

JOB SEEKER

LinkedIn Toolkit



LinkedIn reported that **over 75% of people** who recently changed jobs used the platform to inform their decision – and as the **#1 source of quality hires**, it is a **trusted source** for recruiters and job-seeking professionals. So, if you're trying to take advantage of today's labor market and looking for your **next career opportunity**, building a **LinkedIn profile** is a great place to start.

Start By Creating Your Profile

A complete and well-written LinkedIn profile enhances your credibility among employers and establishes you as a trustworthy candidate.

Tips from Aston Carter Recruiters

Include an impactful headline

This is the first line other LinkedIn users see on your profile, so it's your first impression to potential employers. You should incorporate your job title and professional value – make it interesting but keep it concise because your headline must be 120 characters or less.

If you're a CSR in the financial industry, here are some good examples of LinkedIn headlines:

Customer Service | Improving the customer experience within the financial industry

I help brands enhance their customer experience through streamlined customer service

CSR specializing in financial planning and banking

Write a compelling background summary

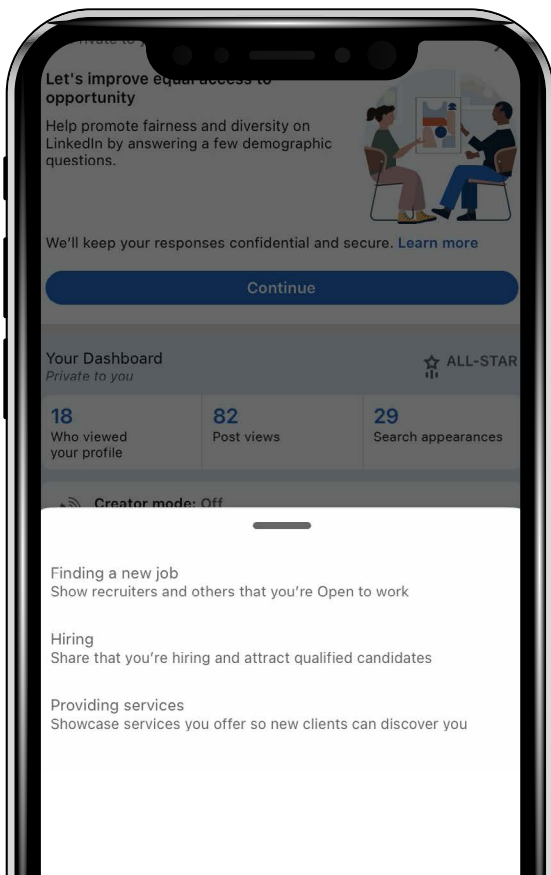
Describe your skills and mention your most recent job or professional experience. You also want to share the experience and skills that make you a strong candidate (how can you help potential employers achieve their goals).

Use a high-quality profile picture

Use a high-resolution image and avoid distracting backgrounds.

Turn on "open to work" setting

This will add a frame to your profile picture, showing that you're open to new work opportunities. You can adjust the settings so the frame is only visible to recruiters or hiring managers outside of your current employer.



