THE **LET'S ROLE** JOB SEARCH SERIES

BOOK



**SEDGWICK** 

**LANDAUER** 

A RECRUITER'S GUIDE TO GETTING YOUR GAME ON AND MASTERING LINKEDIN.

### THE LET'S ROLE JOB SEARCH SERIES - BOOK 2

# BECOMING A LINKEDIN ALL-STAR

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### CHAPTER 1 THINKIN' LINKEDIN

Different social media sites have different jobs. Instagram is for trading envy over each other's clothes/meals/talents/holidays/bodies/partners; Facebook is for hearing about all your vague acquaintances' new babies, weddings and funerals; Twitter is for debating the intricacies of the failings of the American political system with someone who is just as clueless about it as you are; Tik-Tok is for collecting the personal data of 13-year-olds who think lip-syncing to John Mulaney stand-up routines counts as being an influencer.

So what's LinkedIn's job? Put simply, LinkedIn is for proving to strangers that you're definitely very successful. Doing this well is doubly important when you're looking for a job, and doubly difficult if you're doing so from an unemployed starting position. You've somehow got to communicate that the fact you don't have

a job right now is either deliberate, for purposes of personal and professional growth, or one of life's great mysteries.

At this point, you would be justified in wanting to hang the sense of it and avoid LinkedIn entirely, relying instead on your CV and sunny disposition to get you a job. Unfortunately, this is the 2020s, and LinkedIn has become indispensable as an online platform for professionals. The simple fact is that having a good LinkedIn profile is going to make your job search infinitely easier than if you were to have no profile at all (or, even worse, a bad one).

At the time of writing, LinkedIn is a \$26.2 billion company, owned by Microsoft, with millions of profiles on its database. It didn't earn all that money, however, just through advertising revenue.

When it comes to LinkedIn and, by extension, social media as a whole, we like to think of ourselves as in control. It seems like we've been kindly gifted this free platform that we get to use to our hearts' content for no reason other than because we deserve something nice once in a while.

The problem is one that has become more and more common in recent years: if you are handed something for free that could easily have been sold to you, consider that you are not the customer, but the commodity.

It's no secret that Facebook sells your data – the 2018 Cambridge Analytica scandal was worldwide news. It raised questions about people's right to privacy and the dangers of social media's influence on the opinions of the population. It's important

to know, however, that it isn't just Facebook. It's *everyone*. There was also the introduction of GDPR in 2018, which, among other things, meant that companies had to start informing people of how they would use their data (we're sure you remember all those emails). What this ended up boiling down to, though, was just another 'I agree' button to click blindly, following countless Terms and Conditions contracts before it. Just because companies started telling people all this stuff, it didn't mean those people started listening.

We like to think of the whole situation this way:

You get given a ticket to a brand-new island resort. It looks amazing and all your friends are going. The best part is that everything is totally free – accommodation, transport, food and drink, activities, amenities; you don't have to pay a single penny. Sure, there are some billboards dotted around, but no one is forcing you to look at them (although it is a bit weird that they seem always to be advertising something you were talking about only yesterday).

You find out one day, however, that the whole time you've been at this resort there have been hidden cameras everywhere – cameras in the streets, on the beach, in the restaurants, the pool, the hotel, your room. The company that owns the resort has been recording all your conversations with your friends, even the ones you thought were private. The drinks may be free, but they've been keeping track of what you order, how many and how often. They've also been monitoring your schedule, keeping notes of when you get up, how much time you spend at the beach, in the pool or on the golf course, and cross-referencing that against how much you told your friends you enjoyed yourself there. They've used this data to determine what kind of a person you are based on your age, gender, nationality, sexuality, political leanings, even your favourite TV shows.

They haven't just gathered this data for the fun of it, either. The resort has used it to softly wall you into an area of the island where you'll see only people the company reckons you'll get on with, keeping you away from those you might disagree with, in case you end up having a bad time and leaving the island.

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They've been selling your data to other companies, too. Turns out that's why all those billboards seemed eerily relevant: not everyone sees the same ones.

When you find this all out, you are outraged! You feel used and violated, like a character in some sick game of *The Sims*! You leave the island, vowing never to return. Many of your friends do the same.

