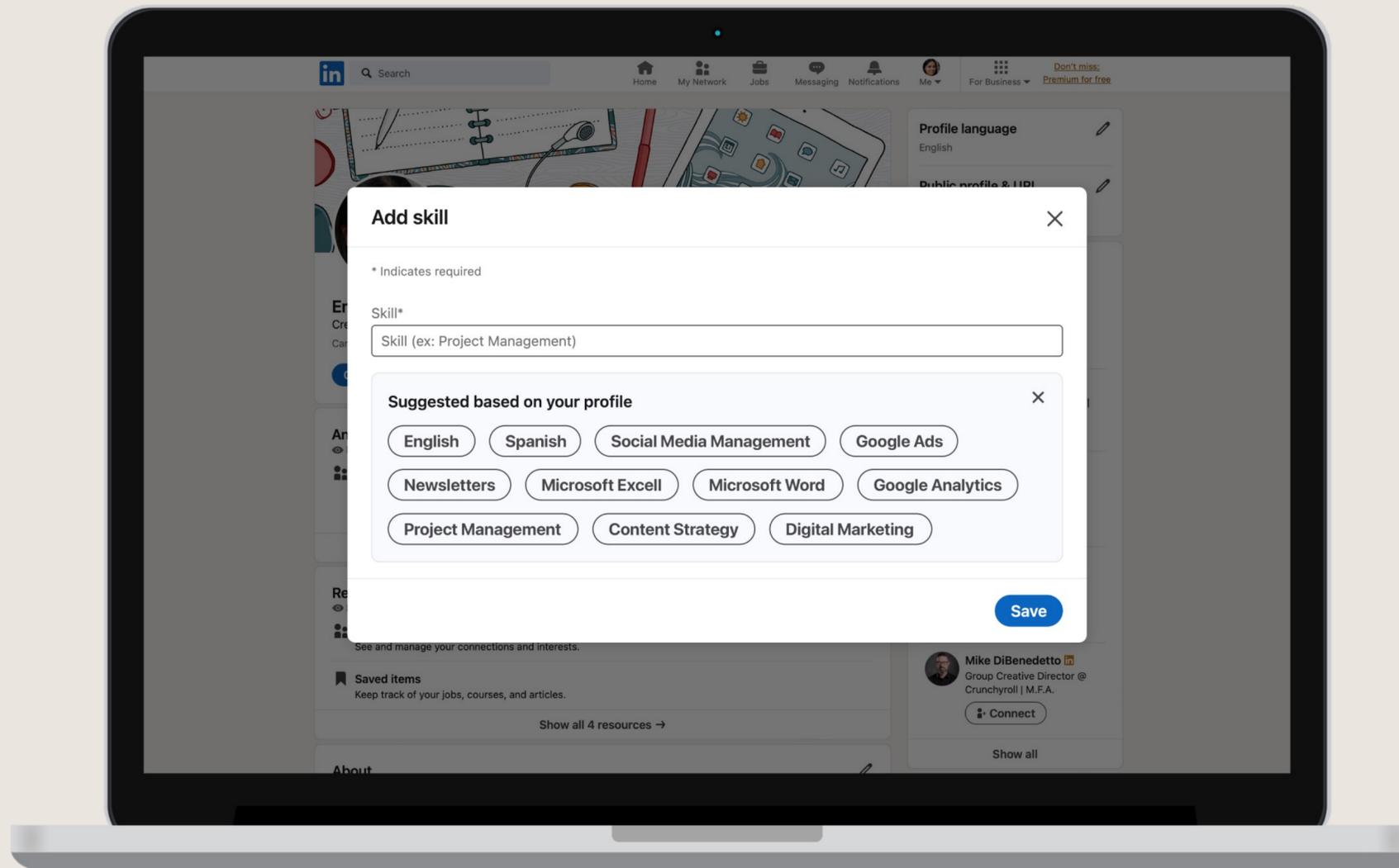
Here's how to choose your featured skills:

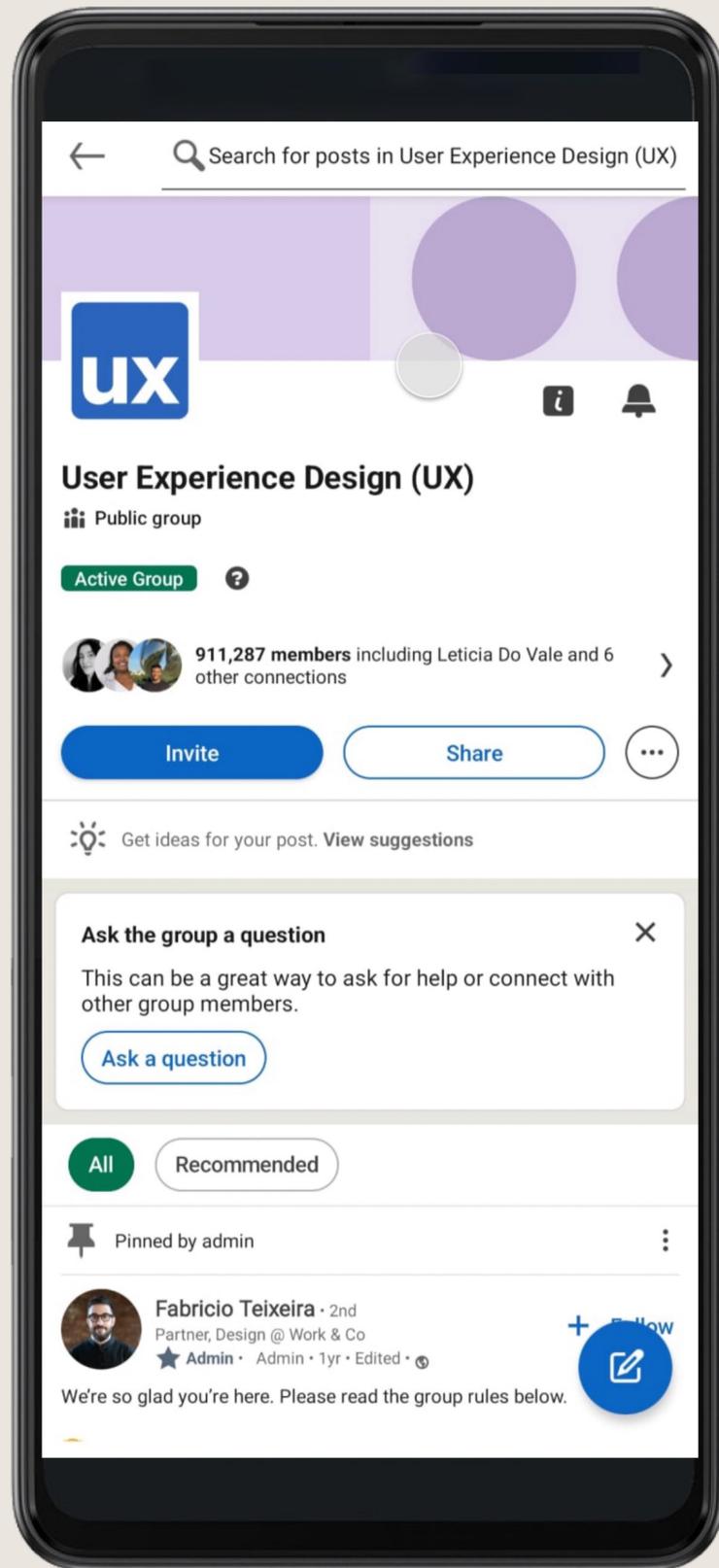
- ✓ Prioritize the skills that align closest with your dream job
- ✓ Include a mix of hard and soft skills
- ✓ Add context by associating your skills with experience
- ✓ Be authentic — don't include aspirational skills



Did you know?

Members who include skills receive **2x** as many profile views, **2x** as many connection requests, and **4x** as many messages.





Build your professional brand

Engage with topics you care about to highlight your professional interests and expertise.

- ✓ Follow industry thought leaders
- ✓ Leave insightful comments on posts
- ✓ Join relevant LinkedIn Groups

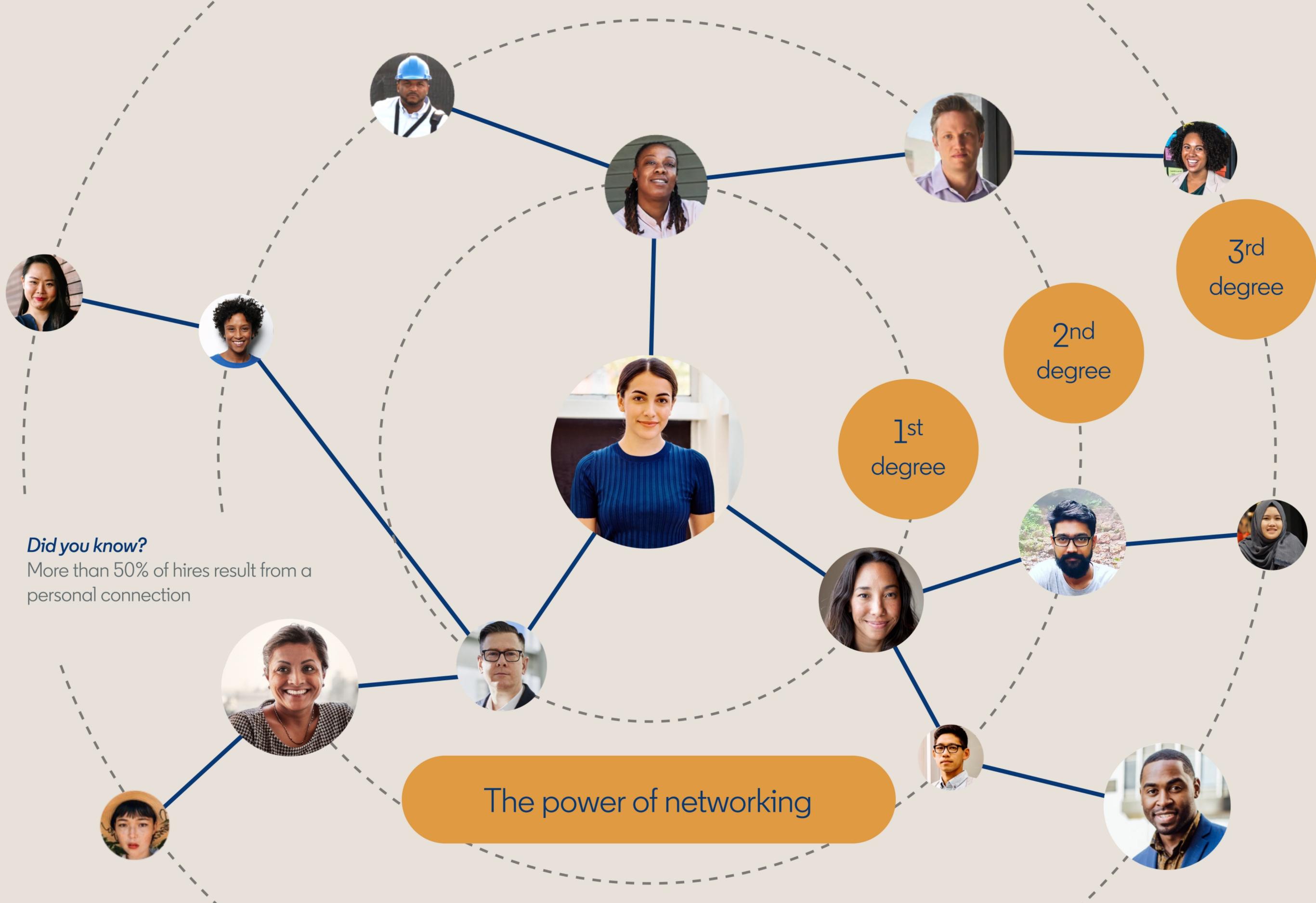


*LinkedIn Learning course recommendation:
[Amplify Your Personal Brand with Generative AI](#)*

Grow and maintain your professional network

1. Add new and existing connections
2. Message connections
3. Ask for informational interviews
4. Request referrals
5. Request recommendations
6. Add value and engage





Did you know?

