



## What is LinkedIn and why do I need it?

LinkedIn is a professional networking site that may increase your chances of landing your dream job. It's your opportunity to create a professional career profile that looks appealing to hiring managers and acts as a means of making key connections that can further your career. The good news is it's completely FREE!

This professional networking site has over 300 million members, including business owners, CEOs, and HR professionals. Whilst it's primarily a place to scout for jobs and keep connected with professional colleagues, you can also use it to do the following:

- Track your favourite companies and see if there's anyone in your network who works there
- Keep abreast of the latest updates in your industry through industry specific groups
- Discover and network with likeminded individuals who can place you in front of people you normally wouldn't have access to
- See what your colleagues are doing through status updates and career notifications

### So how can LinkedIn help you with your job search?

#### 1. You can find jobs on LinkedIn

LinkedIn has its own job board where you can actively search for jobs, or set up a profile and receive notifications. If a job interests you, you can apply right on site using your LinkedIn profile.

#### 2. You can leverage your network

It's always good to have a solid network before you actually need it. Sending out feelers to your connections asking if they're aware of any job openings or new work opportunities can open you up to a whole new pool of jobs. Remember, many companies ask their own employees first if they know anyone that can fill a position before they even post a job online.

#### 3. Scout for companies you want to work for

Many companies have their own business profiles on LinkedIn. Studying employee profiles, specifically those recently hired for the job you want, gives you a feeling for what types of people they're likely to hire and what skill sets and experiences you have in common. If this company is your dream job, you can start to position yourself as an appealing candidate to hire the next time there's an opening.

#### 4. Be found and look sharp

Finding job openings is only half the battle. You have to land the job too, which raises the most important point – you must have an excellent professional profile. Many profiles on LinkedIn are underutilised and incomplete. Having a great profile that outlines why you are the perfect person for the job is priceless. If a hiring manager does a Google search on you, give them something good to look at.