1 Go to your profile and click the "Open to" button

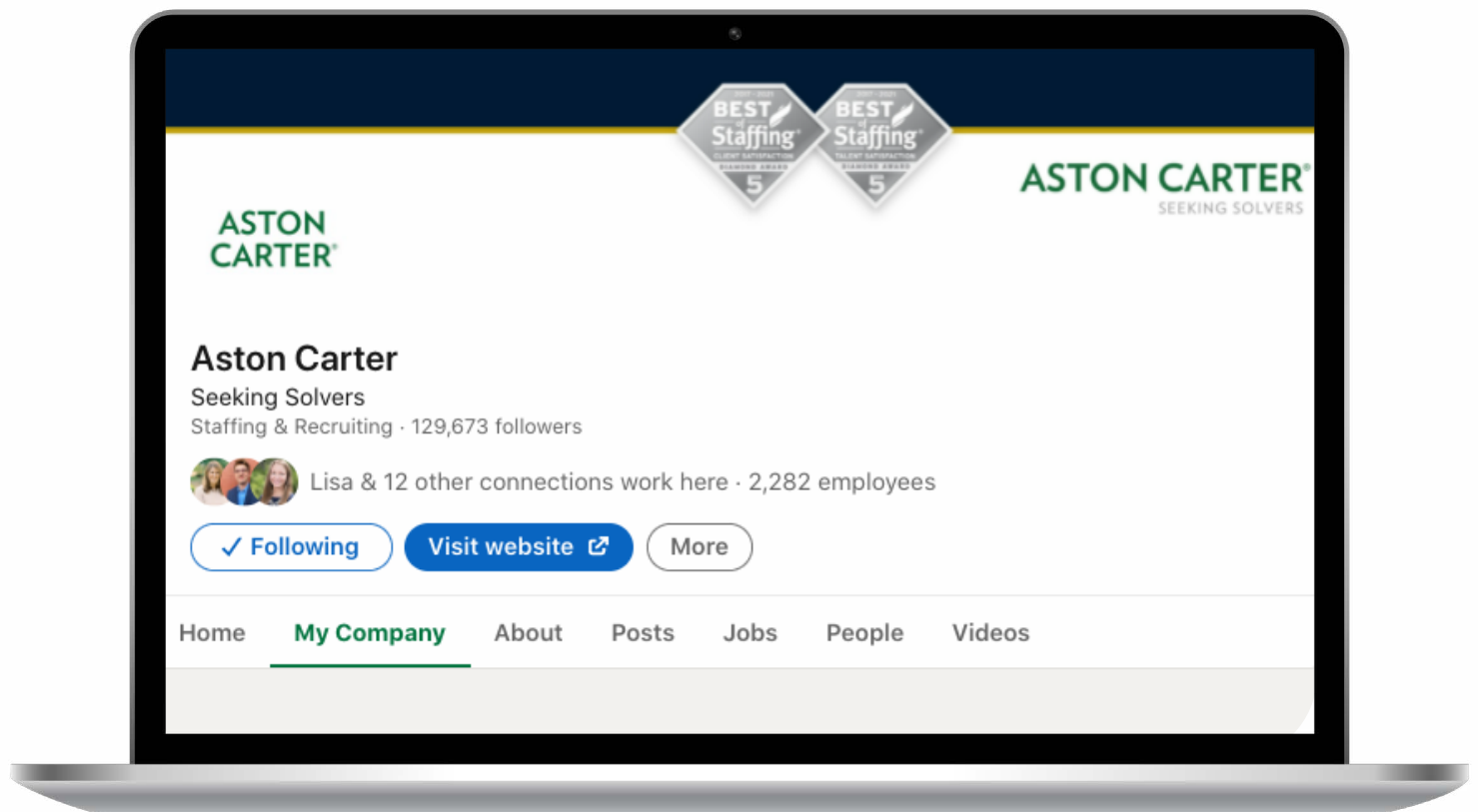
2 Select "Finding a new job"

3 Provide the requested information in the pop-up window that appears

4 Click "Add" to profile

Build Your Network

It's important that your network reflects your interests and field of work. Connecting with professionals in your industry will expand your web of contacts, which can lead to introductions, referrals or new opportunities.



Tips from Aston Carter Recruiters

Follow companies and industry leaders most relevant to your career and job search objectives.

Once you've identified companies of interest, find the business page on LinkedIn, navigate to the "People" section and search "Recruiter" OR "Talent Acquisition" OR "Hiring Manager".

This will connect you with recruiters who specialize in the jobs and companies you want to work with.

Leverage Groups & Recommendations

Groups can help you build valuable relationships with potential employers and recommendations can boost your credibility.

Tips from Aston Carter Recruiters

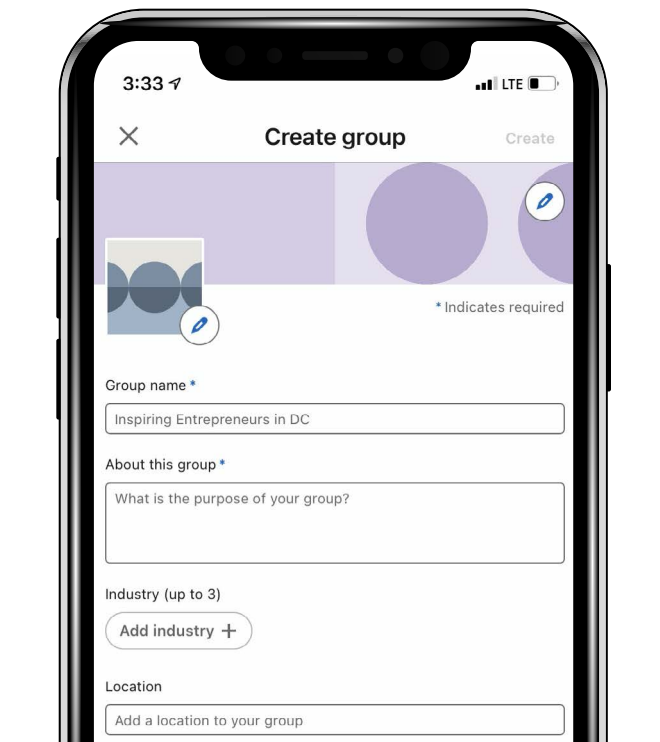
Reach out via LinkedIn Messenger to former managers and colleagues that you had a positive working relationship with and ask them to make a recommendation.

