

**Linked** 







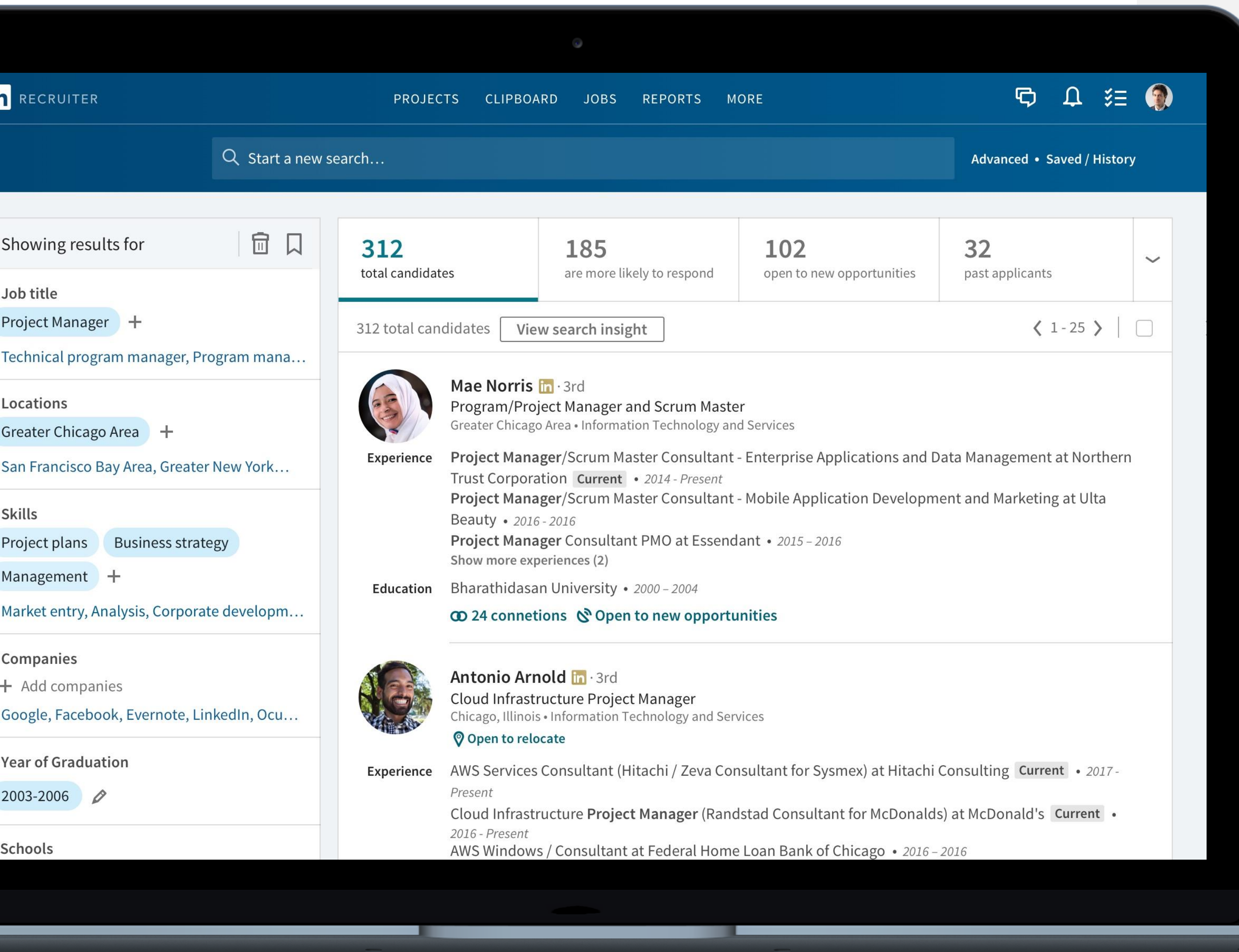
## Jobseeker Curriculum

LinkedIn's vision is to create economic opportunity for every member of the global workforce.

Along with [NASWA](#), LinkedIn has created a national curriculum to help out-of-work jobseekers connect to job opportunities using LinkedIn.

# Employer's Journey on LinkedIn

Train The Trainer



92% of recruiters use LinkedIn daily

Over 100,000 recruiters communicate with LinkedIn members every week on average

75% of hiring managers look at LinkedIn profiles

50% of hiring managers decide to contact an applicant based on their LinkedIn profile.

85% of employers say a positive online reputation influences their hiring decision





# LinkedIn<sup>™</sup> for Jobseekers

How to Connect to Jobs  
on LinkedIn



# What We Will Cover in This Workshop

Introduction - What is LinkedIn?

