



Optimizing Your **LinkedIn Profile**

A LaSalle Network Guide

LASALLE NETWORK

Over the past two decades, the LaSalle Network team has worked hard to not only grow (12 years on the Inc. 5000 list of Fastest-Growing Privately Held Companies in America), but also help solve our clients' needs with a different type of strategy.

LaSalle Network partners with companies that value their people and whose services and products are changing the way we live and work. Our expertise stretches wide, placing candidates in a range of professions in 11 verticals across the country, from entry-level to the C-suite, in temporary, temporary-to-permanent, and permanent roles.

As a resource among many in your job search, we are only one of the tools available to you. Our goal with this guide is to equip you with another important tool, your LinkedIn profile, to help you put your best foot forward in your job search. After two decades in business, we are confident we can provide value in your career, and we look forward to working with you today and in the future!

WE'VE BEEN RECOGNIZED 100+ TIMES FOR OUR SERVICES



Questions about job searching? We can help.

(214) 743-8704

INTRODUCTION

WHY LINKEDIN?

When it comes to professional networking, LinkedIn is one of the most effective tools on the market today. With the ability to share experience, skills and achievements with other professionals around the world, it has never been easier to present a virtual resume. When used appropriately, LinkedIn can help make powerful connections to take a professional career to the next level.

This guide contains in-depth information on the many features of LinkedIn to ensure the full potential of a profile is being taken advantage of. As a staffing and recruiting firm, our team has intimate knowledge of what recruiters and hiring managers look for and how candidates can capitalize on this. Harnessing the tools mentioned in this guide can help candidates strategically carry out their job search and advance their careers. Let's get started!

All personas and profiles used throughout this guide are fictional and were created for instructional purposes only.



Keep an eye out for "**Recruiter Pro Tips**" scattered throughout the guide for industry advice from our recruiting team.

TABLE OF CONTENTS

01 PROFILE

- 02 PROFILE PICTURE
- 03 BANNER IMAGE
- 04 HEADLINE
- 05 LOCATION
- 06 SUMMARY
- 07 PROFESSIONAL EXPERIENCE & EDUCATION
- 08 DASHBOARD
- 09 SKILLS & ENDORSEMENTS
- 10 RECOMMENDATIONS
- 11 ACCOMPLISHMENTS & INTERESTS
- 12 PROFILE REFRESH

18 GROUPS

- 19 OVERVIEW
- 20 JOINING GROUPS
- 21 POSTING IN GROUPS & BEST PRACTICES

13 BUILDING A NETWORK

- 14 CONNECTING
- 15 FINDING CONNECTIONS NEARBY
- 16 PERSONALIZING REQUESTS
- 17 ENGAGING WITH HIRING MANAGERS AND CONNECTING OFF SOCIAL MEDIA

22 JOB SEARCHING

- 24 EVALUATING CONNECTIONS
- 27 CONNECTING WITH ALUMNI
- 28 MESSAGING
- 29 LINKEDIN JOB BOARD
- 33 INTERACTING WITH COMPANIES
- 34 RESEARCHING



TABLE OF CONTENTS

35 ARTICLES & POSTS

- 36 ENGAGING WITH OTHERS
- 37 WHAT TO POST
- 39 IMAGES
- 40 WRITING ARTICLES
- 42 TOOLS

47 LINKEDIN LEARNING

- 48 FREE TRIAL
- 48 WHY USE LINKEDIN LEARNING?

43 NEWS SOURCE

- 44 CHANNELS FOR AGGREGATE CONTENT
- 45 INFLUENCERS
- 46 NEWS AND VIEWS

49 QUESTIONS TO ASK

- 49 WHAT TO CONSIDER





SECTION 1:

PROFILE



Add profile section ▼

More...



Maria Hernandez

Spearheading digital marketing efforts at Company/Corporation
San Francisco, California, United States [500+ connections](#) | [Contact info](#)

 Company/Corporation
 University/College

PROFILE

A LinkedIn profile acts like a virtual resume - although it is a social networking site, it should represent only the very best professional skills and achievements. Spend time crafting a strong profile to maximize the many benefits LinkedIn has to offer.

Name

- Always first and last name
- Middle name or initial if desired

Profile Photo

- The first impression on those who visit your profile
- Should be a professional representation
- Neutral background
- Business professional attire is recommended
- Ensure the lighting is direct and not causing shadows or glares
- Photo should be of the chest up

PROFILE

Banner Image

- Not having a banner image gives the impression the page is unfinished
- Use this section to include imagery that represents a personal brand:
 - Showcase industry experience
 - A graphic with contact info
 - Image of a location



Sample LinkedIn Profile Banners:



For someone in working in Dallas...



For someone in working within Supply Chain...



For a personalized banner...

AYESHA AHMED

CERTIFIED PUBLIC ACCOUNTANT
aahmed@email.com



John Smith

Data Engineer

jsmith@email.com

Add profile section ▼

More...



John Smith

Providing high-quality data products to solve key industry questions | Data Engineering at Company/Corporation

Dallas, Texas, United States

500+ connections | [Contact info](#)



Company/Corporation



University/College

PROFILE

Headline

- Directly under name, very visible to those visiting the profile
- Should explain:
 - Key, professional details and the value brought to the role
- An opportunity to define unique characteristics, special talents/skills
- Include your personal value proposition (PVP)
- Make use of keywords commonly used in the industry
 - If job searching, use terms commonly found in roles of interest
 - Scan job ads to see which keywords are often used

Strong LinkedIn Headline Examples:

- Corporate Controller at [Company name] | MBA, CPA
- Digital Marketing Manager who boosted annual website traffic by 120%
- Recruiter helping candidates secure their perfect career match | Searching for a new opportunity? Let's talk!



