

# **Advanced LinkedIn**

**For your Job Search, Business and Career**

By Robert Hellmann, President of [\*Hellmann Career Consulting\*](#)

**Book Excerpt – FIRST 21 PAGES (includes resumes vs. profiles)**

**To purchase the full book, go to**

**[www.hellmannconsulting.com/pubs/#AdvancedLinkedIn](http://www.hellmannconsulting.com/pubs/#AdvancedLinkedIn)**

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# Advanced LinkedIn

**UPDATED  
For 2019**

**For your Job Search,  
Business, and Career**



**Includes the basics,** and way beyond  
Plus: How **Twitter & other Social Media** can help

**Robert Hellmann**

Career and Executive Coach

# ADVANCED LINKEDIN

For your Job Search, Business, and Career

By Robert Hellmann, President of *Hellmann Career Consulting*,  
[www.hellmannconsulting.com](http://www.hellmannconsulting.com)

Published by:

Robert Hellmann LLC, New York, USA

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# TABLE OF CONTENTS

About the Author .....	4
How this book is organized .....	7
Introduction .....	8
1. What is LinkedIn, and why should you care? .....	10
2. Getting Set-Up on LinkedIn .....	14
<i>LinkedIn Settings</i> .....	15
<i>Creating a Powerful LinkedIn Profile</i> .....	17
<i>Building Your LinkedIn Network</i> .....	32
<i>Join LinkedIn Groups</i> .....	38
<i>Backing Up All Your LinkedIn Data</i> .....	42
3. Using LinkedIn .....	43
<i>Research for Job-search, Business or Career</i> .....	43
<i>Find People in Organizations/Industries</i> .....	51
<i>How to Contact People that You Find</i> .....	58
<i>Keeping in Touch with Your Network</i> .....	65
<i>LinkedIn's Free Smartphone Apps</i> .....	70
4. For Jobseekers .....	72
<i>Let Recruiters Know You're Open</i> .....	72
<i>Researching Career Options</i> .....	73
<i>Answering LinkedIn Job Postings</i> .....	75
<i>How to Prioritize LinkedIn for Your Search</i> .....	77
<i>Case Study: Using Limited Time Wisely</i> .....	81
5. For Your Business or Current Job .....	87

<b><i>Your “Company Page” .....</i></b>	<b><i>87</i></b>
<b><i>Build a Following .....</i></b>	<b><i>88</i></b>
<b><i>Research for Your Business .....</i></b>	<b><i>89</i></b>
<b><i>Recruiting .....</i></b>	<b><i>90</i></b>
<b><i>Maintain Team Profile Consistency .....</i></b>	<b><i>91</i></b>
<b><i>Your Profile: for You or Your Business? .....</i></b>	<b><i>92</i></b>
<b><i>Boost Success in Your Current Job .....</i></b>	<b><i>93</i></b>
<b><i>LinkedIn Profinder .....</i></b>	<b><i>96</i></b>
<b>6. LinkedIn’s Paid Services .....</b>	<b>97</b>
<b>7. Common Concerns and Questions about LinkedIn ..</b>	<b>100</b>
<b>8. Prioritizing LinkedIn among Other Social Media .....</b>	<b>102</b>
<b>9. Email Lists .....</b>	<b>103</b>
<b>10. Twitter .....</b>	<b>105</b>
<b><i>Twitter for Research and Relationships .....</i></b>	<b><i>106</i></b>
<b><i>Getting Set-up on Twitter .....</i></b>	<b><i>108</i></b>
<b><i>Get a Social Media Manager .....</i></b>	<b><i>108</i></b>
<b><i>Using Twitter - A Case Study .....</i></b>	<b><i>110</i></b>
<b>11. Blogs.....</b>	<b>116</b>
<b>12. Facebook.....</b>	<b>120</b>
<b>13. Social Media For Your Business .....</b>	<b>123</b>
<b>14. Google Yourself .....</b>	<b>129</b>
<b>Appendix: Additional Resources .....</b>	<b>130</b>
<b>Glossary of Terms .....</b>	<b>132</b>

## ABOUT THE AUTHOR

As President of *Hellmann Career Consulting*, Robert Hellmann provides a range of services to individuals and organizations, including career coaching, executive coaching, workshops and organizational consulting.