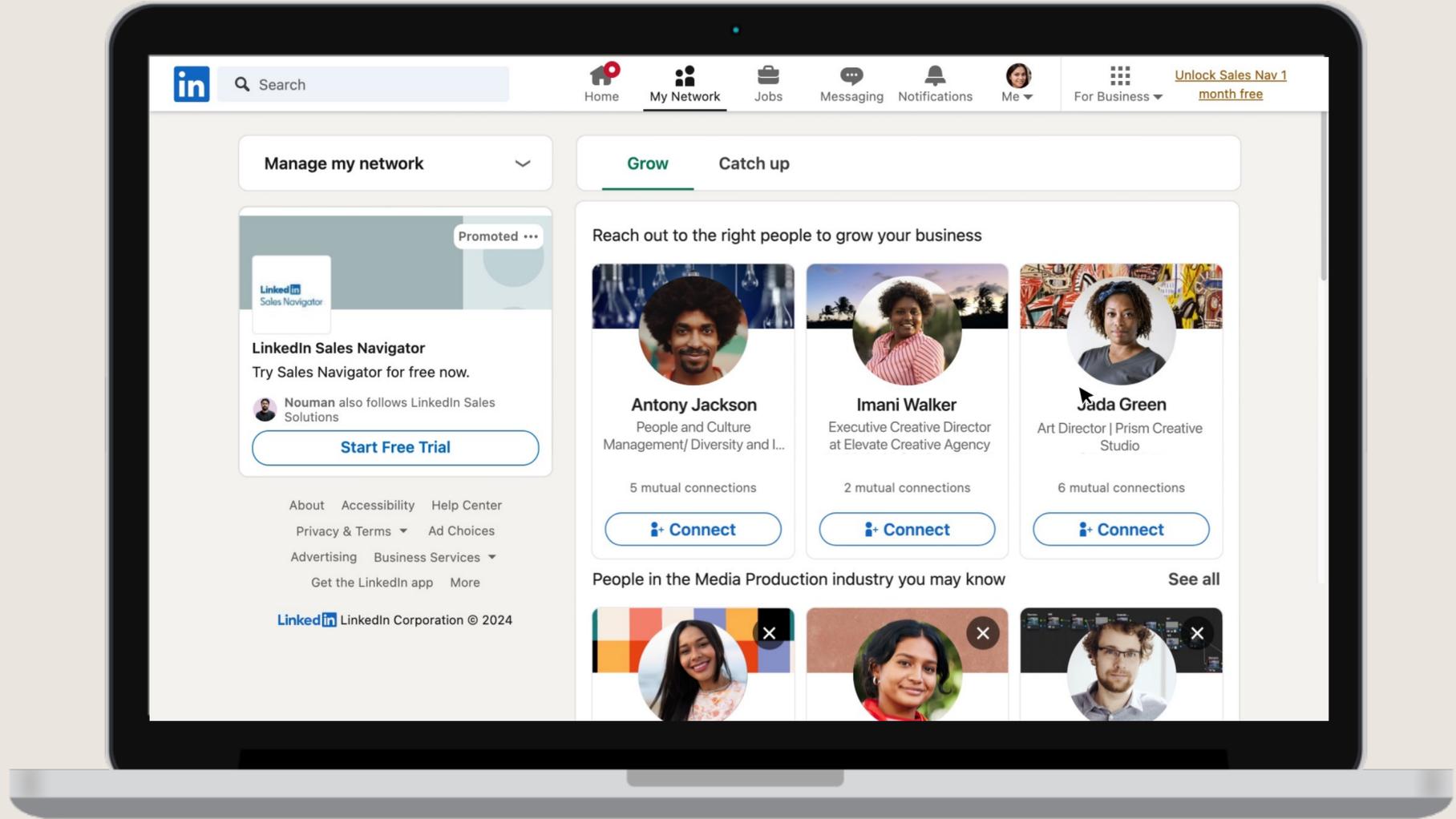
More than 50% of hires result from a personal connection

The power of networking

Discover existing connections

Click “My Network” for suggestions about who to connect with, including:

- ✓ Friends and family
- ✓ Current and former colleagues and managers
- ✓ Alumni of your school

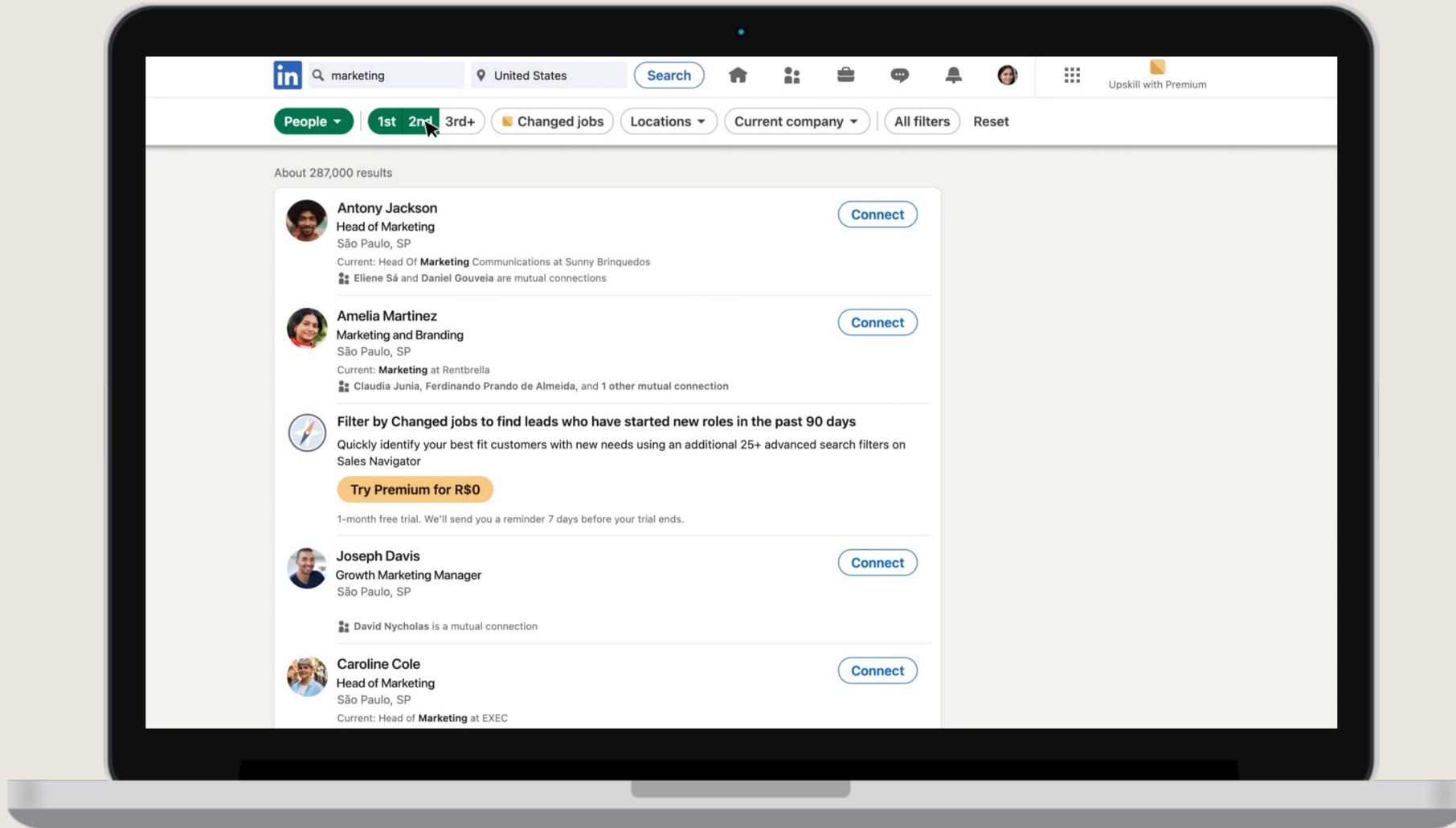


Did you know?
The more you grow your network, the more accurate your “People you may know” suggestions will become.

Search for new connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ Location
- ✓ Keyword



Did you know?

LinkedIn members are **4x** more likely to get hired at companies where they have connections.

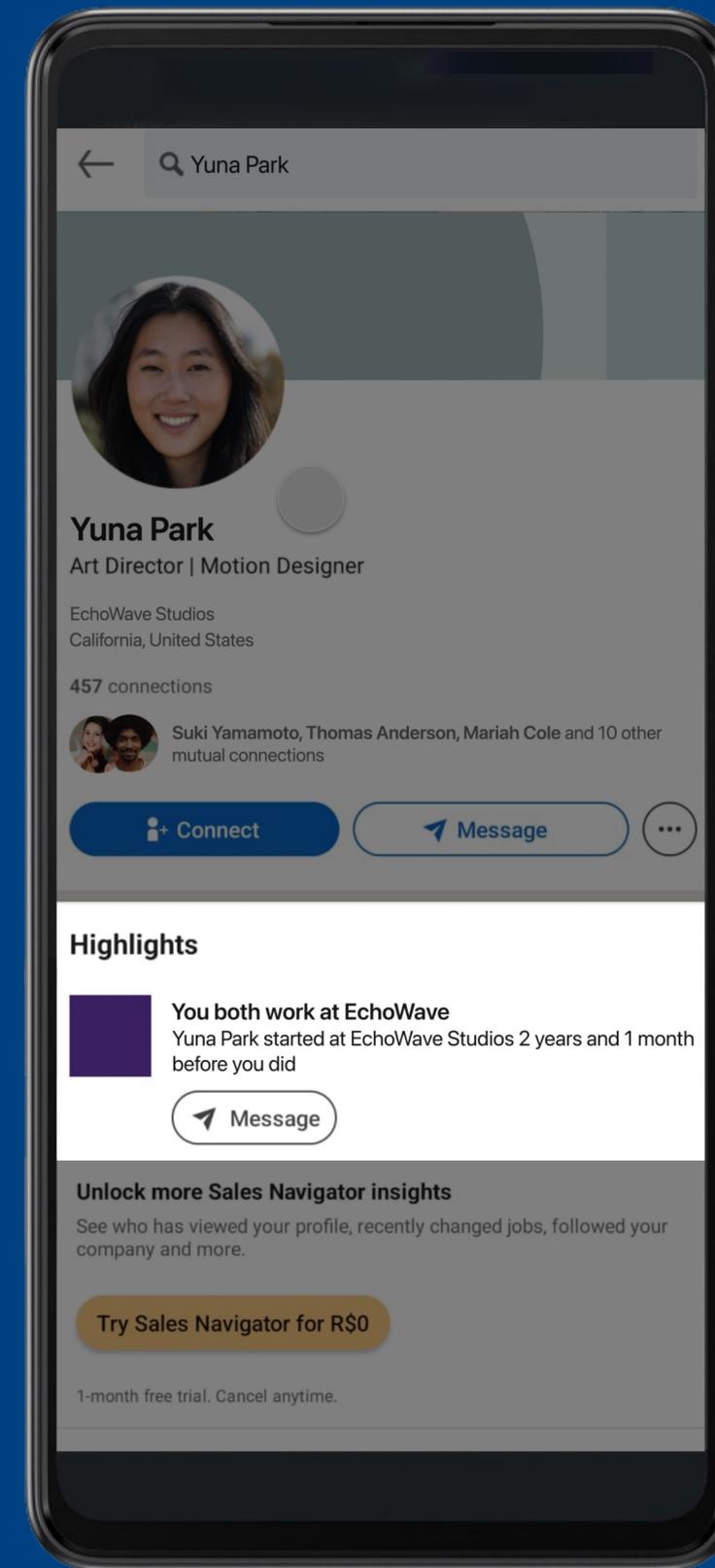
Expand your network strategically

Reach out to people who...

- ✓ You have something in common with
- ✓ Have a job or work at a company that interests you
- ✓ May be able to make a meaningful connection for you



*LinkedIn Learning course recommendation:
[Digital Networking Strategies](#)*



Add a note to your invitation? ✕

Personalize your invitation to **Veronica Emily** by adding a note. LinkedIn members are more likely to accept invitations that include a note.



