



Leveraging LinkedIn for your Job Search

FlexProfessionals Career Workshop Series

1

FlexProfessionals at a Glance




- Niche staffing firm connecting experienced professionals seeking **part-time or flexible work** with businesses in need of top talent:
 - ✓ Part-time
 - ✓ Full-time flex
 - ✓ Project-based
- Untapped talent pool of **16K+ job seekers** looking for flexible work through us:
 - ✓ Career re-entry
 - ✓ Scaling back
 - ✓ Second career
- We've helped **600+ employers** embrace a flexible work model as part of a competitive staffing strategy.



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2



LinkedIn seems like a lot of work. Do I really need to invest the time?

- 1 NETWORKING**
80% of jobs are found through networking. Sole use of online job boards/portals result in a small % of new roles, and this is especially true for returners.
- 2 RECRUITERS USE IT/CHECK IT**
40%+ of recruiters look at social media channels when considering a candidate and 87% use as a recruiting tool.
- 3 TECHNICAL CURRENCY**
Current profile, connections (50+) and activity demonstrate technical skills.
- 4 PERSONAL BRAND**
LinkedIn can help tell your story. Whether part of job search or professional networking, is a connection and marketing tool.

3

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3



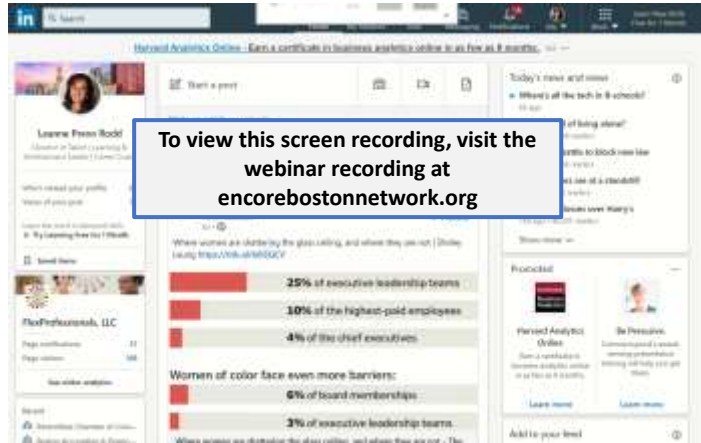
Tip #1: Get Ready to Edit

4

4

5

Turn Off Profile Updates (For Now...)



5

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5

Tip #2: Use a Professional Photo

6

6

7

Use a Professional and Authentic Photo



7

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7

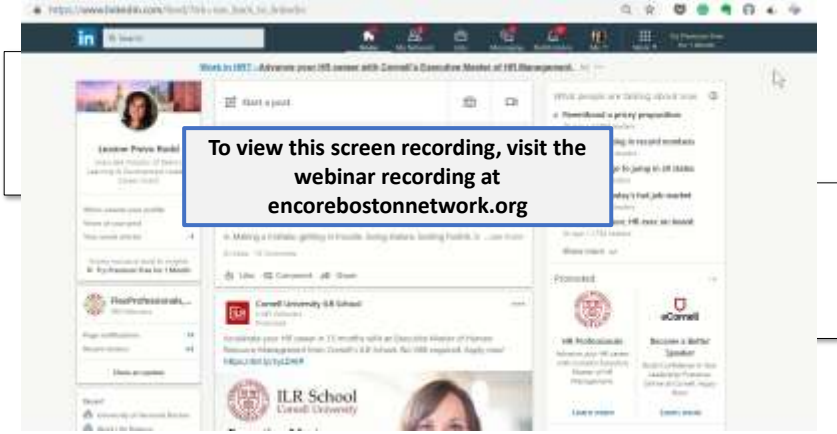
Tip #3: Customize Your URL

8

8

9

Customize Your URL



The screenshot shows a LinkedIn profile page for a user named 'Lester Price Baskin'. A blue-bordered text box is overlaid on the page, containing the text: 'To view this screen recording, visit the webinar recording at encorebostonnetwork.org'. The background shows the LinkedIn interface with a post from Cornell University and a 'FlexProfessionals' logo in the bottom right corner.

To view this screen recording, visit the
webinar recording at
encorebostonnetwork.org

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9

Tip #4: Create Your Headline

10

Headlines: What do you WANT next?

- Defaults to most recent job title
- Area to market your value / ideal job
- Think about search terms / current job titles that interest you
- Quick and powerful elevator pitch
 - Sales Leader
 - C-Level Operations & Management Support
 - MBA, CPA, PhD, etc

11

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11

Sample Headlines

Jan Senior Software Developer
Full Stack JavaScript Developer - Front & Back End - Experienced seeking full time oppor...
Senior Software Developer

Jan is a long-time software developer looking for a new opportunity. His LinkedIn headline acknowledges that he's on the hunt, but also includes hard skills that a technical recruiter might search for.

Aranda Partner/PM Manager & Creative Strategist
Partner/PM Manager & Creative Strategist
Partner/PM Manager

Aranda is job hunting after moving to a new city. She doesn't mention that she's seeking in her headline, but does list her profile summary. Her LinkedIn headline featured the specific job title (she's targeting even though she hasn't had that exact job title in the past). This headline is good towards recruiters and being strategic.