A couple of weeks go by, and you receive an envelope. Inside is a letter from the resort apologising profusely for this abuse of power while simultaneously claiming that since what they did wasn't *technically* illegal, it was absolutely fine. Besides, it is illegal to do it without telling you *now*, so here they are, telling you, inviting you back to the island. They've sent a second envelope that's thicker than *War and Peace*, containing reams of paper explaining exactly what they do and how they do it. You can't be bothered to read all that paper, but you know all your friends are going back, so you just say 'screw it' and pack your bags without even opening the second envelope.

Back on the island, you don't necessarily see the cameras, but you can spot all the places they'd be. You start to wonder if you're paranoid for suspecting the birds of being spy drones. For a while, you and your friends are careful not to discuss anything on the island you wouldn't want heard by a third party. But this only lasts a short while before you give up the effort and resume walking around your hotel room in the nude.

Eventually, you even come to be grateful for the billboards: at least you're being shown stuff you might actually want.

And this is where we find ourselves now: we all know the cameras are there, but we try our best to ignore them.

So why have we gone off on this tangent? Well, when it comes to other social media sites, your personal data influences only what you see in terms of news and adverts. On LinkedIn, however, it also determines who sees you.

See, LinkedIn has a number of different sides to it, only one of which is the social networking platform that most see. Its other sides include some products that it sells to different companies, most of which utilise its most valuable asset: you.

Here's a list of some of the products LinkedIn sells, with a little explanation of what they're for:

- Marketing Developer Platform This is a platform that allows companies to do things like create targeted ad campaigns, automate certain processes and generate 'leads' (people who fit a defined profile that might be open to what they're selling).
- Sales Navigator This is a tool that salespeople use to look for potential clients.
- Analytics This is the name given to the statistics LinkedIn collects related to trends among different industries and communities. Companies can purchase this data to get a better idea about how best to move forward with their operations, whether that be where they should expand, whom they should sell to or what products or services their competitors are using, etc.
- Recruiter You can probably guess what this one's for. Recruiters, hiring managers and headhunters will use this tool to search for suitable candidates for whatever role they're trying to fill. These are the people you're trying to stand out to.
- Jobs This is essentially LinkedIn's own-brand job board. With this, you can apply for jobs directly through LinkedIn without having to go via another website (it's worth noting that if you're using this, whoever sees your application will look at your LinkedIn profile before even glancing at your CV).

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So, clearly, it's those last two that we want to focus on. Every bit of information you put into your LinkedIn profile will be able to be used to find you. Therefore, it's vital that the information on that profile is detailed, accurate and geared towards your desired role. There's the old saying, 'Dress for the job you want, not the job you have.' The same goes for your LinkedIn profile. We refer to this as *optimisation*: fine-tuning your profile so that it's best suited to the role you want.

Every single company we've ever worked with has used Linkedln either to look for candidates or to vet (and possibly disqualify) ones that they're considering, so getting this right is absolutely crucial.

Let's go ahead and get stuck in.

### **CHAPTER 2**

### **HEAD-TURNING HEADLINES**

The first thing to consider is the first bit of text a recruiter will read. Unfortunately, that's your name, and there's not a lot you can do with that. So, we'll move on to the second thing, which is your headline.

In case you're a complete newbie to LinkedIn and don't know what a headline is in this context, it's really just a short sentence that will always appear just under your name. It appears anywhere your name does, whether that's a preview of your profile, on any posts you make, even on comments.

So, given how heavily this bit of text will be associated with your name, you'd be shocked how few job seekers take advantage of it.



When building a new LinkedIn profile, if you tell it that you're seeking a job, LinkedIn will suggest the line 'Open to New Opportunities', or something similar. While this will communicate that you're looking for a job, it doesn't tell a recruiter anything about you or what jobs you'd be suitable for.

What you want to achieve with your headline is to grab the reader's attention, pique their interest and spark their curiosity. We can give you a simple formula to get you on the right track:

- ✓ Main Role
- ✓ Main Problem that You Solve
- ✓ Key Words

So first we have your 'Main Role'. This can either be your current role or the role you're looking to apply for. This doesn't have to be the actual job title itself but a couple of words describing it. A word of advice to those already employed: if you write down a role entirely different to your current one, your boss might figure out that you're looking for a new job!

