

Update your LinkedIn PROFILE

It's your new business card!

First click for many recruiters and hiring managers!

What should it look like? This....

1. Professional headshot, or a photo related to your line of work. Only one profession would require a horizontal headshot! 2
2. . Headline: either current position OR If currently job searching, 3 titles/depts that you are actively seeking.
3. **hashtag#ONO** to alert people that you are 'open to new opportunities,' if applicable.
4. Summary: should be a mini synopsis of your Resume interspersed with attribute adjectives that detail 'who' you are as a person. Recruiters look for KEYWORD Competencies and Achievements. This is YOUR story and you have 2000 characters to make it a good one!
5. Attach any media: Resume, projects, Certs, Awards etc.

Make your profile SHINE! Recruiters/hiring managers are often pushed for time to read Resumes. This is your first impression ahead of your Resume. Take the time to get it right!

Almost everyone will make a good first impression, but only a few will make a good LASTING impression."

The LinkedIn algorithm "rewards" engagement with profile visibility. Like, comment insightfully, reply to comments on posts.

Want VISIBILITY on LinkedIn?

If you are a Job Seeker looking to be picked up by recruiters, a Corporate looking to sell your brand, or an individual with a message to share, you need to.....

ENGAGE! How? Like this....

1. Put a like on a post of interest.
2. Comment insightfully in at least a full sentence.
3. Put a like on your own comment (WE know you aren't vain and the algorithm doesn't care even if you are!)
4. Put likes on other meaningful comments.
5. Reply to insightful commentary and connect/follow others. If you do this consistently you will average an increase in profile views of approx. 1000-2000% within 48 hours, if not more.

The more you engage on LinkedIn the more the algorithm will raise your profile in terms of searches. Job Seekers if you don't occasionally apply for jobs on LinkedIn Jobs you will most likely be suppressed by the algorithm in recruiter searches.

Right or wrong this is the way many algorithms work. I get it. Microsoft is a business first and foremost.

10 steps to writing a POST on LinkedIn:

Do this.....

1. Pick your topic. It's always best to post about things that you have personal experience, understanding of, or expertise in.
2. Ideally it's not about you; it's to add value to your audience. Write succinctly (1300 character limit) and space well for easy reading.
3. Avoid: profanity, hate speech, violence, and anything that may be considered inappropriate.
4. Ask a question at the end of the post to invite opinion and commentary.
5. Photos and videos don't view as well as plain text for a variety of reasons.

6. Put external links in the comments; not the main post.
7. Add tags and hashtags, but not too many.
8. Like your own post (not vain; it “games” the algorithm).
9. Reply to all comments for the first hour, then check back every couple of hours.
10. Delete offensive/ troll comments. Aim to GIVE when you post: knowledge, insight, information, advice.

Likes and comments are great but shares are the true measure of quality content. Why? People tend not to share nonsense with their own followings.

Want to know how to approach RECRUITERS on LinkedIn?

Like this....

1. Use the main search bar to type your field + ‘recruiter,’ relevant region, followed by the ‘in People’ option. Eg, IT Recruiter
2. Send a PERSONALISED connection request, short, polite and to the point. NOT “ Hey, I need a job.”
3. Once the connection request is accepted send a cover direct message no longer than 250 words and attach resume. OR Request email address and send Cover Email (400 word max.) with attached resume.
4. Ask in either of #3 whether it makes sense to hop on a call at the recruiter’s convenience.
5. Bear in mind that recruiters get inundated with connection requests and DMs. Accept that it may take time to get a response, if at all.

The best way to approach a recruiter is by HIGHLIGHTING yourself in the best possible way.

Before approaching recruiters, make sure that your LinkedIn Profile is immaculate and optimised. The same applies to your Resume.

If you want to get noticed in Life, make sure your first impression is a memorable one.....

Want to use LINKEDIN JOBS more effectively?

Do this....

1. Don’t just focus on job titles. Read the job descriptions and requirements. Many job titles are overly embellished these days.
2. On any specific job posting, scroll down without opening the JD to see if the Job Poster has been profiled. Reach out and try to send your resume via email rather than online upload.
3. Continue scrolling down to find out if you have any connections highlighted at the company in question. Reach out to them. See if you can get the name and email of the actual hiring manager, and/or politely ask for a referral.
4. Make sure you enable Email Alerts for the jobs/companies you are searching for. It allows you to receive instant notifications when new jobs are posted.

On LinkedIn you have the opportunity to be a mere three degrees of separation away from the person you may potentially report to; assuming that YOU are doing your utmost to improve your visibility and increase your network.

It’s far less about “what” you know and far more about “who” you know in this day and age of global hiring. Make sure you are not missing out by simply sitting on the sidelines and observing.

You need to ENGAGE. So if you want to get hired, get PROACTIVE!