LinkedIn Job Search Checklist

Introduce yourself to your next employer on LinkedIn.

In this checklist, we will walk you through how to attract employers, grow your professional skills, and connect to new job opportunities through a great LinkedIn profile.

STEP 01 Create a LinkedIn Account

DID YOU KNOW? **9 out of 10 employers** use LinkedIn during the hiring process.

- [ ] **Set Up Your Account**
  Go to www.linkedin.com, and follow the instructions to create your new Member account.

- [ ] **Import Your Contacts**
  See who you already know on LinkedIn by importing your email contacts.

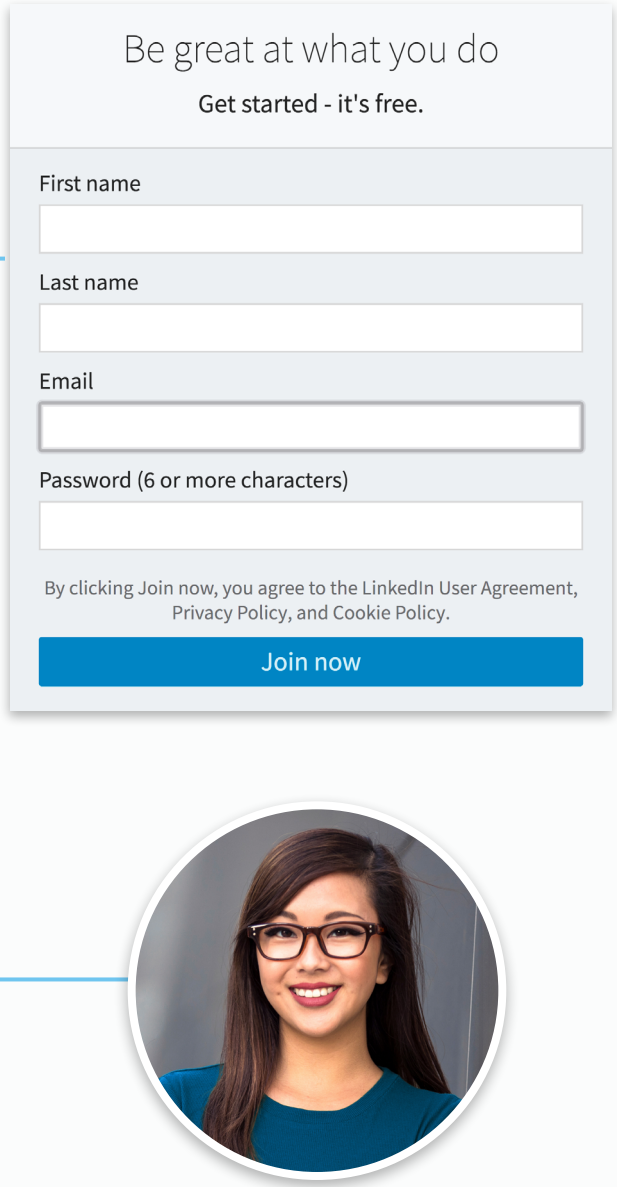
  Only add those contacts you know well as connections on LinkedIn.

- [ ] **Add a Photo**
  Receive up to **21x** more views and **9x** more connection requests by adding a profile photo. If you don't have a profile-worthy photo, move on to the next step. Later, when you are in the app, you can use your phone to take, upload, and edit a photo.

  Use a headshot and smile naturally, making it easy for connections and recruiters to see you.

- [ ] **Download the Mobile App**
  Add your mobile phone number and LinkedIn will send you a link to download and install the LinkedIn Mobile App on your phone through Google Play or the App Store.

  After you download the mobile app, you can also import your phone's contacts.



WELCOME TO LINKEDIN!
You are now part of the world's largest professional network with over **500 million members** in over 200 countries. Now let's complete your profile!

STEP 02 Build a LinkedIn Profile that Attracts Employers

DID YOU KNOW? **50% of hiring managers** decide to contact an applicant based on their LinkedIn profile.

Edit Your Profile

Click the “Me” heading in the top navigation. Select “View profile” to start editing.

Headline

Stand out with a headline that describes your skills and desired job.

Try starting with: {Desired title} with {key skill} seeking new opportunity in {preferred industry}

Industry and Location

List your industry to connect to relevant jobs, events, and trending articles. Add your location to become **23x more** likely to be found in LinkedIn searches.