2nd
degree

The power of networking

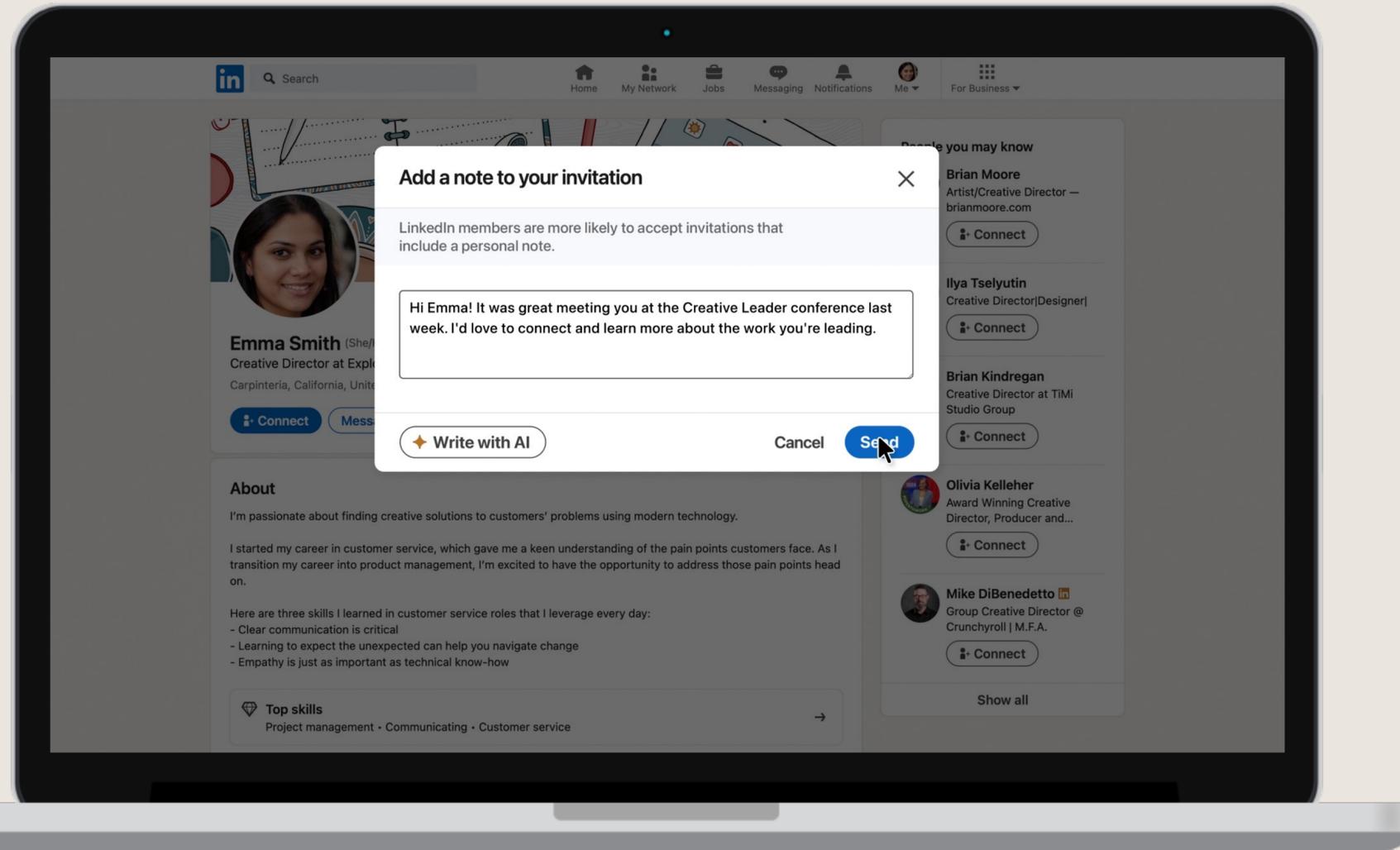
Search for new connections

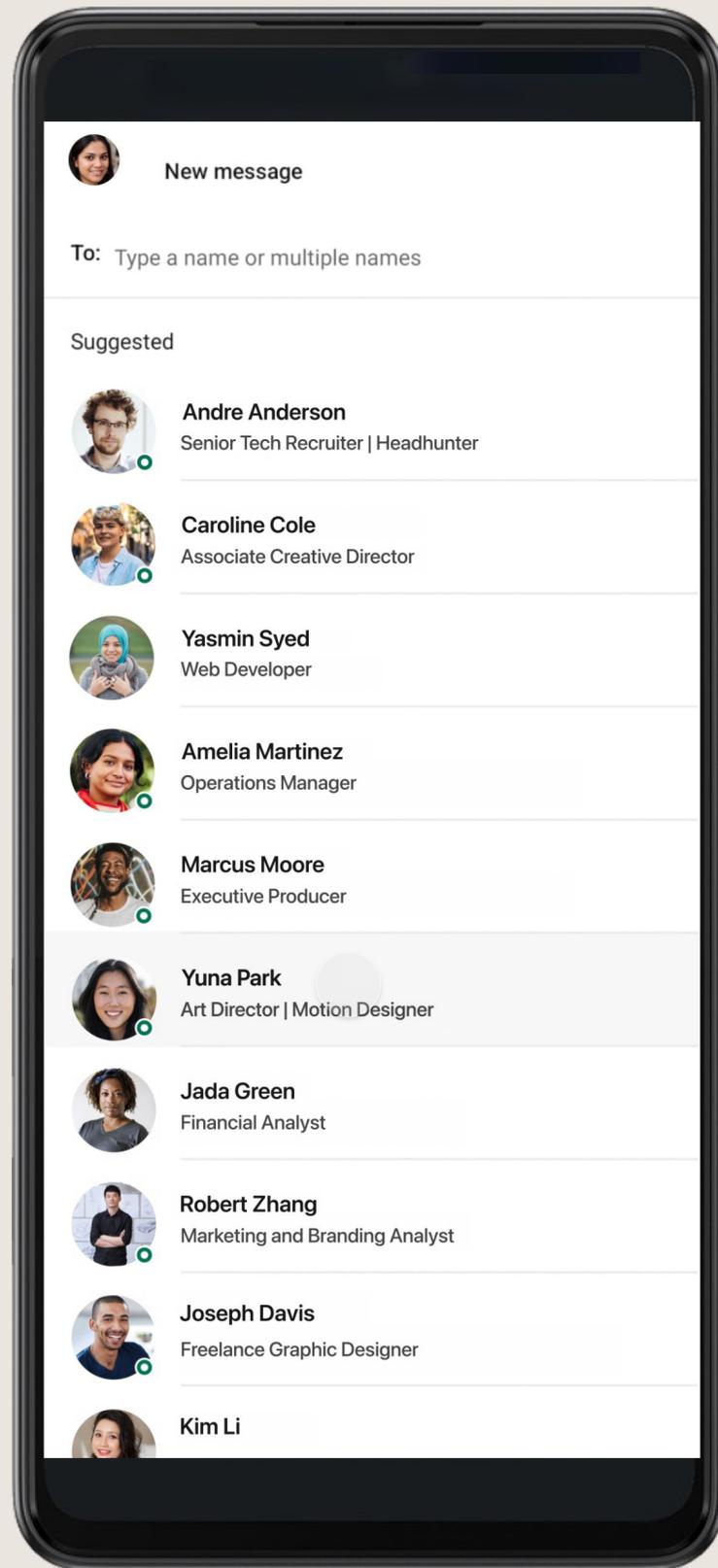
After clicking “Connect,” you can send your invitation immediately or personalize your invitation request by selecting “Add a note.”



Top tip:

Always add a personalized message to make it clear why you are reaching out.





Message connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page



LinkedIn Premium feature:

Message anyone, even if you're not connected, with LinkedIn InMail messages.

Ask for informational interviews

Add a note to your invitation



LinkedIn members are more likely to accept invitations that include a personal note.

Hi Andre! My name is Jessica and I'm looking to transition my career into one focused on sustainability. I saw that you work as an environmental technician, which sounds like a fascinating job.

I'd love to learn more about your work and anyone else you think I should meet!

Introduce yourself

Share why you're interested in speaking with them

Request a casual career conversation



Top tip:

Informational interviews can help you gain career advice, learn more about specific industries and companies that interest you, and establish professional bonds.

✦ Write with AI

Cancel

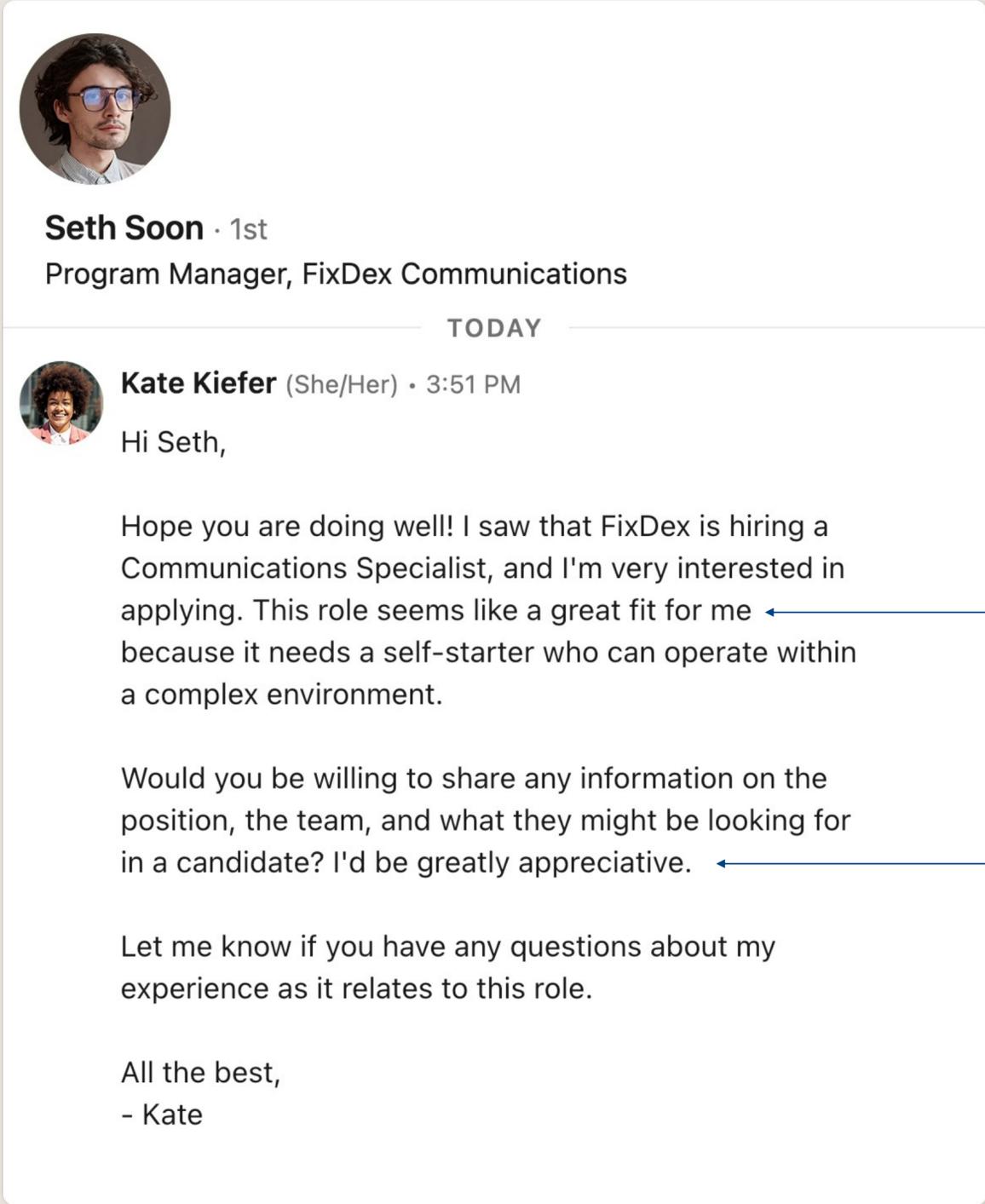
Send

Request referrals

Where appropriate, ask your connections to refer you for jobs you're interested in at their organizations:

Highlight why you are interested in the specific role

Show sincere appreciation



Seth Soon · 1st
Program Manager, FixDex Communications

TODAY

Kate Kiefer (She/Her) · 3:51 PM

Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

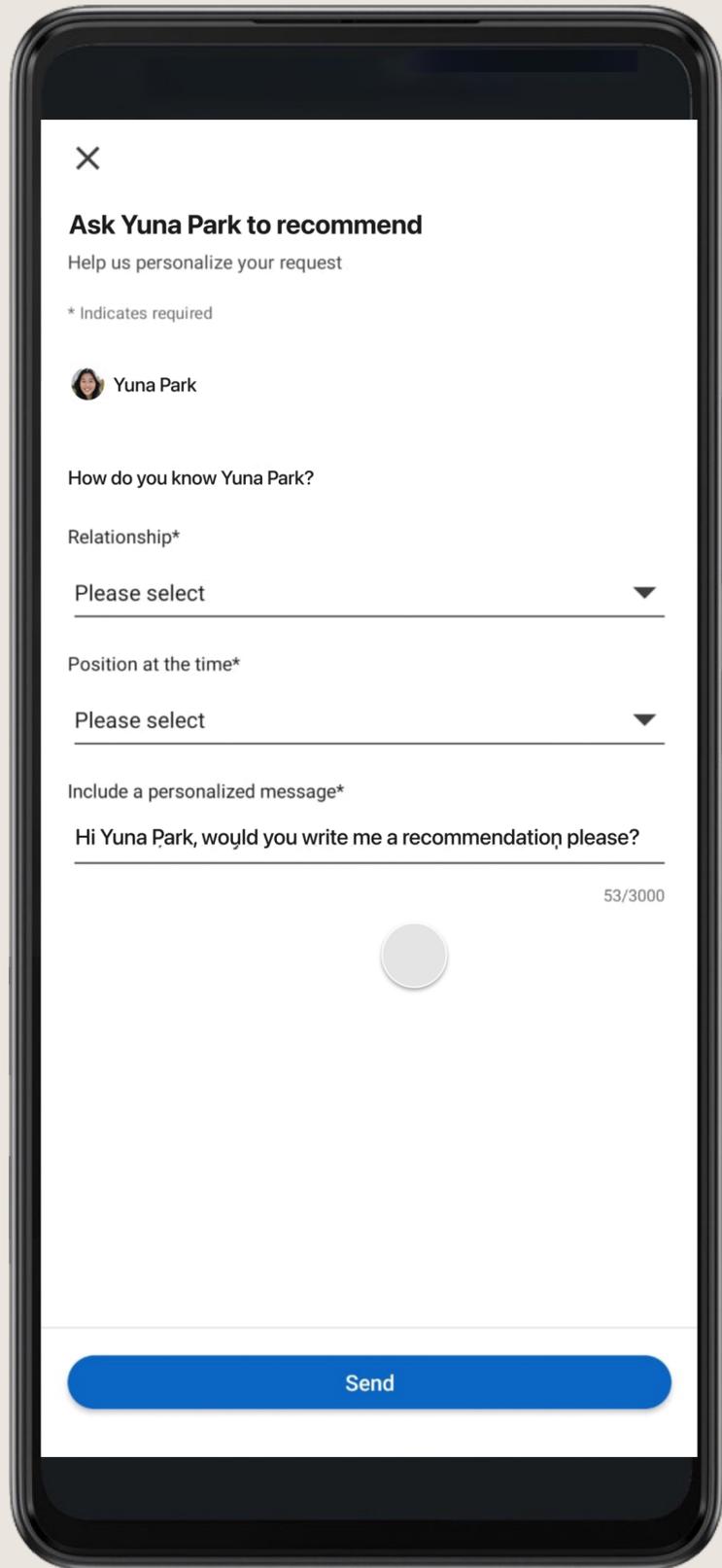
Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,
- Kate



*LinkedIn Learning course recommendation:
[How to Leverage References, Recommendations, and Referrals to Advance Your Career](#)*



Request recommendations

Recommendations on LinkedIn act like referrals. To ask for one, click "More," then "Request a Recommendation" on a connection's profile and customize the request.

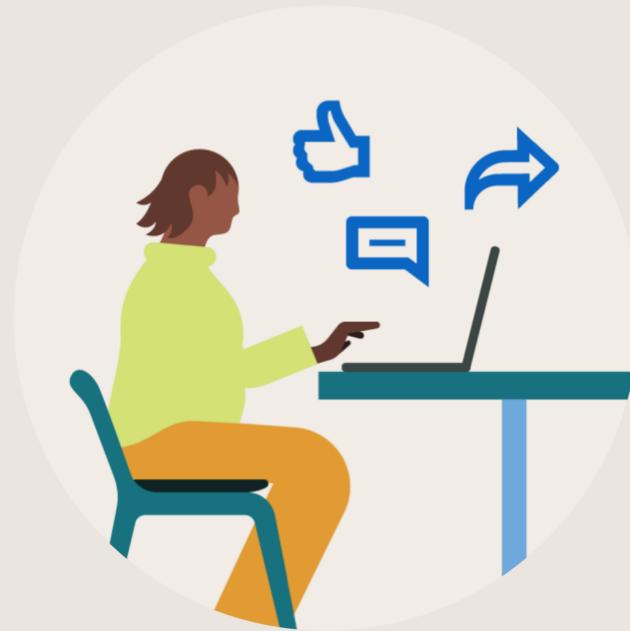
Consider asking for referrals from:

- ✓ Current or former managers
- ✓ People you've worked closely with
- ✓ Professional mentors and advisors (e.g. through nonprofit training programs)

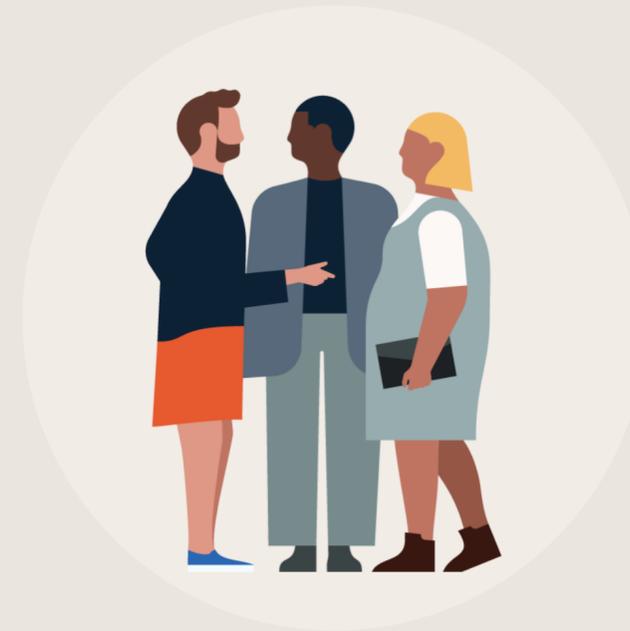
Add value and engage with your network



Stay in touch even when you don't need anything



Engage with your connection's posts



Join relevant groups and exchange insights

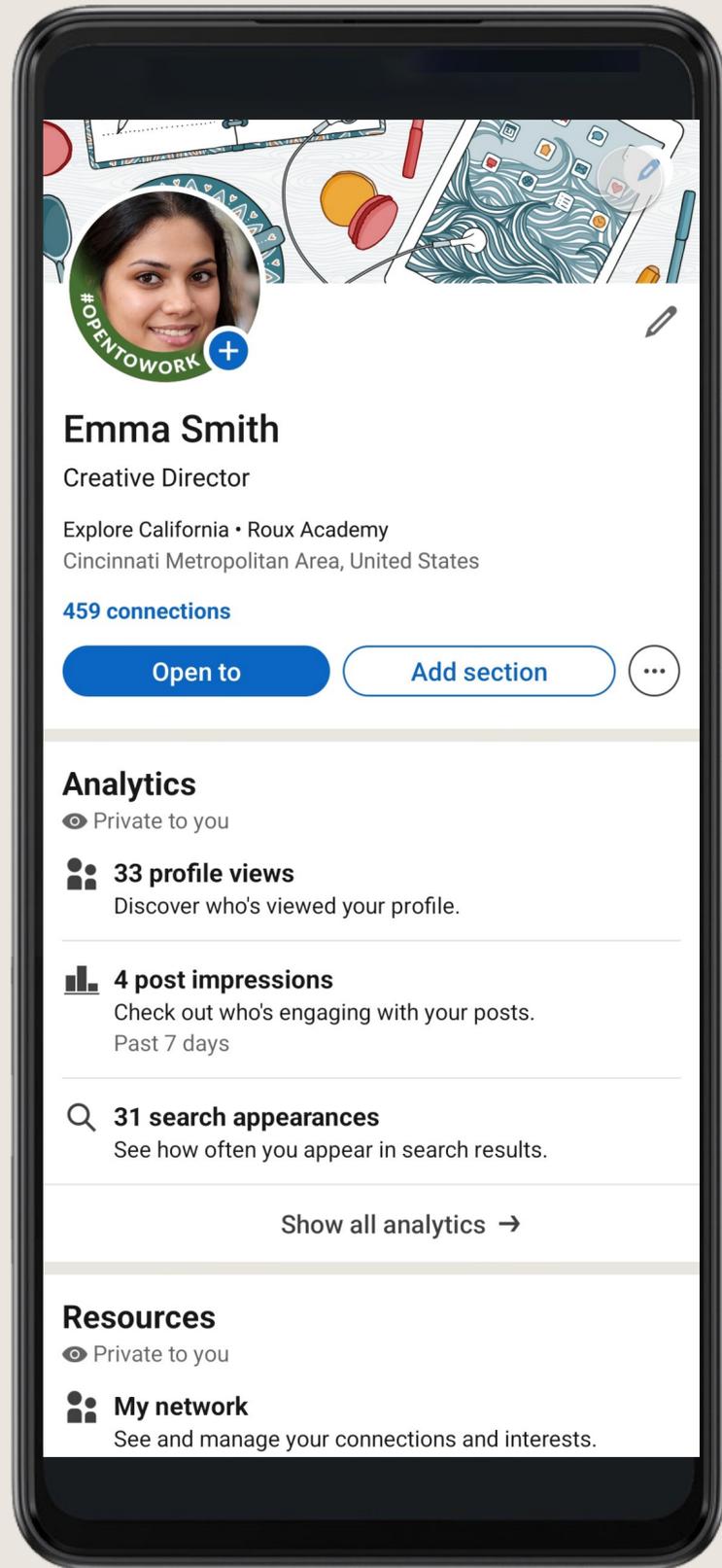


Write recommendations for others

Search and apply for jobs

1. Show recruiters you're #OpenToWork
2. Explore and search for jobs
3. Follow companies that interest you
4. Gain in-demand skills with LinkedIn Learning
5. Apply actively
6. Prepare for interviews



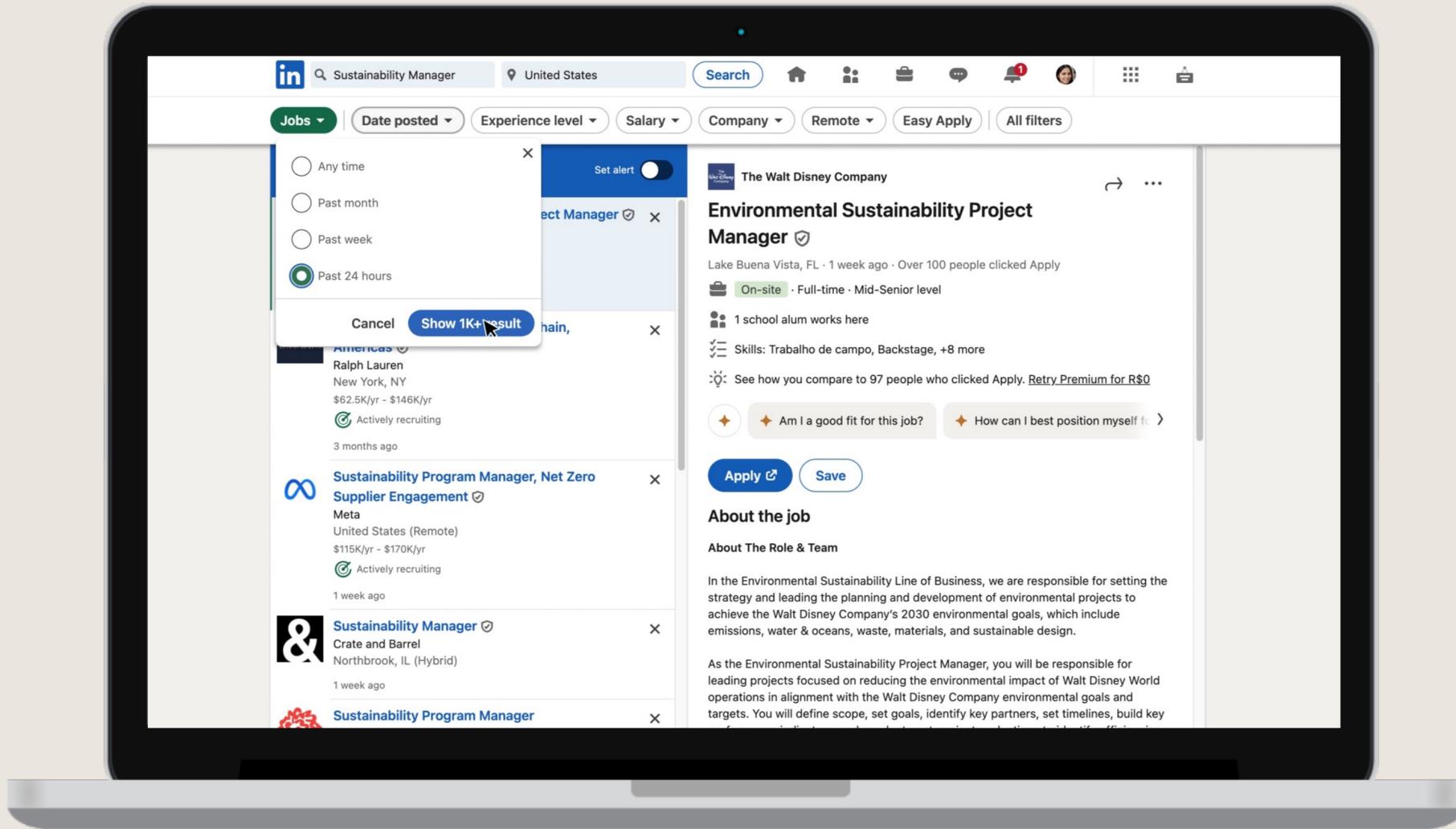


Show recruiters you're #OpenToWork

Click "Open to" at the top of your profile to get started.

