

Top Tips on Using LinkedIn for your Job Search

Why should you be on LinkedIn?

- Social media destination for anyone in the professional world.
- Promote your professional profile and brand online
- Creative way of presenting yourself- professional, but less formal than a CV
- Develop a network of professional connections
- Job Search function
- Engagement via posts, insights, research

CV vs LinkedIn

CV	LinkedIn
Targeted to a specific job application. Purpose of CV is to get to the next stage of the recruitment process. CV changes depending on role being applied for.	General overview of your professional/educational background, transferable skills and hobbies which provide a picture of who you are. Aim is to grow your network, engage with other users and make yourself relevant to a range of roles, recruiters and other professional contacts.
No photo aside from specific exceptions	Professional, personable photo is essential
More formal tone. Often written in the third person and based very much on key career information/skills. Minimise hobbies and interests.	More conversational tone. Write in the first person and can include info about outside interests as well as images, videos or interactive content.

Profile – The Headline

The headline is one of the most important parts of your profile; it is a one liner on who you are and what you can offer. You have 220 characters- use them effectively!

As a graduate entering the job market....

- Highlight hard and soft skills and career aspirations as positively as possible.
- Include relevant key words so that you appear in searches. Your headline shows up in google searches and is also one of the key elements of the LinkedIn algorithm. Therefore, you want to be specific but not too niche so as to avoid falling outside of common keyword searches for your industry. You may need to do some research and test searches on relevant keywords for your industry and/or look at other profiles of similar people.



- Avoid drawing attention to the fact that you are out of work in your headline e.g. 'Unemployed History graduate seeking work' is a negative message. Rather describe your job search status in more positive terms such as 'seeking opportunities'.

A good template you might want to use for your headline is:

[Positive descriptor + degree] | [Opportunity sought] | Relevant experience | Personal attribute

Which will look something like this:

For a specific role: Digital Marketing grad seeks Junior Exec role | Data analysis specialist | Successful gaming blogger

For a non-specific role but within a specific sector: Ambitious English graduate | Seeking opportunities in publishing | Former president of UWE student union | Thrives under pressure

Additional tips for your profile:

- Personalise your URL and add the link to the personal details section on your CV.
- Add a photo – if you are applying for a role which is heavily focused on marketing or social media, try to make your photo consistent across all social media channels.
- Highlight professional and voluntary experience, skills and hobbies to provide a picture of who you are. Remember that recruiters and connections will be equally interested in your soft skills and attributes as your technical abilities and qualifications, especially at graduate stage.
- Academic background- include details of relevant modules and achievements. Your education is one of your best-selling points immediately post-graduation. Once you start to build up professional experience the focus will shift to emphasising experience over qualifications.
- Key words are crucial throughout your profile as well as in the headline.
- Use the 'about' section to write a personal introduction. <https://www.socialsellingcoach.ai/10-stunningly-good-graduate-student-linkedin-summary-examples/> provides some great examples of how students and grads have combined experience, academic studies, passions, interests and skills to create well-structured and engaging LinkedIn content.

Building Connections and Networking on LinkedIn

Opportunities are connected to people so the more people you are connected to, the more potential opportunities you will be able to access. The power of LinkedIn is in the relationship building and networking aspects which are a tool to help you in your job search. As a graduate you are unlikely to have hundreds of professional connections, but you probably have more helpful connections than you think.

Consider:

- Former school and university classmates
- Friends or parents' friends- professional capacity
- Professors or academic staff




In order to expand your network of connections:


- Join LinkedIn groups which are relevant to your field and interests. Engage in conversations and use this as a springboard to connect with new people.
- If you attend professional events, try to subsequently connect on LinkedIn with any helpful contacts.
- Make sure to always personalise connection requests as these are more likely to elicit a response.
- Your power is in your second-degree connections. Be strategic in your approach and ask for introductions and advice from your mutual connections.

Networking achieves results so don't be scared to put yourself out there- most people are happy and willing to help.

Job Searching on LinkedIn

- Click on the jobs icon and enter your search preferences.
- Optimise your settings so that recruiters know that you are open to work
- Engage with recruiters or hiring managers who connect with you
- LinkedIn will identify any connections within the company recruiting for a role you are looking at, thereby combining the job search and networking features, which is not available on other recruitment sites.
- LinkedIn's AI capabilities are constantly evolving, so it's important to stay updated with new features and enhancements like their two new AI-powered features: *AI-Assisted Messages* and *Likelihood of Interest*.

Some jobs on LinkedIn can be applied for via the Easy Apply icon on LinkedIn . This is a quick method of application where your LinkedIn profile is submitted and you also have the option to upload your CV. Wherever possible, it is advisable to upload your CV and a cover letter on the same document if there is only the option to upload one file.

Other roles will have a button which only says 'apply' . Clicking on this button will take you out of LinkedIn and onto the company's own website to apply. This is usually the case with large organisations who receive all applications via the same method; often this will be an application form where the information requested is more detailed than a LinkedIn profile or CV.

A few more AI Tools for your job search

Job Search & Application:

Rezi, Jobscan, Mya, Textio, Ideal & Loopcv.pro

Interview Preparation:



Interviewing.io, Crystal, Mya Insights, LoopinHQ.com, Sonara.ai, Gerwin, Uizard, Notion AI, MockMate, Interview Warmup by Google, LinkedIn Interview Prep

Additional AI Platforms:

Grammarly, HireVue, KonaSearch, SeekOut, Otter.ai, Scribe AI, Read.ai

Want to know more? Join Work Avenue's next LinkedIn workshop – click [here](#) to see dates of all upcoming events.

