Introduce yourself to your next employer on LinkedIn.

Job Search Checklist

**STEP 01 Create a LinkedIn Account**

**DID YOU KNOW?**

9 out of 10 employers use LinkedIn during the hiring process. Did you know?

- 9 out of 10 employers use LinkedIn during the hiring process. DID YOU KNOW?

**Set Up Your Account**

Go to [www.linkedin.com](http://www.linkedin.com), and follow the instructions to create your new Member account.

- Go to [www.linkedin.com](http://www.linkedin.com), and follow the instructions to create your new Member account.

**Import Your Contacts**

See who you already know on LinkedIn by importing your email contacts.

Only add those contacts you know well as connections on LinkedIn.

**Receive up to 21x more views and 9x more connection requests by adding a profile photo. If you don’t have a profile-worthy photo, move on to the next step. Later, when you are in the app, you can use your phone to take, upload, and edit a photo.**

**Add a Photo**

Use a headshot and smile naturally, making it easy for connections and recruiters to see you.

**Download the Mobile App**

Add your mobile phone number and LinkedIn will send you a link to download and install the LinkedIn Mobile App on your phone through [Google Play](http://www.google.com) or the [App Store](http://www.appstore.com).

After you download the mobile app, you can also import your phone’s contacts.

**WELCOME TO LINKEDIN!**

Join now
Build a LinkedIn Profile that Attracts Employers

STEP 02

WELL DONE!
You are now ready to be found by employers and other Members on LinkedIn. The next step is to expand your job search support system by building your LinkedIn network.

Edit Your Profile
Click the "Me" heading in the top navigation. Select "View profile" to start editing.

Summary
Briefly share your professional story. Be sure to include experience, skills, and interests. This is the #1 thing recruiters look at when viewing profiles.

Work Experience
List your current and past jobs, including your employers and details on what you accomplished. Members with more than one position are up to 36x more likely to be found by recruiters.

Education and Certifications
Add the school(s) you've attended and the degrees or certifications you've earned. Members with education information are messaged up to 17x more by recruiters.

Skills
List skills that are relevant to your previous work history. Members who have five or more skills listed are contacted 31x more by employers and other LinkedIn Members.

Privacy Settings
Control what others see about you and what types of notifications are sent out to your connections.

Extra Credit: Custom URL
Create a personalized URL and easily share your profile on your business card, resume, or email signature.

Headline
Stand out with a headline that describes your skills and desired job.
Try starting with: {Desired title} with {key skill} seeking new opportunity in {preferred industry}.

DID YOU KNOW? 50% of hiring managers $(*+)//( +5$)*(& )-+*5 u

TRY STARTING WITH: {Desired title} with {key skill} seeking new opportunity in {preferred industry}.

23x more

5x) /(*02/##5x) /#/ -.4*0-.&$55.) .%-%u

Try starting with: {Desired title} with {key skill} seeking new opportunity in {preferred industry}.

O(-4*)$/x
$/(.4*0-$0/0-/#s*)) /(*-5 1)/%.v 1 )/v)
/- )$.)/-$/$u$.4*0-$/*$/)v/*(5x5 & 54/*I0)$/$& ). -% . u

0/-49$/x
$.4*0-$0/0-/#s*)$.4*0- ($5x4 -.)
3+$) v.& $55.v$/v)/-$/.u$.4*0-/#$.55.& 54/*I0)$/$& ). -% . u

#1 thing

36x more

O0/(*$)
/.4*0-0-/4*0- -4*0-0/4*0- $55.) $.4*0-0/4*0-/$55.$

17x more

4- -0$/-x

0/-49$/x
$.4*0-0-/4*0- -4*0-0/4*0- $55.) $.4*0-0/4*0-/$55.$

31x more

4- -0$/-x

55/5
$.4*0-0-/4*0- -4*0-0/4*0- $55.) $.4*0-0/4*0-/$55.$

50/5
$.4*0-0-/4*0- -4*0-0/4*0- $55.) $.4*0-0/4*0-/$55.$

-14/$x.

-14/$x.

