LINKEDIN FOR Job Seekers

How to build your network & advance your career on LinkedIn





LINKEDIN FOR JOB SEEKERS



01	Why LinkedIn
02	Optimizing Your LinkedIn Profile
03	Growing & Maintaining your Professional Net
04	Searching & Applying to Jobs
05	Extra Credit
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Why LinkedIn



Build your professional network and connect to jobs

2.9 million groups on LinkedIn to grow your community

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





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





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Explore collaborative articles We're unlocking community knowledge in a new way. Experts add insights directly into each article, started with the help of Al. Marketing Public Administration Healthcare Engineering	

Optimize your LinkedIn profile

Set up your account

Visit 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 \checkmark



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



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

Add key information like your:





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- ✓ Volunteer experience
- ✓ Skills

- ✓ Work & internship experience
- Education* & certifications
- Current program or organization

* Choose whether to display your education in your intro.





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.







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

Here's an easy formula:



 \checkmark Experience, top skills, and passions (3–5 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
- \checkmark

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.



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Exper	rience	
	Full-time parenting Career Break July 2024 - Present Cincinnati Metropolitan Area, United States	
	I am currently on a career break, dedicating my time to caring for my children and managing see more	
	Creative Director Explore California March 2023 - July 2024 Cincinnati Metropolitan Area, United States	
	As a Senior Art Director at Explore California Inc., I lead a talented team of designers and see more	
	Art Direction, Graphic Design, Branding and +21 skills	
	Lead Visual Designer PixelPerfect Studios January 2021 - March 2023 Cincinnati Metropolitan Area, United States	
	As the Lead Visual Designer at PixelPerfect Studios, drive the visual storytelling for a wide see more	I
	Art Direction, Graphic Design, Branding and +21 skills	
1	Graphic Designer Imagine Studios June 2019 - January 2021 Cincinnati Metropolitan Area, United States	
	As the Creative Director at Imagine Studios, I oversee the creative vision and execution for all see more	è
		2

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: <u>Returning to Work with a Resume Gap</u>





Optimize your LinkedIn profile

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)
- \checkmark
 - 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.



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Project Management Content Strategy Digital Marketing	
Re	Save
See and manage your connections and interests. Saved items Keep track of your jobs, courses, and articles.	Mike DiBenedetto III Group Creative Director @ Crunchyroll M.F.A.
Show all 4 resources →	Connect
About	Show all

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 Al



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





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Did you know?

More than 50% of hires result from a personal connection



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 \checkmark



Did you know?

The more you grow your network, the more accurate your "People you may know" suggestions will become.

Grow your professional network









Grow yor professional network

Search for new connections

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









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.

Add a note

Send without a note

 \times

Grow your professional network

2nd

degree

The power of networking

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Grow your professional network

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



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LinkedIn Premium feature:

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



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!



Cancel



X

Grow your professional network

Ask for informational interviews

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.





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

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



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 Maintain your professional network





Join relevant groups and exchange insights

Write recommendations for others



- **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





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Show recruiters you're **#OpentoWork**

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





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:





LinkedIn Premium AI feature: Get personalized, Al-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)

Search and apply for jobs







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 Al, 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



Example 1 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.



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		Hi Emma,
	Highlights	I came across your post regarding an entry-level opening on your team. I believe I would be a strong fit for the role. I am eager to
	Emma recently posted on LinkedIn Understand what topics Emma posts about to	connect with you and gain insights into what defines success within your team. Additionally, I would greatly appreciate any
	inform your outreach. Draft a message with the help of Pren	advice you could offer on positioning myself as a competitive candidate for Sales Associate roles.
	View all activity	Thank you for considering my request.
		Sincerely,
	About	Mark
	I'm passionate about finding creative solutions to customers' problems using modern technology.	
	I started my career in customer service, which gave me a keen understanding of the pain points customers the transition my career into product management, I'm excited to have the opportunity to address those pain po	T PREMIUM
	on.	+ Shorten it + Lengthen it + Make it casual + M
	- Clear communication is critical - Learning to expect the unexpected can belo you payigate change	Tell me how to revise Write
	Empathy is just as important as technical know how	

in LINKEDIN PREMIUM FEATURE:

Message hiring managers directly

 Premium members can message people outside their network using InMails.

Request more information about roles and \checkmark companies you care about.

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+ M>

Signal your interest and highlight why you're a great fit.



LinkedIn Premium AI feature: Get help drafting your message from your Al messaging assistant (U.S. only).





Prepare for interviews

Visit 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







Extra credit

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

Search and apply for jobs

Linked in Economic Graph	The future of work	Workforce data	Resources	Blog	About	Fol
	SELECT YA	OUR CITY United States				
ENTER A JOB			SORT	:L C	L L . L	
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Skills for Food Server Food & Beverage	66 job matches in	66 job matches in United States for Food Server. Showing 20 results.				
Teamwork						
Waiting Tables	Food Runi	ner		Match	n: 90%	
Time Management						
Communication	Skills (Dverlap	Skills To Build	Populo	arity	
Hospitality			Food Service			
Customer Service	Food Server	Food Runner	Food Safety			
Social Media			A data Disate data			
Organization Skills			Adobe Photoshop	0.0		
Restaurant Management			Problem Solving	Iransitioning t Runner from F	o Food Food	
Public Speaking	> More Simi	lar Skill Value		Server may be	e an	
Cashiering	+4 unique	skills to each		untappea opp	portunity	
Customer Satisfaction						
Event Planning	Find Jo	obs on LinkedIn	Find Cor	nnections on Linke	edIn	
Microsoft Access						
Research						
Interpersonal Skills						
Sales						
Catering						
	Server Ass	sistant		Match	n: 89%	







Post engaging content

Strengthen your professional brand by posting regularly.



- 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

Extra credit









Scan me

Linked in

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

Linked in Learning

Free unlocked Rock Your Profile LinkedIn Learning course