The 'Main Problem that You Solve' might sound a bit odd. The

reason we say this instead of 'Core Skill' or something similar is because you might be brilliant at something, but a recruiter isn't going to care if they can't see how it will help them. If you're able to translate that skill into something that would solve a company's problem, they'll be more likely to want to talk to you.

'Key Words' should be pretty self-explanatory, but these are essentially the words that you want to help lead recruiters to your page. They could relate to certain skills, qualifications, experience, brands, software; like a Google search, you want to be able to match as many of a recruiter's search criteria as possible so you appear at the top of their results.

So, for example, you could be someone with video editing experience looking to get into the film industry. Your three sections might be:\*

- Film editor
- Adept at solving colour grading challenges
- Premiere Pro, After Effects, Movies, TV
   The only thing left is to string them all together into prose:

Film editor skilled with Premier Pro and After Effects, solving colour grading challenges across movies and TV.

If you're looking to cast your net a little wider than just one ideal role, pick your favourite and do the above, then add the others afterwards, like this:

\*As a disclaimer, we don't pretend to know anything about the terminology of the film industry, so apologies to any actual editors if we're wildly off base with the language.

### Interested in Job Title 1 | Job Title 2 | Job Title 3

After completing your header, take a final look at it to see if you can spice it up with any exciting language. Perhaps instead of 'Interested' you could say 'Fascinated'. Instead of saying you're 'Skilled', consider 'Adept', or that you're 'an Expert in'. It's all about placing yourself miles above anyone that simply says 'Open to New Opportunities'.

As a final note on headlines – and this goes for most of your profile – while using plaintext special characters is fine, steer clear of emojis. More than just looking a bit unprofessional, they're difficult for LinkedIn to index, meaning you'll be harder for recruiters to find.

### CHAPTER 3 ALL ABOUT YOU

You might be looking at the 'About' section with a tinge of frustration. Another chunk of text that I have to write? What do I even put for this? Don't worry, you don't actually have to write anything new – everything that will go in this section should already be in your CV.\* Your About section will consist of:

- ✓ Your Personal Statement
- ✓ Your Key Achievements
- ✓ Your Core Skills
- ✓ Your Education (highest qualification only)

It might seem odd simply copy-and-pasting things from your CV, but in actuality it tends to be a huge pet peeve among recruiters when a candidate's LinkedIn profile doesn't match their CV. If

<sup>\*</sup>If you haven't already, check out Book 1 in this series, Building Your Bulletproof CV, if you want to craft a CV that recruiters will actually want to read.

you have identical information in both, it makes it much easier for recruiters to know what's correct.

In terms of how to structure the section, put it in the order given on the previous page. Give each section a heading, except for your personal statement.

For the headings, if you'd like to give them a bit more *oomph*, search 'Unicode Text Converter' on Google. While you can't change fonts within LinkedIn, a unicode text converter will allow you to convert text into a number of different fonts that can be copy-and-pasted over. This way, you can select a bolder font to use for your headlines or to emphasise any key words within the body of the text. Recruiters will know and appreciate the extra bit of effort it will have taken to achieve this. A word of warning, though: don't overdo it, and make sure whatever font you choose is actually legible. Don't make it a chore to read your 'About' section.

At the end of the section, state that you're open to connecting and then include a 'Call to Action' – a simple statement that prompts the reader to do something. In this case, perhaps suggest they message you on LinkedIn or contact you via the 'Contact Details' section.

We would suggest putting your contact details, such as email and phone number, directly into the 'About' section, but unfortunately LinkedIn won't like that. Why? Well, as LinkedIn is a business, and makes more money the more time people spend on its platform, it doesn't like it when people share links that will take people away from its platform. In terms of the wider effect

this has, it means that feed posts with external links to news articles or YouTube videos will be squashed by the algorithm and shown to fewer people. In terms of your 'About' section, even an email address counts as an external link, since clicking it will open your default email app. So, if you include it, your profile will be squashed in the same way a feed post would be. That's why LinkedIn has included a separate section where it allows you to place your contact details. As with many aspects of the internet these days, it's all about appeasing the algorithm.

### CHAPTER 4 EXPERIENCE POINTERS

Placing your work history into LinkedIn is fairly simple – as with the 'About' section, it's largely a copy-and-paste job. However, there are a couple of things to help make it airtight.