Add profile section ▼

More...



Alan Chen

Implementing strategies to continue a pattern of growth as a
CAPEX Manager at Company/Corporation

Waco, Texas, United States

500+ connections | [Contact info](#)

Company/Corporation

University/College

PROFILE

Location

- Be sure to add an accurate location
- Based on your location, you'll be presented with:
 - Local career opportunities
 - Potential connections in the same location
- Applying to jobs in a new city?
 - Recruiters may use AI technology to scan resumes for location
 - It can filter out candidates who don't list the desired city
 - If already planning to move, consider preemptively changing the location featured on the profile to reflect the desired location of next position



For example:

Alan lives in New York City, but is planning to move to Chicago in the next two weeks to begin his job search. He preemptively changes his LinkedIn profile from New York to Chicago to start his job search in Chicago. Recruiters will take notice of his location during his job search, and may discount his resume if his location is outside of their target area.

PROFILE

Summary

- Situated just underneath the profile name, headline and location
- 2,000 characters at the maximum
 - Characters can be limited from view depending on the viewer's screen
- This is used to expand on the details mentioned in headline
 - Describe achievements
 - Explain future goals
 - Describe current role and summarize past experiences
- Hiring managers will skim this section to learn more about the candidate, hoping to uncover interesting facts not mentioned in the experience section
- Consider using bullets or separating into paragraphs for ease of reading
- Use stories, memories or anecdotes to keep the summary memorable and unique

Example: Maria Hernandez, Marketer

About



As a marketer, my goal is to cut through all the traffic crowding the digital space. With so many messages flooding consumer's inboxes, this can be a challenging thing to do. I've found success by keeping my communication authentic - what do I want to hear from brands? What would convince me to act?

I am an analytically driven marketer who focuses on metrics to drive revenue. My background experience ranges from technology startups to international real estate. I was recently named to the American Marketing Association's 30 Under 30 list.

When I'm not brainstorming ideas for marketing campaigns or reading the latest industry news, you can find me walking my two dogs or trying out new gluten-free recipes.

PROFILE

PROFESSIONAL EXPERIENCE & EDUCATION

Experience



Help Desk Analyst

Company Corporation

Jan 2019 – Jan 2020 - 1 year

New York, New York

- Provide support for Windows 2000 and XP
- Manage 20-50 telephone and email requests in Remedy daily
- Deploy 30 to 40 tablets per day
- Support handheld devices and tablets for 5-8 sales staff



General

- Keep up-to-date information for each role held
 - No more than 5 bullets per experience
 - Use quantitative language to explain what you achieved in the role
- A short summary of job responsibilities
 - Include major accomplishments, metrics, or relevant projects
- Include degrees earned and names of the school

Links

- Include links to personal projects, portfolios or GitHub accounts
 - This differentiates a profile from just words on a page
- Feature press and media clips
 - Add links to past and present press interviews
 - Establishes thought-leadership and credibility
 - Examples:
 - Articles sourced for or written
 - TV, radio appearances
 - Links to speaking opportunities that were recorded



PROFILE



Activity Dashboard

The dashboard holds information private to the profile and can give the following insights into the profile's performance:

- Number of people who viewed the profile
- Number of views on items posted
- Number of times the profile has appeared in searches

Your Dashboard

Private to you

100 Who viewed your profile	100 Post views	50 Search Appearances
---------------------------------------	--------------------------	---------------------------------

Further examine the metrics of each category by clicking each:

- Trends on the profile over time
- Specific accounts of who has viewed the profile
- Insights into what companies viewed the profile
- Titles of people viewing the profile
- Keywords searchers used to view the profile

PROFILE

Skills and Endorsements

With the option to add more than 50 skills to your profile, the Skills and Endorsements section is a great tool for showcasing talents. Take time to research which hard and soft skills are being asked for in job descriptions of interest. By selecting and adding skills to a profile, others are given a chance to provide endorsements for proficiency in those categories.

- Start by scrolling to the Skills and Endorsements section
- Begin by adding a skill
 - Include technologies, software, and systems
 - List any awards or achievements earned
 - Include languages and proficiency levels of each
 - Use keywords that appear on job applications

Skills & Endorsements

Add a new skill



Take a skill quiz

Leadership • 3

Endorsed by **3 of Ayesha's colleagues at Company/Corporation**

Time Management • 1

Endorsed by **1 of Ayesha's colleagues at Company/Corporation**

- Should connections feel they can validate this skill, they can provide a skill endorsement that will appear on the profile
- Skills that are endorsed help boost the profile and increase the chance the profile will appear in searches for those specific skills
- Engage with connections by endorsing one of their skills and ask they do the same in return

PROFILE

Recommendations:

Not to be confused with the Skills and Endorsements section, the Recommendation section of a LinkedIn profile provides an opportunity to give and receive full reviews of connections' LinkedIn profile. Similar to a testimonial, receiving a recommendation is a great way to promote skills or achievements from a credible connection. On a LinkedIn profile, it is easy to see which Recommendations have been given, and which have written for other people. Visitors to the profile will be able to see who wrote the recommendation and where they are currently working.

