

Cheshire West & Chester Council

Module Four:
Using LinkedIn
to find work



Cheshire West
and Chester

Content:

1. What is LinkedIn?
2. Why use LinkedIn?
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Introduction to LinkedIn

- A quality CV is crucial when job seeking, but it can only be of value if it is visible to employers.
- LinkedIn provides an online platform to highlight your skills, experience and achievements.
- LinkedIn is often used by jobseekers to create a professional online profile. It is also used by employers to find and screen potential new recruits.
- When used correctly, LinkedIn can be a useful tool in identifying potential employment contacts and new career opportunities.

What is LinkedIn?



- LinkedIn is an employment-orientated website with a focus on professional networking.
- LinkedIn has 690+ million registered members in 150 countries.
- Allows job seekers, workers and employers to create professional profiles highlighting their skills & achievements and seek endorsements of these skills from peers.
- Members can request to connect with other members for business purposes.

Why use LinkedIn?

Create an online CV:

- LinkedIn gives you the opportunity to have a professional online presence. You can use the detail from your CV to highlight everything from your work experience, through to career aspirations. This detail can be viewed by connections and other members depending on your personal settings.

Great way to connect with others:

- LinkedIn allows you to connect with relevant contacts. You can use LinkedIn to connect with current and former colleagues, as well potential recruiters.

Why use LinkedIn?

Gain Knowledge

- Following businesses and key figures on LinkedIn can be a useful way of gaining current and relevant industry knowledge. The sharing of information on LinkedIn by connected members can also prove useful when keeping up to date on current opportunities.

Showcase Skills & Talent

- Sharing regular news and achievements can help back up the skills listed on your LinkedIn profile.

Why use LinkedIn?



Find new employment opportunities:

- LinkedIn includes a dedicated 'Jobs' section that allows users to search and apply for jobs using their profiles. LinkedIn connects with a variety of job sites and allows you to integrate your profile to aid in the application process.
- LinkedIn will automatically post jobs to you.
- LinkedIn can also be used to connect with prospective employer contacts as a way of introduction.

How to register on LinkedIn:

To join LinkedIn and create your profile:

- Navigate to the [LinkedIn sign up page](#)
- Type your first and last name, email address, and a password you'll use
 - **Note:** You must **use your true name** when creating a profile. Company names and pseudonyms are not allowed.
- Click **Join now**
- Complete any additional steps as prompted

What key information should I include in my Profile?

- LinkedIn includes a useful 'wizard' tool that provides a simple way to create a new profile upon registration.
- It is important that a complete profile is created to ensure the right impression



Key Information to include in your Profile:

- **About** - Write a headline that is interesting – *stand out from the crowd*
- **Experience** - Work history must include list of achievements/responsibilities and use industry keywords
- **Education**
- **Skills & endorsement** - Key skills must be included that are relevant to your target career

Key Information to include in your Profile:

- **Certificates** – Vocational training eg Counterbalance Certificate, Prince2, Agile etc
- **Volunteering**
- **Recommendations** – Members can request recommendations from connected contacts that will be visible to others. *Word of mouth makes a difference*
- **Interests** - Make sure they predominately align with work targeting
- **Accomplishments** - Key achievements

Finding Relevant Contacts:

Contacts can be easily searched from the top of the LinkedIn home page. You are able to view key information that a contact may wish to make visible. You are then able to connect with relevant contacts with the the click of a button. You can also find contacts by;

- Syncing your email address with LinkedIn when prompted
- Searching by name
- Searching by company
- Searching by job title
- Reviewing the contact lists of existing connected members
- Searching in LinkedIn groups



Do's and Don'ts:

Do's 👍

- Professional headshot photo
- Include a headline
- Have a complete 'engaging' profile
- Highlight your experience/skills
- Get 'recommendations' from those you know
- Post regular content

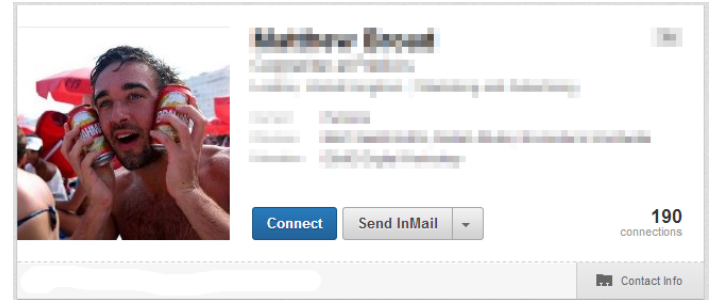


Keep it professional

Do's and Don'ts:

Don'ts 👎

- Unprofessional photo
 - Connect randomly
 - Request recommendations from strangers without highlighting the reason
 - Don't be self-indulgent in posts
 - Reply promptly
- Don't post anything you wouldn't want an employer to see**



Review your current LinkedIn Profile

Get some support from your local Work Zone:

- **Chester Work Zone – 01244 972028**
workzonechester@cheshirewestandchester.gov.uk
- **Ellesmere Port Work Zone – 0151 356 6667**
epworkzone@cheshirewestandchester.gov.uk
- **Northwich Work Zone – 01606 288540**
workzonenorthwich@cheshirewestandchester.gov.uk
- **Winsford Work Zone – 01606 288901**
winsfordworkzone@cheshirewestandchester.gov.uk

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Thank you
and
Good Luck