

Using LinkedIn to get jobs

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A recent study on Global Recruiting Trends 2016 showed that 43% of recruiters use social professional networks as their key source of quality and 42% use internet job boards.



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Therefore, a clean, professional and presentable LinkedIn profile can be a major asset for developing your career. It can help you land that great job or expand your network for the future.

Many recruiters scan relevant profiles on LinkedIn to identify people they think might be a match for positions they are struggling to fill or do not want to advertise. They will look at your LinkedIn profile to learn more about you and, if your CV captures their eye, they will be interested in interviewing you.

Key dos and don'ts for LinkedIn profiles

Keep your profile up-to-date - regularly update your experience, job titles and career activity so that a prospective recruiter can easily see what you are up to. Even if you have held the same job for a while, add a bit of info about your most recent projects and achievements to show that you are busy and productive.

Highlight your strongest selling points in a prominent manner – a LinkedIn profile should be quite detailed, offering recruiters and business contacts an at-a-glance view of your education, experience, achievements and your community engagements. Make sure that your most recent and important skills are easy to identify. Take some time to polish your summary so that it really pops out and sells your strengths to the reader. Ensure that you use the right keywords in your summary and in your list of skills to make it easy for recruiters to find you when they're searching for candidates with your profile.

Connect with people in your industry - do not be shy on LinkedIn - connect with people in your industry. When you seek to connect with someone, add a polite, personalised note asking them to accept your invitation and explaining what (or who) you have in common.

Follow companies, publish content and join relevant groups - there are millions of profiles on LinkedIn, so you might need to do a bit work to get attention from the right people. Share relevant professional content, write short posts if you have the time, join industry groups and get involved in their discussions, and follow companies to raise your profile. Companies and groups often post job openings, which can be handy if you are looking for new career opportunities.

Make your intentions known - let the other LinkedIn users see what you are looking for. For example, if you are a recruiter looking for talent in a certain field, post that information so interested parties can contact you.

Do not

Use an inappropriate photo or picture for your profile - profiles without photos do not get much attention. You do not necessarily need a professional portrait for LinkedIn, but you should look presentable in the picture you use. Avoid photos taken in social settings, especially with a drink in your hand; also, do not put up a pixelated picture, or use ones with distracting backgrounds. Recent head-and-shoulders photo, taken in your work clothes and with a smile on your face, will be perfect.

Rely on jargon or clichés - do not be carried away with industry buzzwords or CV clichés when you talk about yourself. Even if you are a dynamic problem-solver and team player with an inspirational management style, these words sound empty and insincere because of how overused they have become. Rather show off your characteristics by talking about your achievements ("I helped Acme Corp. to develop a widget for a new market" rather than "I'm an out-of-the-box thinker"). Consider asking people you have worked with to write endorsements for you so that the boasts are not coming from your own mouth.

Fib or exaggerate - white lies and exaggerated claims on LinkedIn are effectively as bad as telling fibs on your CV. It is so easy for someone to check up on your claims and you will be caught out.

Use LinkedIn as a social media site - your profile should reflect your professional persona and not your child's first steps or pictures from your holiday at the beach.

Have spelling errors in your profile - typos in your profile create an unprofessional impression. You will lose the recruiters interest if your spelling and grammar is not correct.

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