

Q&A / COMMENTS

Using LinkedIn and Managing your Digital Profile Webinar 3 – March 2021

i *How do you use LinkedIn when you want a career change into different industries and when each type of job will have a different focus ?*

- First, do your research.
- Decide what type of roles in the different industries you might be looking for. Then look in LinkedIn to see if these roles are advertised (in the search on the top left-hand side). You can identify many roles in this industry that might appeal to you, and you will see what skills are required for these roles. Then include these in your profile or role description.
- You can then search for people who are currently in those jobs. You can contact these people and say, for example; *‘Hi, I see that you are currently working in this field and am looking to change my career. Would I be able to have a 5-minute conversation with you about any advice you may have about this type of career?’* If you ask people for their advice or perspective or point of view as a leader in their industry, they are usually very happy to assist. You will get a much better response by asking for advice than asking saying you are in an active job search. Believe in the kindness of professionals, and LinkedIn is a professional community.
- There may also be people in your own LinkedIn network who work in this industry and you can easily contact them, as you already know them.
- Search for industry associations in the sector and find people, read articles, or follow people and these associations. This will help you to keep up to date with the latest news, trends and conversations in these areas. You will be better informed when you connect or go for a job in the sector.
- If you have made a personal connection with people in LinkedIn, and if there is a job at some stage, they are more likely to look at your application and consider you for a short list.
- Think of LinkedIn as a networking site rather than a job site.
- Don’t change your LinkedIn profile at this stage. It is better to update the About section of your profile to tell a story that you are wanting a career change and you can describe your transferable skills and how you position your experience. Employers are more likely to view your previous experience as an asset.
- Your professional standing where you are now will open up a career conversation.
- Make sure you connect with everyone you know, people you have studied and worked with, friends and family, so that they know you are looking for a new role.
- Reach out to your networks. If you see someone you would like to contact or who works in the sector that you are interested in you can contact them to ask advice. If you see someone who is a 2nd degree connection, you could reach out to your first degree connections who know them (click on mutual connections) and ask them to introduce you to this person.

i *What are some of the common errors people make in using LinkedIn?*

- Some people confuse LinkedIn as a resume. Do not repeat your resume. Describe your roles as if you were talking to a neighbour to describe it. Leave out all the technical descriptions, at least in the introductory paragraphs, such as the software that you know how to use. It’s more about what I can do for you and your customers. It’s more likely that a recruiter or HR manager, not a technical person will read your LinkedIn profile as an overall story.
- If you list your skills, make sure that the most important skills are at the top, e.g. list the top 3-5.

i What is the etiquette on LinkedIn for contacting someone or an organization?

- It's a matter of being polite and making a personal connection. This is not a transactional approach and directly asking for a job. Remember it's a trusted network of professionals.
- If you are a new person looking for a new career, you could contact senior people in the industry or company and say, : *Hi, I'm a recent graduate from XXXX and I am very interested in a potential career in the XXXX industry, I would really appreciate understanding more about the types of jobs that would exist with my qualifications, or... I saw a presentation that you did/ article you wrote on,.... which I found very useful because....."*
- If you want to connect with someone, always send a message with your Connect. Do not just click Connect. Also thank people if they reply.

i Do employers use LinkedIn to find you? Is it about the key words you have in your profile? How do you get found in LinkedIn?

- Yes, do include key words into your profile/. These will be the key skills that the employers and recruiters are looking for based on the type of jobs you are interested in and usually included in the job descriptions for these types of jobs.
- Employers and recruiters will also search by similar job titles, as well as specific skills, particularly if it is a technical role. So if you have those titles with similar wording, and skills you are more likely to be found and come up at the top of the search.
- You will be prioritized if you add that you are open to work.
- LinkedIn search is used to fill about 40% of the jobs which are advertised there.
- Recruiters will contact the top 10 people that come up in their searches, and this saves them advertising on the wider market.

i Are there Skills and Jobs Centres in NSW?

- No. The Skills and Jobs Centres are a service which has the Victorian government set up.

i What is the risk, if I add in my transferable skills, and open to work that my current employer might see that I am looking for a new job?

- Your transferable skills are likely to relate to your current role. Your current employer is not likely to be constantly looking at your LinkedIn profile.
- You can make many changes to your profile without alerting anyone to them. However, updating your job will send a notice to your network.
- If you suddenly start active networking and posting, liking, commenting on conversations you may be more actively visible on LinkedIn and you may be noticed.

i How often should you update your LinkedIn profile?

- A good idea is to look at your profile every 6 months to add any additional skills or articles you want to post.
- Certainly, you should update it if you have a new job or a career change.

i *Are endorsements important?*

- Yes, endorsements of your skills are important. If more people endorse you for a skill you will be seen as having that skill.
- Recommendations are even more important and as they are written individually for you, they are as important as a referee. Identify the top skills you want to be known for and ask specific people in your network for a recommendation. You send out a request for recommendation from inside LinkedIn to your inner circle of contacts. ‘Hi, would you be able to help me by writing a recommendation for these skills if you have seen me use them.’
- You need to ‘tend your LinkedIn garden’

i *Is there any benefit in subscribing to LinkedIn premium?*

- No, not really. There are so many features in the standard LinkedIn, including the Learning tutorials. You will be advised by LinkedIn when you reach commercial limits of use.
- You can have a free 30-day trial of LinkedIn Professional when you are in active job search so you can contact more people or are a heavy user. The main advantages are the larger number of emails you can send to communicate with people.
- Remember you can access LinkedIn Learning from your local library for free