He holds certifications with GetFive as a Senior Career and Executive Coach, and with LinkedIn as a LinkedIn Certified Professional Recruiter. In addition to his private coaching practice, Rob has served as an adjunct instructor at New York University teaching career management, and as GetFive's Vice President and Associate Director of its Guild of Career Coaches. He has developed key aspects of the Club's coach certification curriculum, and regularly coaches their most senior c-level clients.



Rob is a sought-after speaker, and has given hundreds of seminars on career advancement, leadership, recruiting and employee engagement topics to corporations, higher-education institutions, professional associations, and government/non-profit organizations. Rob also regularly leads top-rated organizational workshops on “Presentation Skills,” “LinkedIn for Business” and “Recruiting for Results.”

Rob is a regular contributor to *Forbes*. His insights have also appeared in media outlets such as *The New York Times*, *The Wall Street Journal*, *the Washington Post*, *the Chicago Tribune*, *CBS News*, *CNNMoney*, *ABC News*, *NBC News*, *WPIX News*, *Consumer Reports*, *Glassdoor.com* and many others.

Rob authored the books *Peak Presentations* and *The Social Media Boost*, and has contributed three chapters to GetFive's book *Work Smarts* on leadership, performance management, and mentoring.

Rob's background includes over 20 years of experience in Career Development, Organizational Development, Finance and Marketing, with clients and employers including American Express, JP Morgan

Chase, the Federal Reserve Bank of New York, and the Audubon Society. He has developed career services programs for organizations including Columbia University, Harvard Business School, New York University, Fordham University, Montclair State University and more.

Active in non-profits, Rob has co-led the Career Development arm of the Marketing Executives Networking Group (MENG) and served on the board of the Association for Talent Development's New York City chapter; he currently co-leads their Career Development SIG. Rob's educational background includes a BS in Economics/Math from Binghamton University and an MBA in Finance from Fordham University.

As a career and executive coach, Rob has helped thousands of clients to define and achieve their career goals, develop as managers and leaders, and navigate through challenging work situations. In his private coaching practice, Rob combines a warm, empowering style with a pragmatic, bottom-line focus that gets results for clients in the shortest possible time. Feel free to contact him at [rob@hellmannconsulting.com](mailto:rob@hellmannconsulting.com), or visit his website at [www.hellmannconsulting.com](http://www.hellmannconsulting.com).

*"One must never consent to creep when one has the impulse to soar"*  
**Helen Keller**

This book is dedicated to  
all those who seek to be the architects of their own destiny.



## HOW THIS BOOK IS ORGANIZED

This book starts with the basics. If you've never tried LinkedIn or hardly use it, you will find out how to get the most value out of this tool. For those more experienced with LinkedIn, we ultimately go way beyond the basics. We cover advanced features that will advance your career, whether you are in a job search, seeking success in your current job, or looking to build your business.

Much of getting set up on and using LinkedIn is the same regardless of how you plan to use it. Chapters one, two and three are targeted to all readers; minor variations in approach that are only relevant to either jobseekers, business-builders or on-the-job advancers are called out.

Some features and strategies, however, are uniquely suited to only one of these three reader groups. Chapter four focuses on the needs of jobseekers. Chapter five covers the unique needs of those seeking to build a business or succeed in their current positions.

Finally, I seek to place LinkedIn in a larger context. In the last third of this book, we discuss how LinkedIn compares to Twitter, Facebook, and other social media platforms. I also include a thorough explanation of how to use Twitter in conjunction with "Social Media Managers."

LinkedIn is great for finding the "right" people to contact. But what do you say once you've found them? Check out the "Getting Interviews" category of my blog to get some ideas:  
[www.hellmannconsulting.com/blog/](http://www.hellmannconsulting.com/blog/) .

If you have any comments or suggestions for future editions, or you want to share your results from using this guide, I would appreciate hearing from you at [rob@hellmannconsulting.com](mailto:rob@hellmannconsulting.com).

Thanks for your interest, and best wishes on reaching your career goals!

# INTRODUCTION

*"If content is king, then conversation is queen."*  
**John Munsell**

Gone are the days when simply responding to ads was enough to get a good job quickly, or just doing your job well was enough to keep it. And as a growing number try their hand at building a business or consulting, business competition becomes that much fiercer. Today, you need to know how to use every tool in your arsenal to reach your career goals.

