

## 10 Red Hot LinkedIn Tips for Job Seekers

By Wayne Breitbarth

As a job seeker, you have a new best friend, and your friend's name is LinkedIn. Your friend not only knows a lot of people you might want to meet but also has the ability to make sure you are seen by that same bunch of 300 million business professionals who might just want to hire you.

This friend is more than willing to help you find your next great job opportunity. However, similar to all great friends, the relationship needs an investment of time and effort to make it work well. Keep this top of mind as I share with you my best strategic LinkedIn tips for you, the job seeker.

Because these tips will not include all the details necessary to execute the tip, I have shared an additional resource for each tip. In addition, you will want to make sure you have a good grasp of the "blocking and tackling" of LinkedIn in order to execute many of these tips. This means making sure you have gone through and executed the steps discussed in my bestselling book *The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search* (available at Amazon.com).

### ❑ **Get Connected** to over 250 1<sup>st</sup> level people

Connections are the gasoline in the tank that makes the engine work on LinkedIn. If you are messing around as a job seeker at 20 to 50 connections, you are doing just that – messing around. Get serious. You know and trust 250 people who are on LinkedIn. Go out and get connected to them.

Additional resource: *The LinkedIn Connections Conundrum*  
<http://www.powerformula.net/connections.html>

### ❑ **Join** 50 LinkedIn groups

If connections are the gasoline in the tank, then groups are the oil that lubricates the engine. This is the place where you can find new connections, follow people, send messages, engage in conversations, be found, and get exposed to people of similar industries, interests, backgrounds, or geographic region.

Additional resource: *LinkedIn Groups: Ca\$h in on This Powerful Tool*  
<http://www.powerformula.net/free/>

❑ **Post** a daily Status Update

A Status Update from you to your extensive network of connections (over 250, of course) about something of interest to you and to some of them will get you the kind of daily exposure you need when in a job search. If your smiling face and name (along with the information you are sharing) appear in their Status Update feed, you will become top of mind, at least for the moment, reminding them you are still out there looking for that next great opportunity which they may have just heard about.

Additional resource: *Your Definitive Guide to LinkedIn Status Updates* blog post  
<http://bit.ly/1nvSC8u>

❑ **Participate** in three group discussions per week

The whole group may be listening, and this could be quite a large audience. Many groups have over 100,000 members. This is why you want to not only make yourself known but show them just how smart you are. You may also find new connections in these groups who may turn out to be the link to your next great position.

Be strategic about the groups you participate in since you don't have the time to be involved in all 50.

Additional resource: *How to Find and Get the Most Out of LinkedIn Groups* blog post  
<http://bit.ly/1uAopMf>

❑ **Search and Save** job searches

The LinkedIn Jobs tab at the top of your toolbar has lots of specific job postings that are directly posted on LinkedIn, but it also accesses other outside job boards when you do a search. Your advanced job search can be filtered by title, keywords, geographic region, and other criteria.

You have the ability to save up to ten specific job searches on the free account, and LinkedIn will send you an email notifying you of the jobs that meet your criteria. You can choose to receive these either daily, weekly, or monthly. This is like having your own virtual assistant who 24/7 looks for jobs that are right in your wheelhouse.

Additional resource: LinkedIn webinars for Job Seekers  
<http://premium.linkedin.com/jobsearch/webcasts.html>

❑ **Explore** LinkedIn Alumni feature

Think of this feature as the ultimate virtual school yearbook. You can search into the LinkedIn database to find fellow alumni who attended the school during specific year(s) and then sort them by company name, city, and job function. Once you have applied for a position at a company, you can use the Alumni feature to locate company employees who are in your extended network.

Additional resource: *LinkedIn Alumni: Make Your Alma Mater Work For You* blog post  
<http://tinyurl.com/1p4jc29>

❑ **Follow** the companies you are interested in working for

This is a great way to legally stalk and get information from the companies you are interested in working for. You will be notified when people join or leave the company, along with changes to the company profile and also company Status Updates. Believe it or not, I have heard of companies looking through their list of followers and finding their next new hire. You want to be on their list of followers!

Additional resource: *How to "Follow" Companies on LinkedIn* blog post  
<http://bit.ly/1cz03Xk>

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❑ **Search** for people you know at the companies you apply to

Advanced People Searching will help you get a feel for not only who is at the company but if you know someone who knows someone at the company. Wouldn't it be nice if you have a 1<sup>st</sup> level connection who knows someone who works in the HR Department? You will find that out after you complete this type of people search.

Additional resource: *LinkedIn People Searching: Your Ticket to Improved ROI*  
<http://www.powerformula.net/free/>

❑ **Optimize** your profile for your keywords in your Headline, Skills, and job titles

Your future employer and recruiters are using keywords to find the right candidate, and you have to know which keywords describe your most important attributes, skill, etc. It is especially important to include your most important keywords in your Headline, Job Experience-Titles, Specialties, and Skills. If you can also include them in the rest of your profile (Summary and Job Experience details), it will help you rank higher in a search.

Additional resources: *Keywords: The Key to Being Found on LinkedIn* [worksheet]  
*The Definitive Worksheet to Optimize Your LinkedIn Profile Headline* [worksheet]  
<http://www.powerformula.net/free/>

❑ **Spend** at least one hour a day on LinkedIn

With most things in life, your return is directly proportional to what you put into it, and LinkedIn is no exception. Use it consistently during your job search because this is the tool for recruiters, human resource professionals, and others looking for their next great employee.

Additional resource: *LinkedIn Time Management 101* blog post  
<http://bit.ly/1nXuLQ3>

It sounds like a lot to do, I know, but you have a good friend (LinkedIn) who is going to work just as hard as you are to help you land that next great job opportunity.

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