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YOUR INTERVIEW COACH!

7 Reasons you are not being found on LinkedIn!



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Introduction - 7 Reasons you are not being found on LinkedIn!

The World of Work is changing dramatically and this is having a significant impact on the methods used by recruiters today. That's why it's absolutely essential to combine several job searching strategies with being found on social media to increase and maximise your chances of securing your next job.

LinkedIn in particular is used by 79% of recruiters looking to hire talented individuals. LinkedIn is also cited by recruiters to produce the highest quality of candidates. However, it's not just LinkedIn, recruiters and candidates use Facebook and Twitter regularly.

Consider these facts about the visible and hidden jobs market - you only get to see 40% of vacancies – those vacancies advertised on job boards such as Indeed, CV Library, Monster, Reed or vacancies managed by Recruitment Agencies.

The other 60% of vacancies are hidden – being found on social media ([LinkedIn](#), [Facebook](#), [Twitter](#) etc.), direct or speculative applications, networking or introductions or via employee referral schemes are all popular methods of applying for hidden vacancies.

LinkedIn is the most professional social media platform and its original purpose was for connecting business to business.

In line with technological advances it was originally set up to move address books on line and to make the process of keeping in contact and networking much easier to manage.



Once it started attracting thousands of people to create an account (today approximately 467 million in over 200 countries) it quickly became an interesting database for recruiters and employers to link with job seekers.

1. Generic Headline

Most job titles just don't inspire and some internal job titles are incredibly vague or just don't translate in the external market.

Job titles like, "Director" "Associate" "VP" even "Administrator" are pretty vague and don't really let the reader know your level of responsibility.

So start with an interesting, concise and punchy headline - you've got 120 characters. Explain who you are, what you offer an organisation - this helps to build credibility.

The Headline needs to stand out and catch the recruiter's attention so don't just add your current job title.

My suggestion would be to probably avoid saying you are currently seeking new opportunities in the headline – especially if you are employed. This may well put some recruiters off contacting you because they may assume (rightly or wrongly) that you are desperate and again it's vague and too broad.

2. No key words or key skills

It's useful to include some key words relative to your sector in the summary not just the content under each employment section.

It's also really important to add key skills because recruiters use both key words and the skills to search for suitable candidates.

Recruiters don't have time to reviewing hundreds of profiles – so they use specific key words and skills relevant to that sector.

Don't miss out on being found on-line because you haven't taken the time to add some key words or skills to your summary and profile.

3. Not including a powerful summary

The summary is the first section recruiters and hiring managers will read. It's not supposed to be a list of tasks and duties.

The summary is your opportunity to stand out from the other candidates and write about your key achievements and what you can (uniquely) offer an organisation.

It's a great opportunity to "market" relevant accomplishments. It's all about demonstrating your worth and value to the next employer.

A mistake often made when completing a LinkedIn profile is to copy and paste over the same content from your CV.

There is of course an appropriate place to add tasks and duties under the employment section however, not in the summary.

4. Not creating a Personal Brand

LinkedIn gives you the candidate an ideal opportunity to create your personal and professional brand and manage your on-line presence.

Everything about your profile, (your photo, your recommendations, group discussions, shared updates), will contribute to building your personal and professional brand.

Certain sectors and industries place a great deal of importance on reputation in the market and everything you do on-line builds on your reputation.

Spend time engaging and nurturing your contacts as this is essential to ensure you transition from one job to another successfully throughout your career.

5. No Photo

Having a professional photo is a really good and very simple start to building that all important first impression.

It demonstrates that you care about your appearance and you've taken the time and made the effort.

LinkedIn should be treated with the upmost professionalism and therefore, save the holiday snaps for Facebook, Twitter and Instagram.

Unless you're openly promoting a life style "Business on the Beach from your Laptop" save the holiday photos for Instagram and Twitter.

The photo needs to be appropriate to your industry and a photo that fits with your personal branding.

It's all about presenting and promoting a relevant professional image and at the same time being approachable.

6. Not contributing to group discussions

This is a great way of building trust and credibility in your industry by sharing great content or contributing to a group discussion.

It's no longer enough to create a LinkedIn account, you need to participate and get involved in group discussions.

This is a place to be positive and supportive and demonstrate your knowledge and expertise. So look out for opportunities to make a great contribution and a positive impression.

We've all seen the negative rants on social media and even if the comments are true it will reflect poorly on the person throwing the comment out with no real thought.

It's a great way of being visible on-line and to build relationships with like-minded people. This could lead to off line conversations and meetings. Therefore, it's another good way of raising your profile and on-line presence.

7. Not building or managing your networks

Relationships take time to build – you need to commit some energy and effort into building up trust and credibility with both new and existing contacts. You also need to be patient to allow the relationship to develop.

The advice is always to build up your networks and keep in regular contact before you need to ask for help or to be introduced or ask for that favour.

It's all about building a mutually beneficial relationship – so make sure you ask if you can help them or just ask how they are keeping. You wouldn't expect someone you'd just met to offer you a job, it's not acceptable to do the same on-line. Like any good relationship you need to put in the time, effort and energy.

Thank you for downloading our facts sheet – we hope you've enjoyed reading and learning.

Please do come and say hello on social media – [LinkedIn](#), [Facebook](#), [Twitter](#) or [Instagram](#)!

For more information on preparing for an interview then subscribe to my [newsletter](#) and receive our FREE How to Prepare for an Interview eBook.