**“KNOCK ‘EM DEAD”**

**STRATEGIES FOR JOB SEEKERS**

**TARGET & FOLLOW COMPANIES & PEOPLE ON LINKEDIN (LI):**

1. **TAP RESOURCES TO DEVELOP A TARGET COMPANY LIST:**  In addition to Intellect 2000, **ReferenceUSA,** Hoovers, Edgar, Dun & Bradstreet, Standard & Poor’s Registry of Corporations & Executives (2-volume set the better libraries have), ask your librarian if they get the San Diego Book of Lists (most typically available in hard and soft/electronic copies). ***THEN* follow these companies on LI!**
2. **ALSO,** **LOOK UP YOUR TARGET COMPANIES ON LINKEDIN (COMPANY SEARCH & THEN “FOLLOW” THEM!**  You get notices of job openings, expansion news, and even can see who posted the job in many cases and who you are connected to that can get you to them! Remember the concept of “Six Degrees of Separation” which is now between 3 and 4 degrees – thanks to social networking and the Internet (See other note relating to this elsewhere in this document.)!
3. **DO A “PEOPLE SEARCH” EVEN BEFORE APPLYING TO IDENTIFY AN INTERNAL CHAMPION WHO WILL USHER YOUR RESUME THROUGH THE PROCESS.** Look for those in your network including groups who used to work at companies you are applying to BEFORE YOU APPLY OFFICIALLY or otherwise target and reach out to them. See if those still employed are comfortable referring you, and this MAY result in a win/win. There is nothing better than a well-respected internal champion. Many companies offer referral bonuses after 90 days of hire if you were not previously in their database, so in some cases, the employee must FIRST submit your name and contact info. If possible, ask contacts to refer your resume to hiring managers or those in HR and if they are comfortable endorsing you vs. simply referring you, that can boost your chances of getting a call or invited in for an interview. If possible, ask if you can include your contact’s name in the first or second sentence of your cover letter.
4. **FOLLOW RECRUITERS ON LINKEDIN (LI) AND TWITTER.** You can also opt to "Follow" HR folks (or prospective bosses) at target companies by writing a search string on LI (e.g., “Recruiter” or HR or “Human Resources” or “Talent Acquisition” and “target company” or within your target zip code area, and then write a short, compelling note to the recruiter via Inmail or through a common group.)
5. **GO TO THE MAIN LINKEDIN “JOBS” TAB AND LOOK UP “Recruiter and “Talent Acquisition**” jobs and follow the companies posting such jobs as well as proactively write them an exploratory letter expressing your sincere interest in them EVEN IF NO JOBS ARE CURRENTLY POSTED! **Why? Anyone hiring a recruiter (even a contract one) is justifying that salary, and this signals that a substantial number of positions will soon be available.** This positions you to get an exploratory interview and thereby better positions you to get a suitable job when it becomes available.

**JOIN & “WORK” LINKEDIN GROUPS:**

1. **JOIN LINKEDIN GROUPS AND BE AN ACTIVE PARTICIPANT:**

Your competition is FAR less on groups making groups a great strategy for improving your chances of getting up at bat (phone or in-person interview)!