STEP  
03

Build Your LinkedIn Network

STEP  
01

Create A LinkedIn Account

STEP  
04

Search And Apply For Jobs On  
LinkedIn

STEP  
02

Build A LinkedIn Profile That  
Attracts Employers

EC

Extra Credit



# What You Do on Other Social Media?



I like donuts



Watch me eat a donut



Here's a cool photo of my donut



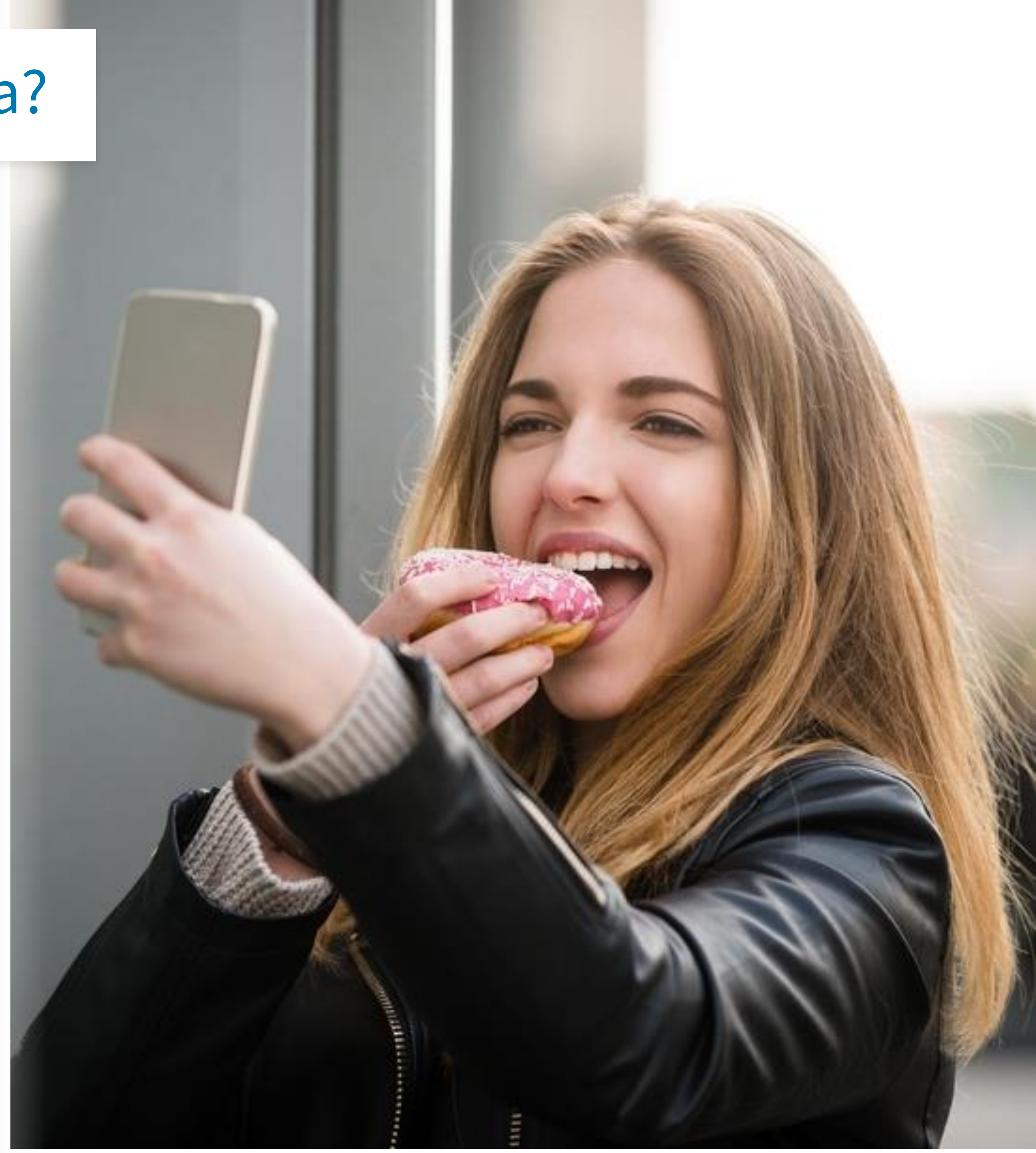
Here's a donut recipe



I'm listening to "Donuts"



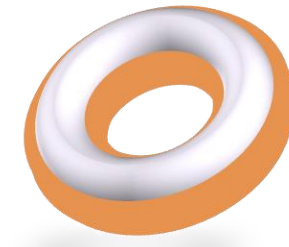
Anyone want a donut?



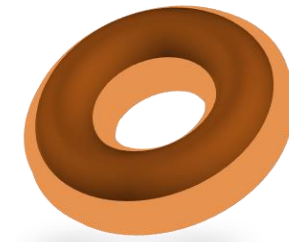




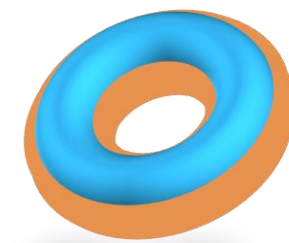
## On LinkedIn:



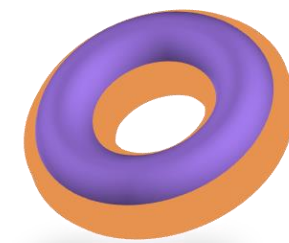
I hope to operate a donut franchise one day.



I'm looking for a job at a donut company.



I have three years experience making donuts.



My top skills are donut production and sales.



Here are 3 recommendations from former donut colleagues.

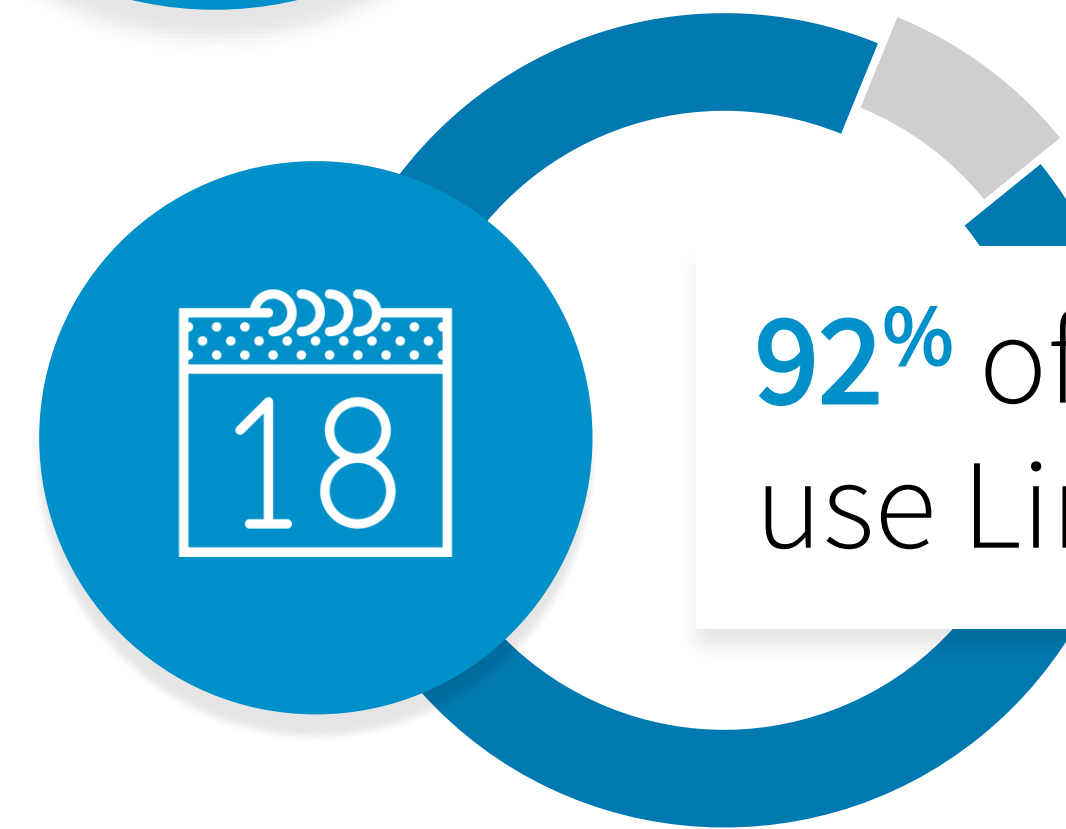
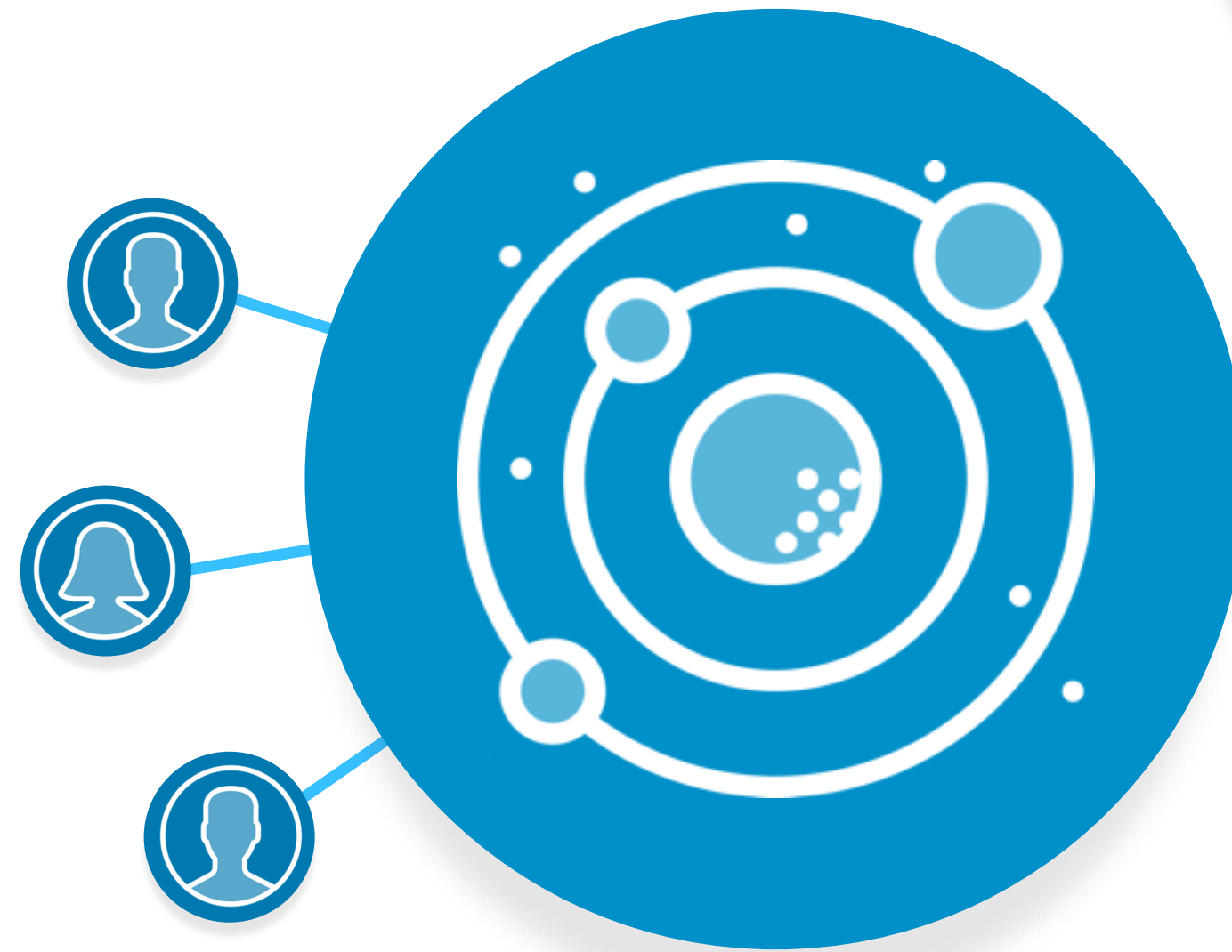


