

# How to Upgrade Your LinkedIn Profile to Get the Job You Want

## INTRO

Welcome to *The Workforce Link*, where we're offering forward thinking conversations for the workforce, linking employers and job seekers to a brighter tomorrow. I'm your host Sundi Jo Graham and I'm glad to be back with you for another episode today.

LinkedIn can be an excellent tool for your job search, especially if you're using it the right way. I've had friends recruited on LinkedIn. Some found jobs. Some connected with those in their fields who wanted to collaborate on projects. There really are so many uses.

Whether you want to get a job referral, get noticed by a specific recruiter, or make a new connection in your industry, we're going to talk about some ways to use LinkedIn to increase your chances of landing that job you're hoping for.

## REVIEW REMINDER

Before we dive into today's episode though, I have a question for you. Are you enjoying this podcast? If so, would you mind sharing it with a friend or co-worker who would enjoy it as well? Maybe you have a friend looking for a new job and they could use some tips on how to utilize LinkedIn for that.

And if you haven't already, would you mind leaving a review for *The Workforce Link* wherever it is you enjoy listening? Let us know what you enjoy about the show. It means a lot to us, and it helps us stay visible so that others can easily find us.

## DISCUSSION

Alright.. Now let's dive into today's episode on How to Upgrade Your LinkedIn Profile to Get the Job You Want.

If you want to utilize your LinkedIn profile to open doors to new opportunities, here are some specific steps you need to take.

## **1) USE APPROPRIATE KEYWORDS IN YOUR PROFILE**

You know, we've talked about this in past episodes, the importance of using appropriate keywords in your cover letter and resume, especially when it comes to applying through an [applicant tracking system](#).

We talked about this in-depth in previous episodes on understanding [hard skills](#) and [soft skills](#). I'll share the links in the show notes if you want to go back and listen.

When an employer or recruiter is searching for the right candidate, they're usually using specific keywords, like the name of an employer, job title, maybe a specific skill set. If you don't have any of these keywords in your profile, they won't be able to find you in the search results.

So you want to make sure your sub-header, the headline right below your name, has specific keywords, as well as your summary, your work experience descriptions, and under specialties.

And if you want to make sure you're using the right keywords or need some tips on other ones to add relevant to your experience, look at other job postings that have common words and phrases in them. Tweak those to apply to your profile.

You have to be searchable for people to find you and this will help.

## **2) ASK FOR RECOMMENDATIONS**

Another thing recruiters are looking for is whether or not you have recommendations on your profile. Are there others willing to endorse your work? Others than can verify you have the skills and talents you're putting on your profile?

If employers or recruiters see you have recommendations, they're likely to spend more time looking at your profile.

Now, this isn't really the same as professional reference, but it allows the recruiter to see that others are vouching for a specific set of skills you may have.

And it encourages employers or recruiters to want to read further through your profile to see your experience, skills, etc.

## **PROMO - EMPLOYER SERVICES**

Hey friend! Just want to interrupt for a quick second to tell you about something really amazing that's happening in the Central Region of Missouri right now.

Are you a business owner or manager who needs assistance increasing your profit margin and building a strong workforce? Well.. now is the time to take advantage of our employer services. The Central Region Missouri Job Centers are ready to help!

Available at NO cost to you, we offer a variety of employer services, including job matching, consulting, work opportunity tax credits, on-the-job training, incumbent worker training, transition assistance, and more.

Get all the details at [cwdregion.com/employerservices](http://cwdregion.com/employerservices) or email [cwdrbusiness@cwib.us](mailto:cwdrbusiness@cwib.us). Again, that's [cwdregion.com/employerserivces](http://cwdregion.com/employerserivces) or email [cwdrbusiness@cwib.us](mailto:cwdrbusiness@cwib.us).

We look forward to assisting you with all your employer needs today!

And now... back to the show.

### **3) BE AN ACTIVE VOICE**

It's important to stay active on the LinkedIn platform, otherwise your profile has less of a chance of staying in front of your contacts. The more you show up on LinkedIn, the more you literally show up in the feed of your contacts.

Consider joining group discussions specific to your industry. For example, say you're working as a social media manager. You want to join discussion groups around the topic of social media marketing. Want to narrow that down even more? Find a discussion group focused solely on Facebook marketing and share your expertise.

Make sure you're commenting on other people's posts. Share what they're sharing with your audience. This keeps you on their radar.

And create your own content. Share something new you're learning. Share things that establish your authority in the field. Know everything there is to know about IT? Start sharing the things you know about the IT world. Share simple tips that could help other business owners. This gives you authority in that market.

Lots of interaction is key. The more interaction, the more visible your LinkedIn profile will be. Recruiters are actively on LinkedIn looking, so if you want to find a different career pathway, you need to be actively showing them you're there.

#### **4) NETWORK**

LinkedIn is all about networking - all about making new connections. But you don't want to just go connect with everyone for the sake of connecting. You want to connect with those relevant to the industry you're in, or the industry you want to be in.

The more connections you have, the greater the chance of your LinkedIn profile showing up. For example, if you're connected to three other people that the recruiter is also connected to, they'll be more likely to visit your profile in more details vs. someone they have no related connections to.

And making new connections is just good practice. Networking and building relationships is important. If you're trying to get a job with a specific company, one of the best ways you can get your foot in the door is to get a referral from someone who knows you.

And if you don't have a direct connection with someone there, one of your other connections just might. If you build good rapport with them, they'll most likely connect you with others.

Now.. let's talk for a second about the industry you're in. Maybe you're wanting to use the same skills and talents you have, but you're not wanting to stay in that specific industry. That's okay. Join what you're interested in and learn how to discuss those transferable skills - those skills you can transfer to any job.

Maybe you're currently working in the healthcare industry but you want to move into the banking industry. Well.. customer service is definitely a skill needed for both. Depending on what your role was, find those skills you know can be applied to the banking industry and start having conversations with those in that field.

#### **RECAP**

Alright, let's go over what we just talked about on How to Upgrade Your LinkedIn Profile to Get the Job You Want.

1. Use appropriate keywords in your profile.
2. Ask for recommendations

3. Be active
4. Network, network, network.

Do these four things and you're setting yourself up for success.

Good luck in your job search. And if you need some assistance with interview prep, we have some free workshops available for you at [cwdregion.com/workshops](http://cwdregion.com/workshops).

## **CLOSING**

That's it for today's episode.

Have a great week, my friend, and we'll meet again in the next episode. Until then.. Remember this... There's always a brighter tomorrow if you're willing to find it.

## **LINKS:**

[Understanding Hard Skills](#)

[Understanding Soft Skills](#)

[Employer Services](#)

[Interview Workshops](#)