LinkedIn is a thoroughly proven job search, business and career management aid. If your job targets, clients or customers are on LinkedIn, you should be active on this platform. Those who really know how to use LinkedIn find that they reach their career and business goals faster.

Yet career-advancers who haven't used LinkedIn effectively span generations. Often younger clients feel that Instagram alone is enough (it's not), or LinkedIn is for "older people" as one college senior remarked (I told him he's about to join that club!). More seasoned clients are put off by the learning curve. Even those comfortable using these applications are often unaware of powerful career advancement features.

I share this book with career-advancers of all ages; you'll learn how to boost your effectiveness using LinkedIn to land jobs, clients, careers, promotions, or build your business, and put yourself ahead of less LinkedIn-savvy competitors.

## ***Why should you read this book?***

This guide stems from my work as a career and executive coach and business advisor with an active practice. I bring insights based on daily experience with powerful techniques that will help you to reach your career goals.

My recommendations incorporate learning from my own research, from my clients' experiences, and from my partnership with LinkedIn leading workshops for their *LinkedIn Recruiter* platform. They also

incorporate a highly effective, field-tested approach to the job search: the *GetFive* career advancement methodology (see Appendix for more information). I'm certified in this methodology, have co-led its development and coach training, and have leveraged it in helping thousands of clients land jobs and advance in their careers.

This book also highlights when you should incorporate specific social media applications. For some it can be tempting to jump right on the social media bandwagon with wild abandon. But since you are on a mission to get the job, clients or career you want, you need to take a more thoughtful approach. This book shows you how to prioritize the use of LinkedIn within your larger career- or business-building effort, so you don't waste time, and use your precious time productively.

Lastly, I've shared many client examples and case studies. Much of this book involves step-by-step "how-to" instructions. I hope that reviewing these client experiences with you will make the approach I advocate resonate.



**Early form of Social Media**

# 1. WHAT IS LINKEDIN, AND WHY SHOULD YOU CARE?

***“Six degrees of separation refers to the idea that everyone is at most six steps away from any other person on Earth...”***  
**(Wikipedia)**

LinkedIn, accessed at [www.linkedin.com](http://www.linkedin.com), enables users to keep in touch with and expand their professional networks, get introductions to others outside their immediate network, and join groups of professionals organized around industries, professions, and associations.

The “culture” of LinkedIn is all about advancing your professional career or business. With a global membership in the hundreds of millions, the site is well designed to make it easy to develop and maintain professional relationships. Hiring managers, in-house recruiters, recruiting firms and potential customers are using LinkedIn to search member-profiles for viable candidates.

The free version of LinkedIn has been useful to jobseekers, business-builders and career advancers at all levels. One client in business development successfully used LinkedIn to simultaneously obtain sales-prospect meetings and land interviews for a career change. He ultimately accomplished his career transition through a contact he made in a LinkedIn group (more about groups in Chapter 2, “[Getting Set Up](#)”). These positive results are typical for clients who know how to use LinkedIn.

## ***Why Use LinkedIn?***

Throughout your search, you want to have a presence in places where you can connect with people who can help you. LinkedIn is such a place. Use it to connect to people who can hire you, refer you, buy from you, or provide information about your prospects. LinkedIn tends to attract those whose professions are characterized by periodic job

changes (including consultants) or entrepreneurs looking for an audience.

You also want to be in a place where people and organizations are looking for someone with your abilities. LinkedIn is such a place. Almost all recruiters use LinkedIn to source candidates. For many hiring managers, LinkedIn is a first stop to fill an open position; they check first to see who in their network might be suitable before going to Human Resources or an external search firm for help.

If you sell products or services, LinkedIn can help you to be found as well if your target market is represented on LinkedIn (many prospective clients have found me by searching on LinkedIn). Since Google indexes LinkedIn profiles in their search results, an active LinkedIn presence will also help you to be found via Google searches.

Although many professions are represented well on LinkedIn, those with very low job turnover have a smaller presence. Primary or secondary school teachers are an example. Conversations with colleagues in your target market (or quick searches on LinkedIn itself) can help you to decide whether to prioritize LinkedIn for your career. In most cases, the answer will be “yes.”

