

Is LinkedIn a good tool for job seekers?

LinkedIn has been around for a number of years as a social media for professionals. If networking is an essential part of job seeking, can you use LinkedIn as part of your job searching methodology?

YES YES YES.....READ on to find out how.

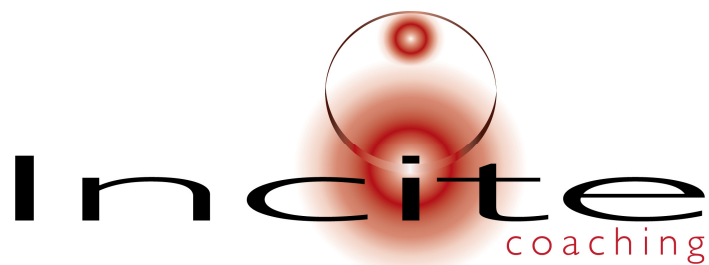
LinkedIn is not only a great networking tool, it also acts as a recruitment database and job board. If one website is able to do all these things, why aren't you using it yet?

Many organisations understand that in order to reduce recruitment expenditure and improve the efficiency of their recruitment process, the time has come to start thinking outside the square. Many companies are now talent pooling candidates for future job vacancies so that recruitment agencies are not the only way to find good quality candidates in timely fashion.

LinkedIn enables companies to search on candidates that would fit their organisation and directly approach (In mail) these individuals. It also enables job seekers to search for jobs that may not be advertised on other job boards, see what jobs are being advertised by companies that are of interest to them, find contacts at those companies and also see which of your connections may be able to help with an introduction to the company.

How can you maximise LinkedIn as a tool for your job search?

1. Ensure that your profile and career history are up to date and detailed with information that would be of interest to potential employers.
2. Connect with as many contacts as you can. Include, colleagues, ex colleagues, friends, fellow members of teams and associations as well as any other contacts you may have. The more contacts you have, the greater your chances of knowing someone (who may know someone) who can introduce you to the company of your interest.
3. Get recommended – ask your previous bosses or peers to recommend your work. Don't be afraid to ask them to comment on specific areas of your expertise.
4. Use key word searching to find jobs that may not be advertised on other job boards.
5. If you find a vacancy on a job board or company website that interests you, always check the company or contact out on LinkedIn. See if you have any connections that may be able to make an introduction. I have introduced a 3rd level connection to someone previously. Most people are willing to help.



6. Gather information. Once you have found contact that's may be able to introduce you, take them for coffee. Get as much information as you can on the company, role or recruiter. Use this information to tailor your application and answers for interview.

Linkedin has already resulted in many people finding the job of their dreams with less of the hassles of other job seeking methods. One of our clients was offered a job this week which was found via Linkedin, here's what he says:

"Using linkedin put me in control of my recruitment, rather than relying on a third party recruiter. It was up to me to apply, make contact and follow up. The searching function enabled me find a shortlist of jobs that actually interested me, connected directly to the company's HR and has resulted in me accepting a job, that I have always wanted and didn't even know existed AND got a significant increase on my base salary." **P.M., March 2010.**

So start using Linkedin today and see how it will help you find the job you really want.

For further information on how Incite Coaching can help you achieve you career goals, including tailoring your applications and resumes, visit our website www.incitecoaching.com.au, call us on 02 9560 4407 or email us at info@incitecoaching.com.au

Jennifer Collier is Director and Career Coach with Incite Coaching Pty Ltd. After working in the Recruitment and HR industry for a number of years, and with qualifications in Coaching, NLP, hypnosis and performance consulting, Jennifer and the Incite team offer a tailored approach to help you through your transition.