* **JOIN 100 MAIN GROUPS PLUS** (As of Fall, 2015, subgroups count against your total. If you previously joined subgroups and had over 50 groups, you’ll be grandfathered.).
* ***ACTIVELY* REVIEW POSTED JOBS ON GROUPS!** Review jobs at least 3x per week (Adjust settings to receive a (daily or weekly) digest or go onto the group and sort through jobs).
* **INTERACT WITH RECRUITERS** by clicking on “Reply privately” to discussions under the 3 "hamburger bun” dots that resemble an ellipsis to the upper right of the post. Introduce yourself and let a recruiter/employer know that you are seeking work. Be sure to list some bullets or part of your 30-second pitch to entice them to ask for your resume.  Or state that you would be happy to send your resume to them.  Sometimes, the *direct* approach is best.
1. **JOIN ALUMNI GROUPS** and be active. These groups are very likely to help you – even those you do not know well. Remember to pay it forward and pay it back!
2. **JOIN PROFESSIONAL ORGANIZATION GROUPS THAT HAVE SET UP A LI GROUP.**
3. **JOIN SEARCH FIRM GROUPS** created by recruiters who serve your job type, industry space and geographic target locations.
4. **JOIN INDUSTRY OR JOB TYPE GROUPS (e.g., Sales & Marketing, Accountants, Engineers, Medical Devices, etc.)**
5. **JOIN REGIONAL/LOCAL GROUPS:** (West Coast XYZ or San Diego Sales & Marketing Professionals).
6. **CHECK GROUP SETTINGS:** Be sure that in your group settings that you do not unclick the last box (even if you choose to have all *other* boxes unclicked).
7. **DECIDE WHAT GROUPS TO DISPLAY:** Consider displaying a few, well-chosen groups on your LI page. Recruiters will see the types of groups that interest you and ALSO can join these groups JUST TO CONNECT WITH YOU!
8. **JOIN MY GROUP:**  Employer & Candidate Connection and actively participate and be positive and professional.  There are recruiters and hiring managers on my group, so put your best foot forward.
9. **READ RULES & PERUSE GROUP CONTENT BEFORE JOINING**: Read the summary description before you join (and be sure to adjust your settings ASAP for EVERY group you join when the green bar displays across the top of the page.  (You can always adjust your settings later, but you will have far fewer emails and group showing up on your LI Home Page if you change your settings at the onset
10. **START A DISCUSSION**. If groups permit, start a discussion about yourself! My groups encourage you to post a “FREE Commercial” for yourself: What are you seeking, where are you looking and what are a few skills I should know about?
11. **JOIN "The RECRUITER NETWORK**” (If it is still accepting new members) - the largest collective LI group of recruiters who post jobs**.**).  This Recruiters’ group and others are really for job seekers, *not recruiters*.  MANY hidden jobs are on this group -- so many jobs in fact, that this group cannot display them for the full 14 day-limit that most jobs are allowed to remain posted.  Instead, due to the sheer volume of ads, the jobs on this group and other high-traffic job ad groups expire in just a few days. Mouse over the down arrow after you click on the topic and “Reply Privately” to recruiters to build your network.
12. **CHANGE YOUR SETTINGS** for ALL groups to get a "weekly digest" and interact with recruiters. (You can now change certain settings for ALL LinkedIn groups vs. one at-a-time under your settings --- then go to “Group” settings. (This can be done using the former settings pages which can be accessed by clicking on the link at the bottom of the new “Privacy & Settings” pages.
13. **WRITE TO THOSE IN GROUPS AND MENTION THAT YOU SHARE A COMMON GROUP** as group members are = to a 1.5 in “LinkedIn Land.” And while you may still need their address to actually “Connect” with them via an invitation, you can write to them as long as they did not unlick the last box in that group’s settings prohibiting others from contacting then**. (LI only allows members of common groups who are not otherwise directly connected to write to members within that group (up to 15 messages per calendar month; new group members must wait 4 days to contact group members). You must click on that group and click on the number of group members in parenthesis, then type the member’s name in the member name area. Then move your cursor to the right of that member’s name and an envelope icon will appear if that member accepts messages. Click on it and begin typing.)** Offer to reciprocate in some way to improve your chances of getting a favorable reply. Always offer to pay-it-forward when sending messages or invitations to those in groups.  For those squeamish about getting dinged by "I don't know this person" responses, getting dinged DOES NOT apply to routine messages.  Therefore, rather than send an invitation, just send a message, instead and mention that you share a common group. Eventually, if you build rapport with that member, you can later connect through a normal invitation.
14. **ATTEND EVENTS POSTED ON YOUR GROUPS.**
15. **“CLICK “LIKE” WHEN YOU TRULY LIKE SOMETHING** – ESPECIALLY if it supports your “CAREER CAUSE” and the job you are targeting OR if it just keeps you “TOP OF MIND!” All “Likes” go to your network! Plus, clicking “Like,” commenting on discussions or sharing posts all help your ranking and cause you to emerge higher in search results.