Summary

Briefly share your professional story. Be sure to include experience, skills, and interests. This is the **#1 thing** recruiters look at when viewing profiles.

Work Experience

List your current and past jobs, including your employers and details on what you accomplished. Members with more than one position are up to **36x more** likely to be found by recruiters.

Education and Certifications

Add the school(s) you’ve attended and the degrees or certifications you’ve earned. Members with education information are messaged up to **17x more** by recruiters.

Skills

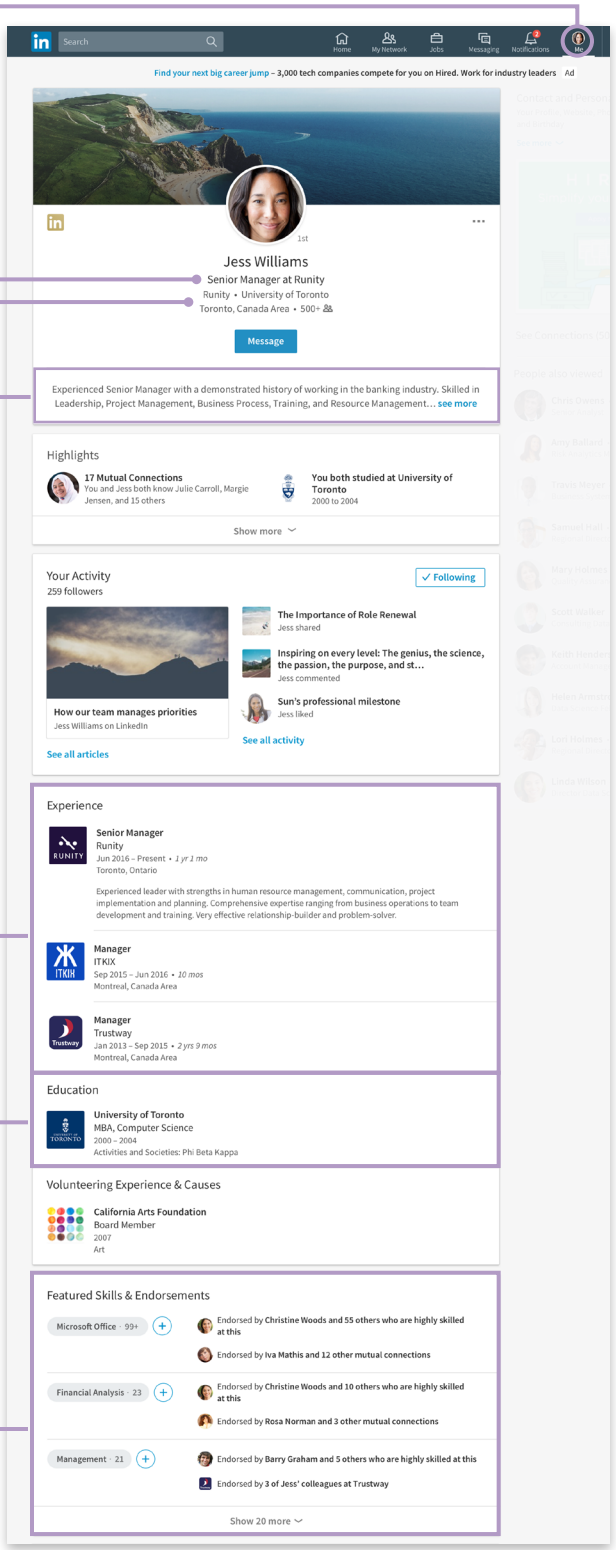
List skills that are relevant to your previous work history. Members who have five or more skills listed are contacted **31x more** by employers and other LinkedIn Members.

Privacy Settings

Control what others see about you and what types of notifications are sent out to your connections.

Extra Credit: Custom URL

Create a personalized URL and easily share your profile on your business card, resume, or email signature.



WELL DONE!

You are now ready to be found by employers and other Members on LinkedIn. The next step is to expand your job search support system by building your LinkedIn network.

STEP 03

DID YOU KNOW? **70% of people** were hired at a company where they had a connection. The best way to find a new job is through your network – the people you already know.

☐ Discover Existing Connections

Click the "My Network" heading in the top navigation to find and connect with people you know on LinkedIn.

TIP *The recommendations in this section improve as you add connections. Check back frequently as your network grows*

☐ Search for New Connections

Use the search bar in the top navigation to find new connections. You can search for people by name, company, or school and then filter results based on your mutual connections.

