

How to use LinkedIn to help you find a job

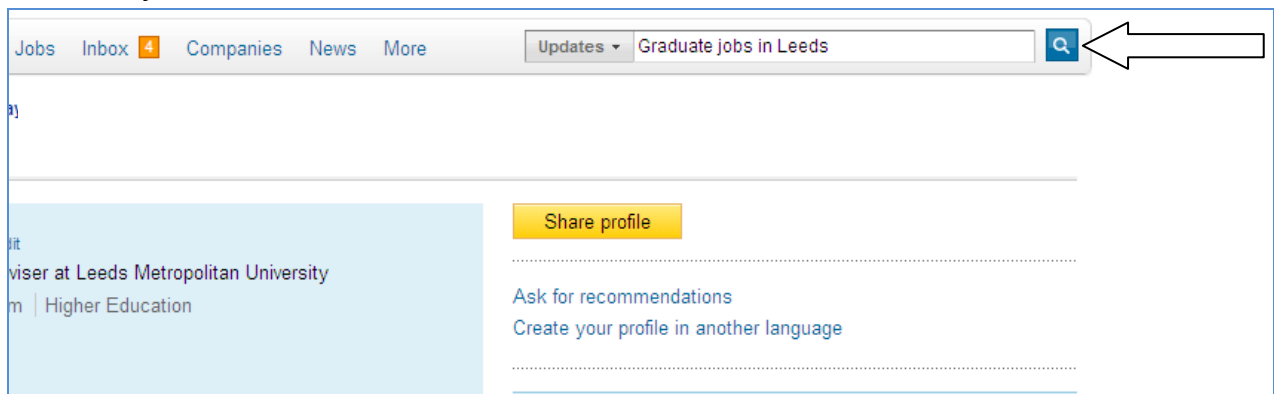
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Your online profile and how you market yourself online are becoming increasingly important when securing a much coveted graduate position. “Research by ExecuNet showed that 77% of recruiters said they used search engines to find background data on candidates. Additionally, 35% admitted they eliminated a candidate because of what they found online.” (Guardian [Internet], 12 April 2011)

The business networking site, LinkedIn, is being used by recruiters to source suitable candidates and by graduates to network to get that all-important job. How you market yourself and develop your online profile can make a big difference to how you are perceived by potential employers. Here are some basic dos and don'ts of using the professional networking site:

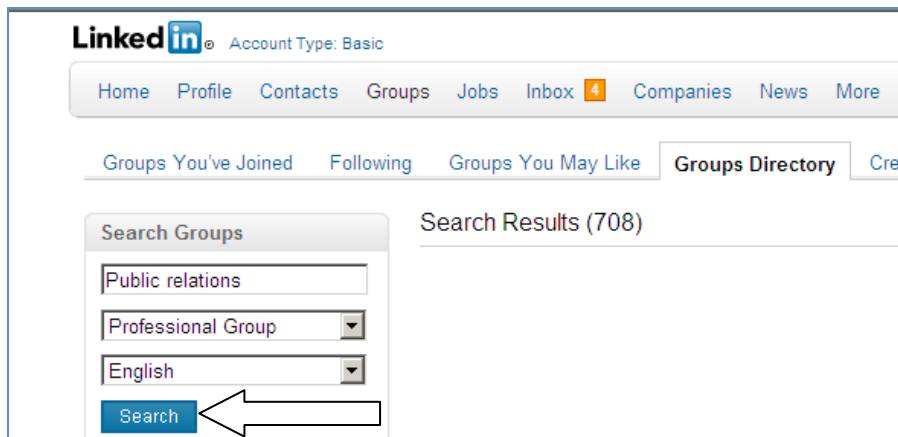
Dos and Don'ts for LinkedIn

- 1) DO keep it professional! You are networking on a business site, keep interactions professional and courteous.
- 2) DO check spelling, grammar and punctuation. It is important to take as much care over how you present yourself online as you would in a CV or application.
- 3) DO search LinkedIn updates for job vacancies. To do this, go to the top right hand of your LinkedIn profile page click on the arrow to the right of 'People' and select 'Updates'. You can then search updates for jobs that are being advertised in your preferred location or area. For example enter 'Graduate jobs in Leeds' and click search.



- 4) DO explore the LinkedIn [Resume Builder](#) which gives you the opportunity to create a CV through LinkedIn. You can use this, import your own CV or use your LinkedIn profile as an online CV.
- 5) DO make the most of Alumni associations. Participate in networking events and view job vacancies.
- 6) DO keep it truthful. As with any CV or application it is important to provide accurate and up-to-date information.
- 7) DO include recommendations to enhance your profile.
- 8) DO make your LinkedIn profile 100% complete. Include details of your education, achievements and work experience.

- 9) DO join groups relevant to your area of professional interest. LinkedIn will suggest groups that might be of interest to you. To look at these groups select 'Groups' and 'Groups You May Like'. You can also search for groups that might be of interest by selecting 'Group Directory' and entering relevant search criteria.



- 10) DO NOT rely solely on LinkedIn as a way to secure a job. Use the site as part of a range of job searching resources.
- 11) DO NOT try to connect with a number of people that you don't know rather network through groups and existing contacts.
- 12) DO NOT include negative feedback on individuals or organisations.

LinkedIn resources

How to get started with LinkedIn: <http://learn.linkedin.com/students/step-1/>

How to create a CV using LinkedIn: <http://resume.linkedinlabs.com/>

How to find a job using LinkedIn: <http://www.youtube.com/watch?v=1eTDnSnDMgE>

LinkedIn Blog. Keep up to date with the latest developments: <http://blog.linkedin.com/>

How to build your personal brand on LinkedIn: <http://mashable.com/2009/07/27/linkedin-personal-brand/>

How to build your professional profile on LinkedIn. A tick box guide from LinkedIn: <http://careerservices.linkedin.com/Build-A-Professional-Profile.pdf>

How to conduct essential employer research. A tick box guide from LinkedIn: <http://careerservices.linkedin.com/Conduct-Essential-Employer-Research.pdf>

How to network professionally on LinkedIn. A tick box guide from LinkedIn: <http://careerservices.linkedin.com/networking-professionally.pdf>

9 steps to get the most out of LinkedIn: <http://tiny.cc/attwy>

General resources

A guide to online CVs from the Guardian: <http://careers.guardian.co.uk/guide-to-online-cvs>

The importance of your online profile: <http://careers.guardian.co.uk/careers-blog/google-online-searches>