# Connect to Jobs

**2.5 million** people on LinkedIn are hired through their connections every year



Over **10 million** employers posting **7.5 million** jobs per month



**92%** of recruiters use LinkedIn daily





“Finding a job at my age (55+) seemed impossible. I turned to LinkedIn... 80% of my interviews were generated through LinkedIn, 60% did not involve a recruiter.”

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**LINKEDIN MEMBER**  
**LITTLETON, CO**





“LinkedIn is an irreplaceable tool in my career.  
The ability to show employers the exact experience  
and skill sets you have on your profile... ultimately  
helped me get the job!”

---

**LINKEDIN MEMBER**  
**BOSTON, MA**



# Create a LinkedIn Account

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



Set Up Your Account



Import Your Contacts

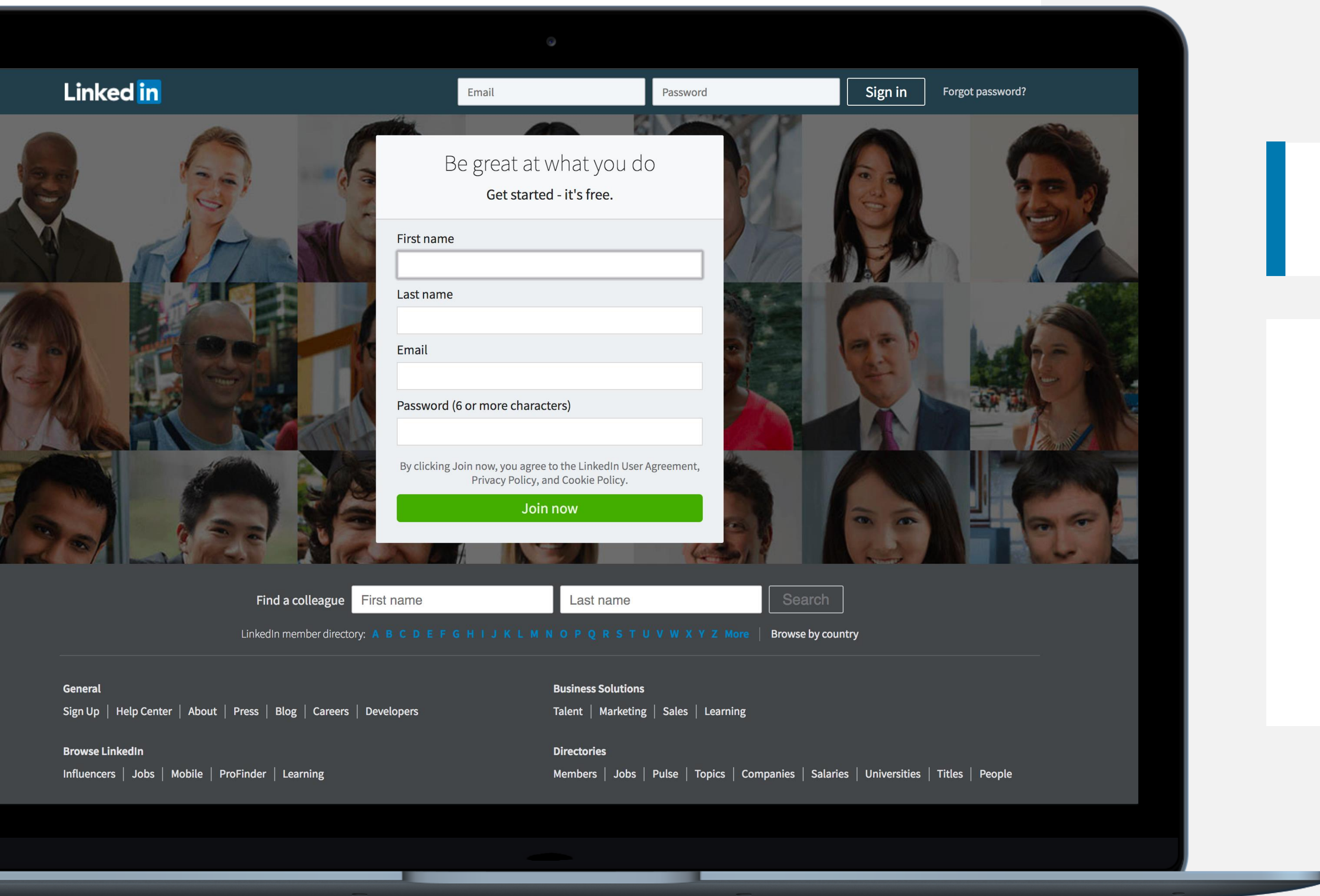


Add a Photo



Download the LinkedIn Mobile App





# Set Up Your Account

Go to [LinkedIn.com](https://www.linkedin.com) and complete the prompts, including:

- ✓ Location
- ✓ Industry
- ✓ Reason for Joining



## Import Your Contacts

Sync your email account to connect with people you already know on LinkedIn.

Inviting and Importing Your Email Contacts



Introducing LinkedIn  
Photo Editing

## Add a Photo

Members with profile photos receive up to **21x** more profile views and **9x** more connection requests.