Consider asking connections of all levels to write a recommendation that covers stand-out qualities and achievements:

- Managers
- Professors
- Clients
- Coworkers
- Industry peers
- Direct team members

To ask for a recommendation from a connection:

- Visit their profile and scroll to the recommendation section
- Click "ask for a recommendation" and follow the steps in the pop-up window to personalize the request
- Once a connection writes a recommendation, it will be visible
- Show a connection appreciation by writing a recommendation
 - To do this, visit their profile and click "Recommend" in the Recommendations section
 - Follow the prompts to craft a recommendation



Recommendations

Ask for a recommendation

Recommend Nozomi

Received (1)

Given (2)



Mohammed A.

Company/Corporation

Jan 2005 - Present

Nozomi is one of the most dedicated and driven co-workers I have ever had! She is always willing to help and will put in extra hours to get the project done.

PROFILE

Accomplishments

A great way to promote professional accomplishments and achievements on LinkedIn is in the “Accomplishments” section. In this section of the profile, list accolades such as honors or awards won, and/or languages spoken.

Listing accomplishments on this section of a LinkedIn profile will help to differentiate the profile from others and can also increase credibility.

Accomplishments

1

Honor & Award

Most Valuable Trainee Award at Company/Corporation



1

Language

Spanish



Interests

Showcasing interests on LinkedIn is key when it comes to building a personal brand and identifying common interests with connections. This section on a LinkedIn profile displays which topics the user is following and can be sorted by:

- Influencers
- Companies
- Groups
- School

When looking to spark a conversation, examine a connection's interest section to get a sense of their current interests, and be sure to regularly update your Interests section to keep it up-to-date.

PROFILE

Profile Refresh



- Like a resume, it's good to do a 'spring cleaning' each year
- If the profile is only updated once after five years in a role, it is going to be difficult to recount all professional milestones
- Recent college graduates should include internship or volunteer experience
- After spending a few years in the workforce, expand on other professional experiences
- Shorten or delete experiences from education section as professional experiences increase



URL Customization

The URL of a profile can be customized with your name. Adding a first and last name to the URL will make it appear more polished and unique.

1. Click on the "Edit Public Profile & URL" button on the top right-hand side of your profile
2. Click "Edit your custom URL" in the top right corner
3. Click the pencil icon and type your first and last name with no spaces, capitalizing the first letter of each
 - a. Example: www.linkedin.com/in/SofieHansen/



SECTION 2:

BUILDING A NETWORK

BUILDING A NETWORK

Connect

Connect with people, both in a professional and social situations, as well as with people whose posts are of interest your LinkedIn feed. It is a great way to engage with a professional network, help them celebrate accomplishments and see where their career takes them. Make sure to send a personalized message to that person while inviting them to connect, citing the reason for the connection.

Add current contacts to your LinkedIn network by importing contacts under 'My Network' and 'Connections.' Interested in connecting with contacts in your email account? Adding a personal or professional email will allow LinkedIn to uncover and suggest contacts from your email address book who you are not yet connected to on LinkedIn.

LinkedIn allows you to see the connections of your connections and engage with those connections, as well. Remember, not every notification received to connect should be added – maintain quality over the quantity of connections.



BUILDING A NETWORK

Connect



Take the time to comb through existing connections once per quarter to ensure that you are keeping the lines of communication open. A useful way to remember this cadence is to set yourself a calendar reminder at the beginning of each quarter to set aside time for this task. Although it may be time-consuming, taking the time to research and update yourself on your connections will be very valuable in future conversations. Have your connections changed careers, been promoted or retired? These key pieces of information will come from staying updated on your network.

Stay connected with your network by sending messages and setting meetings to catch up, which could develop into an opportunity to drive revenue for your organization. Even if you are not currently job searching, it's important to stay connected so that future networking messages are not out of the blue.

Find Connections Nearby

The Find Nearby feature of LinkedIn helps to find other LinkedIn members by using a mobile device.

- Turn this feature on under the My Network tab under Connect
- Find Nearby uses Bluetooth to connect with others in proximity that have the feature
- Most frequently used at a networking event or conference
- Useful tool for job seekers to make introductions through common connections or interests



BUILDING A NETWORK

Personalize Requests



Rather than just scrolling the list of “people you may know” and tapping “connect” right away, personalize the requests before sending. Individuals such as hiring managers and upper management may receive many requests each day, and adding a personalized note will help that message stand out from the others.

Consider adding a personal note, such as:

- “It was nice meeting you last week, let’s keep in touch.”
- “Shanaya Devi has spoken highly of you, looking forward to connecting.”
- “I’m interested in hearing more about your role, would love to connect.”
- “Saw your work on [project name], would love to connect.”
- “I’ve seen some of your posts and appreciate the content you share, let’s keep in touch.”

BUILDING A NETWORK

Engage with Hiring Managers and Future Business Partners



LinkedIn presents the unique opportunity to see and engage with current and former employees at companies of interest. After applying for a job, it is generally a good idea to connect with the hiring manager on LinkedIn, as well. Look in the job description for the hiring manager's name, or else search the company and connect with individuals in human resources, talent acquisition or recruiting. Keep up with updates from that company by "following" the company page. To do this, navigate to the company's page and click "... " and "Follow" on the right side.

If interested in a company, go to their company LinkedIn page and view employees under the tab "People." Connect with and send a message to those at the company to begin a conversation. Inquire about their position at the company and explain why an opportunity to work at that same company is intriguing to you. Do not start by asking for a favor. Instead, ask about the industry or their experience and show genuine interest. To gain more information about employees at a company, consider using the filter tool to sort the profiles by location, school, role or what they studied.