**PURPOSEFULLY BUILD YOUR NETWORK:**

1. **HAVE A TIME-REFERENCED GOAL/QUOTA:** Make it a point to build your network by at least 10-20 people each week – more if possible!
2. **BUILD A MIXED NETWORK:** Some ask, "Should I connect with people I don’t know?" Although largely a personal decision, I suggest striving to a split between those you DO and DON’T know well. Why? Those you know well are more likely to open doors, endorse and recommend you while others may bring you closer to connections you may need. You may need to influence those you do not know well to introduce you, by offering something such as introductions to those in your network or support in areas in which you have expertise. Most experts agree about the importance of a mixed network. ALSO, did you know that according to a 12/2012 FaceBook study, 6 degrees of separation decreased to fewer than 4?
3. **ACCEPT ALL REASONABLE INVITATIONS AFTER SCREENING PROFILES:** Another REALLY COMPELLING REASON to accept invitations from those you don’t yet know is that you may not realize it, but you cannot even see someone who is 4, 5 or 6 degrees away.  As you Link in to more people, the next level becomes visible!!!
4. **USE TAGS:** Click on your contact names and create category “tags” to organize them to establish lists.
5. **DON’T JUST SIGN UP, “WORK” YOUR LI ACCOUNT:** Per a 2016 Jobvite study,87% of employers/recruiters are on LinkedIn, and 89% have found qualified candidates using it.  If you are not using LinkedIn at all or optimizing your visibility, you are missing a HUGE opportunity. You must optimize!
6. **CONNECT WITH L.I.O.N.s:**  (LinkedIn OPEN Networkers who will accept any invitation.) Link in, especially with Recruiters who are LIONS.  Google [www.toplinked.com](http://www.toplinked.com) to get email addresses for LIONS.  Some LIONS are listed on LinkedIn groups such as “Most Recommended” groups, LION groups, etc. **FIRST,** **REMEMBER TO FIRST OPTIMIZE your profile** before sending emails or connection requests – Get your brand "cemented" electronically, ensure it is free of typos which we all make ESPECIALLY when we are sleep deprived and stressed, and then send out 100 or so each day.  One of the very best (most responsive) LIONS is Stacy Donovan Zapar.  She is the most LinkedIn woman on LinkedIn with over 30,000 connections. She is also a recruiter and coach and has a fantastic blog for job seekers.  If you ask her to be introduced via the proper LinkedIn common connection request, she WILL introduce you ... no questions asked.  She is AMAZING!  She also wrote the most useful, "Best Kept LinkedIn Secrets" I have ever seen and I featured it in my LI Group.
7. **CONNECT WITH OPEN NETWORKERS:** Anyone with a paid (Premium) account can change their settings to be an open networker. How can you tell if someone is an open networker? Look for the “PREMIUM” graphic that appears to the right of their name. THEN, click on the person’s name, then “InMail” and send them a FREE InMail introducing yourself! Remember to pay-it-forward by offering them access to your network (introductions to those they wish to connect to), or share your expertise. It just good etiquette to do so! Take a look at my profile to see what I mean by a Premium icon.
8. **ONLY INVITE THOSE YOU KNOW/THOSE WHO HAVE ASKED YOU TO LINK IN OR THOSE YOU KNOW WELL:** Do not invite individuals you don’t know unless they are LIONs or Open Networkers. You may get an “I don’t know this person” (IDK), and if you get enough of them, LinkedIn with restrict your account by requiring you to provide an email address for anyone you want to link with going forward. (You can ask LI to un-restrict your account by going to the Help Center and after typing “Restricted Account,” follow their prompts. Write back to them indicating that you are not a spammer and promise to only connect with known contacts going forward. This is one of 2 forms of “LinkedIn Jail,” but fortunately you can get out of this type of LinkedIn Jail by using these tips.
9. **NEED MORE INVITATIONS**? If you ask nicely and get the right LI customer support person, you can get an additional allowance each month.
10. **LINK IN WITH ME:** Link in with me and research companies to see if I know anyone you need to know