*Download the LinkedIn Mobile App to take, upload, and edit a new profile photo.*



Download on the  
**App Store**

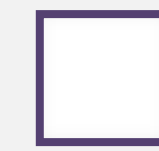


ANDROID APP ON  
**Google Play**

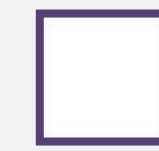


# Build a LinkedIn Profile That Attracts Employers

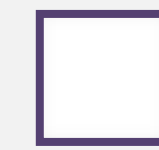
**DID YOU KNOW?** Over **50%** of hiring managers use LinkedIn profiles to qualify jobseekers



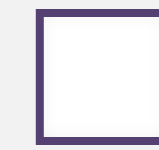
Profile Vs Resume



Take a Great Photo



Edit Your Profile



Privacy Settings



## Jane Smith

Address Line 1, Address Line 2, City, State Zip • (212) 256-1414 • jane.smith@gmail.com

### CAREER OBJECTIVE

Administrative Assistant with 6+ years of experience working directly for the President of 3M Inc., a Fortune 500 company. Possesses impeccable written and verbal communication skills and excellent interpersonal skills.

### CORE COMPETENCIES

- Customer Service
- Detailed and Organized
- Cost Efficient
- Supplier Relationship

### PROFESSIONAL EXPERIENCE

#### 3M INC., New York, NY

*Administrative Assistant, Apr 2006 – present*

- Read and analyze incoming memos, submissions, and reports to determine their significance and plan their distribution.
- Conduct research, compile data, and prepare papers for consideration and presentation by executives, committees and boards of directors.
- Coordinate and direct office services, such as records, departmental finances, budget preparation, personnel issues, and housekeeping, to aid executives.
- Prepare invoices, reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database, or presentation software.

#### FLORIDA DEPARTMENT OF SOCIAL SERVICES, Orlando, FL

## Profile vs Resume

There are big differences between your LinkedIn profile and your resume.

For example, your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Contains recommendations and endorsements
- ✓ Allows other professionals and employers to interact, learn, and contact you





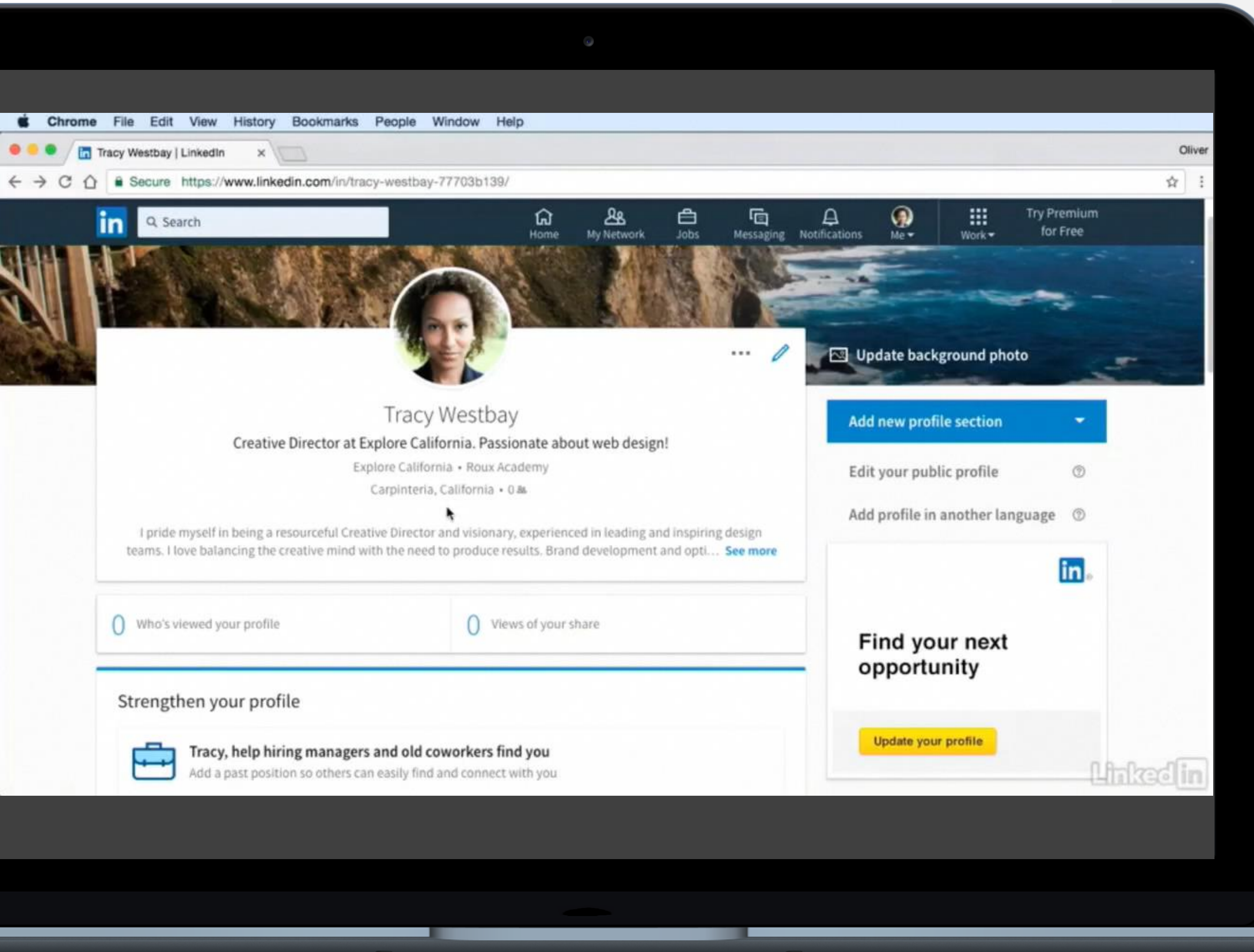
## Take a Great Photo

Before taking your photo, make sure you:

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have a friendly expression

To create a good profile picture, double check that your face takes up a majority of the frame.





