

## HIRED! Leveraging LinkedIn as a job seeker

### STEP 1: OPTIMIZE YOUR PROFILE

Spend the time to fill out your entire profile. Just like you wouldn't hand out an incomplete resume, you don't want to have an incomplete LinkedIn profile.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Create an account    | <input type="checkbox"/> Experience             | <input type="checkbox"/> Recommendations              |
| <input type="checkbox"/> Upload your headshot | <input type="checkbox"/> Skills & endorsements  | <input type="checkbox"/> Join industry related groups |
| <input type="checkbox"/> Create a headline    | <input type="checkbox"/> Education              | <input type="checkbox"/> Certifications               |
| <input type="checkbox"/> Contact information  | <input type="checkbox"/> Projects               | <input type="checkbox"/> Other (if applicable)        |
| <input type="checkbox"/> Summary              | <input type="checkbox"/> Additional information |   |

### STEP 2: GROW YOUR CONNECTION BASE

List 5 potential individuals you can connect with from each category to help build your audience. Ask your LinkedIn connections to give you a recommendation!

 LOCAL COMMUNITY MEMBERS.	<input type="text"/>				
 FAMILY & FRIENDS.	<input type="text"/>				
 TEACHERS/COLLEAGUES/FELLOW ALUMS.	<input type="text"/>				

### STEP 3: UPDATE YOUR STATUS AND STAY ACTIVE

Stay in front of your network by consistently posting status updates and blogs.

- |  |  |
|--|--|
| <input type="checkbox"/> Interesting articles in your industry | <input type="checkbox"/> Enter discussion in LinkedIn groups |
| <input type="checkbox"/> Events you are attending              | <input type="checkbox"/> Projects you're working on          |
| <input type="checkbox"/> Comment on other's status updates     | <input type="checkbox"/> Write a blog                        |

## STEP 4: DO YOUR RESEARCH

LinkedIn is a great place to find out more on industry news, company culture, current happenings, and employees.

- LinkedIn company pages
- Personal profiles (Use advanced feature)
- Browse Status Updates
- Read some blogs

## STEP 5: CREATE MEANINGFUL CONVERSATIONS

Start conversations with HR professionals, employees, and people inside your current network on positions at their company.

- Introduce yourself
- Keep the message short (Less than two paragraphs)
- Include a call to action
- Personalize the message just for them
- Tell them about your experience

Draft a LinkedIn message for your target market below:

SUBJECT	
MESSAGE CONTENT	

## EXAMPLE LINKEDIN MESSAGE

Hello Denise,

Thank you for meeting with me at the Talent Summit. I enjoyed learning about ABC Company's services, company culture, and community involvement. I am interested in learning more about the Account Management position you described at the career fair, but I have a few more questions about what the position would involve. Do you have time for a 5 minute phone call this week to answer a few of my questions?

Thanks,

Joe