Firstly, there's your job title. Now, the obvious thing here is to write down whatever your official job title is/was. There are two things to consider here, though. Firstly, if you can match your job title to that of the job advert of your ideal role, then that will mean when recruiters perform their search for candidates, yours will be among the first to pop up. This is because, on the whole, the best candidate for a job is someone who is either already doing it, or has done it in the past. So recruiters will include in their search criteria the job title of whatever role they're looking to fill. Now, we're not telling you to flat out lie – if you don't have the experience, don't pretend you do – but if your

role is already close to what the company is looking for, there's no harm in simply matching your job title to theirs.

The only harm there *might* be is if that job title doesn't exist within LinkedIn's records. See, as you type in your job title you'll notice that LinkedIn will try to auto-complete it. If you pick one of these auto-complete options, LinkedIn will be pleased because it will then be able to sort you into whatever categories it likes. If you select something that LinkedIn doesn't recognise, however, then it won't like you very much. It won't be able to sort you, so it will do its level best to ignore you, burying you in the recesses of its database with algorithmic ambivalence.

Therefore, it's a good idea to pick one of the auto-complete options, even if there isn't one that directly matches your job title or that of the job advert. Just pick the closest thing you can find, because that's what the recruiter will do, too.

Next comes the company. Be sure to spell the name of the company exactly right, and if the company has a LinkedIn profile, you should definitely connect with it. This will give your profile much more validity; if someone's profile says they worked at Google, but the Google logo doesn't appear next to it, then the claim seems dubious. It will also make it easier to grow your network if you're connected to the companies you worked with.

For your location, just as with the job title, LinkedIn will prefer it if you let it auto-complete your entry. If you don't, then LinkedIn won't know where you are, meaning it won't be able to include you in searches that use location as a factor. Always do your best to provide ways for LinkedIn to put you in as many of its boxes as possible.

Then you enter the dates. Some people skip this, but it's actually very important, because yet another criterion recruiters can include in their search is the *amount* of experience someone has in a certain role, and this is calculated by looking at these dates. It is in months, however, so don't worry about exact days. If you're still working at the company, be sure to tick the box that says so.

Now we come to the description. Just like with your 'About' section, you are going to copy and paste directly from your CV. Ideally this will then include:

- A short description of the company and your role within it
- Some of your key responsibilities
- The core skills used in the role (and how you used them)
- Your key achievement in the role

If you have copied and pasted, have a quick proofread to make sure you haven't repeated anything that's already been said earlier in your profile. Also, feel free to edit the formatting, using the unicode text converter where you feel it's appropriate. (A quick tip: some text boxes have a small area at the bottom corner that you can click and drag to make them bigger. This will make it easier to see your formatting in all its glory.)

### **EDUCATION**

We won't give 'Education' its own chapter as it's very similar to 'Experience'. In terms of how much to include, if you've been to university, include your Bachelor's and any qualifications you earned afterwards. If not, just include your highest qualification. Again, when it comes to filling in the fields, let LinkedIn auto-complete as much as it can.

For the 'Activities & Societies' and 'Description' sections, it's up to you how much you write. If you have some professional experience, then recruiters won't really look too hard at your education, so you don't necessarily need to write anything at all. If, however, you're a recent graduate and your degree is your most relevant experience, go ahead and write whatever you think a recruiter will want to read.

For 'Activities & Societies', this means including only those that demonstrate the skills and traits said recruiter will be on the lookout for. You may have been an avid member of the Anime & Manga Society, but that isn't exactly going to help you get a job as a business development manager. That said, if you ended up as a member of a society's committee, then this is worth mentioning regardless of what the society was, since it demonstrates leadership and commitment. Similarly, sports are *always* worth mentioning. Companies lap that stuff right up, seeing it as demonstrative of competitiveness, passion, teamwork and an active mindset. For those of us who are less physically inclined, tough luck.

The 'Description' section, while similar to that of a job role, should not include "responsibilities". If you've been to university, we already know that you had to write essays, give presentations and perform independent research. What we don't know is *what* you wrote/presented/researched. You don't necessarily have to give the title of every one of your essays, but list your key achievements in the form of descriptions of the pieces of work you were particularly proud of and/or received great feedback for. Within these achievements, ensure you mention the skills you used while achieving them; these are what will matter to recruiters, much more than the specific knowledge you attained.