Hiring managers receive many LinkedIn messages a day. Stand out by being thoughtful, personable and unique in the messages created, and always try to add value in the interaction.

Take the Conversation Offline

Some people have included their work email or phone number on their profile. To view, go onto a connections profile, and click 'Contact Info' next to their headline. If this information is included, consider reaching out to the new connection and taking the conversation off LinkedIn. Speaking via phone or a video call is a great way to showcase personality and solidify lasting connections.



SECTION 3:

LINKEDIN GROUPS

LINKEDIN GROUPS

LinkedIn Groups are an ideal location to connect with other like-minded professionals. Join Groups centered around interests or industries, and it will be easier to begin conversations because of this common ground. LinkedIn Groups offer a unique opportunity to expand your network with new connections and serve as an avenue to provide thought-leadership and discussion. They are a great way to network online, identify hiring managers and gain knowledge about companies of interest, learn about job opportunities and more. Widening a network through LinkedIn Groups is one of the best ways to begin a job search and share experiences with others.

Overview

- Research an industry of interest and which Groups exist within it
- Begin by reading the content the Group is sharing
- Join relevant Groups and follow organizations
 - Groups serve as a forum to discuss industry trends or questions
- These Groups can contain information about different networking events or meetups
- When evaluating Groups to join, consider the following:
 - What level of professionals are members of the Group? Is this level appropriate for my level of experience?
 - How active are people within the Group?
- What Group are your connections a part of?
- Examine the Groups that industry thought leaders are a part of
 - Join those Groups for further inspiration



LINKEDIN GROUPS

Examples of Groups:

- An Alma Mater
 - Most schools have alumni Groups, or Groups that are specific to certain fields of study
- Greek Life
 - Those in fraternities and sororities in college may want to join those Groups to network with fellow members across the country
 - Consider social and academic chapters you participated in:
 - Examples: Sigma Delta Pi, Lambda Phi Eta, Alpha Kappa Alpha, Phi Eta Sigma
- Volunteer
 - Connect with other like-minded individuals in Groups specific to the organization volunteered with
- Trade Organizations
 - American Marketing Association (AMA)
 - Society for Human Resource Management (SHRM)
 - The American Institute of Certified Public Accountants (AICPA)

To Join a Group:

- Click the “More” drop down menu on the top left corner of the profile
- Select “Groups” from the list of options
- Enter in keywords relevant to desired Group topic
 - Ex. “Human Resource Professionals in Chicago” or “Marketing Specialists in Nashville”
- Select the name of the Group
- Click “request to join” and allow time for the Group’s moderator to process the request
- Requests can be based on several factors, including experience, title, company, and other information displayed on the profile
- If accepted into the Group, a notification will appear
- After being accepted, begin spending time in the group
- To see a list of Group a profile is signed up for click “Groups” from the sidebar on the left side of the homepage

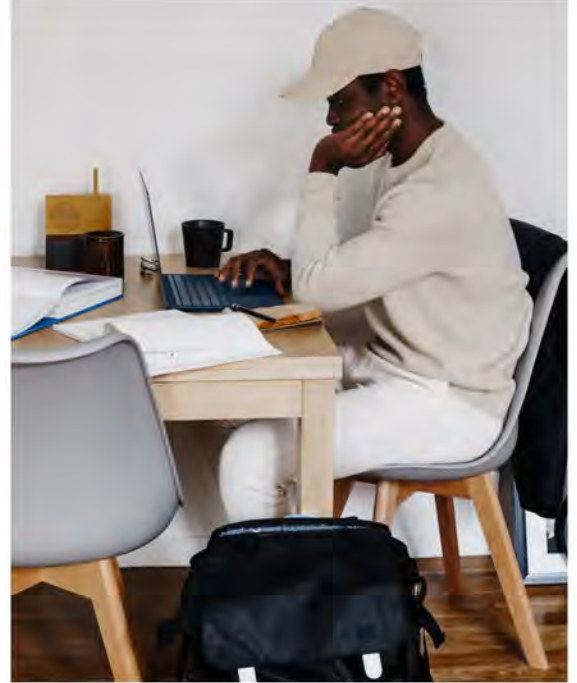
LINKEDIN GROUPS

Posting in Groups



Once comfortable with the content featured in a Group, start interacting (like, share, comment) on the content. Each LinkedIn Group will likely have its own form of etiquette, content and best practices. Oftentimes, these terms are displayed on the right side of the Group's page, under the "Group Admin" section.

It is advised to review these terms prior to posting or interacting in a Group, to ensure cooperation with the expected guidelines.