Make sure that you're actively participating in leaving reviews for your connections in return.

Recommendations

Recommendations are another great way to boost your professional brand and credibility. The best recommendations come from former employers, managers and colleagues who have had positive experiences working with you and can write an authentic review.

- 1 Navigate to the profile of the first-degree connection you'd like to recommend
- 2 Click the "More" button in your introduction
- 3 Select "Recommend"
- 4 Fill out the "Relationship" and "Position" sections of the recommendations pop-up window, and click "Next"
- 5 Write your recommendation in the message field and click "Send"



Groups

LinkedIn groups provide an opportunity to manage your professional community and grow your network. With groups, you're able to create and foster discussions, answer questions and showcase your expertise.

Find groups by clicking "Work" on the top-navigation bar and select "Groups".

Share Content With Your Network

Spark conversations by sharing articles and industry-specific content that you find interesting or relevant. Sharing your own updates is another great way to show your expertise, spark engagement and let your network get to know you.

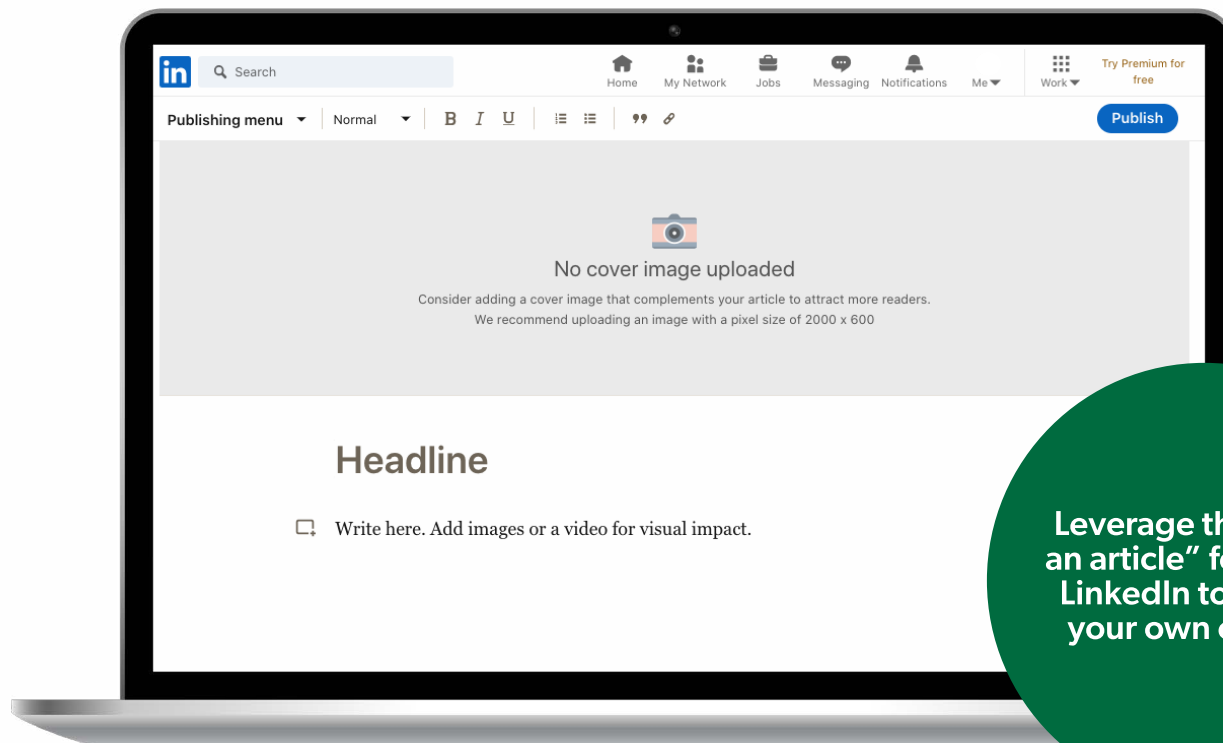
Tips from Aston Carter Recruiters

Share content
that offers value
to your industry

Share various
forms of media
such as video,
infographics
and articles

Share
professional
and personal
perspective

Engage with
people who
comment on
your posts



Leverage the "write
an article" feature on
LinkedIn to publish
your own content

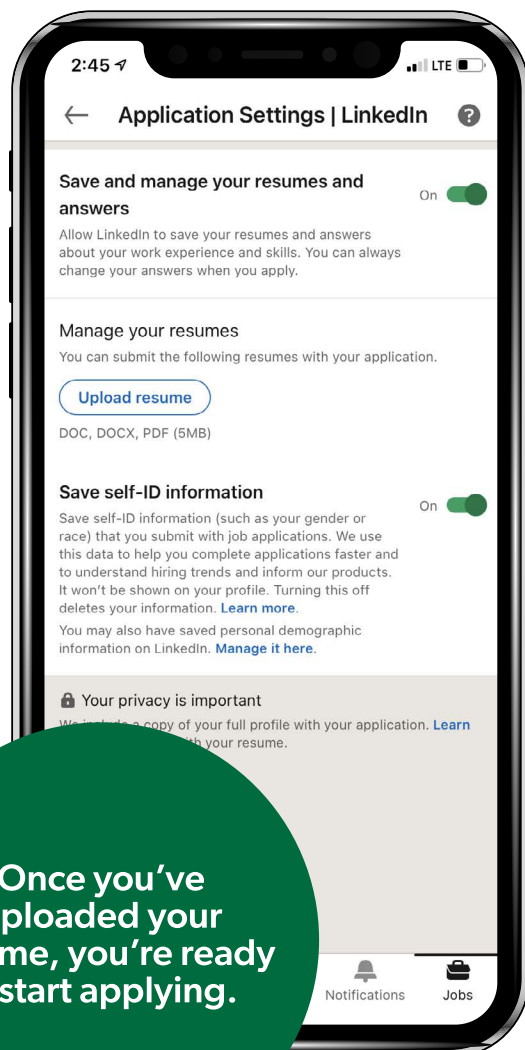
Upload Your Resume & Apply To Jobs

There are multiple methods to upload your resume to LinkedIn, such as uploading it to job applications and displaying it on your profile.

Tips from Aston Carter Recruiters

Start by creating a generic resume that you can customize based on the job you're applying for.

Have your resume reviewed by a recruiter or someone in your industry.



Once you've uploaded your resume, you're ready to start applying.

Search for jobs

- Click the "Jobs" icon at the top of your homepage.