The strange thing about degrees is that the subject is largely ignored by recruiters: they mostly only care that you have a degree, and couldn't care less what it's in. Take us, for example: Matt did Geography at the University of Birmingham and Huw did Drama at Queen Mary University of London. Are either of us working in those fields? No! But, both of us possess the skills that were required to earn those degrees, and those skills (written communication, time management, project management, self-discipline, etc.) tend to extend to most subjects, and happen to transfer quite well into office environments.

### CHAPTER 5 JOB-SEEKING ASSETS

Your 'Job-Seeking Assets' are the documents, articles and videos that provide evidence for your skills, experience and expertise. You can place all of these things in the 'Featured' section of your LinkedIn profile.

The one job-seeking asset that everyone will have is their CV. Go ahead and upload this first, giving it the title '[Your Name] CV' so it's nice and simple to see what it is. You can also add a description and, if you like, can add another call to action to prompt recruiters to contact you if they like the look of it.

If you have a video CV (which, if you've read Book 1 in this series, you'd know that we recommend), this will be a bit tricky to upload. At the time of writing this book, if you try to upload the video directly to LinkedIn, it decides it doesn't like it. Instead,

you have to try a bit of a work-around. We suggest uploading a thumbnail for the video in image form (bonus points if you make it look good), and then add a link to the video within the description (you can host it somewhere like Google Drive or upload it to You-Tube as an unlisted video – just make sure the privacy settings are fixed so that anyone with the link can view it).

The more eagle-eyed among you may have noticed that you have the option to add a link directly to the 'Featured' section. Now, as we've said, usually LinkedIn isn't a big fan of external links, but this is an exception as they've provided this space specifically for it. The problem you may run into depends on where you're hosting your video CV. If it's YouTube, then that will be fine, and it will pull through with whatever thumbnail you chose. Videos hosted on Google Drive, however, will pull through with a blank thumbnail, which doesn't inspire much confidence when clicking an unfamiliar link.

If you're a creative and have a portfolio, the Featured section is the perfect place to upload a few examples of your work, so feel free to put your best stuff on there. If there happens to be any online articles written about you recognising some work of yours, go ahead and link them, too.

If there are any documents or articles specific to roles you've had in the past that you want to show, but not necessarily at the top of your profile, you can add them to sections of your 'Work Experience'. This works exactly the same way as the Featured sec-

tion. It doesn't just have to be your work, either – if there's a video you watched or an article you read about something to do with the industry that you found interesting, linking these in your job experience will show that you're passionate about your industry. Just make sure not to make it look like you're trying to take credit for someone else's work.

### CHAPTER 6 SHOWING SKILLS

We've already said that you should put yourself in as many of LinkedIn's boxes as you can, because that will make it easier for you to show up in the right searches. One of the best ways to do this is with the 'Skills' section. Here's an interesting stat:

- 'Project Managers' on LinkedIn within a 50-mile radius of central London: 297,167
- Those with 'Project Management' listed among their skills: 266,976 (that's 30,191 people who didn't even list their main job role as a skill!)
- Those with 'Project Planning' also listed among their skills:
   73,892, or only 24.9% of the original number!

So you can see that simply listing two relevant skills can put you ahead of three-quarters of the competition! Imagine what listing three could do! When looking for candidates, recruiters build complex Boolean searches to try to narrow down the pool as much as possible. If you're unaware of what a Boolean search is, aside from being one of our favourite words, a Boolean expression is a query given to a computer that will return either a true or false response. Within this expression you can include the words AND, OR and NOT so that you can add to and exclude certain terms.

This method works on Google. If you want to find web pages relating to penguins, but not emperor penguins, you could search ["penguins", NOT "emperor"]. This will return pages that mention penguins, but filter out any that mention the word "emperor". Similarly, searching ["The Grand Canyon" OR "Mount Everest"] will return pages that mention either of those two things, and ["The Grand Canyon" AND "Mount Everest"] will *only* bring back pages that mention both.

Boolean searches get much more complex than that, but for the purposes of this book, that's all you need to know. Recruiters use Boolean searches to filter candidates based on their experience, qualifications, location, etc. So they might look for software developers OR software engineers, who live in the UK but NOT London, who have five years' experience AND worked at Google. And so on.