The free version of LinkedIn, on which most of this book focuses, enables you to do the following easily and effectively:

- **Develop and maintain a network** of people who can help your career or business.
- **Get introductions** to people in organizations for career and business opportunities via your network.
- **Contact “strangers”** directly for information or meetings.
- **Research people, companies, industries and professions** to prepare for meetings or learn more about a job target or prospect.
- **Identify key hiring managers, prospects or decision-makers** so that you can contact them. Finding these people, often a difficult part of the search, is made easier on LinkedIn.
- **Respond to job postings** more effectively; bypass the glut of applications for a typical job posting.

- **Maintain a presence** in a location where **recruiters** or others in need of your services search for help. Your LinkedIn presence also boosts your visibility in Google search results.
- **Build a following** for your business products or services.

### *LinkedIn Terms*

**1<sup>st</sup> Degree Network:** the people you connect with directly.

**2<sup>nd</sup> Degree Network:** the people who connect directly with your 1<sup>st</sup> degree network.

**3<sup>rd</sup> Degree Network:** the people who connect directly with your 2<sup>nd</sup> degree network.




**Group:** LinkedIn members who congregate in an organized LinkedIn forum around a specific topic, profession, or association.

Your 1<sup>st</sup> degree network includes people who have accepted your invitation to connect or sent you an invitation that you have accepted.

Your 1<sup>st</sup> degree network can introduce you to people in your 2<sup>nd</sup> degree network, and indirectly to people in your 3<sup>rd</sup> degree network.

The chart below shows what my network looked like a number of years ago. I had connected to 381 people directly, which theoretically enabled me to get introductions to almost 5.2 million people!

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,190,400+ professionals — here's how your network breaks down:		
	<b>1 Your Connections</b> Your trusted friends and colleagues	<b>381</b>
	<b>2 Two degrees away</b> Friends of friends; each connected to one of your connections	<b>116,600+</b>
	<b>3 Three degrees away</b> Reach these users through a friend and one of their friends	<b>5,073,400+</b>
<b>Total users you can contact through an Introduction</b>		<b>5,190,400+</b>

But I effectively have access to far more than 5.2 million people, because of the power of LinkedIn Groups; in most cases, you can message anyone within a group that you share. Note: You can also message anyone in your LinkedIn 1<sup>st</sup> degree network, but you cannot directly message your 2<sup>nd</sup> or 3<sup>rd</sup> degree network. You need to be introduced to a

2<sup>nd</sup> degree connection through your 1<sup>st</sup> degree, or send a paid LinkedIn message, called an “InMail,” to your 2<sup>nd</sup> or 3<sup>rd</sup> degree connection.

The sections that follow explain how to

1. Get set up on LinkedIn, and then
2. Use LinkedIn’s powerful features for finding and contacting people, keeping in touch, and even building a following.

OK, now put on your LinkedIn swimsuit, and let’s dive in!



### **The Next Step in Social Media’s Evolution**

## 2. GETTING SET-UP ON LINKEDIN

### In this Chapter:

- ✓ To get the most out of LinkedIn, you will need the following:
  - A powerful LinkedIn Profile
  - A “great” network
  - Membership in a number relevant of groups
- ✓ If you have your own business, you may also want to set up a Company Page.
- ✓ LinkedIn’s “Settings” are important for visibility and privacy.

Go to [www.Linkedin.com](http://www.Linkedin.com) for your free log-on ID and password. Once you log in, follow the prompts to begin creating your profile and inviting people to connect with you.

Early on you will be prompted with options to send your contacts LinkedIn invitations and build your network quickly by importing all your contacts from your online or desktop address book. **Skip these steps for now.** You want to build a decent LinkedIn profile first before inviting people to connect with you.

When finished with these initial prompts, you will notice that you are on the Home page, as indicated by the highlighted word on the top menu. Click on the “Me” menu option at the top of the page (the one with a tiny picture of you), then “View Profile,” as shown in the picture that follows (you’ll find these icons at the top of every page. You’re now ready to create your profile.



