

HOW TO CREATE AN OUTSTANDING LINKEDIN PROFILE

LinkedIn is a great social networking platform that has the potential to impact one's career and professional life tremendously if used in the right way. Whether you are looking for a new job, are happy in your current role, or want to pivot, LinkedIn could be a powerful tool to achieve your career goals, and both introverts and extroverts alike can benefit from it. Even in 2022, LinkedIn is still the hottest place for job-search.

With LinkedIn, Recruiters and hiring managers come to *YOU* instead of *YOU* to them. You can sit back and just wait for all the job offers to roll in without lifting a finger, saving you *A LOT* of time and effort.

In this report, I will be sharing some tips that will help you better optimize your LinkedIn profile.

How to properly set yourself up on LinkedIn

Most of your LinkedIn activity will be directed to your profile so pay attention to your profile and provide the information you want to be recognized or remembered for. If people find your posts intriguing, they may go straight to your profile.

Choose a great profile picture and headline that best fits your current professional title. You must decide what you want to utilize LinkedIn for, such as creating a brand, searching for job opportunities or becoming a thought leader, and then build your connections accordingly.

After you have created your profile, connect with like-minded individuals and professionals in the same industry as you.

Connect with others in your field of interest

When attempting to establish a brand, you could reach out to people or industry professionals you are interested in learning from.

If you are searching for job opportunities, it is advisable to connect with people who work in the organizations you want to work for or individuals who hold positions in the type of jobs you are interested in.

LinkedIn is a networking platform therefore, if you happen to chance on someone whose current job position is of interest to you, simply reach out and make an attempt to connect. Don't be hindered by the thought of getting a NO.

CONTENT CREATION

LinkedIn, like other SM channels, is a social platform that should be updated frequently. Post about your career journey, including the highs and lows because that's what makes you human and people tend to connect best with stories.

On LinkedIn, many people post and engage with content that center around celebrating new roles, graduations and success stories.

LinkedIn also provides a platform for you to become a thought leader and build credibility in a given field.

For example, if you are a website designer, you could use LinkedIn to share content on web design. You should also engage with people and things that interest you so that your LinkedIn feed recommendations are optimized to suit your content preferences.

Treat LinkedIn like a virtual resume

On a normal resume, the only time-specific details people may see are the start and end dates of your various jobs and schools, however, this is not the case with LinkedIn.

LinkedIn gives you the space not only to replicate your resume, but also to make it more dynamic. Even though a typical resume will have 1–2 pages, LinkedIn allows you to add media like photos, videos, documents, etc to your profile in order to better tell your story.

For example, in your resume, you could say you accomplished this and that but may not have the space to provide more information or details on how exactly you solved the problem and the impact it had so including additional information in the various formats LinkedIn supports could go a long way to make you stand out to recruiters and other people in your network.

Creating a strategy for job search on LinkedIn

You have to make it easy for people to find you, especially if you are looking for job opportunities. As earlier mentioned, make sure your LinkedIn profile is complete and up-to-date.

For your job search, you can start by looking for people who went to the same school as you and send them LinkedIn connection requests.

It may seem awkward reaching out, however, this is one of the ways to put yourself out there and get into the door.

People are usually happy to support people who are associated with them, for example, people who attended the same school. Beyond your school alumni working in the companies you want to apply to, reach out to other people through LinkedIn. These people may not necessarily be recruiters but could introduce you to recruiters or other people in the company who may be able to have information for you to provide more details about current job openings.

Use the LinkedIn search feature

LinkedIn search is one of the most powerful features on LinkedIn. You can make the best out of this feature in your job search to help you connect with people who are currently employed by the company you wish to apply to.

So, if you're looking for job opportunities at Google, you might want to connect with people who work there. There may be opportunities for them to recommend you for open positions. When you go to the LinkedIn search page, you can search for people based on filters like their schools and companies.

Build trust with LinkedIn

LinkedIn gives you the avenue to share your accomplishments, thoughts and experiences with the world. For the most part, life is about building and sustaining relationships, whether you're looking for a job or starting a business. What people can and will say about you behind closed doors matters. So, during the job application process, it may not so much be about how you performed during the interview as it could be about the hiring manager asking your interviewer if you are a good fit for the team.

LinkedIn after landing a job

Once you have secured the job, there are several strategies to keep your LinkedIn active. Example, if you're a screen writer you can share your work progress through LinkedIn posts. Whatever milestone you accomplish, include it in your page, and if you happen to get any new certification(s), add them too. You can also request for endorsements and recommendations from people who are familiar with your skills.