A huge part of a recruiter's Boolean search is skills. This is what's going to cut down that huge pool of candidates to a much more manageable number, and you need to make sure that you make the cut.

You have 50 slots for your skills, and we recommend using all of

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them to give yourself the best chance of showing up in searches. You may think it will be difficult to come up with 50 different skills, but remember that many of them are just going to be different wordings and variations of each other – 'Presentation' and 'Public Speaking' for example. A good exercise is to take a look at the skills in your CV and, for each one, try to come up with as many ways of wording it as possible. As with other sections, remember only to choose skills that are listed within LinkedIn's system, as these are the ones recruiters will be using in their search.

Finally, don't make the same mistake 30,191 'Project Managers' did and think that your main job role is too obvious to list as a skill!

### CHAPTER 7 FACE VALUE

Earlier we mentioned the different jobs the various social media networks have. When it comes to profile pictures for these networks, the same thing applies. Facebook requires a picture your nan would like, Instagram a picture your friends would like, and Tinder a picture a single stranger would like. With LinkedIn, it's a picture your boss would like.

Despite this, you shouldn't worry too much about your LinkedIn photo. It essentially needs to fill two requirements:

- ✓ Your face is clearly visible
- ✓ The photo is appropriate

Of course, it's that second point that presents the difficulty. What's deemed 'appropriate'? A few things should be obvious, but we'll list them anyway:

No visible alcohol/cigarettes

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- No swimwear/shirtless pictures
- No night-out photos
- No heavily edited/filtered photos
- No 'mugshots'

Other than that, it's really up to you. A good rule of thumb is this: If you were to have a video interview with your ideal company tomorrow, how would you present yourself? Some tips:

- ✓ Check the profile pictures of others in the industry this will guide you on what to wear
- ✓ Get some good lighting lamps are your low-budget best friends
- Be the only one in the photo
- ✓ Have a simple background with maybe a splash of colour to make you stand out
- ✓ Feature just head and shoulders no one really cares about the rest of your body
  - ✓ Smile sounds corny, but you have no idea how huge an effect it has on building trust, familiarity and likeability

With your profile picture taken, the next step is your banner.

### **BANNER**

The banner photo presents a bit of a mystery for most, with many choosing simply to leave it as the default option. As you could probably guess, we don't recommend this. Your banner is some prime real estate that can go a long way to establishing a first impression. With your banner, you can state right off the bat:

- ✓ Your ideal position
- ✓ Your contact details
- A core skill or two

If you happen to be a whiz in Photoshop or a similar software, you can go ahead and mock something up yourself, paying attention to LinkedIn's banner dimensions.

If you aren't as savvy with that kind of software, don't worry, we have you covered. If you visit Canva.com, you'll find a totally free online service that lets you create custom graphics incredibly easily. They have a myriad of different templates for every kind of social media, such as Instagram posts and stories, YouTube thumbnails, Facebook cover photos, the works. Most importantly for us, however, is that they have a ton of templates for LinkedIn banners. Go ahead and scroll through to find one that you like, and then edit it to pop your own details in. After that, save it and upload it to LinkedIn, and there you go: you've got a professional-looking banner without having spent a penny. Easy as pie.

### CHAPTER 8 OPTIMISATION HACKS

By this point, your profile should already have reached All-Star status. There are still a couple of 'hacks' we can perform to tighten some nuts and bolts and get it in the best shape possible.

The first 'hack' is your URL: the string of letters and numbers that if entered after *linkedin.com/in/* will lead people to your profile. Did you know that you can edit this? If you go to your profile and look at the right-hand side, you should see a button that says 'Edit Public Profile and URL'. From there, you should be able to see the option to edit your URL. This is where those with unique names will have the biggest advantage, because the likelihood will be that you can simply enter your name and have that be your URL.

If, however, your name is John Smith, then this becomes a little more difficult. Try to get as close to your name as possible, but, failing that, you could consider adding things like middle names, your home town, your job title, or any other identifiers. (While you're in this section, be sure to check that your profile is public so that recruiters can actually find you!)

Having a simple and memorable URL won't necessarily be the factor that gets you a job interview, but it's one of the small things that can really add to a recruiter's first impression.