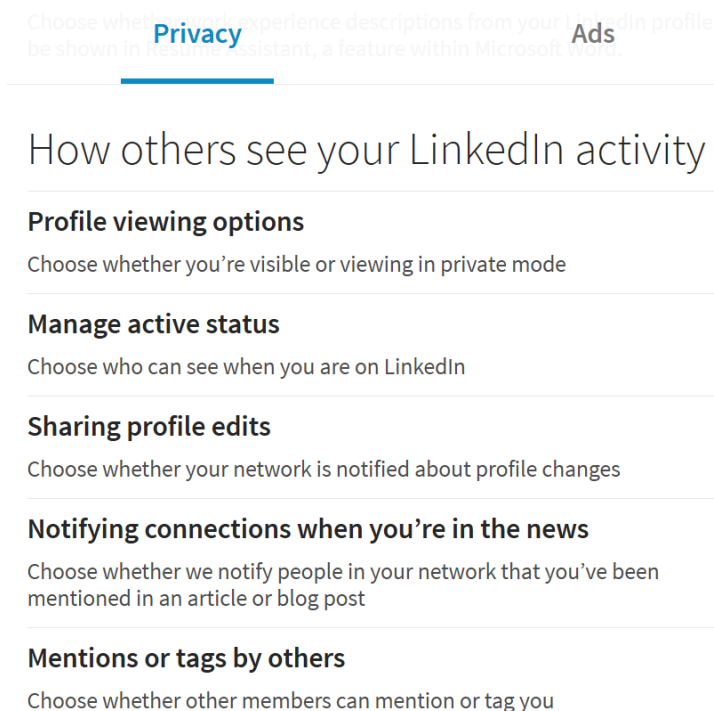
**NOTE:** You can expect LinkedIn to periodically modify its menu structure while keeping 99% of the functionality; the result will usually be an extra minute or two to find out where a particular menu option now resides, with the worst case being a trip to “Help” (found by clicking on the “Me” icon).



## LinkedIn Settings

Before you are going to write (or re-write) your profile, set your visibility settings so no one in your network will get notified of changes to your profile in their Home page feed or periodic network activity emails. You don't want people to check out your profile when it's not ready! There's only one chance to make a good first impression. And, if you are connected to your boss and in a job search, you may not want to spark her curiosity with a notification of changes to your profile.

To temporarily prevent your network from being notified of changes, once again click on the tiny “Me” picture on the upper right, then select “Settings and Privacy,” then click “Privacy,” and finally click on “Sharing profile edits” as pictured below.



Switch this option to No.

Once your profile is in reasonably good shape, reset this switch to “Yes” for maximum visibility; if you are in (or contemplating) a job

search or are building a business, notifications of your now occasional profile updates can help to remind your network of your services.

You may also want to **set “Active Status” to off** if you don’t want your employer to know you’re actively using LinkedIn (see picture above). To encourage use of messaging and real-time chatting, LinkedIn sets this status to “on” by default. In the screenshot at right from the “My Network” tab, the person at the top has their active status indicator turned off (no green circle), the middle is logged on (solid green circle), and the bottom is logged off (green circle with white center). Note: if you turn this feature off, you will not be able to see the active status of anyone else.



### *Other Settings*

In this same Privacy section but at the very top, another setting you would want to change right away is: *Edit your public profile*. This section allows you to, among other things, select an easy-to-remember URL, by entering one under “Customize this Address.” This friendlier URL can now be used in your resume or in your email signature. For example, originally, the link to my profile was something like: <http://www.linkedin.com/pub/Robert-Hellmann/21a8244>. I was able to change it to [www.linkedin.com/in/roberthellmann](http://www.linkedin.com/in/roberthellmann).

Make your completed public profile as visible as you can. I recommend the default “Full View” once you feel your profile is in good shape—that is, check-off all the boxes associated with the visibility of various parts of your profile. If you feel uncomfortable with this, you can alter details of what is visible in this section.

On this same Privacy page and the two adjoining “Account” and “Communications” tabs, I would recommend you review the other settings and know what the options are, as you may want to change your settings regarding privacy, how and when you are contacted, your visibility on LinkedIn, and how you notify others of profile changes.

### *Privacy – Blocking a User*

When you block a user, you become invisible to them on LinkedIn, and they become invisible to you. Up to 50 LinkedIn users can be blocked.

In that same Privacy tab, scroll down to “Blocking and Hiding” and then select “Blocking.”