## Edit Your Profile:

*Your story in your words*

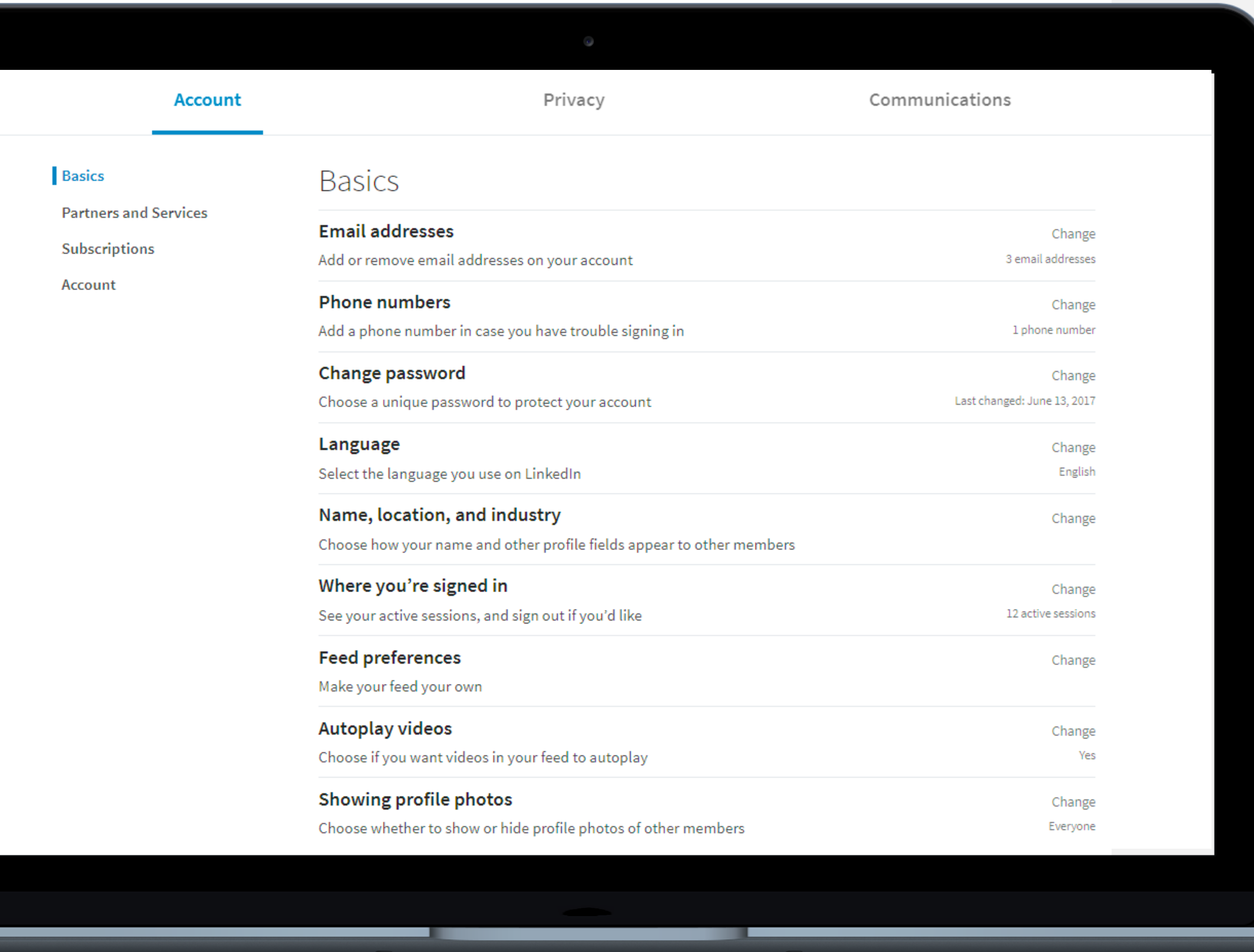
Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

Add your:

- ✓ Headline
- ✓ Location & Industry
- ✓ Summary
- ✓ Work Experience
- ✓ Education & Certifications
- ✓ Skills





## Privacy Settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your account settings.

For example, you can:

- ✓ Add an additional email address
- ✓ Change your password
- ✓ Control your notification preferences





# Time for a break!

See you in 5 minutes

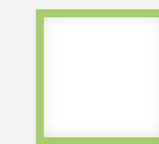


# Build Your LinkedIn Network to Connect to Job Opportunities

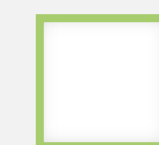
**DID YOU KNOW?** 70% of people were hired at a company where they had a connection.



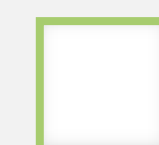
Discover Existing Connections



Search for New Connections

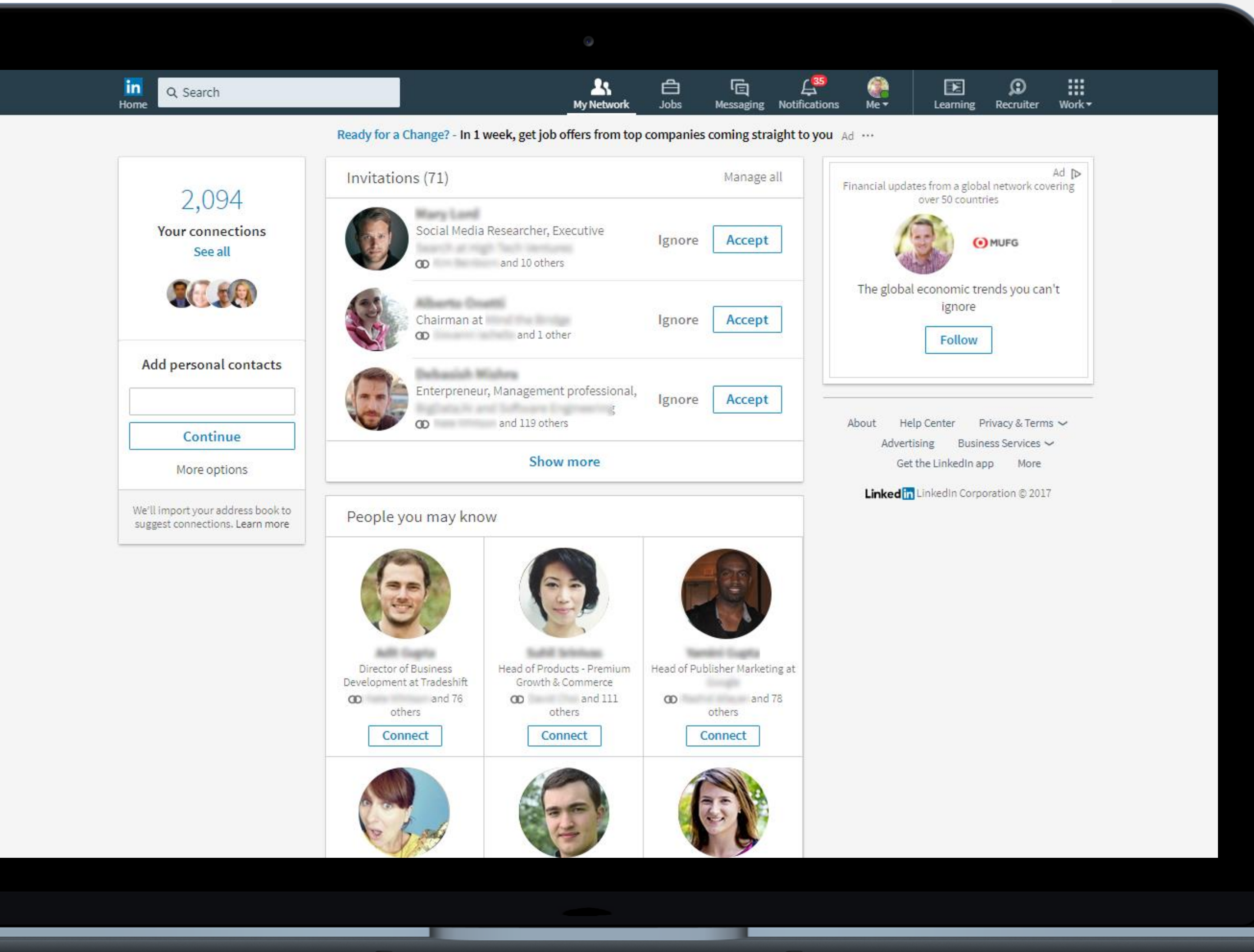


Message Connections



Add Value





## Discover Existing Connections

Click “My Network” in the top navigation to find people you already know.