Best Practices for Posting in Groups



Consider the Relevance

- Posting content that is directly related to the general interests of the Group

Vary the Content

- Provide content from multiple sources and different formats to provide the most value

Engage

- Show reactions and thoughts on other content in the Group

Pose Questions

- Start conversations by asking questions about the content being discussed



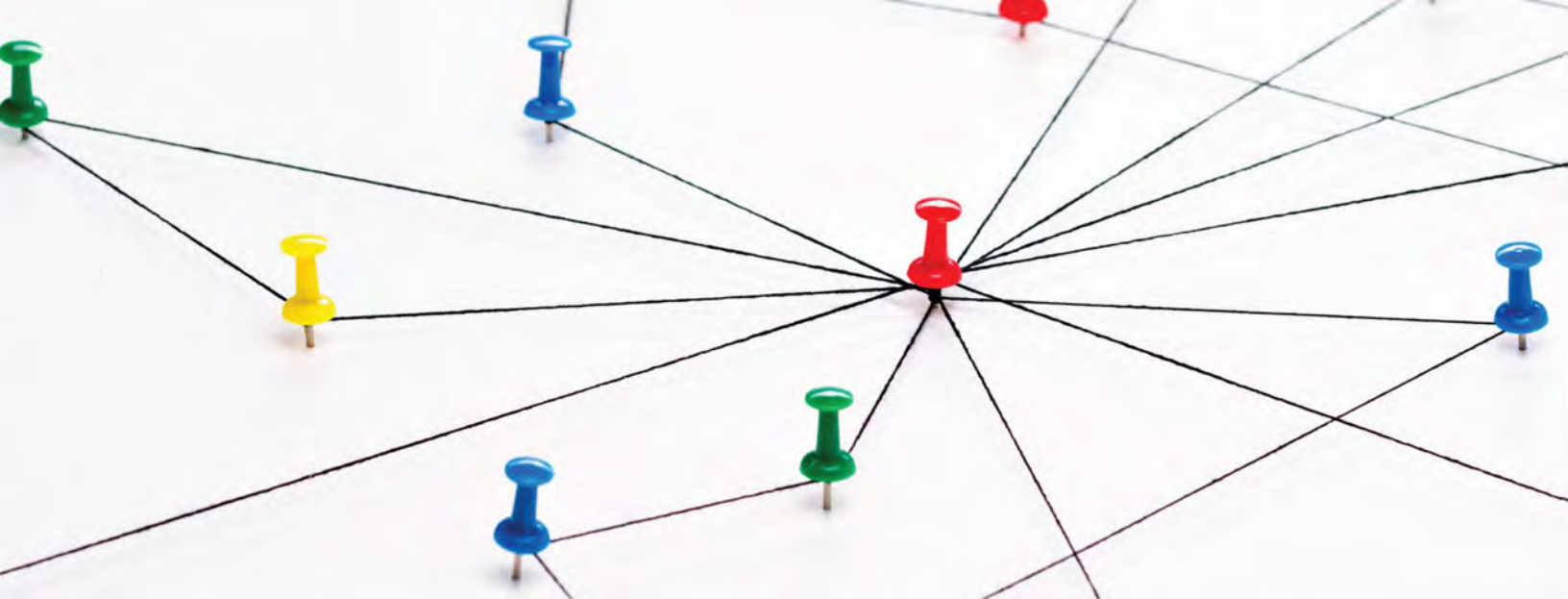
SECTION FOUR:

JOB SEARCHING

JOB SEARCHING

With the ability to connect with thousands of professionals and potential employers almost instantly, LinkedIn is one of the best tools to use in a job search. If used correctly, it can help develop a professional resume and display experience and abilities to hiring managers. Although LinkedIn is easy to use, there are some best practices to follow to achieve the best results possible during a job search.





JOB SEARCHING

Comb Through Connections

The best place to begin a job search is to look through existing contacts and begin reaching out to those who work at desirable organizations. Also look through current connections to see if they are connected to someone at that desired company they can potentially introduce you to. Leveraging existing contacts is beneficial because:

1. There is no delay in messaging them like there is when asking to connect
2. They are likely to provide more accurate, current and candid information about working at the organization than found in an online search
3. They are more likely to provide a reference if there is already a personal relationship.



JOB SEARCHING

Comb Through Connections

Combing through connections can take time. During a job search, dedicate a set amount of time per day for reach outs and follow ups. While looking through connections and deciding who to reach out to, consider:

- Where they work
- Who they are connected to
- What content they have shared recently
- What groups they are a part of

If a connection has relevant experience, connections or content shared, it can serve as a valuable conversation opener.

When first reaching out to a contact, a message should be tailored in a way that is appropriate to the relationship. Inquire about their experience working at the organization, why they've stayed and their experience in the hiring process. Wait to ask for a referral until after the conversation has developed and there has been discussion about the position and qualifications. Once the conversation has progressed and it is appropriate, ask for an introduction to someone in a hiring capacity through email or direct message.

Save



Easy Apply



8 connections can refer you!

Get referred to **increase your chances** of landing an interview.

JOB SEARCHING

Comb Through Connections

LinkedIn has also incorporated an “Ask for a Referral” button into job postings to make the process easier. When applying for a job, there is now the option to ask an existing contact for a referral if they are currently employed there. LinkedIn will then suggest a few options for the message to ask for a referral.

While LinkedIn offers several templates, messages should always be personalized and original, rather than a script.

Remember that LinkedIn can also be used as a tool to research and prepare for speaking offline. Use LinkedIn to create a list of personal connections in targeted organizations or industries and research talking points based on their experience. Don't be afraid to begin the conversation with phone or email, if appropriate to the relationship.

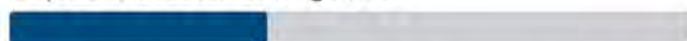


[< Previous](#) [Next >](#)**Where they live**[+ Add](#)

90,122 | United States



34,102 | Greater Chicago Area

**Where they work**[+ Add](#)

3,379 | University of Chicago



390 | Google



JOB SEARCHING

Connect with Alumni



LinkedIn's **Alumni tool** is making it easier than ever to leverage an alumnus and connect with other alumni. On each job post, a section under the job title will show if any fellow alumni currently work at the organization.