The rest of the settings are straightforward, so you don’t need me to walk you through them. I will, however, cover certain settings later on.

## Creating a Powerful LinkedIn Profile

Most LinkedIn users will want to construct a profile using basic resume-writing principles, regardless of whether or not they’re in a job search (there is one exception for some business owners-- see Chapter 5, *For Your Business*). If you have a well-crafted resume already, I recommend cutting and pasting your resume directly into the corresponding LinkedIn sections, assuming the exceptions that I’m about to describe don’t require you to significantly alter it. In particular,

- ✓ Write your profile (as you do your resume) for the specific audience that you want to reach, that is, for the people who could hire you in your job target or bring you business.
- ✓ Use phrasing and keywords that will resonate with your target audience.
- ✓ Use clear, concise, to-the-point language. Although LinkedIn doesn’t easily give you a bullet-point option, you can use dashes or asterisks as a substitute, to help create a tight feel. You can also copy/paste bullet points and symbols from Microsoft Word into your profile.
- ✓ Make your profile accomplishment-oriented when appropriate; include the impact of what you did, not just your responsibilities. For example, say “increased sales by 23%” or “substantially improved efficiency.” I tell clients to always seek to write accomplishment-oriented bullets.
- ✓ Your profile should not be a laundry list of everything you’ve done. Instead only include the experience that applies to your target audience and exclude or minimize experience that doesn’t.
- ✓ Have a strong Summary Section, essentially your greatest hits or “pitch,” at the top of your profile. Click the “Add new profile section” button on the top right of your profile page and then select “Summary.”



### ***Font Formatting Trick***

There's an unofficial work-around for getting bolding and italics into your profile as well as for simulating the appearance of different fonts. Go to [www.messletters.com](http://www.messletters.com). Enter your text and then copy/paste from the resulting style options. If you want to understand why this works check out the explanation on a similar website: [www.igfonts.io](http://www.igfonts.io).

### **When your profile needs to differ from your resume**

Four elements of the LinkedIn platform may require you to change your profile so that it differs from your resume. Keep these four elements in mind as you seek to adapt your resume to your profile.

#### *Only one profile, so you need to choose*

Spreading your network across multiple profiles is impractical and confusing (unlike your resume, where you can and should have a different resume for each job target). Having only one profile means that you will have to decide whether to go more general to encompass multiple target audiences, or to focus your profile on your primary target only.

Your decision will depend on your specific situation. I recommend writing your profile for your primary target, IF it won't "cost" you too much. By focusing on one target, you avoid the risk that your profile will be too broad, not appealing to any one audience.

By cost, however, I mean missed opportunities or puzzled looks from your boss or colleagues who wonder why your profile says something very different from what you are currently doing! For example, I had a client who was a financial controller, but had substantial information technology experience as well. He wanted to move into an IT role, so we wrote his resume to focus on his IT experience and de-emphasize his financial controller background. He was also looking to build an IT consulting business on the side.

But, because he was connected to his boss and a number of other work colleagues on LinkedIn, he could not write the profile the same way as his resume. His boss might have become suspicious when viewing his IT-focused profile, since my client was a financial controller. So, we had to broaden the profile language beyond the language used in his resume, to encompass both his finance and IT experience.

**Warning:** In case you accidentally open up more than one profile/account (search under your name if you are unsure), close one down to avoid major confusion in building and updating your network. Consult LinkedIn “Help” to learn the steps involved in merging connections between two accounts and then closing one of them.

*Your Profile has a broader viewing audience*

Listing certain specific accomplishments that are on your resume may not be a good idea because of the profile’s broader viewing audience. You will need to be the judge of when it is or isn’t appropriate. One way around this that might work for you is to use percentages instead of raw numbers on your profile. For example, one client had “Increased revenue by \$10 million to \$48 million” on her resume. For her LinkedIn profile, she changed this to “Increased revenue by 26%.”

*Having a Profile doesn’t mean you are looking for opportunities*

While your resume equals “job search,” the same is not true for your LinkedIn profile. So, if you are in fact looking for a job or consulting engagement, should you indicate that you are actively doing so on your profile? The short answer is no.