**SPECIFIC STRATEGIES TO GET A JOB:**

**GETTING A RECRUITER’S ATTENTION & KEEPING IT:**

**MAKE YOURSELF ULTRA ACCESSIBLE:**

1. **BE EASY TO GET IN TOUCH WITH IN AS MANY WAYS AS POSSIBLE:**  There is nothing more frustrating to a recruiter than finding you and not being able to reach you.  Consider displaying a few of the groups you are in right on your LinkedIn Homepage so that a recruiter can join one to reach you.  Or, display your Twitter account so that recruiters can send you a message that they wish to speak to you.  For those brave enough to do so, list your phone number or email or attach a document that has your contact information on it that the recruiter can use to connect with you once they open that document. **BETTER YET: Go to Google and get 2 things: A DEDICATED Gmail account and FREE Google Voice phone number JUST for job search.** Display BOTH in 2 places: Your “Summary” and “Additional Information” sections “Advice for contacting” you. If you start getting spam mail/calls, simply go on to Google and get another email and phone number!  If you have a website or blog, feature that link so that a recruiter can contact you through it.  Upload your resume or a PPT doc with your contact info. These are just SOME of the ways you can help improve your odds of being contacted.  If you join my group or visit my website and download my free tips documents, you can see the other 8-10 ways to get the phone to ring.  (See my Links page on my website:  [www.TheECC.com](http://www.TheECC.com) for links to my blogs, or the link to the radio show I was interviewed on for additional career advice [speaking events page]). My two blog links also appear elsewhere in this document.
2. **LEARN TO THINK LIKE A RECRUITER!** Watch LinkedIn’s on-demand LinkedIn webinars available to Premium members. If you cannot access it (if you do not have a Premium account), it may be worth it to pay for the most “LinkedIn Job Seeker” which is frequently offered with a free month as an incentive. Otherwise, ask those with paid accounts to download and send the file, so that you can view it.
3. **PROFILE COMPLETENESS:** The more complete your profile is, (the more connections you have, and the more you interact on LI), the more frequently you appear in search results. You are doing yourself (and others!) a disservice if they cannot find you easily. Be sure to have a professional photo, headline, at least 2 past jobs and 3 or more recommendations (several should be from direct supervisors/managers). **UPDATE YOUR PROFILE 1X PER MONTH!**
4. **CUSTOMIZED LINKEDIN PROFILE ADDRESS: Have you customized this so that it is easier to remember, more aesthetically pleasing, and shorter?** Click on “Edit Profile” and adjust this. Having an easier address also helps encourage others to LinkIn. To further encourage recruiters, hiring managers and others to view your profile, list it on your business card, email signature, resume, etc.
5. **(PREMIUM MEMBERS ONLY), IF SAFE TO DO SO, DECLARE YOURSELF AS AN ACTIVE/OPEN JOB** SEEKER: Click on the main “JOBS” tab and click “Preferences.” Then follow the prompts and slide the notification bar to “On.””