Fellow alumni are excellent resources for mentorships, references or tips as they tend to want to support those in their network. Even if an alumnus is many classes removed or a different major, they are likely to be supportive when a connection is made.

To view the tool itself and see where other alumni have landed, visit the college's LinkedIn page and choose 'Alumni' from the sidebar. This displays all alumni, where they live, work, what they studied and more. Search or filter by clicking the bar graphs to narrow in on specific groups.

Search targeted companies on the Alumni tool to see if other alumni work there. The tool can further filter through different profile elements, such as:

- What they studied
- Hard skills
- The level of connection (1st, 2nd, 3rd, etc.)



JOB SEARCHING

Messaging

While job searching, building relationships with new and old connections that may be able to provide a reference or advice is a good way to get a foot in the door.

When reaching out to a new connection, messaging is extremely important. A personalized message should always be sent with an invitation to connect. It's best not to jump into an ask (be it an introduction to a hiring manager, or time to connect by phone) right away. Be sure to mention the intention behind connecting. Avoid simply pitching a resume – that information is readily available on LinkedIn profiles to view.

Messages should be kept short, professional and personalized. Never rely on LinkedIn message templates. Messaging should be thoughtful, stand out and provide value to the connection.



JOB SEARCHING

LinkedIn Job Board

After updating your profile according to Section One update Career Interests (page 11). Elect to share profile and interests with recruiters through the 'Looking for Job Opportunities' setting. Select targeted roles, industries, locations and titles.

While searching job postings, search for targeted job criteria and allow LinkedIn to send notifications when new jobs meeting the criteria are posted.

Some job postings allow applicants to submit a LinkedIn profile, rather than a resume.

Sign up for job notifications

- Notification settings can be adjusted to send alerts when positions matching certain criteria become available
- Navigate to “Jobs” in the top toolbar of the LinkedIn page
- Click “Job Alerts” with the bell icon to turn them on
- Select the frequency of notifications



According to LinkedIn, the chances of hearing back about a job application increases up to **four times** if it is applied to within 10 minutes of the notification being sent.

Save Jobs

Use the 'Saved Jobs' function in LinkedIn to keep track of especially interesting jobs.

Applied Jobs

- This feature stores the jobs that have been applied to
- This can serve as a good reminder of which positions to follow up on

Career Interests

- Be sure to complete every section of the profile
- “Career Interests” notifies recruiters to reach out regarding new opportunities
- Segment this further by identifying titles, locations, types of roles considered



Saved



Applied



JOB SEARCHING

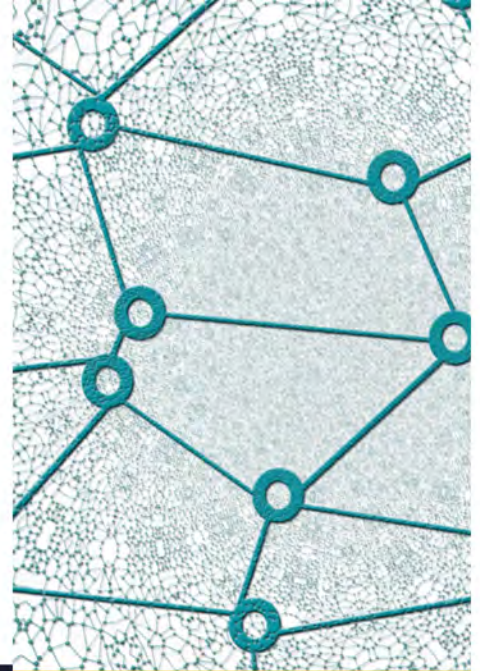
Filtering Job Postings

Connecting and building relationships with contacts who currently work at a targeted organization is one of the best ways to get a foot in the door. To properly segment a job search, identify elements like location, title, required experience and/or compensation.

Start by entering keywords into the search bar at the top of the page and filter by target industries. Keyword search can be split by the following categories:

- All
- Companies
- Content
- Groups
- Jobs
- People
- Schools

While applying via LinkedIn, there is the option to share a full profile with the company as well as follow the brand's page. Say "yes" to both. This will allow hiring managers to view a complete profile and resume, and it allows for company posts to display in your newsfeed.



Personalize cover letters and avoid using suggested templates from LinkedIn. A personalized cover letter pertaining to the role and business is a more intentional connection and provides relevant information.



As previously discussed, requesting a referral from a connection at the company is a great way to make an application more visible. Be sure to only request references from quality connections who can speak to your experience and work ethic.



JOB SEARCHING

Interacting with Companies



Interacting with a company itself on LinkedIn is a great way to get recognized and build rapport. Clicking 'Follow' on the company LinkedIn page and staying updated on the content they share allows for greater understanding of the company, its culture and values, as well as latest events and news. Prepare for questions and conversation topics by reading the content a company promotes. Rather than waiting for the interview, consider mentioning recent press or other shared content in a cover letter or in conversation with connections at the company, as well.



LaSalle Network

Staffing & Recruiting · Chicago, IL

Helping connect companies with talent | Helping

[+ Follow](#)

[Visit website](#) 



JOB SEARCHING

Research

Using LinkedIn to prepare for an interview can be a great way to more fully understand the organization, its culture, press and social media presence, and the hiring manager's role. Look over the profiles of the interviewers to get an idea of their role in the organization and what prior experience and education may have gotten them there. Consider elements such as their roles, responsibilities and tenure at the organization when crafting questions to ask during the interview.

