

# How to Ace your Job Search using LinkedIn



**Student Employment and Career Centre**

# Session Outcomes

*At the end of this session, you will have the tools to:*

- ✓ Create an effective LinkedIn profile
- ✓ Begin using Career Information Interviewing in your job search
- ✓ Expand your professional network
- ✓ Find Jobs using LinkedIn

# Creating Your Personal Brand

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- Take inventory of your skills, abilities, interests, achievements and experiences.
- What are your goals?
- What is important to you?
- Who would it be helpful to reach out to?

# LinkedIn

## Is a social networking tool that:

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- Connects you with employers and other professionals
- Provides you an opportunity to “Be Found” by employers without registering on job sites
- Showcases your skills and experience through recommendations and endorsements from your connections
- Suitable for professional roles
- Provides easy and quick access at any point, anytime (get the app)
- Excellent networking tool with add-ons that may strengthen a job application
- Find employment opportunities



# A bit of advice when building YOUR LinkedIn Profile...

LinkedIn gives you step-by-step support to create your profile.

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*The Summary*

*Work Experience (past & present)*

*Education*

*Skills .....etc....*

Why?

Your profile is **key-word sensitive** – and those key words will enhance your search-ability when someone uses Google/LinkedIn to search for someone like you.

You can use your current resume to build your LinkedIn profile, but remember –

Your resume is your career *history* and your LinkedIn profile is your **career future**

**Note:** People on LinkedIn are notified when you view their profile!

# Career Information Interviewing

A one on one meeting with an experienced professional  
in an profession/area of your interest

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## WHY?

- ✓ Helps you gain a better understanding of the day-to-day realities of that career/field.
- ✓ Gives you personal insight into the overall climate of the industry, discover different points of entry
- ✓ Allows you to learn about career pathways to get to where you want to go.

## ADVANTAGE

Builds relationships with people who can potentially uncover 'hidden' opportunities (i.e. jobs not posted/advertised)

# Career Information Interviewing

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- How did you get into your current line of work?
- What competencies, knowledge, skills or experiences are necessary for this work?
- What makes someone successful in this field?
- What do you like the most about your job?
- What do you like the least about your job?
- What organizational sectors employ people with your area of expertise?
- What kind of training or experience would be helpful to a person entering your field?
- What other past experiences or training have been helpful for you?
- What advice would you give someone who's considering this field?
- What is the culture and climate of this profession?

**Given my interests and career goals, can you think of anyone else I should talk to?**

# A Note on Job Search

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It is important to know the careers related to your field of study. User friendly resources like **Academic Invest & JobBank** are excellent Canadian websites that helps provide such insights. These websites allows you to explore:

- Multiple career profiles both directly & indirectly related to your degree
- Employable skills
- Sample salary figures
- Available scholarships
- Professional associations/networking connections
- Popular industries that hire
- Hiring trends and statistics
- Available Jobs



# Questions

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