

Your Resume – Get LinkedIn

By A.J. Bond

LinkedIn is being used increasingly by Australian recruiters and job seekers alike. Statistics published last year indicate in excess of 3 million Australian based LinkedIn users.

For the few of you not aware of LinkedIn, it is a business oriented social networking site primarily used for professional networking. Some have described it as the 'facebook' of business.

LinkedIn is used by **recruiters** to seek out potential talent, and will view an individual's LinkedIn profile as a de-facto resume. This passive form of recruitment has become increasingly important with many businesses because it removes the middle man from the job search process - and associated costs.

Similarly, **job seekers** are using LinkedIn to land a job. Employers will view an individual's profile in LinkedIn, and make direct contact if they like what they see. Job seekers also have the option of finding work via the job search section within LinkedIn to identify job listings, or through referrals from members in their network.

As a result of this growth in LinkedIn, I am increasingly being asked to review/update/create LinkedIn profiles by individuals who are keen to broaden their job search options, and to ensure their LinkedIn profiles are complete, professional and credible.

Here are some helpful tips;

- Ensure your LinkedIn profile is complete, well structured and well written. Recruiters are quick to use LinkedIn, and will quickly reject your application if your profile is not up to scratch.
- Use appropriate keywords in your profile section to optimise recruiter searches. This will help you to be 'found'.
- Update your profile regularly. I would suggest twice a year minimum. The 'set and forget' approach can leave recruiters with a negative impression if information in your profile is clearly stale.
- By all means connect with the right people, join appropriate groups, participate in relevant discussions and seek recommendations. But do it in a targeted manner. The scattergun approach will leave a confusing and/or negative impression.

- For all the obvious reasons, if you intend uploading a photo, use a good quality professional looking photo
- Seek assistance if necessary. LinkedIn, like facebook can get a little complicated when dealing with the multitude of settings and options available.

A LinkedIn profile should not be viewed as a replacement for a traditional resume, but rather as a complimentary source of information. And while you will still need a resume, I would recommend **not** uploading it to LinkedIn.

Whilst a LinkedIn profile is public (or semi public) you still maintain control of what information can or can't be seen, whereas a resume typically contains more personal information – which you do not want available to everyone. You also don't want to be revising and uploading your resume to LinkedIn on a regular basis.

Recruiters are increasingly using LinkedIn as part of their talent search strategies, and as a result the importance of using LinkedIn for job seekers has increased accordingly. To broaden your job search options and increase your chances of being found, give some thought to signing up and getting LinkedIn.

A.J. Bond, is the proprietor of Absolute Resume, an Australian based consultancy specializing in the provision of Resume, BIO and Cover Letter writing services.

We also assist clients who require assistance with their LinkedIn profile strategy. Call us on 1300 669 688 for a chat or find us at absoluteresume.com.au.

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