Tip: Take note of any recent press, awards or special skills they have listed on their profile. Review the content they shared recently. Working in a mention or congratulations on those topics can set an applicant apart and demonstrate they did their research.

Remember that hiring managers will be able to see who viewed their profile, however, this simply demonstrates that diligent research was done.



SECTION FIVE:

ARTICLES & POSTS



ARTICLES & POSTS

ENGAGE WITH OTHERS

Like, comment or share others' relevant posts that resonate. Interacting with another's posts makes them more likely to engage back.

Before sharing another person's content, read it thoroughly and be able to stand behind the information shared. Sharing posts directed towards a specific audience helps to be positioned as a thought leader and reliable source on that subject matter.

While many people use LinkedIn as an online CV and job board, it is also a social networking site with the intention of networking and engaging with others. Sharing an educated point of view and entering into discussion with others is the intention of the site. It is meant to help form new connections with others, growing careers and businesses alike.



ARTICLES & POSTS

WHAT TO POST

Before posting on LinkedIn, consider if the information shared is professional, appropriate and adds value to followers. As LinkedIn is a professional networking tool, ensure all posts are appropriate and relevant in a business setting.

Post a status update for followers or post in groups, sharing content with other members who may or may not be a connection.

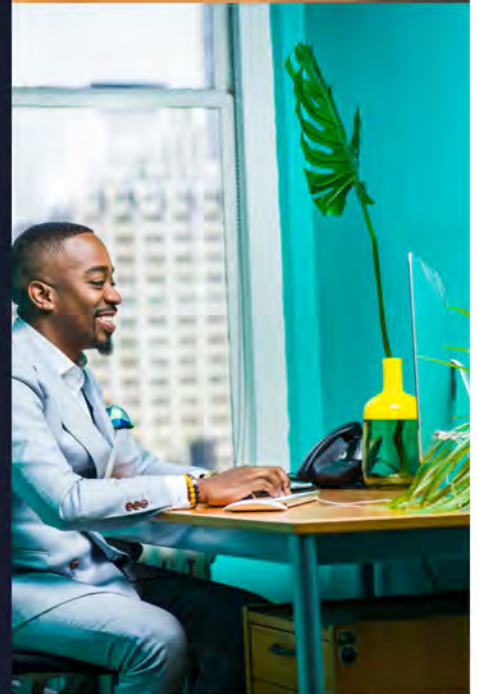
While some influencers and content creators may share original pieces like blog posts and articles, other popular posts include:

- Links to relevant articles and news updates
- Business updates
- Role changes and promotions
- Industry news and research
- Quick tips

When a connection likes, shares or comments on a status update, all their connections are more likely to see the original post on their feed. Getting engagement on posts makes content more visible and expands its reach exponentially. It also increases the likelihood of connecting with secondary connections.



Posting more often creates additional opportunities for engagement and continues to increase reach. Because LinkedIn's algorithm is not strictly chronological, the chances that the same people will view multiple posts from the same person every day are slim unless they regularly interact.



Varying posting styles between professional status updates, personal updates and article sharing can keep posts looking fresh. The different looks and structures may increase the likelihood of followers to continue to engage.



ARTICLES & POSTS

USE IMAGES

Adding images in articles and status updates can significantly increase engagement by up to **11 times**. While sharing a link to an article, an image should auto populate.

Variation in a feed's imagery should include some auto populated stock images and some personal photos, when appropriate.





ARTICLES & POSTS

WRITE ARTICLES

Depending on tenure and profession, published articles, press or other professional content contributed should be shared. Publishing these articles, or part of these articles, directly on LinkedIn increases the likelihood they will be seen by more people.

While attempting to become a thought leader in a specific space, or network in a certain industry, consider the benefits of drafting and sharing original articles directly on LinkedIn. These posts perform better with LinkedIn's algorithm, allowing the post to have broader visibility.

THE BEST PERFORMING ARTICLES ON LINKEDIN HAVE:

40-49

characters in their titles

1 IMAGE

per 200 words

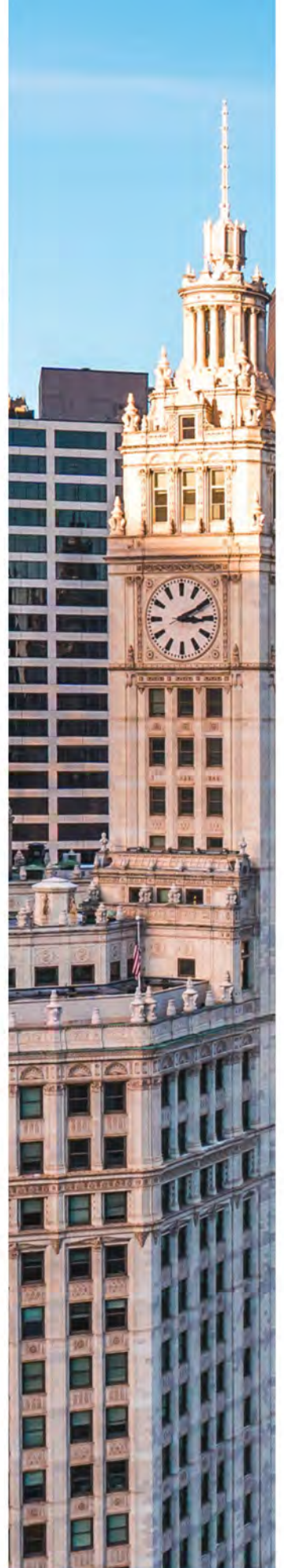
“HOW-TO”

or list-style content

500-700

words or less

Beyond driving engagement, publishing quality articles and status updates on LinkedIn builds trust and confidence. It is essentially a work sample or portfolio.