TIP *You can also filter based on "**Connections of,**" which is a quick way to find connections based on others in your network.*

☐ Message Connections

Send messages to your connections directly from the LinkedIn messaging page, your Connections page, or their profile page. The message will be sent to the recipient's messaging list and to their email address, depending on their LinkedIn notification settings.

☐ Add Value

Give and ask for recommendations and endorsements from the connections who know you well.

TIP *LinkedIn is a network where Members help Members. The best way to receive value is to provide value to others.*

STEP 04

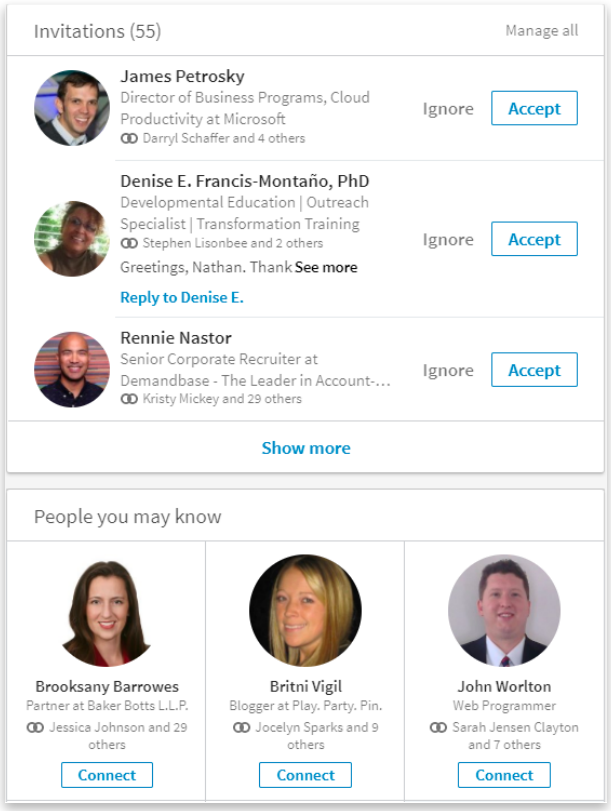
DID YOU KNOW? There are over **10 million** employers and 7.5 million monthly job postings on LinkedIn.

☐ Get the LinkedIn Job Search App

Download the LinkedIn Job Search App from Google Play or the Apple App Store. Use the app as a complement to the desktop job search and see new job notifications quickly.

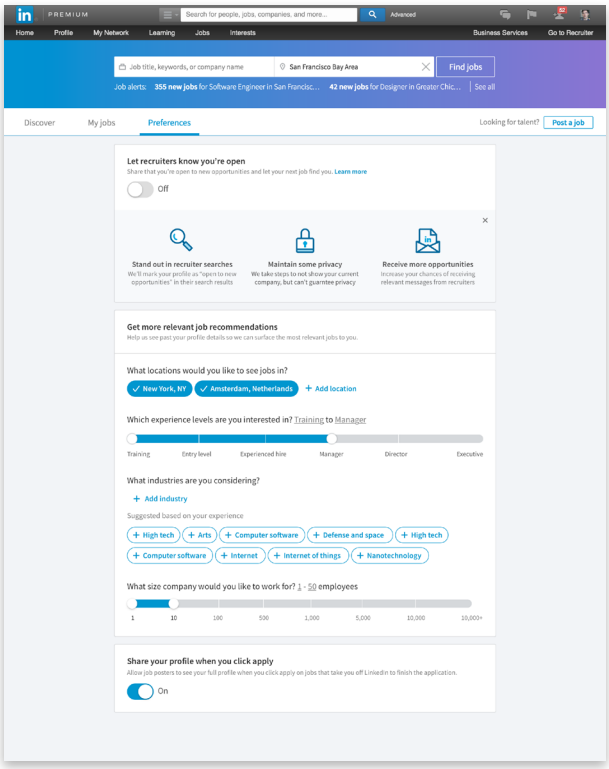
☐ Set Career Interests

Update your career interests, including potential job titles and locations. Adding this information will help LinkedIn suggest more relevant job recommendations.



NICE WORK EXPANDING YOUR LINKEDIN NETWORK!

With help from your network, you're now ready to present your best professional self to your next employer.