- ✓ Add job titles, locations, and the types of work (e.g. hybrid, full-time) that interest you
- ✓ Indicate your start date flexibility
- ✓ Choose who can see that you're open to work

 **Top tip:** Turning on Open to Work on your LinkedIn profile increases your likelihood of getting a recruiter message by **2x**.



Explore & search for jobs

For the best job recommendations, make sure your profile is filled out with accurate experience, skills, and location information.

Use LinkedIn's search filters to find jobs by:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Experience level
- ✓ Date posted
- ✓ Job type

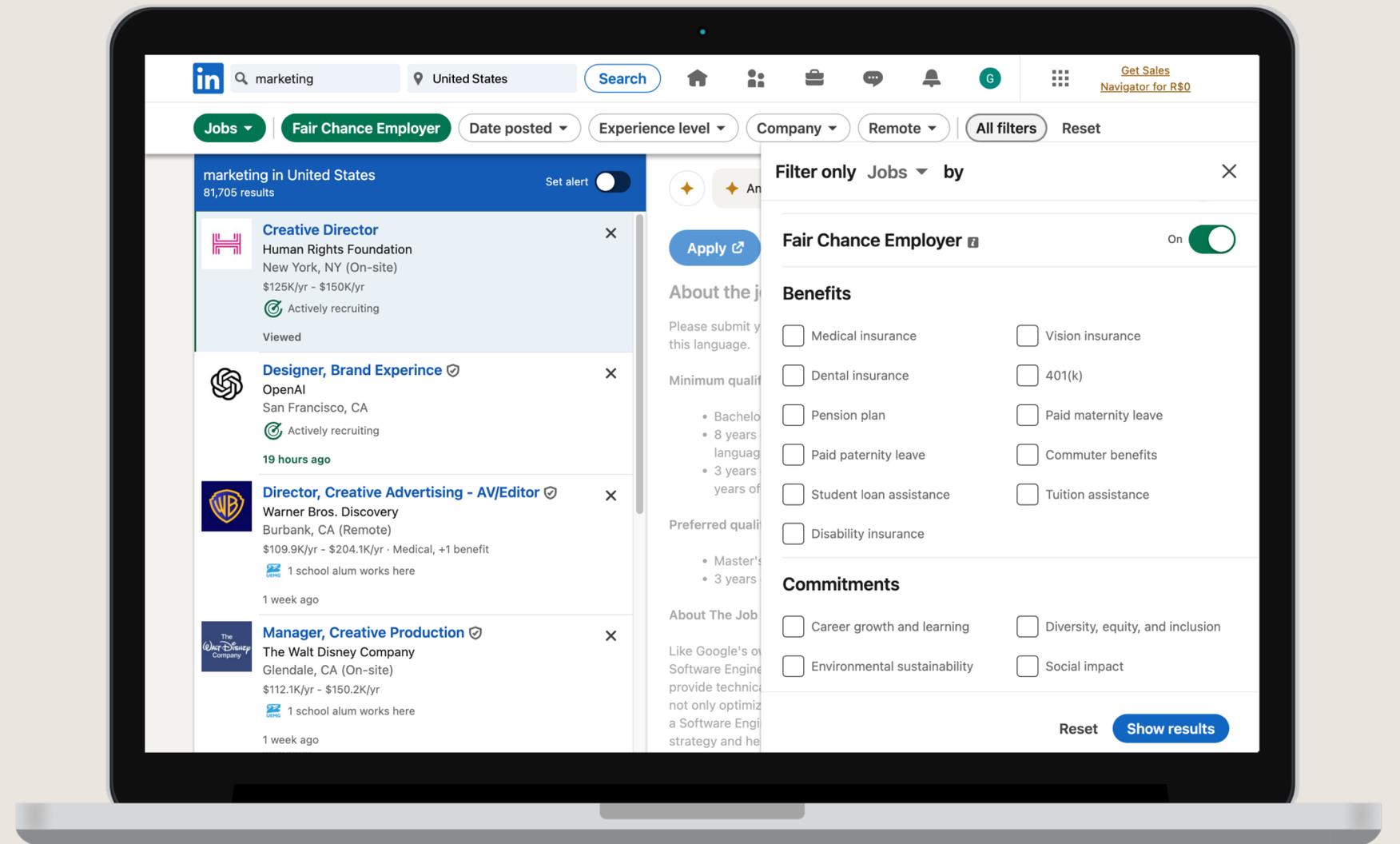


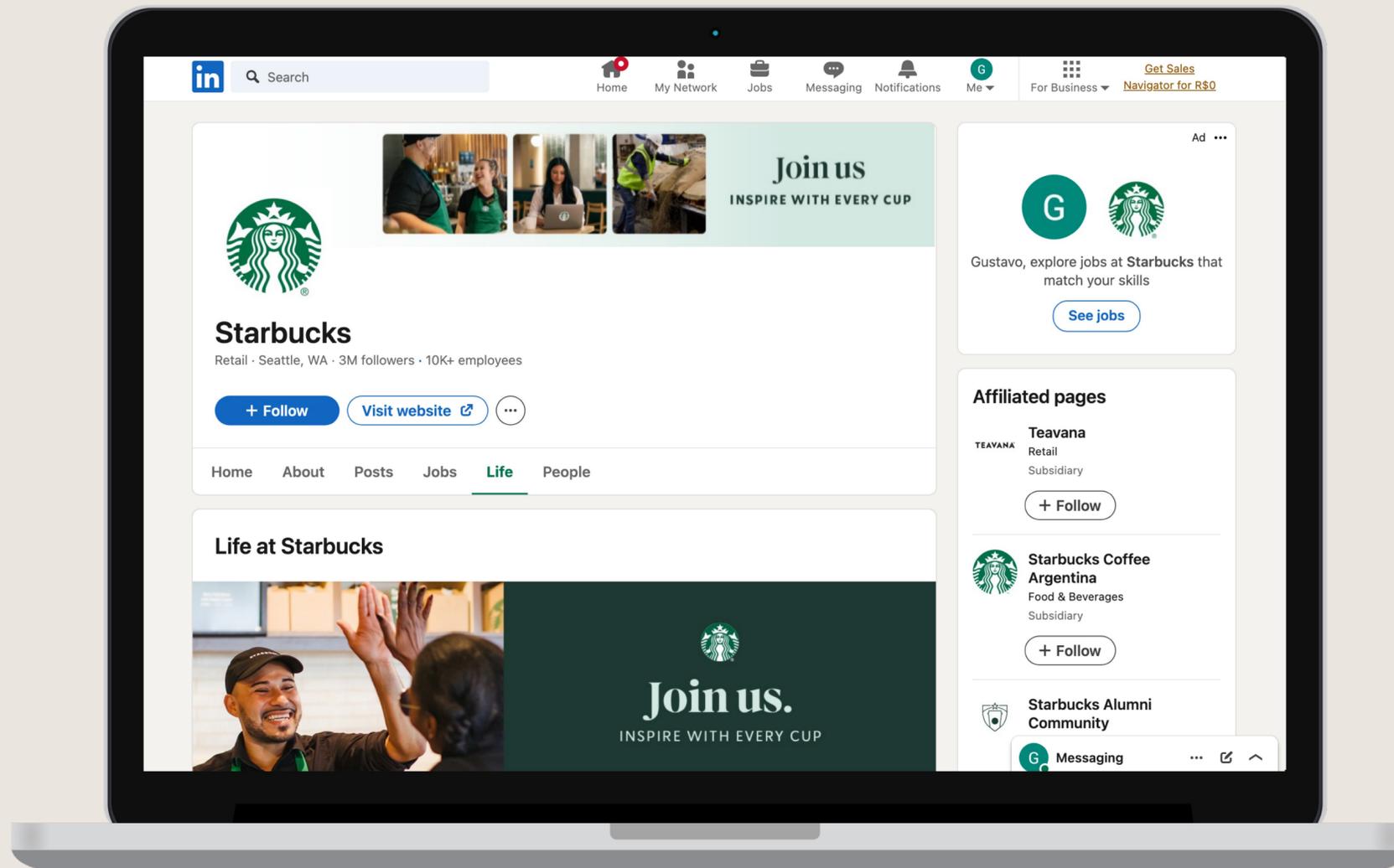
LinkedIn Premium AI feature:

Get personalized, AI-powered insights to help you evaluate and apply for jobs.

Leverage equity filters (U.S.)

- ✓ **In your network:** Find job posts from companies where you have a connection
- ✓ **On-site, Remote, or Hybrid:** Find job posts that match your preferences and needs
- ✓ **Fair Chance Employer:** Identify job posts from employers open to hiring justice-impacted professionals (*U.S. only*)

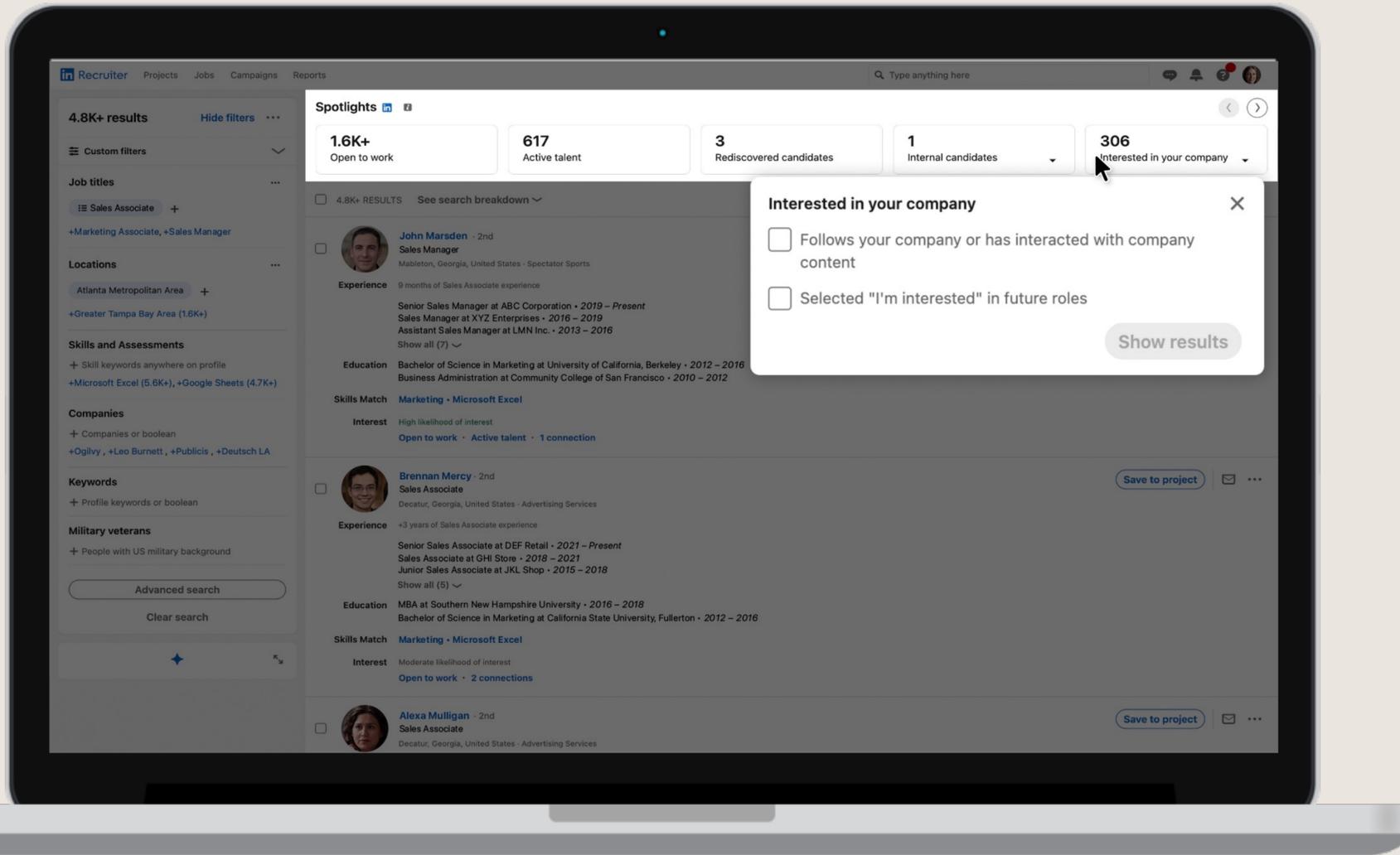




Follow companies that interest you

- ✓ Indicate you're interested in roles and create job alerts to get notified when they're hiring
- ✓ See their updates in your feed
- ✓ Explore their "Life" tab (if applicable) to learn about their culture, values, and more