USEFUL TOOLS FOR ARTICLE WRITING:

[Headline Help](#)

[Content Ideas](#)

[Stock Images Licensed
for Reuse](#)





SECTION SIX:

LINKEDIN AS A NEWS SOURCE

LINKEDIN AS A NEWS SOURCE

LinkedIn Channels for Aggregate Content



LinkedIn has the option to include aggregated news updates within a newsfeed based on interest. On the newsfeed, there is an option to select an interesting post and click the three dots on the upper right corner. This displays a drop-down menu to select "Improve my feed." This provides recommendations for sources to follow. This list of 'Fresh Perspectives' include news sources and reliable influencers broken down into industry or type of content.

A screenshot of a LinkedIn post from "LinkedIn Marketing Solutions" which has 4,181,909 followers and is marked as "Promoted". The post text says "LinkedIn Events bring your time <https://lnkd.in/dBqEV>". A dropdown menu is open from the three dots in the top right corner of the post. The menu options are: "Save" (Save for later), "Send in a private message", "Copy link to post", "Report this ad" (I don't want to see this ad in my feed), "Improve my feed" (Get recommended sources to follow), and "Why am I seeing this ad?".

LinkedIn Marketing Solutions
4,181,909 followers
Promoted

LinkedIn Events bring your time <https://lnkd.in/dBqEV>

- Save**
Save for later
- Send in a private message**
- Copy link to post**
- Report this ad**
I don't want to see this ad in my feed
- Improve my feed**
Get recommended sources to follow
- Why am I seeing this ad?**



Melinda Gates 

LINKEDIN AS A NEWS SOURCE

Following Influencers

LinkedIn Influencers are people who have been invited by LinkedIn to have an Influencer tag on their profile, indicated by the blue speech bubble/logo next to their name. This tag means they are a popular and reliable thought leader in a certain area. They are mostly thinkers, leaders and innovators who have large business accomplishments under their belt.

Each year, LinkedIn promotes its list of 'Top Voices' who are some of the most followed LinkedIn Influencers and were voted to be some of the most influential people on LinkedIn. There are also regional lists of Top Voices.

Following these individuals can provide unique insight into current events, business or policy.

LinkedIn Editors, on the other hand, are journalists employed by LinkedIn as part of a global news operation focusing on business news and insights. They aggregate popular business topics and news accessible through the blocks to the right side of the newsfeed labeled 'Special Report,' 'Trending Topics' or 'Today's News and Views.'

LINKEDIN AS A NEWS SOURCE

Today's News and Views

On the right side of the newsfeed there is a section labeled 'Today's News and Views.' These are the day's top professional news stories and conversations. LinkedIn suggests these targeted topics because of their popularity that day, interests or prior views.

Trending Topics

Find trending topics connections are talking about by clicking 'My Network' and 'See All' in the Hashtag section. This will bring up relevant hashtags connections are discussing. Selecting a hashtag can bring up the recent or most popular posts using the hashtag.

Common topics or events mentioned in the 'Today's News and Views' section can also offer popular topics to search for.



Today's news and views

- **Here's who's hiring right now**
Top news • 36,605 readers
- **Airbnb hosts sell off properties**
2h ago • 5,100 readers
- **Crocs are back and we're so excited**
2h ago • 44,062 readers
- **Pandemic 'devastated' Her**
2h ago • 24,099 readers
- **Small businesses add a 'CC'**
2h ago • 28,274 readers

Show more ▾





SECTION SEVEN:

LINKEDIN LEARNING

Keep learning in the moments that matter.

Explore over 16,000 free and paid courses to rise to any moment.

[Start my free month](#)

[Need to train your team? Learn More.](#)

LINKEDIN LEARNING

LinkedIn Learning can be a great place to begin to learn new skills, hone existing ones or begin a new career. This resource contains a hub of video courses on valuable skills pertaining to a targeted role or industry.

LinkedIn Learning offers the first month free to try, and it has thousands of courses for popular learning topics like software development, leadership and management, business software, data science and hundreds of other topics. These courses, once completed, can be added to the LinkedIn profile to prove competency in a certain area.



Completing courses during free time can demonstrate dedication and work ethic to a hiring manager. It also provides a memorable conversation topic.

LinkedIn provides tailored recommendations for courses that match a myriad of interests. Search for courses by subject, according to industry or top reviewed.



SECTION EIGHT:

QUESTIONS TO ASK



QUESTIONS TO ASK

- Does my profile represent the best of my professional abilities and experience?
- Have I completed all sections of my LinkedIn profile?
- Which of my professional connections have I not connected with on LinkedIn?
- Who does my network know?
 - Who are they connected to?
- What LinkedIn Groups am I a part of?
 - Which could I join?
- Who can I follow to gain more industry knowledge?
- Who has viewed my profile?
- What content am I presenting to my network?
- Is there a better way I could add value to my Network?
- When was the last time I combed through my connections?
 - Have I gone through them quarterly?

QUESTIONS ABOUT JOB SEARCHING? **WE CAN HELP.**



(214) 743-8704



www.lasallenetwork.com/job-search/



@LaSalleNetwork



LaSalle
Network