Destiny Social Media Strategist & Content Manager Seeking New Opportunity | Connecting Dream...
Social Media Strategist & Content Manager Seeking New Opportunity | Connecting Dream...
Social Media Strategist

Unemployed job seekers can learn a thing or two from experienced professionals. They're not unemployed but are always on the lookout for the next opportunity. Destiny is a freelance social media marketer with a LinkedIn headline optimized for finding her next gig. Not only does it contain two key job titles that people are likely to search for, she let other users know she's available.

JobsCan: 10 Impactful LinkedIn Headline Examples from Real People
<https://www.jobscan.co/blog/impactful-linkedin-headline-examples/>

12

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12

Tip #5: Craft Your “About”

13

13

What makes a good “About” Statement?

- First or third person
- Tell a story, show personality
- Look for inspiration
- Not a resume
- Watch what appears “above the fold”

14

14

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15

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15

**Tip #6: Include a Current Position
(Even if you don't have one...)**

16

16

Always include current position

- Placeholder if needed (but real job title)
 - “I’m a professional _____. I’m just not working as one right now.”
- Be recruitable: employers search for sought-after titles, not fillers
- In company box, you can list a descriptor (Available, Seeking New Opportunities) or industry (Engineering Opportunities)
- In description box, list your top skill set that you WANT to use

17

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17

Sample Current Roles for Job Seekers

The screenshot displays the LinkedIn 'Add experience' form. The 'Job title' field is filled with 'Communications Manager'. The 'Employment type' is set to 'Full-time'. The 'Company' field is filled with 'FlexProfessionals Boston'. The 'Location' is 'Boston, United States'. The 'Start date' is 'February 2020' and the 'End date' is 'Present'. Below the form, there is a section titled 'You need to fill in current positions. Would you like to end it?' with a blue arrow pointing to the 'Delete my profile' checkbox, which is currently unchecked. To the right, a smaller version of the 'Add experience' form is shown, with the 'Job title' field filled with 'Logistics and Procurement'.

18

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18

Tip #7: Focus on Outcomes

19

19

What impact did you have in your previous roles?

- Focus on achievements
- What was the impact?
 - Good: Coordinated job search workshops for job seekers.
 - Better: Designed and delivered 15+ job search workshops annually, which increased company outreach to key customers by 25%.
- Focus on long-term results vs. day-to-day
- Doesn't have to be quantifiable (but better if it is)

20

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20



21

Build a broad base

- Search your networks (professional, personal, volunteer) and get to 50+ current
- Send customized connection messages

The screenshot shows a LinkedIn profile for Alexandra, an International Human Resources Professional. A red arrow points to the "Connect" button. Another red arrow points to the "Add a note" button in a "You can customize this invitation" dialog box. A third red arrow points to the "Send invitation" button in a second, more detailed "You can customize this invitation" dialog box. The second dialog box includes a text area for a personalized message and a "Send invitation" button.

22

Tip #9: Be Discoverable

23

23

Search Terms

- Title and job descriptions top search fields
- Place keywords well (title if you can)
- Use a location

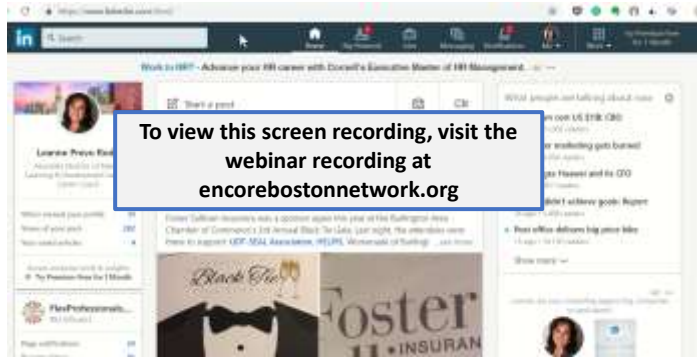
24

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24

Be Discoverable: Let Recruiters (and Jobs) Find You



25

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25

Tip #10: Engage

26

26

Be Visible and Active

- LinkedIn is social media – make it a habit
- Engagement vs. passive watching
- Like, share (with comment), external media, original content
- Join groups, follow thought leaders

27

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27

Bonus Tip for Career Transition

- Leverage LinkedIn for your Future Role
 - Industry groups
 - Influencers
 - Curated content

28

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28

Next Steps

- LI profile is work in process
- Seek inspiration
- Connect

29

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29

Contact Information

www.flexprofessionalsllc.com

- Resource page for job seekers
- Jobs! (DC and Boston metros)
- Upload your resume

Social:

-  - FlexProfessionals (DC Metro)
- FlexProfessionalsBoston
-  - FlexProfessionalsLLC (DC Metro)
- FlexProfessionals-Boston



3-point Resume Review
Email to leanne@flexprofessionalsllc.com

Leanne Rodd, FlexProfessionals Boston
leanne@flexprofessionalsllc.com

30

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30