 **Did you know?**
Recruiters can filter by candidates who have engaged with their Company Page.



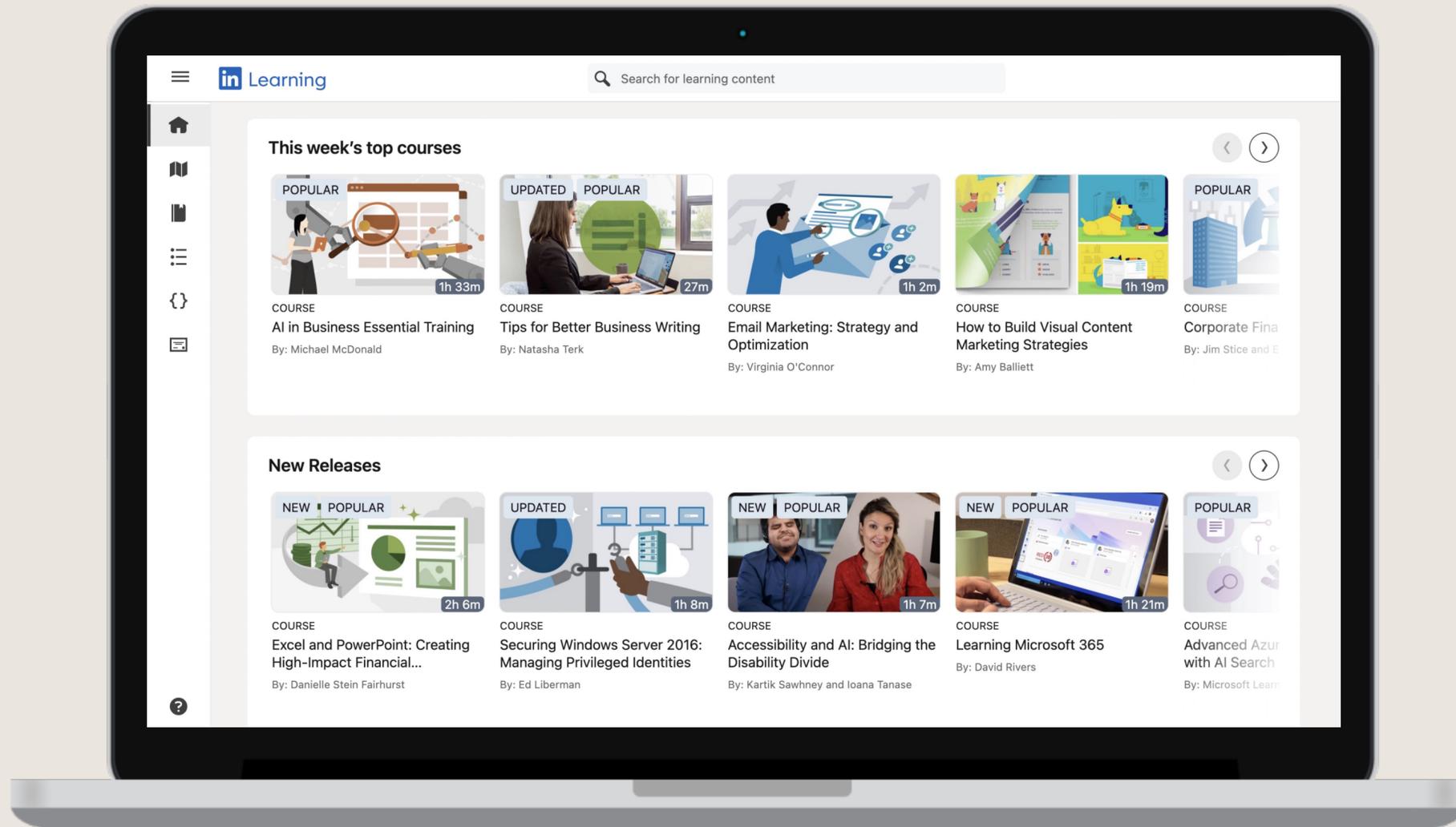
Companies can see that you are interested in working for them

Following a company, interacting with their content, and/or clicking the "I'm interested" button can help you stand out to recruiters by positioning your profile in their "Spotlights" tab.

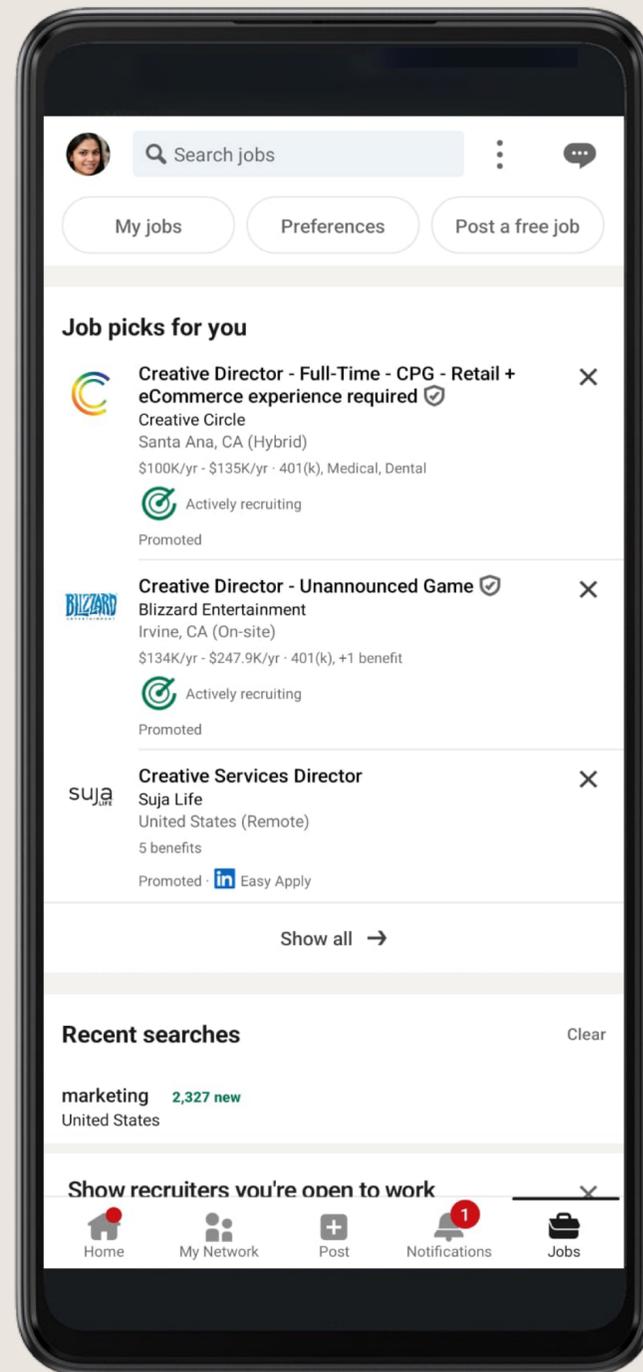
Gain in-demand skills with LinkedIn Learning

Visit opportunity.linkedin.com to start developing your skills for free.

- ✓ Find unlocked learning paths on generative AI, sustainability, cybersecurity, project management, and more.
- ✓ Earn Professional Certificates you can display on your LinkedIn profile.
- ✓ Put your best foot forward with interview prep courses and other resources



 **LinkedIn Premium feature:** Premium members have access to the full LinkedIn Learning library — over 22,500 courses.



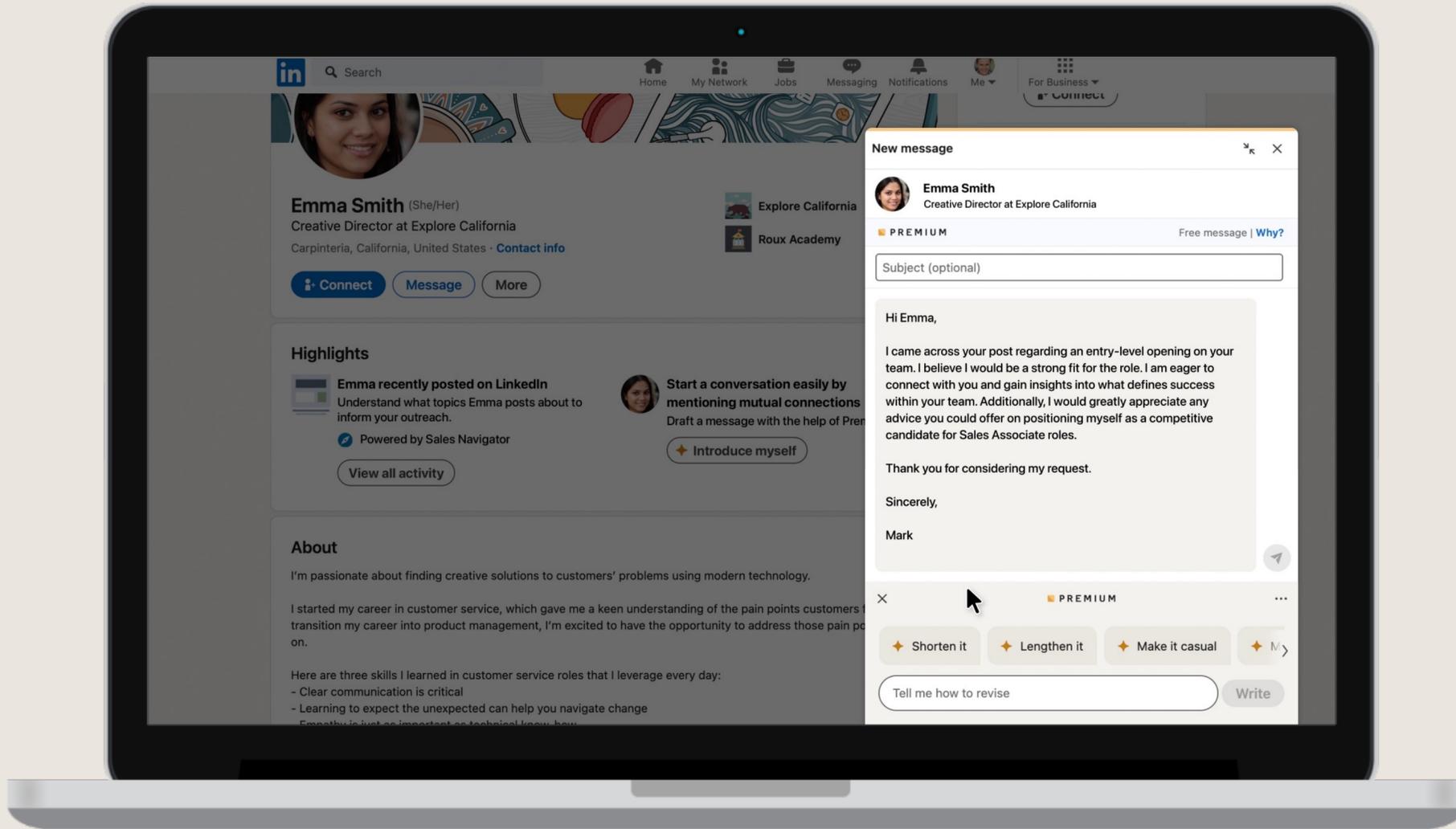
Apply actively

- ✓ Click "Apply" and take the next steps on the company's website
- ✓ Click "Easy Apply" (if applicable) to apply in seconds on LinkedIn
- ✓ Download the LinkedIn app to stay on top of your job search from anywhere



LinkedIn Premium feature:

When applying to the jobs that interest you most, select "Top Choice Job" to help you stand out.