**OPTIMIZE YOUR PROFILE:**

1. **USE STRUCTURE TO OPTIMIZE:** See the structure of my profile and follow it.
2. **HOTSPOTS:** There are 4 hotspots on LinkedIn that weigh more heavily on the search algorithms than others: Your headline, Current title (if you are working), past title, and Summary. (Also, did you know that you can list multiple ***concurrent*** jobs separately? This may help you emerge in searches more often if you are featuring keywords that are being sought!)
3. **LOAD YOUR** **HEADLINE** with as many keywords/terms as possible. You want to come up in the first 3-4 pages of a search; many recruiters will not go much further. Test your ranking by typing in some keywords and see what page you appear on.
4. **SELECT THE RIGHT KEYWORDS:** Use “Word Clouds” to analyze multiple job postings by copying and pasting 3-5 jobs in [www.tagcrowd.com](http://www.tagcrowd.com), [www.tocloud.com](http://www.tocloud.com) or www.wordle.net.)
5. **RESEARCH PROFILES OF THOSE WITH YOUR TARGET JOB:** Go to profiles of those you wish to emulate who have worked in the job you desire and “borrow” some tips/content (imitation is the best form flattery anyway!)
6. **UTILIZE KEYWORD DENSITY:** Mention your target title(s) as many times as possible. This is easier if you have held this position. If not, list it in your “Interest” section or list under a position you’ve held that you reported to that position if this title happens to correspond to the person to whom you reported (In this way, it still gets the title counted – even though it was not yours!). Also, if you had an unusual title that is equivalent to a more common/mainstream one, put the mainstream title in parenthesis). For example: “Acquisition Director” (Marketing Director). In this way, you will pass a reference check since your actual title is listed, but you will draw recruiters to your page with the more recognizable title. To leverage and optimize keyword DENSITY, those who display keywords in more than one hotspot will emerge higher in the rankings than those who only mention the keyword once. Many experts suggest displaying your most critical keywords *at least four times*. "Pepper" the title you seek wherever you *reasonably* can without misrepresenting the facts so that you come up higher in the search results (within 1st 4 pgs.).
7. **”PREMIUM” Accounts:** Those who pay a subscription fee can designate their settings to accept free InMails from others. How do you know? You’ll know when you click on “InMail” in such a member’s home page. If you are not a Premium member and get a screen asking you to subscribe to LinkedIn and pay a fee, then this member is not accepting InMails. If, instead, you get a screen with drop downs and other choices, and which allows you to compose a brief email, and it indicates that messaging the member will cost “0 InMail credits,” you’re in luck! Use this especially to connect with hiring managers, recruiters, and those at companies you need to network into. **Premium members can turn this setting on and off, so check back.**
8. **ARE YOU HAPPY REMAINING A CONSULTANT OR INTERIM CONSULTANT?** IF NOT,make it crystal clear to those reviewing your profile that you are accepting interim project work while you seek a suitable full-time opportunity. Or some indicate that they are interested in both, if that is the case.
9. **IF YOU ARE A PAID MEMBER, CONSIDER BEING AN OPEN NETWORKER:** LinkedIn runs quarterly specials and may give you the 1st month free as an incentive. If you avail yourself, you can declare yourself an “Open Networker” to get recruiters and others to contact you (and turn off at will.)
10. **GETTING RECOMMENDATIONS:** Ensure that you have at least 1**-**2 for your two most recent jobs; any others are also great. (A good way to get recommendations is to offer them to others, but do so without ANY expectations, and hopefully, you will be pleasantly surprised.) Read my blog about LI recommendations/tips.
11. **HEADLINE LOADING:** Use all 120 characters. Separate terms with a straight line with spaces before and after for readability.
12. **CREATE AND DISPLAY A HEADLINE AND/OR TAGLINE:** Consider creating a crisp 3-8-word branding statement that differentiates you, is relatable to others, or is memorable (e.g., I know individuals who have used: “An HR Manager’s Right Hand,” “More than Just a Numbers Guy,” “I help Factories Run Better,” or “I “Crash Computers” (SEO expert), Making Startups Start!” ONLY IF APPROPRIATE, consider making it the headline on your resume.  These taglines tend to be more casual, so trust your instincts, if it seems "cheesy" to you to display it on your resume, then don't display it.  When in doubt, ask your group or someone you trust.  While you should have a casual version of your elevator pitch that is not intimidating and does not sound rehearsed, be sure to use it appropriately.  When it doubt, you always "dress up" for events, right?  The same applies to your elevator pitch.  Use the more formal one when you aren't sure if you are in front of folks who could have a direct tie to a hiring manager.  You are making an impression.