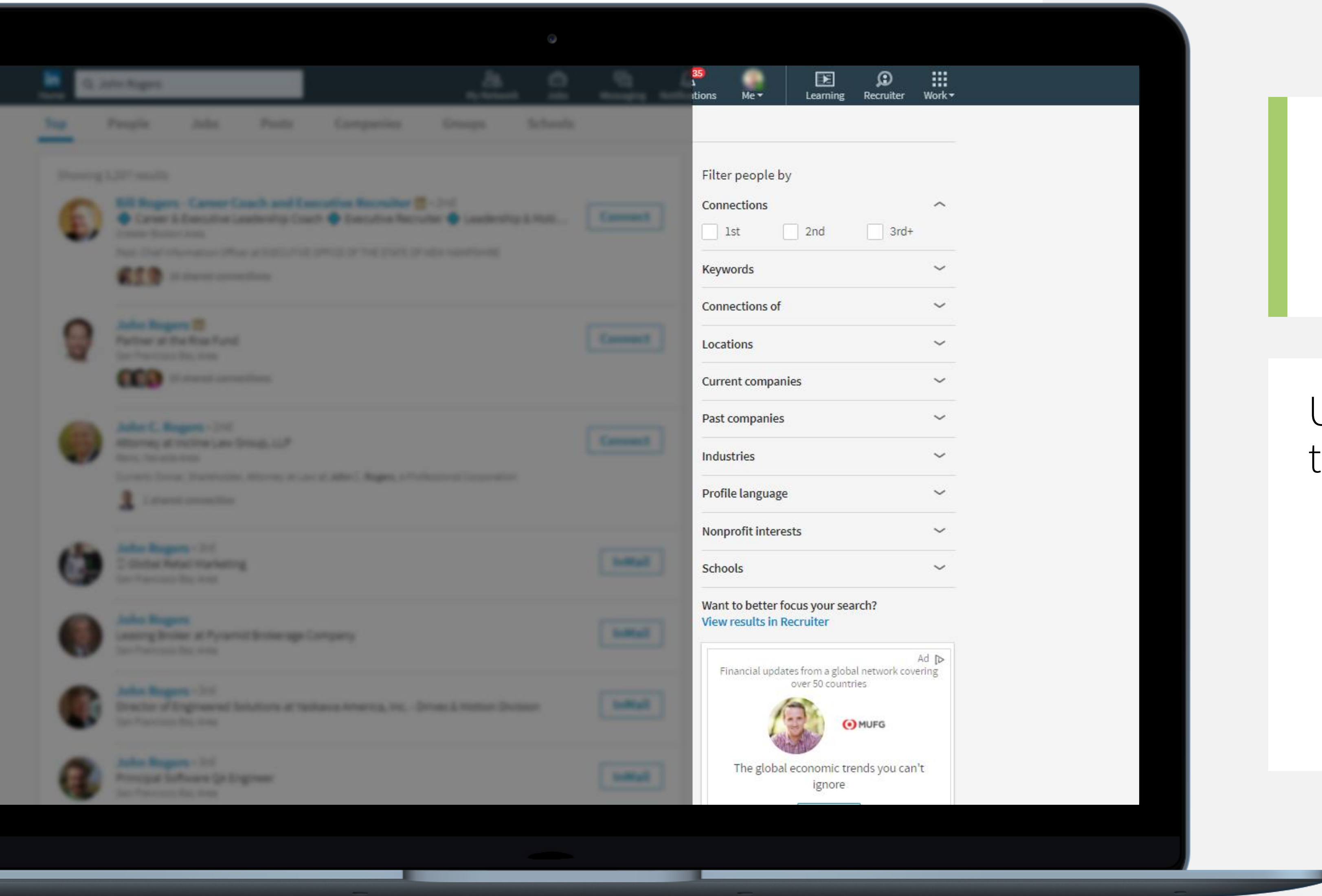
*The recommendations in this section improve as you add connections. Check back frequently as your network grows.*



# Search for New Connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ School







Messaging LinkedIn Contact

## Message Connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page



**Give** testimonials and recommendations to others



**Like and share** things that people in your network will care about and post

**Share your expertise** and write helpful articles



**Invest** time in your connections, take them to lunch or even just listen



**Make** introductions for others

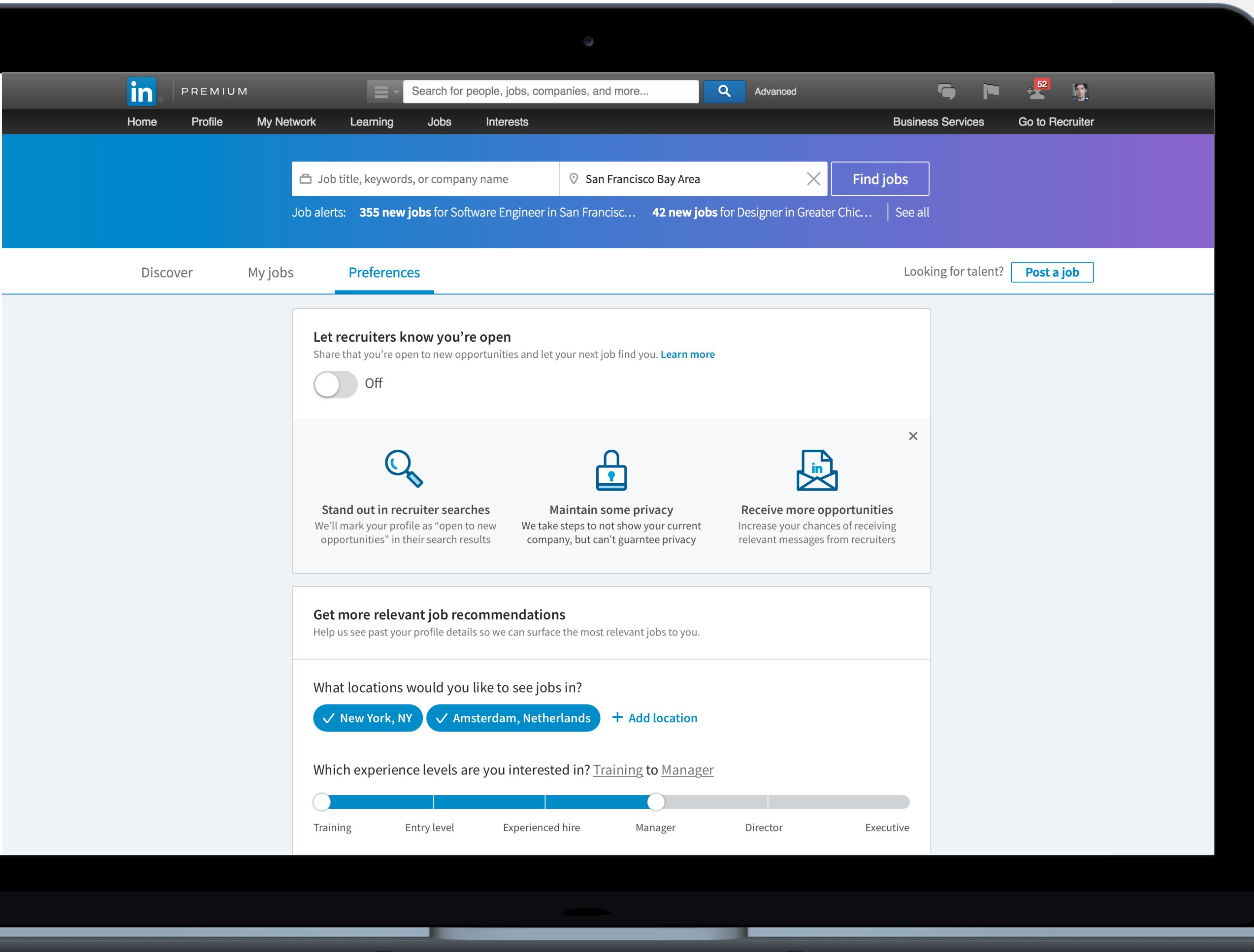


# Search and Apply for Jobs on LinkedIn

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

- ☐ Get the LinkedIn Job Search App
- ☐ Set Career Interests
- ☐ Search for Jobs
- ☐ Review “Jobs You May Be Interested In”
- ☐ Use Your Network
- ☐ Follow Companies
- ☐ Apply Actively





