



# LinkedIn for Job Search

## LinkedIn is

- A free online network for professional networking with more than 100 million members in 200 countries and 170 industries. Unlike Facebook, which is used to connect with people you know, LinkedIn is a powerful tool for finding and reaching people you'd like to meet. Go to [www.Linkedin.com](http://www.Linkedin.com)

## LinkedIn is used

- For job search and career exploration (but having a profile doesn't necessarily mean you're job hunting)
- To share advice and information with professionals in your field
- To find potential clients or business partners
- By companies, to publish job openings
- By recruiters, to search the network for possible candidates and screen candidates before interviews.

## Create a Great Profile in Each Section

- **Professional Headline** can be your current job title, your career goal ("Aspiring Communications Professional") or current status ("Engineering Graduate Student")
- **Summary** is a 30-second commercial about yourself.
- **Experience** contains a shortened version of your resume. Use expressive skill words and accomplishments.
- **Specialties** include technical skills, languages, and other expertise using appropriate buzzwords.
- **A Photo** of yourself, in professional dress, is recommended.
- **"Post an Update"** is perfect for publicizing new accomplishments or information/advice you seek.
- **Additional Information** can be a website, Twitter account, professional affiliations, honors, or publications .

## Build Your Network

**Add to your connections.** Invite past and current coworkers, classmates, friends and family to connect with you. The benefit of building your network is that it increases the number of professionals you can contact. Within LinkedIn, you can contact only people who are linked to you, to one of your connections, or who are in a group with you.

**Join groups.** More connections give you greater access to the millions of other members, so expand your network by joining groups. Using the search toolbar, choose **Groups** from the drop-down menu to find groups in career fields, organizations or schools attended. Both NU alumni and students should search on the word "Northeastern" to join alumni and NU networking groups.

## Enhance Your Profile

**Get recommendations.** Ask past supervisors and coworkers and others who know you well to write and post a brief recommendation; offer to reciprocate if appropriate. Employers searching for candidates or checking you out online before an interview will see this additional positive information.

**Post and answer questions.** The **Answers** function on the search menu is where members post responses to questions. Posting and answering questions can help you develop connections and visibility, which could lead to informational interviews, and possibly to information helpful in you in your job search.

## Research and Reach Out

**There are four levels of connections:** first, second and third degree, and group. Only a first name and last initial are visible on third degree and group profiles. Reaching a second or third degree contact is done by requesting an email introduction from your intermediary contacts.

**Emails can be sent directly** to members of a shared group, but the process takes a few steps. From the group member's profile, click the link to the shared group, then click the Members tab. Use the Search box to locate that member's listing; to the far right of the listing will be a small Send Message link that generates a popup template for your email message.

## **Job Search**

**Networking is the most effective job search tool.** You can greatly increase your chances of finding job leads or even securing an interview by conducting a type of networking conversation called an informational interview. These informational meetings add to your insight about the company, which will help you write a great cover letter and excel in a job interview. Later on you may be able to ask those you have interviewed to introduce you to a hiring manager or pass your resume along to the right person. (See handouts on **Informational Interviewing** and **Career Networking**, on the Career Services website.)

**Choose People, then Advanced Search** in the search menu to locate people in your network who work at companies (including corporate, nonprofit, education and government) that you are targeting in your job search. Entering “Northeastern University” in the **School** box will yield NU students and alumni in your search results.

**Company pages** are a goldmine of information, including current and former employees, career paths, company statistics, activity, selected job openings and news. Use the “Follow Company” option on the company’s page to have weekly updates emailed directly to you.

**Search Jobs** that are posted directly to LinkedIn by employers. Some listings include the name of the person who posted the opening. Within LinkedIn you can also do a broader search powered by SimplyHired.

### **Tips for Conducting Informational Interviews**

Use LinkedIn to identify people you can ask for an informational interview. If you are connected to them, or the two of you belong to the same group, you can request time via email.

The purpose of an informational interview is to ask for advice and information, not about jobs. Useful topics are:

- How to prepare for a specific career, or make a career change
- New developments within the industry or career field you are targeting
- That particular company’s culture and other insider insights
- Review of your background and skills relative to this field.

**Possible questions to ask:** Can you tell me about your career path? Can you describe a typical work day? What are your biggest challenges? What do you enjoy most? What can you suggest to someone starting in this field? Are there any professional organizations I should consider? Is there anyone else that you might recommend I speak with?

**Follow up after the meeting.** Send a thank you note (in the mail, or via email), to reiterate what you learned and to thank the person for taking the time to meet with you. If a position should open up at the company, get back in touch with that person and ask if you can talk about the opening. He or she might even forward your resume on for you.

### **Additional LinkedIn Features**

- **Applications** enable you to enrich your profile, as well as share and collaborate with your network. Applications are added to your homepage and profile enabling you to control who gets access to which information.
- **Learning Center**, in the **More** drop down menu, connects to online FAQs, videos, webinars and updates on new capabilities.

For a quick, clear explanation of the usefulness of LinkedIn view this video:

<http://www.youtube.com/watch?v=IzT3JVUGUzM>