



Top 10 Online Job Hunting Tips

Here's how LinkedIn can help you find and attract the best opportunities.

1. Make time

Schedule at least 15 minutes a day to work on your resume, update and check online networking profiles and search job listings. Opportunities come and go quickly, so you need to be in the game on a daily basis.

2. Get noticed

What better way to impress a recruiter than to have a professional networking profile be the first search result for your name? Completing your LinkedIn profile to 100% will increase your search ranking and give employers a good impression.

3. Be keyword savvy

Make sure your profile is full of keywords that will attract a recruiter's attention. Look through job postings and LinkedIn profiles that appeal to you and incorporate some of the same words or phrases. In addition to job- and industry-specific words, include leadership terms (captain, president) and action words (managed, designed.)

4. Reach out

Connect on LinkedIn with everyone you know – friends, family, neighbors, professors, family friends, internship colleagues and others. Once you're connected, send each person a friendly message on LinkedIn, asking if they would keep an eye out for the particular kind of job or jobs you're seeking, or if they can introduce you to other helpful contacts.

5. Spread the word

To build your credibility and stay on people's radar during your job hunt, regularly update your status on LinkedIn and other social networks. You might share links to articles you think would be relevant to people in your field, events you're attending and good career news.

6. Get into groups

Beyond connecting to individuals, join LinkedIn groups related to your alma mater, professional associations, volunteer organizations and industries you want to join. Every discussion in which you comment is an opportunity to market yourself to people who might be hiring, and every group also contains a "Jobs" tab.

7. Search high and low

LinkedIn's job postings don't just tell you who is hiring, they tell you how you are personally connected to that company through your network. Even when you see a job listed on another site, LinkedIn can help you research people at that company and tell you how you are personally connected. No matter where you look for jobs, cast a wider net by altering your search terms and location criteria from time to time.

8. Follow companies

When you see a job you like on another job board, use LinkedIn as a company research tool. Check out the LinkedIn Company Page of any organization where you'd like to work and click "Follow company." That organization's activities (job postings, hires, announcements) will appear on your homepage and alert you to potential opportunities.

9. Persist (without pestering)

Sending follow-up messages through LinkedIn can help you stand out from other candidates. Every time you send someone a message through LinkedIn, the recruiter or hiring manager can easily click over to your profile and check out your credentials.

10. Use the LinkedIn Student Jobs Portal

You can access entry-level jobs and internships at some of the best companies worldwide at our student and recent grad job portal. <http://linkedin.com/studentjobs>