TIP *Let employers know you are actively searching and available for a new job by turning on the Open Candidates setting*

☐ **Search for Jobs**

Search for job openings by keyword, job title, company, location, function, industry, experience level, and date posted using LinkedIn's search filters.

TIP *Try saving jobs if you want to apply later*

TIP *Create search alerts to receive automatic email alerts whenever a job matching your search criteria is posted.*

☐ **Review "Jobs You May Be Interested In"**

Improve the accuracy of these recommendations by making sure your profile is filled out with accurate work experience, skills, and location information.

☐ **Use Your Network**

Reach out to your connections at a company you would like to apply to and determine whether the company and position are a good fit for your skills. If they are, ask your connection to refer you for the job as many employers have programs that provide incentives to employees who refer job candidates.

☐ **Follow Companies**

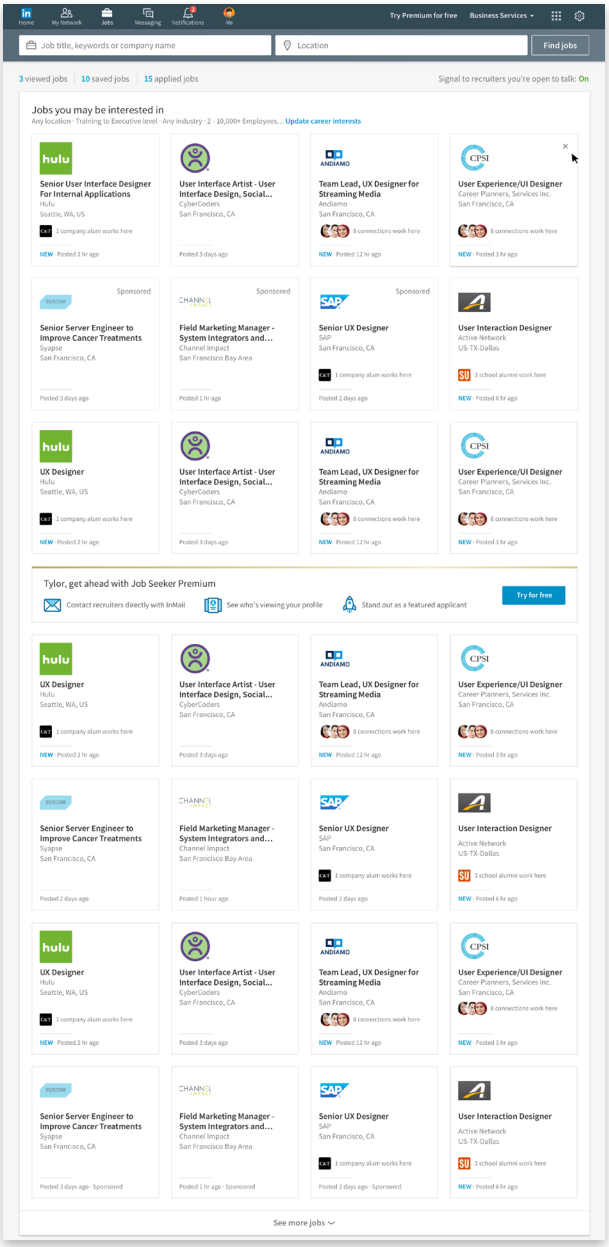
Follow companies you're interested in working for in order to stay informed of the latest company news and job openings.

TIP *Employers are more likely to reach out to potential candidates who followed their company on LinkedIn.*

☐ **Apply Actively**

Apply for the jobs you want using either the "Easy Apply" or "Apply on company website" button that appears on each job posting. For jobs with the "Apply on company website" button, make sure you allow LinkedIn to share your profile with the company and include your LinkedIn URL on your resume.

TIP *Applicants who apply to jobs within the first three days of posting are **13% more** likely to get the job.*



CONGRATULATIONS!

You have successfully searched and applied for jobs with your LinkedIn profile.

EC

☐ **Free LinkedIn Resources**

1. Get answers on how to use LinkedIn at the LinkedIn Help Center.
2. View the latest job search and LinkedIn product tips by subscribing to the LinkedIn Blog.
3. Sign up for LinkedIn ProFinder to find and apply for

☐ **Paid Premium Services**

1. Learn new professional skills on LinkedIn Learning (monthly premium applies).
2. Get estimated salary information, additional company insights, and extra InMail credits with LinkedIn Premium Career.