



LinkedIn's Job Search Guide

Helping you  
find a new job



LinkedIn's community and resources are here to help you learn relevant skills, find jobs that are in-demand, and stand out to recruiters.

In this guide, we will walk you through the simple steps to get you started on your job search.

# 1. Getting started on LinkedIn

It's time to update your LinkedIn profile, tap into your network for support and set-up job alerts.

## Update your LinkedIn profile

Make sure your LinkedIn profile is up to date so you stand out to recruiters.

- Snap and upload a current and clear photo to your profile. LinkedIn members with a profile photo have 21x more views and up to 9x more connection requests than members that don't.
- Spotlight your experience and skills using keywords for jobs you're interested in. Members who have five or more skills listed are contacted 27x more by employers and other LinkedIn Members.

You can learn more about updating your profile [here](#).

## Let people know you are #OpenToWork

When you're looking for a job, you can let recruiters and your network on LinkedIn know you're open to new job opportunities. If you specify the type of roles that you're interested in and your preferred location, we'll help your profile show up in search results when recruiters look for suitable candidates.

- Update your profile status to "Open to Work" to let recruiters and your network know the type of jobs you are interested in.
- Create a social post with the hashtag #OpenToWork to get help from the broader LinkedIn community.
- Add the #OpenToWork photo frame to your profile picture so people immediately know you are looking for new opportunities.

You can learn more about #OpenToWork [here](#).

## 2. Learn skills that employers are looking for

With stiff competition for jobs, learning new skills is key to standing out from the crowd and finding new opportunities. An online learning course can help you gain critical skills that employers are looking for today, and help you transfer from one role to another.

Developing new skills can also help you feel more confident in your job search. To help get you started, Microsoft and LinkedIn are offering free access to over [500 LinkedIn Learning courses until March 2021](#). With nearly 1,000 hours of learning courses available to help you hone hard and soft skills, there is something here for everyone.

Additionally we have identified 10 of the most in-demand jobs in the UK that can be learned online. The 10 roles and free LinkedIn Learning courses to gain the relevant skills can be found [here](#).

LinkedIn is also making available for free the following soft skill learning courses:

- Job seeker - [Finding a Job During Challenging Economic Times](#)
- Critical soft skills - [Master In-Demand Professional Soft Skills](#)
- Digital transformation - [Digital Transformation in Practice: Virtual Collaboration Tools](#)
- Allyship & Inclusive Conversations - [Diversity, Inclusion, and Belonging for All](#)

## 3. Find your next role

### Use your network

We find that having just 50 connections makes a big difference and your network can be a great resource for advice and support.

- **Start with family and friends**  
Add people who are around you in your everyday life to your network. You never know if a friend is connected to someone who works at a company that's hiring.
- **Reach out to past coworkers or classmates**  
If you've added your school, experiences, or companies to your LinkedIn profile, you can see former classmates and colleagues to connect with on the My Network page or by using Search.

- **Ask for a referral**  
LinkedIn applicants are nearly 4x more likely to get a job at a company where they have connections. When you reach out to your network, remind them how you know them and why you're a good fit.

### Search jobs on LinkedIn and set-up alerts

- Search by criteria like job title, location, remote work, industry, or company.
- Download the LinkedIn App to get alerts about new job openings when a new job matches your search, so you can be the first to apply. [Download now](#).
- Go to the urgent jobs section on Jobs homepage to see companies that have open roles that match your skills.

## 4. Get prepped for your next interview

Once you've landed the interview, we want to help you ace it. Use these [interactive tools](#) and review the most common questions and answers to ensure you do.

- **Refine your interview skills**

When it comes to interviews, more than 50 percent of people say they lack confidence. To help you get prepared and put your best foot forward, we have free interview preparation tools and resources available.

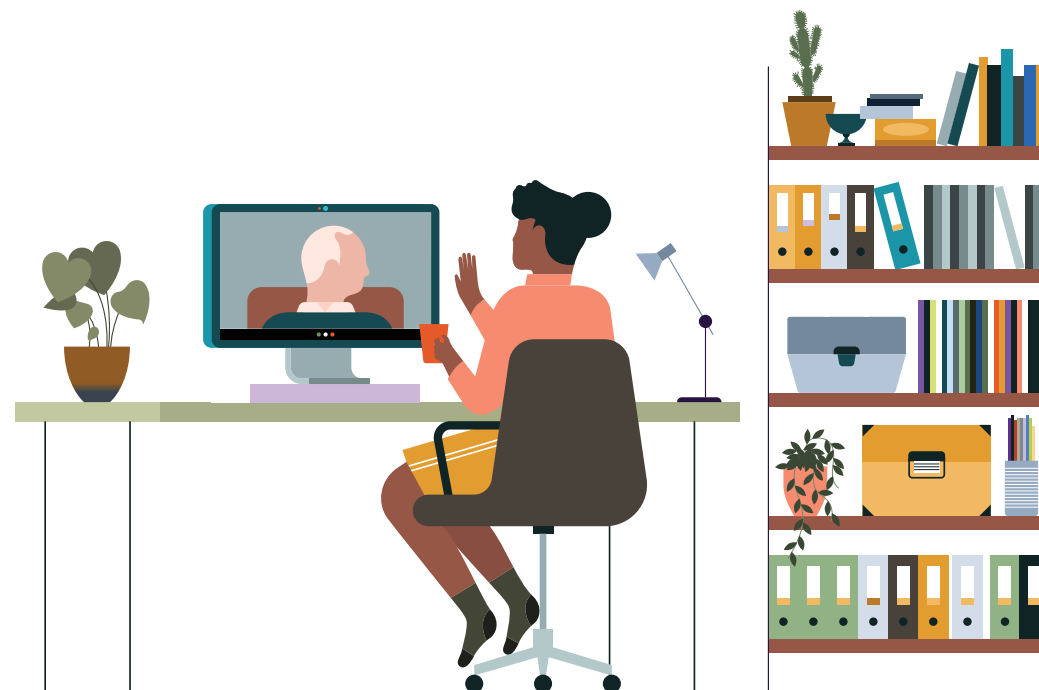
**Interview Prep tool:** This tool found on the Jobs home page helps you prepare for some of the most common questions that are asked in the screening process, with access to quality videos and tips by experts and hiring managers on how to answer those interview questions. We also added a new instant feedback tool, which assesses your recorded practice answers on things like pacing, and sensitive phrases to avoid.

**Prepare for a virtual interview:** Access LinkedIn Learning's free virtual interviewing course so you can get the confidence you need [here](#).

## 5. Additional resources

Whether you're in need of a new job or simply advice to navigate the changing world of work, we're here to help connect you to the right information and support.

- Find further information and resources at [opportunity.linkedin.com](https://opportunity.linkedin.com)
- Get answers on how to use LinkedIn at the [LinkedIn Help Center](#).
- View the latest job search and LinkedIn product tips by subscribing to the [LinkedIn Blog](#).



### About LinkedIn

LinkedIn connects the world's professionals to make them more productive and successful and transforms the way companies hire, learn, market, and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 700+ million members and has offices around the globe.

LinkedIn Learning is a leading online learning platform that helps professionals learn relevant skills and achieve their goals. It combines a library of 16,000+ up-to-date courses in 7 different languages with an engaging, intuitive, and personalised learner experience. LinkedIn Learning also includes real-time skills insights that help learning leaders identify skills gaps.

For more information, visit [www.learning.linkedin.com](https://www.learning.linkedin.com).