Next comes your network. It's tempting only to connect with your friends, just as with any other social media, but on Linkedln you want to try to grow it as much as possible. On the home page, you should see a prompt that says 'Grow Your Network'. Click this and connect with as many relevant people as you can find. This will give you much more visibility in the algorithm.

Incidentally, if you'd like to connect with either of us then you are absolutely welcome to. Our URLs are:

Matt: linkedin.com/in/mattsedgwick/

Huw: linkedin.com/in/huw-landauer/

(Notice how we both managed to get just our names?)

The next 'hack' is a very simple one. Next to the 'Grow Your Network' prompt, you should also see one that suggests you set up a job alert. All you need to do is pop in your ideal job title and your location, and LinkedIn will begin to notify you when jobs with that title in that location become available.

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After that, we'll look at your contact information. We've stated before, but will reiterate now, that you should not list contact details in any other sections or in your posts since LinkedIn will see them as external links.\* Instead, refer them to your Contact Info section. Here you can place whatever details you'd like, but we'd recommend at the very least an email address and phone number. As with your CV, please use a simple and appropriate email address, and not the one you made when you were 12.

Did you know that you can create a second profile in a different language? Right under the 'Public Profile and URL' button you'll find the option to 'Add a Profile in Another Language'. This is great for those who are multilingual or are targeting certain parts of the world. Even if you don't speak another language and are happy where you are, it's nice to do this just to show LinkedIn that you know how!

The final 'hack' we'll talk about is the option to state that you're open to work. Of course, this is vital for a job-seeker, as it's something that recruiters will often include in their Boolean search to narrow down their pool of candidates. All you need to do is click on 'Add Profile Section', then go to 'Intro' and click on 'Looking for a New Job'. From here you'll be able to add the job titles you're interested in, the locations you're open to working in, whether you want to start immediately or can afford to wait

<sup>\*</sup>You can, if you like, place your contact details in your banner. Since this is an image, LinkedIn won't be able to read the text and so won't count anything in there as a link.

a while, and what type of job (full-time, part-time, casual etc.) you want. You can then also choose who can see that you're looking for a job: everyone, or just recruiters using LinkedIn's recruiting tool. If you choose the 'everyone' option, this will add a frame to your profile picture that identifies you as 'Open to Work'. If, however, you already have a job and don't want your colleagues seeing that you're looking for something new, just pick the 'Recruiters Only' option.

But the hiring manager at my work uses LinkedIn Recruiter, what if they see me? Don't worry too much. LinkedIn does a pretty good job of hiding your job-seeking status from people who work at the same place as you. As long as you both have it listed as your current company, you'll be hidden from their view.

### CHAPTER 9 CONCLUSION

If you've gotten to this point, congratulations! By following all the advice in this book, you will be placing yourself light-years ahead of most of the competition.

You'll notice that none of the things we've recommended are even that difficult – hell, even the written sections are largely copy-and-pasted from your CV. The difference is not that these things are hard, just that most simply *don't do them at all*.

As this book has been about your LinkedIn *profile*, we've not talked at all about engagement such as messages, posts and comments. We'll be talking about these things in Book 3: Engaging With Your Future Employer, but for now we'll give you

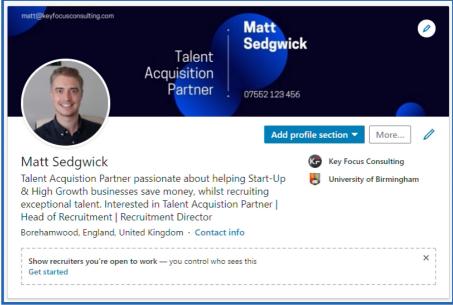
a couple of quick tips.

- Engage often, reacting to and commenting on posts. This will increase your visibility.
- Make posts when you have something to say about the industry, and every now and then you can talk about your own work. Don't speak about yourself all the time, though, as it will come across as braggy and self-centred.
- Share and comment on articles you find interesting. If the article is hosted somewhere other than LinkedIn, however, add the link in the comments rather than the post. Remember, LinkedIn doesn't like external links.
- Don't be afraid to connect with strangers the worst they can do is say no.

And that's it! We'll leave you with some screenshots of the profile Matt created while we were making the Udemy course on which we based these books; we would show our actual profiles, but given that neither of us is actively job-searching right now, those profiles don't consist of the same things that yours should.

