

# EP. 7 - Using LinkedIn

## Overview

This video explains the importance of optimizing your online presence, particularly on LinkedIn, as it's one of the most powerful tools in your job search and networking efforts. With almost 1 billion users on LinkedIn, having a well-crafted profile is essential for standing out to recruiters and hiring managers. The video provides detailed guidance on how to optimize your LinkedIn profile to ensure it aligns with the roles you want, as well as how to strategically engage on the platform to build your brand and credibility.

### 1. The Importance of LinkedIn in Job Searching:

LinkedIn is a key platform for job seekers, networkers, and professionals looking to build their personal brand. Most recruiters rely on LinkedIn to source candidates, and an optimized profile can significantly increase your chances of being noticed.

#### Key Points:

- **Recruiter Search Behavior:** Recruiters search for candidates based on title, location, industry, and relevant keywords. For example, if a recruiter is searching for an Account Executive in Toronto within the tech industry, they'll search for that specific combination.
- **Company Industry Listing:** Be aware that LinkedIn automatically categorizes your company under a specific industry, which might not align with how you perceive it. If this misalignment occurs (e.g., your company is listed under "Manufacturing" but you're targeting CPG roles), you can counteract it by optimizing your profile summary and keywords.

### 2. Optimizing Your LinkedIn Profile:

Your LinkedIn profile should be optimized for both visibility and relevance. Here are the key areas to focus on:

- **Title and Industry:** These are the most critical areas to optimize. Ensure your title and industry match the roles you are targeting.
- **Turn on Creator Mode:** This feature allows you to grow your audience and showcase your content, skills, and resources. However, you need to consistently post content (at least twice a week) to maintain engagement.
- **Skills Section:** Include relevant skills that match the jobs you are applying for. These could range from general skills like business development to specific tools like Salesforce or SEO. You can list up to 50 skills and arrange them in order of importance.
- **Experience Section:** Your experience should be concise and directly aligned with the job roles you're seeking. Include metrics and results that demonstrate your success.

### Tips for Experience Section:

- Make it clear why you've changed jobs if necessary (e.g., sabbatical, maternity leave, company acquisition).
- Distinguish between account management and business development roles, as recruiters will view these differently.
- **Professional Photo:** Use a high-quality headshot that presents you professionally. Your photo is one of the first things recruiters notice, and an unprofessional photo can lead to being overlooked.
- **Headline:** Your headline should summarize your expertise and value in a few impactful words. Avoid using it to promote your company's products or services.
- **Summary Section:** Write a concise, engaging summary that highlights your strengths and career aspirations. Include relevant keywords, but don't use this section to pitch your company.

### 3. Additional LinkedIn Profile Enhancements:

- **URL Customization:** Customize your LinkedIn URL to make it professional and easy to share.
- **Skills & Endorsements:** Ensure your skills are up-to-date, and ask colleagues to endorse them regularly.
- **Recommendations:** Regularly request recommendations from colleagues, supervisors, or clients. Aim to get at least one recommendation per week to quickly build credibility.

- **Accomplishments:** Highlight any certifications, awards, or notable achievements in your Accomplishments section.
- **Engagement:** Engage with your network by posting content, commenting on posts, and writing articles related to your industry. Thought leadership is important for credibility and networking.

#### 4. Adjusting LinkedIn Settings:

Be mindful of your privacy and visibility settings:

- **Public Profile Visibility:** Control what parts of your profile are visible to the public and recruiters.
- **Notifications and Message Settings:** Review and adjust your job search notifications and message settings to ensure confidentiality and convenience.

#### 5. Be Active and Contribute:

Being active on LinkedIn by creating and sharing content helps establish authority, expand your network, build trust, and generate leads. Regularly posting thought-provoking content keeps you in front of your audience and positions you as an industry expert.

#### Content Sharing Benefits:

1. **Authority and Credibility:** By sharing valuable content, you position yourself as a knowledgeable professional in your field.
2. **Network Expansion:** Engaging with your network opens opportunities for new connections and potential clients.
3. **Trust Building:** Regularly sharing insights builds trust with your audience, leading to stronger relationships and potential referrals.
4. **Staying Top-of-Mind:** Staying active ensures that you remain visible to your network, making it easier for them to think of you for opportunities.

#### 6. Final Tips:

- Avoid applying to roles you aren't qualified for, as it wastes time and hurts your credibility.
- Be careful with what you post online—recruiters may check your social media accounts within seconds, so avoid unprofessional content.

- Understand that certain profile details (like pronouns) may affect how recruiters or employers perceive you, though it is a personal choice.

**Deliverable:**

- Go through your LinkedIn profile and make the necessary changes based on the guidance in this video. On a live group call, Jordana will review your LinkedIn profile and provide feedback before moving on to the Vet You Stage.

**Conclusion:** A well-optimized LinkedIn profile is crucial for job searching, networking, and building your professional brand. By updating your profile, engaging regularly with content, and tailoring your information to match your career goals, you'll significantly improve your chances of being noticed by recruiters and hiring managers.