13. **CLEAR HEADLINES:** Some seeking work want to make it very apparent to eliminate the guesswork for recruiters and hiring managers. To be clear that you are open to new opportunities, you can also state that you are “Seeking XYZ Opportunities” or “Exploring New Opportunities” right in your headline and/or “Summary” section. (Premium members should also consider declaring themselves as “Open” job seekers on the main “Jobs” tab by clicking on “Preferences.”)
14. **DOWNLOAD YOUTUBE “LINKEDIN PROFILE” VIDEOS TO LEARN HOW TO BEST USE LI:**  Try to view newer videos (those under 6-monhs old), as functionality changes rapidly. LI also posts some that they have created. Also, click on the LI “Help Center.”
15. **A PROFESSIONAL PHOTO SETS THE TONE (submit your photo to** [**www.photofeeler.com**](http://www.photofeeler.com) **to have it evaluated.):** Want others to take notice of you? Be sure to post a professional headshot and respond to discussions, being careful to check your content for accuracy and those dreaded typos that we all make.  You will be more memorable with a photos and it will serve as your brand each time you comment on a topic. Others may be so impressed, that they may click on your name to “Follow” you. As an aside, LinkedIn requires a photo and at least three recommendations to be considered 100% complete. Consider asking a photographer (perhaps one in transition) to set up shop at a location where many can get their photo taken at a discounted rate. This creates a win/win.
16. **ONE BRAND/ONE PROFILE:** Although many job seekers have more than one resume, LinkedIn’s rules state that members only have one profile. It is therefore important to determine how you will be portraying yourself professionally, meaning, determine your brand, and stick to it! It is OK to put more than one related job on a profile (e.g., Project Engineer, Manufacturing Engineer & Quality Engineer OR Sales, Marketing and Business Development OR Teacher, Trainer, Curriculum Development Specialist, Writer. It gets a bit tricky when a person has had diverse job types during their careers. Even so, if you can logically explain in your summary how your career change unfolded, then it is possible to target two jobs types in one profile. IF YOUR JOBS ARE TOO DIFFERENT, IT IS BETTER TO “PICK A HORSE AND STICK WITH IT, meaning, determine which career you want most and adhere to the 80/20 rule (and don’t risk trying to be all things to all people and coming off as desperate or unfocused: Instead, put 80% of your energy into pursuing the job you are most interested in. NOTE: LinkedIn reserves the right to delete duplicate accounts if they discover them (and you may not be happy about the account they delete).
17. **SHOWCASE YOUR WORK UNDER EACH JOB:** You can now attach website URL project info, images, scanned letters of reference, and other files. You can also attach a resume, which will help hiring authorities to reach out! (Be careful if you have two distinctive resumes as posting one may preclude you from consideration for other jobs.)
18. **SOME GUIDELINES ON CHARACTER LENGTH:** Headline: 120 characters, Summary: 2000 characters, Skills/Experience (aka, “Endorsement” section: 50 skills/terms (up to 61 characters each: The top 10 endorsed appear first, so if you want different terms to appear on top, purposefully ask others who can confirm those skills to endorse you or move them around manually using the “Edit Profile” function.), Company Names: 100 characters, your company URL/website URL: 256 characters and “anchor text” is 30 characters, LinkedIn Status Update: 500 characters (but if you publish your update to Twitter, only the first 140 characters will be shared there), and position descriptions and discussions max out at 2000 characters.
19. **QUALITY CONTROL “SANITY” CHECK:** Wondering if your profile is properly calibrated for the type of jobs you’re seeking? Look at the profiles of others who have held the position type you seek (as well as the people listed in the “Similar” link listed near the names of those members and “People who views this profile also views (list of other people), and compare keywords, jobs titles, etc. BETTER YET, look at the “Suggested:” jobs, groups and newsfeeds at the right of your profile or under the main “Jobs” tab. If your recommendations are not suitable, then you have work to do!!!