## Set Career Interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions



*Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.*



*Download the LinkedIn Job Search Mobile App to see new job notifications quickly*

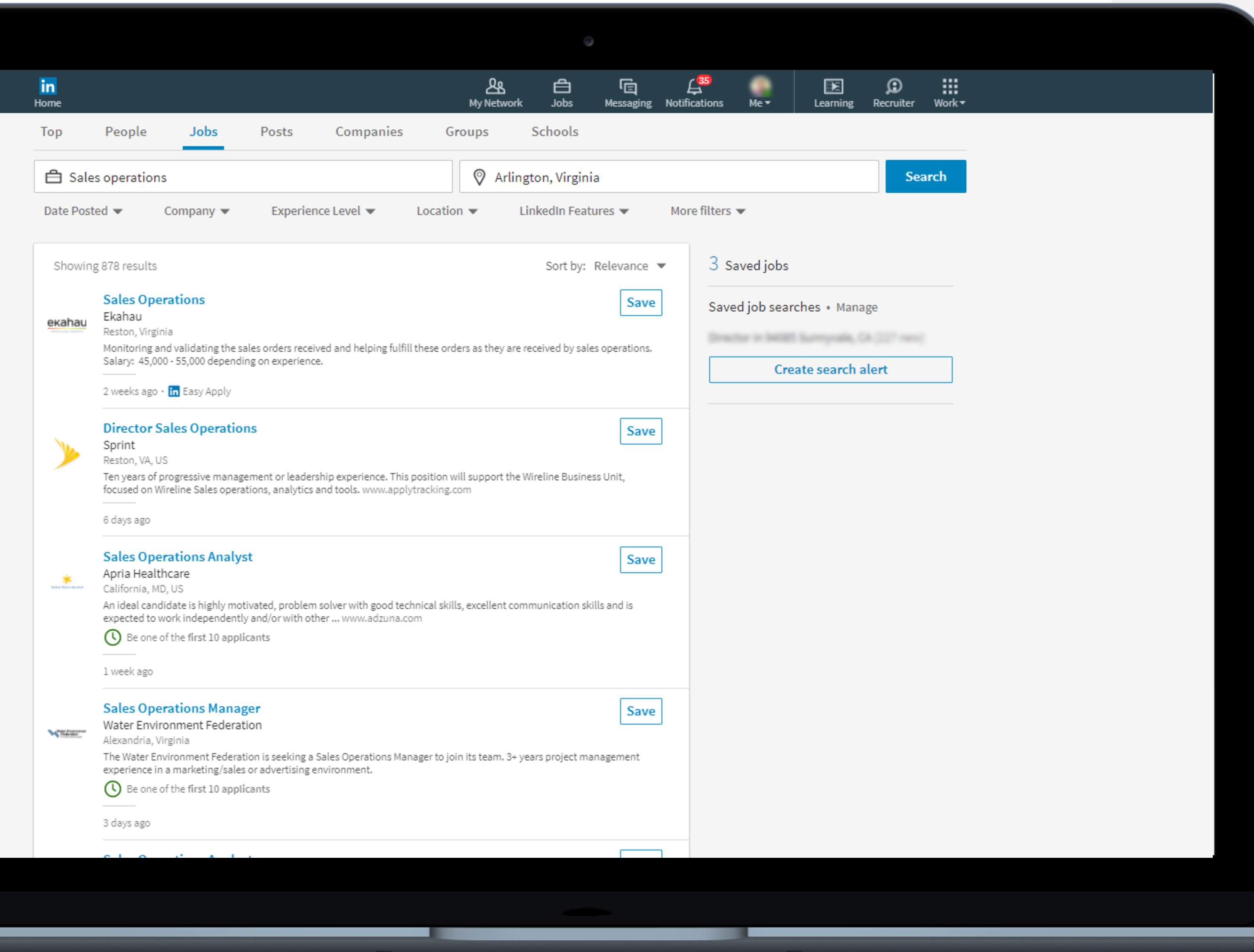


Download on the  
**App Store**



ANDROID APP ON  
**Google Play**





## Search for Jobs

Use LinkedIn's search filters to find jobs by:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Industry
- ✓ Experience level
- ✓ Date posted



The screenshot shows the LinkedIn Jobs interface. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge), and Me. Below this is a search bar with a placeholder 'Job title, keywords or company name' and a location field with a placeholder 'Location'. A 'Find jobs' button is to the right. Below the search bar, it says '3 viewed jobs | 10 saved jobs | 15 applied jobs' and 'Signal to recruiters you're open to talk: On'. The main section is titled 'Jobs you may be interested in' with a subtitle 'Any location · Training to Executive level · Any industry · 2 - 10,000+ Employees... Update career interests'. It displays a grid of job recommendations. Each card includes a company logo, job title, company name, location, and a 'Posted' timestamp. Some cards also show 'connections work here'.

Jobs you may be interested in  
Any location · Training to Executive level · Any industry · 2 - 10,000+ Employees... [Update career interests](#)

