



How to use Your LinkedIn Profile to Make Connections for a Better Job

LinkedIn is the top professional social networking site with 133 million users in the US alone.

According to TopResume.com, broadening your professional network will take some work.

Keeping your LinkedIn profile up to date with a picture is 14 times more likely to receive page views. It's OK to get into the weeds about your current skills and objectives if stated clearly and succinctly. Use your headline to share your main job objective. Don't forget to highlight your recent experience. Let people know you're available and build your network. Research and follow companies you're interested in. This will help you stay in the know as positions become available. Use your connections who are associated with your target company to make contact and ask questions including a request for an introduction with the right person. Look for alumni from your college or university who work in the same field or for the company you want to work for. Don't forget to get involved with LinkedIn groups and interact to build recognition. You can even research a future boss if they are on LinkedIn. Finally, don't forget to network after business hours. Only about 8% of LinkedIn users use the app during business hours. Everyone else is on after hours.

Ronda Suder, "How to Use LinkedIn to Get a Job", TopResume, Accessed September 10, 2020, <https://www.topresume.com/career-advice/14-ways-to-leverage-your-linkedin-profile-during-your-job-search>