3/-$w00*$

*0-/2* 4/* !0) 4 (+5$4 -. )$/*(- -. bustling & )-)+/-

$*.3+*4*0-/*.-.0+4-.4./ (4 0$5$,$4*0-5$/& )/2%-.$$u

WELL DONE!

50% of hiring managers $(*+)//( +5$)*(& )-+*5 u
STEP 03  Build Your LinkedIn Network

DID YOU KNOW?  70% of people were hired at a company where they had a link to an interview.

- Get the LinkedIn Job Search App
  Download the LinkedIn Job Search App from Google Play or the Apple App Store to see new job notifications quickly.

- Set Career Interests
  Update your career interests, including potential job titles and locations to help LinkedIn suggest more relevant job recommendations.

- Discover Existing Connections
  Click the “My Network” heading in the top navigation to find and connect with people you know on LinkedIn. The recommendations in this section improve as you add connections. Check back frequently as your network grows.

- Add Value
  Give and ask for recommendations and endorsements from the connections who know you well. LinkedIn is a network where Members help Members. The best way to receive value is to provide value to others.

- Message Connections
  Send messages to your connections directly from the LinkedIn messaging page, your connections page, or their profile page.

NICE WORK EXPANDING YOUR LINKEDIN NETWORK!

STEP 04  on LinkedIn

DID YOU KNOW?  10 million employers and 7.5 million monthly job postings on LinkedIn.

- Search for New Connections
  Use the search bar in the top navigation to find new connections by name, company, or school. Then filter results based on your mutual connections.

  You can also filter based on “Connections of,” which is a quick way to find connections based on others in your network.

- Build Your LinkedIn Network
  With help from your network, you’re now ready to present your best professional self to your next employer.

  Let employers know you are actively searching and available for a new job by turning on the Open Candidates setting.

- Discover Existing Connections
  Click the “My Network” heading in the top navigation to find and connect with people you know on LinkedIn. The recommendations in this section improve as you add connections. Check back frequently as your network grows.

- Add Value
  Give and ask for recommendations and endorsements from the connections who know you well. LinkedIn is a network where Members help Members. The best way to receive value is to provide value to others.

- Message Connections
  Send messages to your connections directly from the LinkedIn messaging page, your connections page, or their profile page.

LinkedIn is a network where Members help Members. The best way to receive value is to provide value to others.

70% of people were hired at a company where they had a link to an interview.

DID YOU KNOW?

You can also filter based on “Connections of,” which is a quick way to find connections based on others in your network.

LinkedIn is a network where Members help Members. The best way to receive value is to provide value to others.

Let employers know you are actively searching and available for a new job by turning on the Open Candidates setting.

NICE WORK EXPANDING YOUR LINKEDIN NETWORK!
Follow Companies

Follow companies you’re interested in working for in order to stay informed of the latest company news and job openings. Employers are more likely to reach out to potential candidates who followed their company on LinkedIn.

Free LinkedIn Resources

▸ Get answers on how to use LinkedIn at the LinkedIn Help Center.
▸ View the latest job search and LinkedIn product tips by subscribing to the LinkedIn Blog.
▸ Sign up for LinkedIn ProFinder to find and apply for freelance opportunities.

Paid Premium Services

▸ Learn new professional skills on LinkedIn Learning.
▸ Get estimated salary information, company insights, and extra InMail credits with LinkedIn Premium Career.

Search for Jobs

Search for job openings by keyword, job title, company, location, function, industry, experience level, and date posted using LinkedIn’s search filters and save the jobs you want to apply for.

CONGRATULATIONS!

You have successfully searched and applied for jobs with your LinkedIn profile.

Extra Credit: More LinkedIn Resources to Help You Land Your Next Job

Review “Jobs You May Be Interested In” Improve the accuracy of these recommendations by making sure your profile is filled out with accurate work experience, skills, and location information.

Apply Actively

Apply for the jobs you want using either the “Easy Apply” or “Apply on company website” button that appears on each job posting. Applicants who apply to jobs within the first three days of posting are 13% more likely to get the job.

Use Your Network

Employers are more likely to reach out to potential candidates who followed their company on LinkedIn.

Create search alerts to receive automatic email alerts whenever a job matching your search criteria is posted.

3/- $/$/- $)\& )*0 .
/* 1*+0)*0- 3/*