We hope to see you in Book 3: Engaging With Your Future Employer!

# MATT'S JOB-SEEKING PROFILE



INTRO WITH BANNER, PHOTO AND HEADER

### About



Aspiring **Head of Recruitment** for exceptional fast paced business. 10 years in talent acquisition; helping thousands of experienced candidates propel their career. Full cycle recruiter looking to transfer my deep knowledge of strategy, talent acquisition and negotiation and closing.

### ACHIEVEMENTS

10 years of talent acquisition and being able to help 1,200 candidates get the job they want, for companies such as Amazon, Google and Goldman Sachs

Built a recruitment strategy for well know financial services business

8 years helping client extract identified personnel to strengthen their business – senior level candidates Successfully ran two profitable start-up businesses turning over £1,000,000+

### CORE SKILLS

Full Cycle Recruiter

Deep understanding of negotiation and closing

Executive Headhunter

Business Development (Hunter)

### ACADEMICS

2.1 - University of Birmingham - Geography (BSc)

Open to Connecting, message me on here or check my contact details for email and mobile

### **ABOUT SECTION**



### Experience





### Talent Acquisition Lead

Key Focus Consulting · Full-time Jan 2019 – Present · 1 yr 8 mos London, England, United Kingdom

A full spectrum sales talent management consultancy, who build recruitment strategies for SMEs and recruit them top performing talent using their talent attraction and talent acquisition methodology. Mission: "Reduce Clients' Recruitment Spend". Revenue from £0 to £500,000 in year one.

Full Cycle Recruitment – engaged with key clients (including Foresight Group, Cognism and Arthur Online) to help them identify and headhunt specific sales talent. Full cycle process from intelligence and research to negotiating and closing.

Strategy Creation – built and executed strategy for high growth businesses. Placed onsite to ensure successful execution. Implemented skill gap analysis, psychometric testing, and highly effective interview coaching. Provided shareholders with reports and data analysis to show effectiveness of strategy.

Team Management – responsible for nine members of staff. Accountable for their onboarding, training and development, motivation, week success cadences and monthly appraisals. Adapted to Start Up Environment – highly adaptable to ensure successful growth of the business. Created start-up culture from day one that abled staff to understand vision and mission and growth plans of the business

Stakeholder Management – constantly managed internal stakeholders successfully to ensure cohesion of the business. Worked closely with external stakeholders to deliver high quality services in a friendly, transparent manner.

**Key Achievement:** Successfully recruited senior member of staff for...... equating to..... in revenue for Key Focus Consulting

see less

### Education





University of Birmingham

Bachelor of Science - BS, Geography, 2.1

0

**EXPERIENCE AND EDUCATION** 

### WHO ARE WE?

### MATT SEDGWICK

Matt is a talent acquisition specialist with over 10 years of experience in recruitment. Over this time, he has successfully owned and run two businesses, spending his working days making calls to clients and candidates, finding the right people for the right roles. In his spare time, he enjoys completing construction projects and playing with Pablo the pug.

### **HUW LANDAUER**

Huw began working with Matt as a marketeer just under a year after graduating from his Drama degree at Queen Mary University of London. Huw likes to branch out into the arts, writing plays and short stories, making music, and running a webcomic (@lowercasecomics). At work, he designs graphics, produces videos, and edits these books.

## IT AIN'T JUST FACEBOOK FOR DUDES IN SUITS

AS MUCH AS WE ALL HATE ADDING YET ANOTHER SOCIAL MEDIA SITE TO OUR NETWORK, IN OUR INCREASINGLY CONNECTED WORLD, LINKEDIN IS BECOMING A NECESSITY FOR THOSE FINDING THEMSELVES IN THE MIDST OF THE JOB SEARCH.

WE'VE LOOKED THROUGH THOUSANDS OF PROFILES SPANNING THE GOOD, THE BAD AND THE UGLY, AND WE'RE HERE TO SHOW YOU THE DIFFERENCE.

JOIN US IF YOU WANT TO BUILD YOUR **ALL-STAR** LINKEDIN PROFILE.



MATT SEDGWICK



HUW LANDAUER

Find out more at www.keyfocus.careers or contact us at hello@keyfocusconsulting.com