

How To Use LinkedIn To Network, Get Recruiters To Notice You, And Find A Job

By ExerciseJobs

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LinkedIn is a social networking website for professionals and has over 259 million users worldwide, according to a [LinkedIn report](#) in November 2013. Per a [Social Recruiting Survey](#) conducted by TweetMyJobs.com, 29% of job seekers use social media as their primary tool for finding jobs. Therefore, having a professional profile on LinkedIn that shows viewers your skills and expertise is important.

Get Recruiters To Notice You. “Surefire tactics which help drive traffic to your LinkedIn profile include crosslinking it with your other social media accounts, attaching your profile link in e-mail signatures and bios, and featuring a link to your profile business cards, slip sheets, and advertisements,” informs Joseph Giandonato, MS, CSCS, Coordinator of Fitness Programs at [Drexel University Recreation Center](#). Elizabeth Kovar, MA, [Seattle Fitness Manager & ACE/BOSU Master Trainer](#), also recommends “First, I keep my profile updated with current information and accomplishments. Second, I look to respond to discussion questions to which I feel I can contribute valuable information. And thirdly, follow directions. If someone posts looking for a speaker or writer and the post clearly states to email that individual, than I will make sure I email the person and reply to the post. This shows that my interest is genuine and authentic versus just posting “I’m interested.”

Make A Stand-Out Profile. Organized profiles with bullet points and sound bites are more attractive to recruiters and easier for others to read, instructs Kovar. Giandonato adds that each section of the profile should be grammatically sound, coherent, and concise. Skipping areas or fields won’t retain a recruiter for long. Be complete and thorough with your information.

Network With Others. Making connections with others is important in order to build your network and allow for others to view your profile based on how you are connected. Giandonato suggests crafting a personal message when inviting others to connect on LinkedIn so you can convey professionalism while personalizing the message. Once you connect, remain genuine and authentic, advises Kovar. She recommends not to immediately message people with promotional emails or automatically sign them up for your newsletter. Use LinkedIn to connect and not to solicit your services to people.

Get Involved In Discussions: Actively participate in discussions for each group you join so people can view your expertise and opinions. However, remain respectful. Both Giandonato and Kovar agree with refraining from personal attacks against people. In addition, include research to support any claims or rebuttals. Use discussions as an opportunity to learn, evolve, and expand your personal school of thought, adds Kovar.

Remember to stay professional and active. Today’s job search is competitive and many

people are looking for quality candidates who stand out. Jump on those leads, respond to others in a timely manner (I recommend within 24 business hours), and put your best LinkedIn profile forward. Who are you going to connect with this week?

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- See more at: <http://www.exercisejobs.com/blog/resources/how-to-use-linkedin-to-network-get-recruiters-to-notice-you-and-find-a-job/#sthash.Kmr0lesB.dpuf>