- At the top of the page using the search feature, enter job keywords or a company name and location.
- Filter through the results at the top of the search results page. Filters include: Jobs, Distance, Date posted, Experience level Company, Job type and Remote.

Create job alerts

This will prompt an alert when a job is posted that matches your preferences.

- Search for a job on LinkedIn.
- At the top left of the job search results page, switch the "Job alert" toggle to "On" which will create an alert based on the job you searched.

Optimize your job recommendations

This produces jobs based on your searches, alerts, profile and activity.

- Kick start your job recommendations by listing the titles and locations of jobs you're interested in under the "Open to Work" setting on your profile.

Actively Apply

It's important to know that you may not receive a response for every application you submit; by actively applying, you increase your chances of being contacted.

Follow-up after you apply

If you can find a point of contact (e.g., hiring manager or recruiter listed on the job posting), send a follow-up message after applying. This indicates that you are thorough and a serious candidate for the role.

A woman with voluminous curly hair is smiling and looking down at a tablet device she is holding. The background is a blurred office setting. The entire image has a dark blue overlay.

Additional Aston Carter Recruiter Tips

Find the hiring manager or recruiter who posted the job you applied for and personalize a connection request. Let them know what job you applied for and ask if they are the best point of contact for that position.

If you make it to the interview round, follow up and thank anyone who gave you resume tips, connected you to hiring professionals or took the time to interview you.

Prepare an elevator pitch based on your resume – be sure you can clearly speak to your resume experience.

Respond to anyone reaching out to you.

For job seekers, it's a great time to expand existing skills and grow in new directions. If you're looking to explore the job market this year, [click here](#) to search Aston Carter job postings.

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