

Maximise the Potential of LinkedIn for Job Search

Possibly better known in the past for its networking functionality, LinkedIn has been changing the face of online recruiting. With a growth in Australia of around 300% since 2010, over 4 million Australians now have a LinkedIn account, creating a massive database for recruiters worldwide to draw upon. Not only are positions advertised on LinkedIn, recruiters who have purchased LinkedIn Recruiter can search the entire LinkedIn database to access candidates. So how can you maximise the potential of your LinkedIn profile to land you that next awesome role? The following tips, which start with getting your profile right, are well worth considering:

1. **Write a great headline.** Set yourself apart from those listing their current or last role by using a catchy phrase that includes some of the keywords that recruiters may search for in your industry.
2. **Include a photo and make it a good one.** Ensure the size, clarity, backdrop and attire are appropriate, remembering that your future boss could be viewing it. A profile with a photo is 11 times more likely to come up in a search.
3. **Consider writing in the third person.** Talking yourself up is likely to feel and sound more natural when writing in the third person. It might also be more effective in reminding a recruiter of your name than a series of "I" statements.
4. **Complete all sections of your profile.** For a start, it will look more professional and convey valuable information for recruiters/hiring managers but it will also be 7 times more likely to come up in a search.
5. **Follow companies that you are interested in.** This will allow you to learn more about them, as well as to communicate your interest.
6. **Write a great summary.** This section should be infused with your personality. Do remember that it still needs to be professional but it doesn't need to be as formal as your resume. Include information about who you are, what you bring to the table, and the type of work you're interested in doing. Including a list of specialisations will allow you to load up keywords that recruiters may search for.

7. **Create and save job searches.** Use the advanced search criteria to specify the roles, industries, locations, salary, etc you are seeking and save it to receive alerts when these roles arise.
8. **Join groups of interest.** This can be a great way to grow your skills and industry knowledge, as well as gaining access to the inbox of fellow group members. Look at what groups those doing the work you want to do belong to and join them.
9. **Contact connections who may have, or be aware of, job opportunities.** This is not the time to be shy, talk openly about your situation. What are you seeking? What do you offer? Review their connections and ask for introductions to key people you are interested in connecting with.
10. **Endorse your connections.** Confirming the competence of your connections provides a benefit to you as well. LinkedIn will reward you by promoting you to your endorsed connections to return the favour.