

Maximising LinkedIn when searching for new roles

This guide gives you advice on how to maximise the use of LinkedIn platform when you are searching for your new role. LinkedIn can significantly enhance your chances of landing your desired role. Here are some effective strategies you can use:

	Optimise your profile	Use a professional photo: use a high quality professional headshot, this will make a great first impression when potential employers are searching for information on you. Compelling headline: Write a headline that clearly states your professional identity and tells others what you can bring to their organisation. Detailed summary: Craft a summary that highlights your skills, experiences, and career goals. Use keywords that are relevant to both you and the industry/organisations you are wanting to connect with.
	Expand your network	Connect strategically: Connect with people in your industry/organisations you are interested in, including recruiters and hiring managers. Engage with content: It is good to like, comment and share posts to stay visible on other's profiles, this will help to build your relationships virtually with others.
	Leverage LinkedIn features	Open to work: This feature allows you to communicate to others that you are "Open to Work" i.e., signal you are open to recruiters or hiring managers to approach you and discuss potential opportunities with you, tells others you are job hunting. Job alerts: Set up job alerts so LinkedIn can tell you when new opportunities that match your selected search criteria are being advertised in the platform.
	Showcase your skills	Endorsements and recommendations: You can ask those you have previously worked with to endorse and recommend you to validate your skills.

		Featured selection: Use the featured section to highlight your best work, such as projects, articles or presentations you have created, worked on.
	Engage with organisations	Follow organisations: Connect with organisations you are interested in, to stay updated on their news and development, their job postings. Engage with organisational content: Comment on and share posts from organisations you are interested in, this will help you to get noticed.
	Use LinkedIn Learning	Continuous learning: It is important to maintain your knowledge and skills, stay current whilst searching for a new role. Take courses on LinkedIn Learning to acquire new knowledge and skills, add these to your profile.
	Prepare for interviews	Use LinkedIn's interview preparation feature to practice common interview questions and receive feedback on your performance.

Suggested resources

Here are some helpful resources you can use to maximise the value you can obtain from LinkedIn.

<https://www.businessnewsdaily.com/6107-tips-for-getting-hired-on-linkedin.html>

<https://thatsgoodhr.com/using-linkedin-for-job-hunting-in-2024-5-tips-to-get-you-hired-faster/>

<https://www.fastcompany.com/91115460/your-ultimate-guide-to-using-linkedin-to-get-a-new-job>

<https://www.linkedin.com/help/linkedin/answer/a509392>