

## Finding a job on LinkedIn

It has become common knowledge that social media sites such as LinkedIn, Twitter and Facebook can be ways to find a new job. LinkedIn is particularly aimed at this kind of activity.

### *But how to go about it?*

Careers advisers [Position Ignition](#) can help you here. Their [ebook](#) covers 125 LinkedIn job search tips grouped under:

- ✓ Filling in your profile to attract employers' attention
- ✓ Using the applications to enhance your profile
- ✓ Connecting with people who will be of value to you in your job search
- ✓ Getting recommendations as useful as any traditional reference
- ✓ Using groups and group discussions to your advantage
- ✓ Showcasing your areas of knowledge and expertise in the Q&A
- ✓ Picking out the right opportunities from the job listings
- ✓ Researching potential employers

### **Here are a few to get you going:**

'Make sure that it's easy to find you. Think about the words you use across your profile and make sure that certain 'keywords' are included so that you show up when people search for something that might be relevant to you.'

'The next field is Groups and Associations. If you're a member of a group, club or association that's related to the field you're seeking a job in, type in the group so people can see how involved and devoted in your target field you already are.'

'Want browsing recruiters to be able to view your CV from your profile? Use Box.net Files to upload documents online and share them on your profile.'

'If you want to grow your connections, think carefully about who you want to add to your network and why. How will they add value to you? How will you add value to them? Make sure you know the answers to these questions before reaching out to them.'

'Ask for recommendations by going to your profile page, clicking on the 'Get Recommended' link and filling in the form it takes you to. Again, don't be shy-if the feature's there, you might as well use it!'

'A lot of people use group discussions to crowd source or just to get a straight answer to a straight question. When you see people starting discussions with a question or asking questions within an existing discussion, do your best to answer the question in order to both be visible to the group and to appear knowledgeable and helpful.'

For more, check out Position Ignition's [ebook](#) '125 LinkedIn Job Search Tips'...