Now for the long answer. The consensus of recruiters and hiring managers I’ve worked with is that there’s a bias against people who are perceived as out of work and actively searching; this bias holds even when the profile says something seemingly positive like “Seeking next exciting challenge” or “Open to select new opportunities.” In fact, recent research has backed this claim up—see this article in *the Atlantic*: <http://bit.ly/192Zqs6> .

Plus, **they’ll contact you anyway**; you don’t have to say you’re looking! From training countless recruiters on LinkedIn, I’ve learned that many recruiters actually prefer LinkedIn members who don’t appear to be looking for a job (think of it as playing “hard to get”). They call these members “passive” prospects.

The bottom line: Anyone who uses LinkedIn to source candidates (both hiring managers and recruiters) knows to contact people who fit the bill but may not be currently looking. Statements that make it clear you are

looking for a job should be left out of a profile. And especially, don't make these two (way too common) profile mistakes:

**DON'T:** Indicate your openness to opportunities in your 120-character Headline. On LinkedIn, this limited space is valuable real-estate, since it is what people see when they view people-search results. In addition, LinkedIn places a heavy weight on keywords placed in this area when prioritizing profiles to display in search results. Therefore, use this very limited space to pitch an employer with your expertise and brand differentiation-- don't waste it!

**DON'T:** Put the words “unemployed” or “looking for a job” on your profile. These “negative” phrases will turn off a potential employer.

In addition, for jobseekers, whether to include these statements goes to the heart of how you approach your search. I advocate an active approach to the job search, one where you are going out and getting what you want, not waiting to be found. If you take this approach, indicating that you are looking for a job on your profile becomes less important.

That said, there are better ways to indicate you are open to opportunities without stating it outright and risking turning people off. For example:

- The word “consulting” in your current job title or description indicates, by its very nature, that you are open to other opportunities. Some of you may be in a situation where you can use this word.
- You “may” be able to include in your current position the services you offer employers. For example, you could say something like: “Services include:...” and then list your services in bullet points. Be careful with this if you are not in business for yourself and are employed full time!

### ***The tone of your profile can differ from your resume***

Because LinkedIn is part of the “social” media universe, it is OK for the profile language to be a bit more informal than your resume’s language. What this means in practice is that you can choose to start off bullets with either:

- Action verbs such as “Created... Led...” where the personal pronouns “I” and “my” are left out.  
OR
- Personal pronouns like “I Created” and “My experience.” This more informal format is not appropriate for resumes but works well for social media liked LinkedIn. That said, keep your tone professional and appropriate for your target.

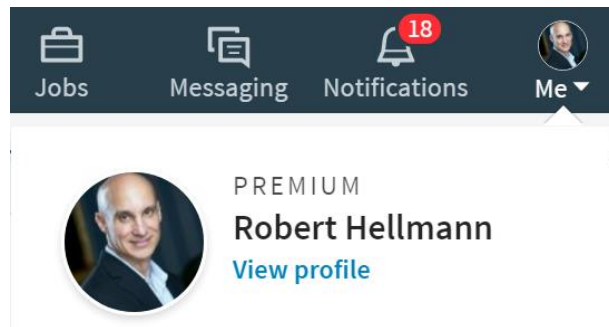
On some profiles I see people using "third person" language, i.e. “Armando Rafiy is an accomplished project manager...” That language feels too formal given the social-media nature of LinkedIn and you may be perceived as too old fashioned.

In addition to these differences, LinkedIn profiles contain sections to add additional information that don’t have a corresponding place in your resume. Some of these are described in the sections that follow.


### ***Editing Your Profile***

When you first go into LinkedIn, you are on your “Home” page, where you can see your network’s activity and post your own activity. To view and edit your profile, click on the “Me” icon by the tiny picture of you on the top right (if you don’t have a picture yet, it will show up as a grey blank circle).

Here’s where I would click on my Home page to view and edit my profile. Another way: click on the big picture of you near the top left of your Home page to get to your profile.



### ***Editing Profile Sections***

You can edit any section by clicking on the pencil icon.  In most sections, you can add or link to media, such as a video or a file. While currently you can’t change the position of profile sections, you can change the order of specific work experiences (more on that shortly).

**THIS CONCLUDES THE EXCERPT**

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## **Advanced LinkedIn**

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By Robert Hellmann, President of [Hellmann Career Consulting](#)