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Using LinkedIn Effectively

WHAT IS LINKEDIN?

As of 2019, LinkedIn is the largest online professional network with more than 610+ million members in over 200 countries. It is also no surprise that 90% of recruiters regularly use LinkedIn according to the Society of Human Resources Management.

BENEFITS OF LINKEDIN

- Network
- Able to Provide Services
- Job Search (Local and International)
- Personal Brand Groups
- Career Research
- Career Growth
- Showcase Talent (use as a Portfolio)
- Share and Receive Knowledge

YOUR PROFILE

- **Photo** - professional headshot in JPG, GIF or PNG photo
- **Headline** - state what you do or are interested in (avoid 'unemployed' or 'looking for work')
- **Summary** - market your skills, expertise, experience, interests and vision
- **Experience** - include volunteer, internships and jobs with descriptive bullets starting with action verbs
- **Education** - include education, honours, awards, activities, courses and projects
- **Recommendations** - get recommendations from coworkers, professors or supervisors
- **Skills & Expertise** - list your relevant skills and get endorsed by your connections
- **Websites** - add links to your organization's website, blog, and professional social media ex. Twitter
- **Public URL** - customize the URL to your name and add LinkedIn to your resume and contact cards

ADD MULTIMEDIA (LINKS, VIDEO, DOCUMENTS, PRESENTATIONS)

On all your education and experience areas of your profile you can add proof of your work or related images, documents, videos and presentations. Simply click on the square with the plus sign beside edit in each area and add what you would like others to view.

Using LinkedIn Effectively

MAKE CONNECTIONS

- Use 'See Who You Already Know on LinkedIn' to search your **Email Contacts**
- **Search**, find and invite colleagues, friends, classmates and business associates to join your network
- Use **Advanced Search** to find individuals by business, school or location
- **Invite** everyone you meet to connect with you on LinkedIn

JOIN GROUPS

Search under 'Groups' for your field or interest (i.e. IT, Marketing, Accounting, Toronto, Colleges, etc.)

www.linkedin.com/groups?home=&gid=1902226&trk=anet_ug_hm&goback=.gdr_1319400177844_1

Join Groups To:

- Connect with individuals, organizations, associations and share information
- Participate in discussions and share ideas and questions
- Find hidden jobs posted to group – often posted as a 'Discussion' or on the 'Jobs' tab
- Ask for advice and referrals
- Find out about local meetings to network in person
- Widen your network

FOLLOW COMPANIES

Companies have their own profiles on LinkedIn and you can get updates and jobs that they post. To follow a company:

- Move your cursor over **Interests** at the top of your homepage and select **Companies**
- Search for a company
- Click **Follow** in the upper right of that company's Home page

SEARCH JOBS

Click on the 'Jobs' tab at the top of the page to 'Search for Jobs' by keyword, see 'Jobs You May be Interested' and to 'Discover Jobs in Your Network'

Using LinkedIn Effectively

PARTICIPATE

- Follow top **Influencers** to learn about life and work
- Use **Status Updates** to microblog – share links, work and ideas
- Continue to **Build Connections** – search and invite people
- **Write a Recommendation** for a colleague and ask for recommendations from previous colleagues
- **Contribute to Group Discussions** by replying to threads that interest you or start your own

RESEARCH

Industry Information - There are many industry-related groups on LinkedIn. Join groups in the industries in which you are most interested to learn about trends and interesting events.

Career Paths – Learn about the path others in your field have taken by searching under Alumni of any school.

TIPS

- Only invite people to join your network whom you have met
- As with all networking never ask for a job; always ask for advice
- Look at profiles of those who are working in your area of interest to get content and set up ideas
- Be aware of the messages that you are receiving and sending
- Be aware of the emails you will receive from recruiters who claim they are on LinkedIn
- Look at the groups they've joined and whether you qualify to join those groups
- Add your LinkedIn account to your resumes, contact cards and email signature

PRIVACY

Unlike Facebook, you want your profile to be viewable so that potential employers can find you. You can control how people view your profile in the 'Privacy & Settings' tab by clicking on 'Manage'. Also under this section, you can change how others see you when you view your profile.