



How to make an impact on “LINKED IN”

Why is “Linked In” important and how is it used?

- There are now over 6 Million Australian Professionals on Linked In. This makes it an extremely powerful database.
- It allows very detailed and specific search capability to recruiters and hiring companies, helping them to find the sorts of candidates they need quickly and easily.
- It is often used to “dive deeper” when considering someone for a role- e.g. what is the quality of their profile? Have people endorsed them? What is their career history? Have they recently been promoted? Are there any major “time” gaps? Is there anything controversial about their online presence?
- For some industries (eg digital media, or specialist IT) some employers also like to see how candidates interact professionally online. eg Who do they follow? How do they participate socially? What groups are they in? What are their interests? This can also be important for senior leaders.
- It’s been recently estimated that only around 20% of jobs are advertised formally. Companies like to find candidates via referrals, recommendations and endorsements. Linked In is a very good place for them to do this and it’s important to participate effectively if you want to be found!

“Linked In” is very different to a resume!

Its primary objective is to get you on the radar with potential employers by illustrating your personal style, skills and experience.

You have a brilliant opportunity to summarise your key professional talents and achievements whilst bringing your personality to life. As cultural fit is such an important element of the hiring process this is a real advantage.

It also gives you a forum to share and develop your professional passions which is a great way to capture the attention of others in your industry.

10 Top Tips from the people at Linked In

Make your “Linked In” a “permalink” where you highlight your authentic brand- your skills, personality and experience. People like to look for things in common- it’s a great way to jump start an effective conversation.

1. Don’t cut and paste your resume
2. Use a professional looking photo.
3. Light up your profile with your authentic voice
4. Write a personal tagline- use it under your name.
5. Use summary section to engage readers with your “elevator pitch”
6. Point out your skills to optimise your hits on keyword searches.
7. Explain your experience – and help readers to digest it easily
8. Use interests to distinguish yourself from the crowd
9. Endorse/Recommend others meaningfully and ask others to do the same for you
10. Build your connections.

Our additional tips

Think of Linked In as a place where you are being considered for roles you don’t even know exist! Make sure that your profile leaves the right impression.

- It’s not a place to “brag”, it’s important to hit the right tone of voice to maintain your professional reputation.
- Be extremely careful with sensitive business or project information in the public domain.
- Don’t lie to make yourself sound better. It will probably do more harm. Everyone has good achievements to share you just need to frame them up well to have the impact you want.
- Deal in fact. As with resumes avoid “fluffy generic statements” and use specific, tangible descriptions of your achievements. *(see our resume tips for more info)*
- Like a resume keep it concise, easy to digest and ensure the spelling and grammar are accurate. This is your public “advertisement” for your services!

Remember. Having a strong “Linked In” profile is really important in today’s job market. Let us help you to stand out and get noticed. Contact “Your Spark” for more information.