**SETTINGS**

1. **ADJUST PREFERENCES/”ADVICE FOR CONTACTING”** settings.
2. **CHECK YOUR CONTACT SETTINGS:** Be sure to specify in your settings that you are open to “Expertise Requests” and “Career Opportunities.”
3. **ADD YOUR DIRECT CONTACT INFO UNDER “OTHER INFORMATION” SECTION:** You can now enter an email address and/or phone number. If you are squeamish about doing so, go to Google.com and get a separate Gmail account purely to get job leads sent to you from recruiters and also sign up for “Google Voice” - a FREE phone number that you can have route to multiple phone numbers. **This is explained in more detail in #1 under “Making Yourself Ultra Accessible” above.**
4. **GOING STEALTH:** If you do not want others to know that you are seeking a job, you must do a few things: Make your visibility anonymous (“Private’) by hiding your profile, your settings AND shut off your network activity and updates feeds. You can change your status back to visible and re-authorize LI to share your activity and network updates a few weeks later but FIRST, make all the changes you wish/need to before turning these settings back on. (Tip: If you want to get the attention of certain members, once your settings are active again, click on the profiles of those you wish to see your new and improved profile. Often, then will check you out!)

**FINDING JOBS ON LI – 4 PLACES:**

1. **LOOK FOR JOBS ON LI MAIN JOBS TAB:** These are paid postings and are seen by many, so you will likely be competing with far more job seekers for jobs listed under the main “Jobs” tab on LI vs. apply to jobs posted on LI groups.
2. **LOOK FOR HIDDEN JOBS EXCLUSIVELY POSTED ON LI GROUPS:** It is FREE to post on LI groups. Many recruiters including me ONLY use groups, and find our candidates there! You will have far fewer competitor job seekers on LI groups. Don’t risk missing any postings: Subscribe to a weekly Digest and have jobs “pushed” to your email address 1x per week.
3. **ON MEMBER PROFILES INCLUDING THEIR UPDATES:** **Some members (recruiters, hiring managers and others) post jobs in their Summaries or in their “Update” bubbles. How can you find them? Type one of these four terms into the search bar followed by the job title you want: “Hiring” “Now Hiring” “Looking For” and “Seeking.” You should begin to see hidden jobs appear that are often not posted elsewhere! You will also likely get LI members who are seeking work, but with some luck, you will also get some hidden gems!**
4. **LINKEDIN PROFINDER: This is a pilot programs that Premium members can sign up for free of charge (employers must pay for this service after receiving 10 applicant profiles). It is intended for freelance/contract work. As of 10/2016, LinkedIn is limiting the types of roles they are screening for and rolling this program out slowly, so don’t be surprised if you sign up to get an email from LinkedIn that they are not yet sourcing for your job type. (To sign up, click on your own name in the upper right and then click on ProFinder. It will prompt a series of questions and then ask you to slide the bar at the end to “ON.”)**

**NOTE: SEARCH FOR HIDDEN JOBS BY USING A VARIETY OF KEYWORDS & ABBREVIATIONS:**  Aside from www.indeed.com, www.simplyhired.com,careerbuilder.com, and glassdoor.com, use a variety of terms, abbreviations, and other key terms when searching for jobs on any group or elsewhere. (e.g., For “Customer Support,” type in “Customer support" “customer service" "call center" "CSR" or "CSRs" or "Technical Support" if you are a technical support person.) Check all combinations on LinkedIn, as well!

**Improving your rankings in LI searches:** As stated previously, LI now uses sophisticated algorithms. It’s no longer sufficient to complete all the main sections, add a photo and have 3 recommendations. Now, you need to remain active on LinkedIn and respond to invitations and messages. Starting and responding to discussions, updates or creating posts now gets you higher in the rankings, and therefore gives you the best chance of being found by recruiters and hiring authorities. Sharing and liking posts (i.e., updates, articles, profile photos, and discussions as well as endorsing others’ skills, writing recommendations, etc. also help to boost your status and help you to appear higher up in search results.

**LINKEDIN RESOURCES:**

**To attract users to your profile/published articles/posts, optimize visual appeal and build your brand/online presence, and add power, check out the below links!**[**www.photofeeler.com**](http://www.photofeeler.com/): **Free critique on how your photo comes across.**
[**www.feedly.com**](http://www.feedly.com/)**: Leverage content for your blogs/articles/newsletters.**[**www.buffer.com**](http://www.buffer.com/)**: Social media sharing, connecting and content scheduling**[**www.unsplash.com**](http://www.unsplash.com/)**: Royalty free photos to use for your articles, blogs and background image.**[**www.canva.com**](http://www.canva.com/)**: Simple graphic design software.**