LINKEDIN PREMIUM FEATURE:

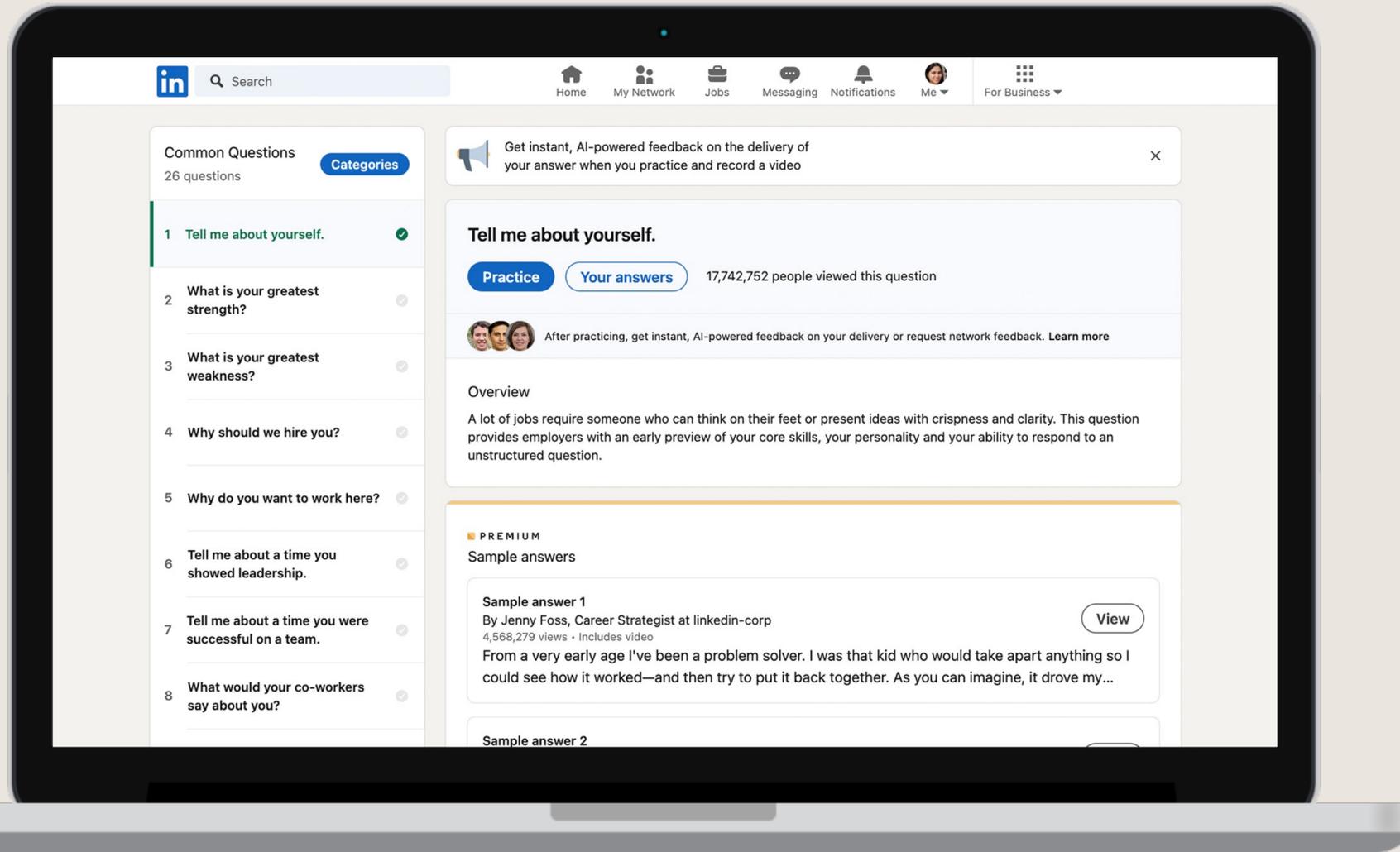
Message hiring managers directly

- ✓ Premium members can message people outside their network using InMails.
- ✓ Request more information about roles and companies you care about.
- ✓ Signal your interest and highlight why you're a great fit.



LinkedIn Premium AI feature:

Get help drafting your message from your AI messaging assistant (U.S. only).



Prepare for interviews

Visit [linkedin.com/interview-prep](https://www.linkedin.com/interview-prep) to get started.

- ✓ Explore common interview questions
- ✓ Find a framework and tips for answering effectively
- ✓ Practice answers and request feedback



LinkedIn Premium feature:

Unlock upgraded prep tools, including sample answers with expert feedback.

Extra credit

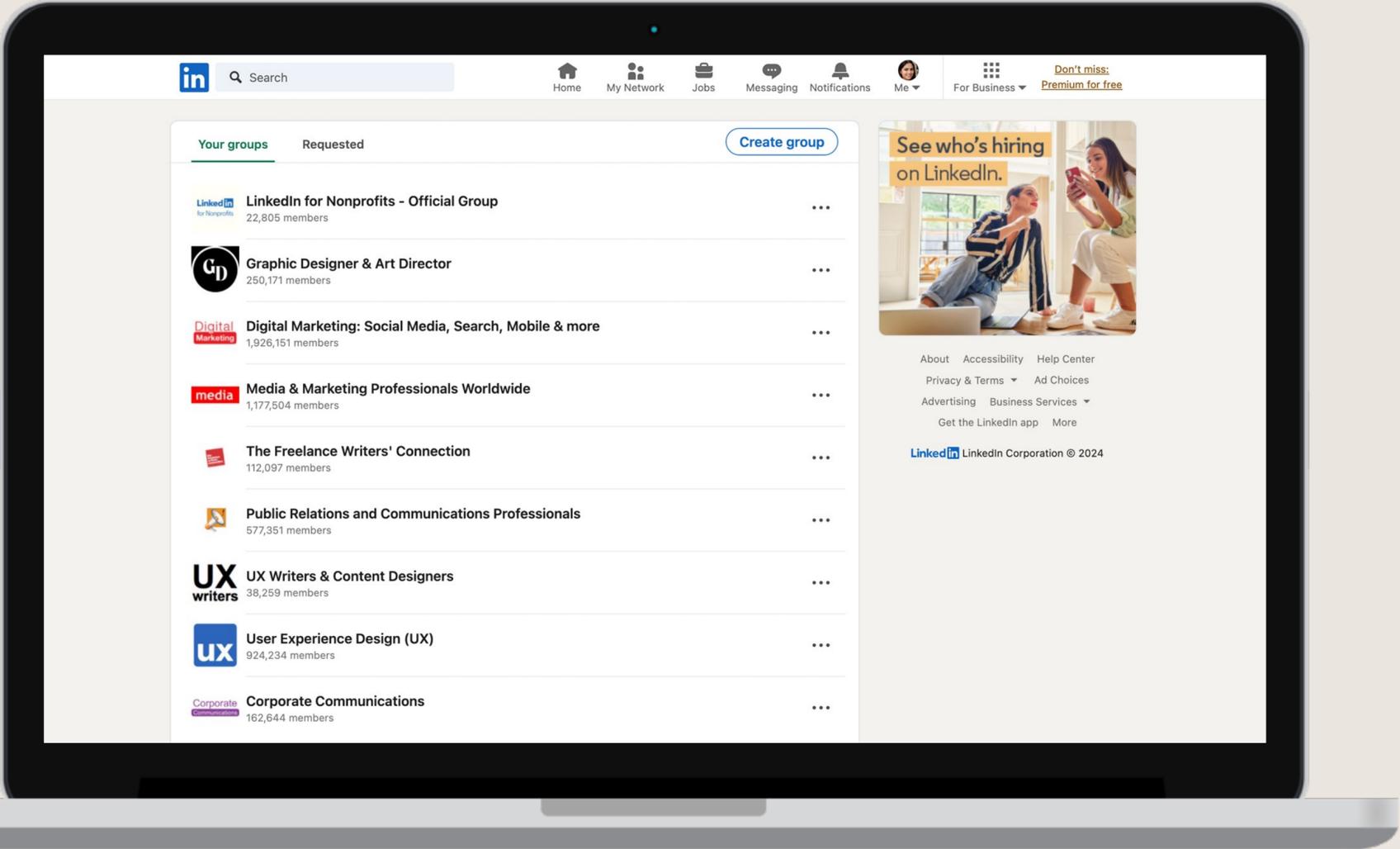
Additional features and guidance to help you advance your career

1. Explore career paths taken by alumni
2. Identify possible job transitions with Career Explorer
3. Adjust privacy settings to fit your needs, and more!



*LinkedIn Learning course recommendation:
[LinkedIn Quick Tips](#)*





Join groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- ✓ Professionals in your industry
- ✓ Alumni of your school or training program

Explore career paths taken by alumni

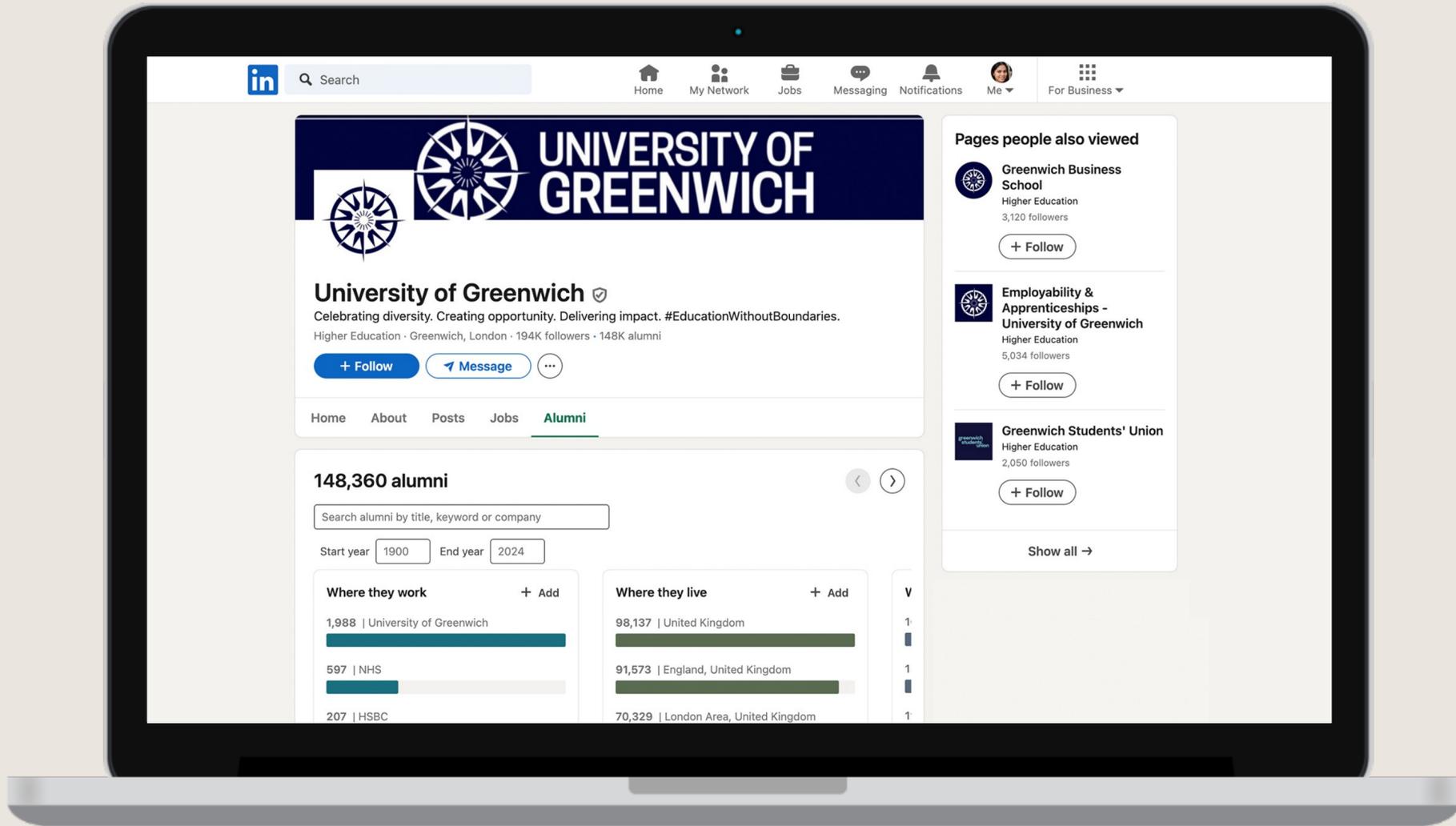
Visit your school's "Alumni" tab to view:

- ✓ Where alumni live
- ✓ Where alumni work
- ✓ What alumni do
- ✓ What alumni studied
- ✓ What skills alumni have



Top tip:

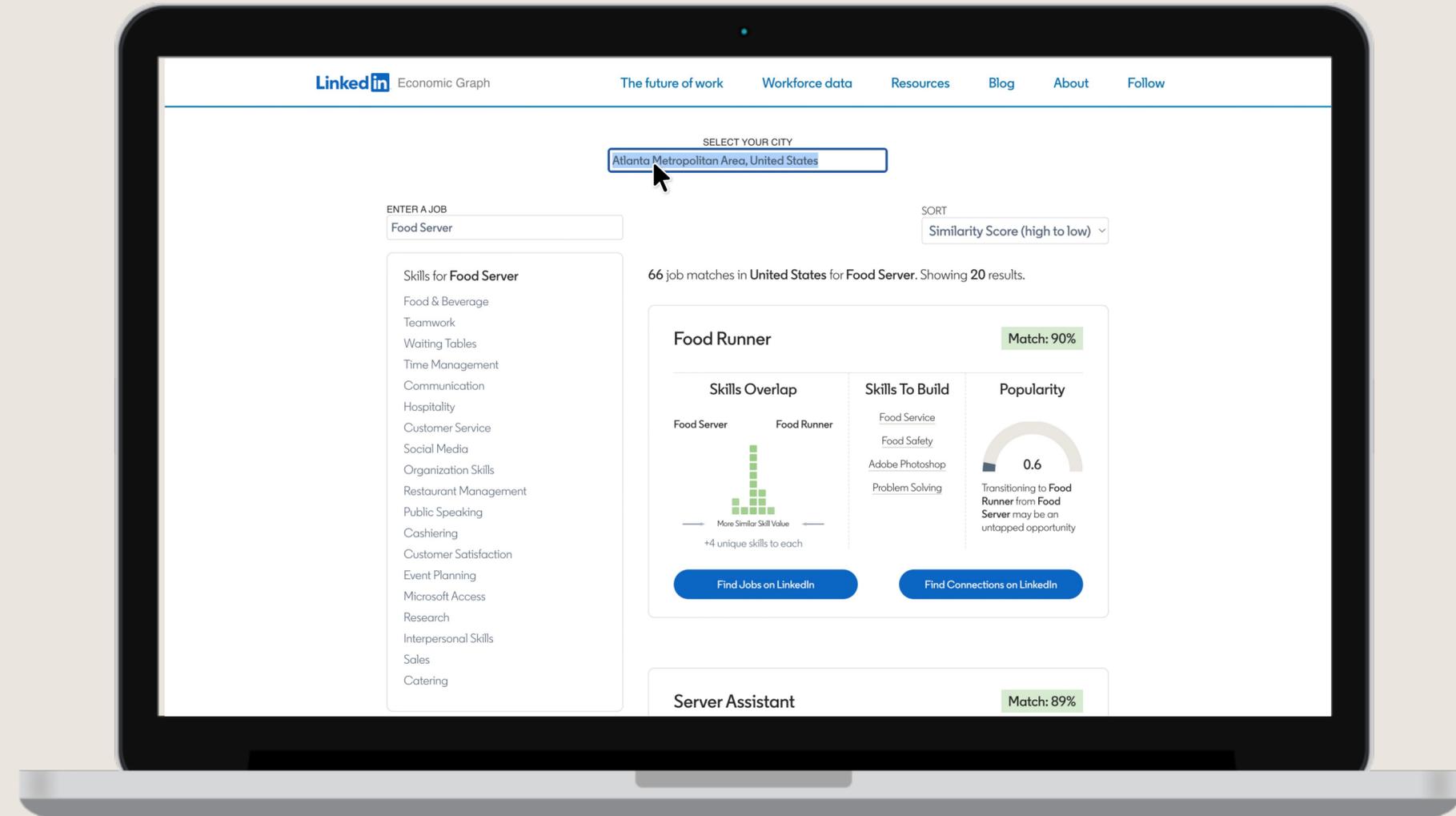
Consider reaching out to anyone whose career interests you for an informational interview.

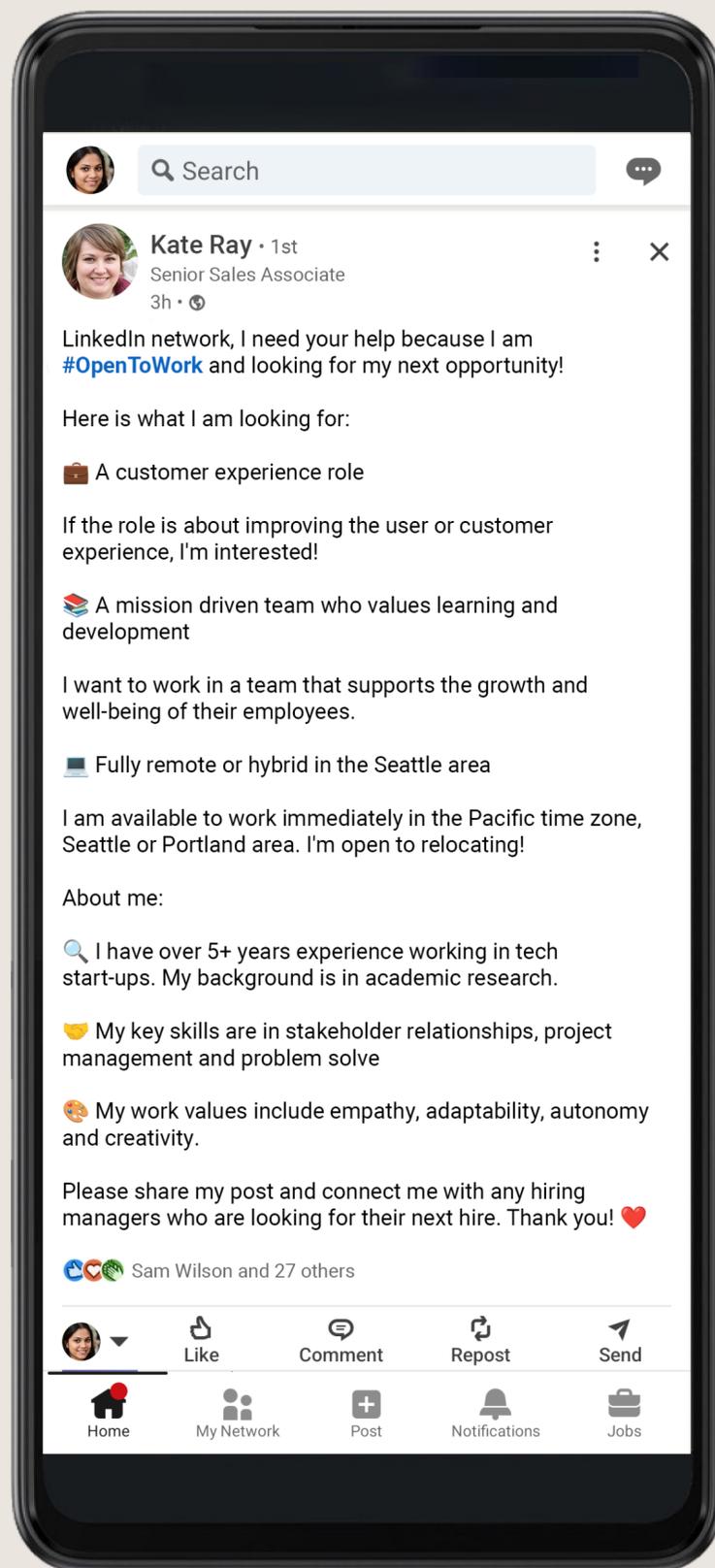


Identify possible job transitions with Career Explorer

Visit linkedin.github.io/career-explorer to get started.

- ✓ Discover how your current skills can be used in other roles or industries
- ✓ Gain a clear learning pathway with insights on what skills you'll need to build for a role
- ✓ Identify which job titles to search for





Post engaging content

Strengthen your professional brand by posting regularly.

- ✓ Share your knowledge and unique experience
- ✓ Try different formats (text, images, etc.)
- ✓ Schedule posts in advance
- ✓ Be authentic — let your personality shine through
- ✓ Feature your best posts on your profile



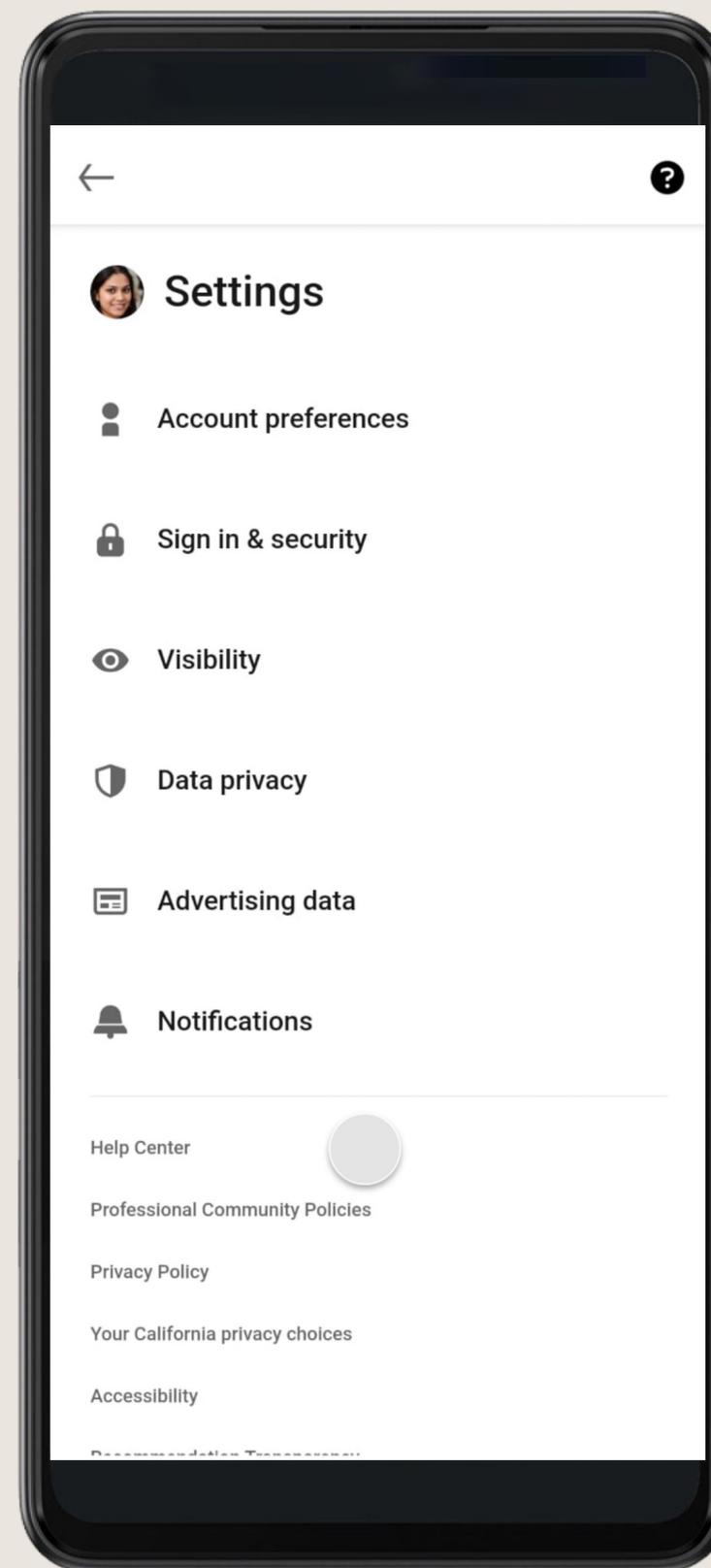
LinkedIn Premium AI feature:

Hit "Write with AI" for help improving your LinkedIn posts.

Update your privacy settings

Click the "Me" icon and select "Settings & Privacy" to personalize your experience on LinkedIn:

- ✓ Update your language
- ✓ Change your notification preferences
- ✓ Adjust the visibility of your profile
- ✓ Set up two-step verification
- ✓ And more



Scan me!



LinkedIn

Gain in-demand skills, search and apply for jobs and prepare for interviews



LinkedIn Learning

Free unlocked Rock Your Profile LinkedIn Learning course