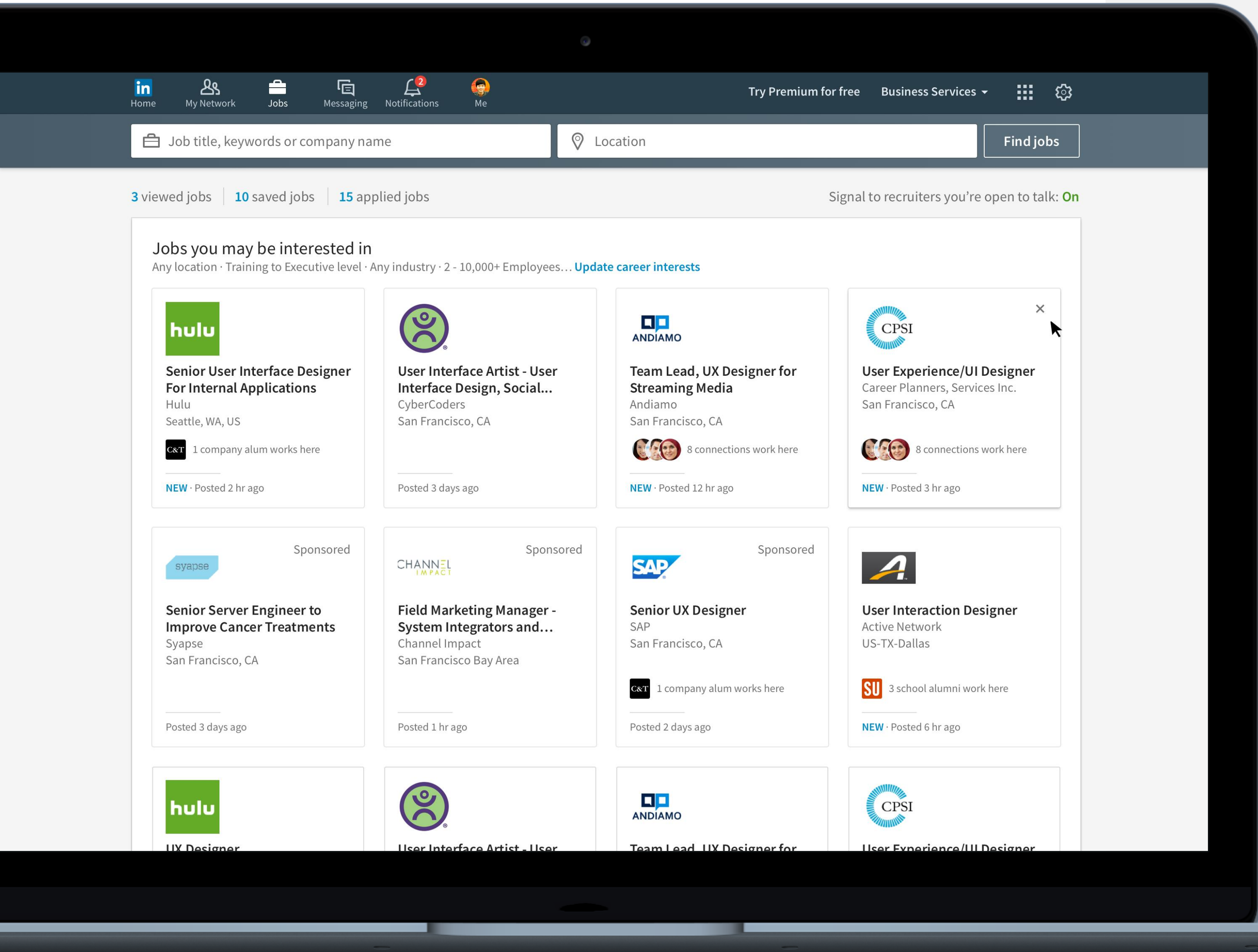
Company	Job Title	Location	Posted
Hulu	Senior User Interface Designer For Internal Applications	Seattle, WA, US	NEW · Posted 2 hr ago
CyberCoders	User Interface Artist - User Interface Design, Social...	San Francisco, CA	Posted 3 days ago
Andiamo	Team Lead, UX Designer for Streaming Media	San Francisco, CA	NEW · Posted 12 hr ago
CPSI	User Experience/UI Designer	San Francisco, CA	NEW · Posted 3 hr ago
Syapse	Senior Server Engineer to Improve Cancer Treatments	San Francisco, CA	Posted 3 days ago
Channel Impact	Field Marketing Manager - System Integrators and...	San Francisco Bay Area	Posted 1 hr ago
SAP	Senior UX Designer	San Francisco, CA	Posted 2 days ago
Active Network	User Interaction Designer	US-TX-Dallas	NEW · Posted 6 hr ago

# Review Jobs You May Be Interested In

For the best jobs, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information

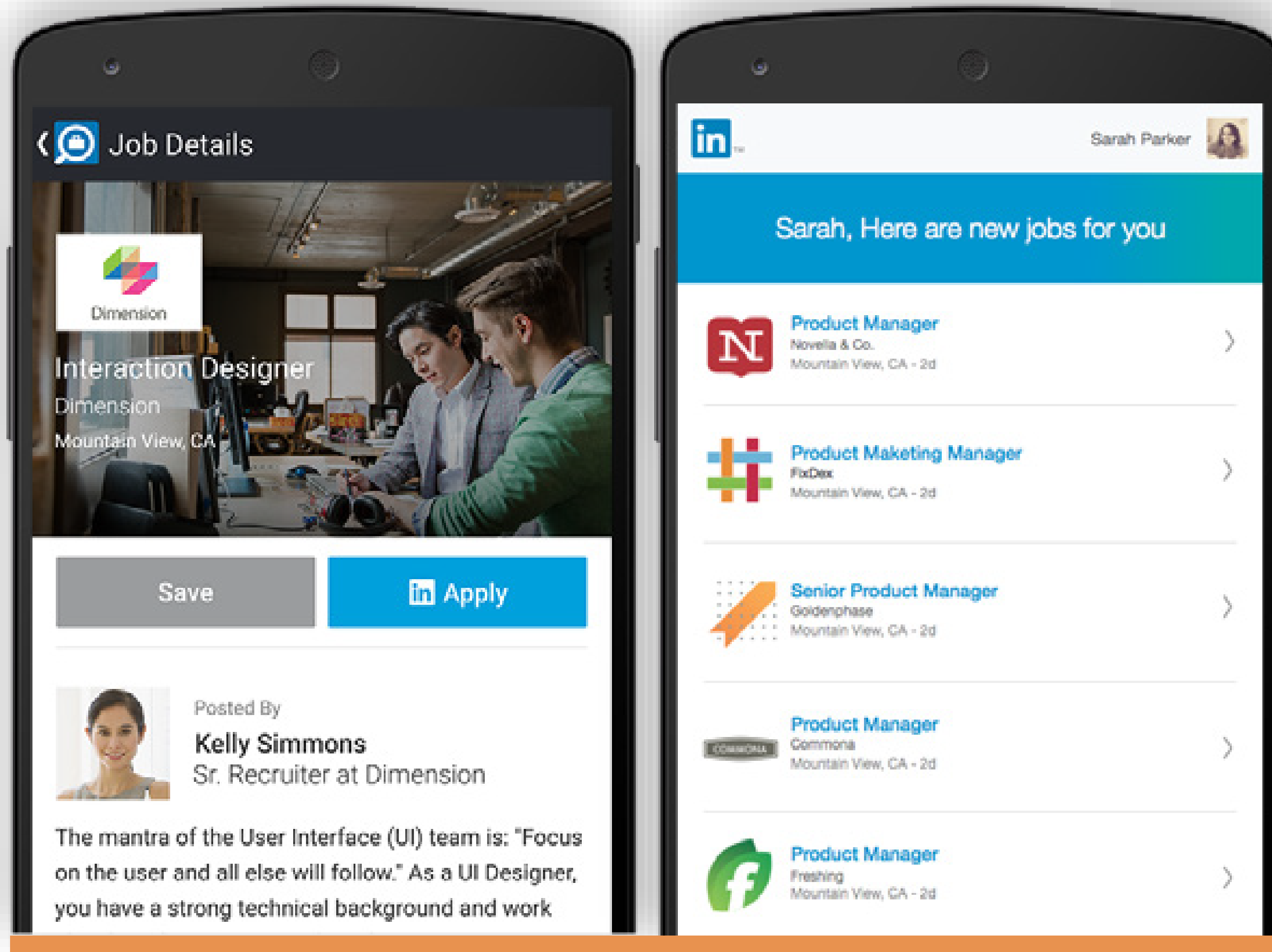




## Use Your Network

Ask for a job referral by reaching out to your connections at a company you would like to apply to.





## Apply Actively

Use the “Easy Apply” or “Apply on company website” button to quickly apply for a job you want.

Stay on top of your job search by using the LinkedIn Job Search Mobile App to find and apply for new jobs from anywhere at any time.

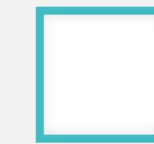


*Applicants who apply to jobs within the first three days of posting are **13%** more likely to get the job.*

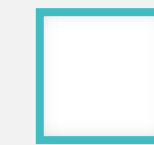


# Extra Credit

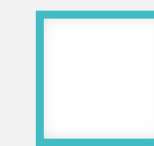
*Additional Resources to Help You  
Land Your Next Job*



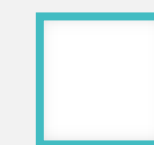
LinkedIn Help Center



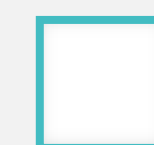
LinkedIn Official Blog



LinkedIn ProFinder



LinkedIn Learning



LinkedIn Premium Career