

Secured a New Role? LinkedIn Tips

1. The Announcement

Once you've started in your role, wait a few weeks and then make an announcement that you are in a new post to your network.

If you are comfortable with a blanket announcement, use the SHARE AN UPDATE feature. If not, send individual tailored notes to your network either via a LinkedIn MESSAGE or personal email. Using a LinkedIn message is a great way to verify that individuals are in your network and that they are using the tool positively.

The message can be simple, such as:

Great news! Thanks to my wide and very supportive network, I've secured a great role doing what I do best. That is, as a (TITLE) doing (BRANDING STATEMENT) at (NAME OF ORGANISATION).

If sharing an update say: I'm working hard to get back to each of you, and really hope I can continue to support you in your own networking efforts.

If in a LinkedIn message or email say: I wanted to follow up with you personally to say thank you for all your support, ideas, and for so generously sharing your connections. I hope I can continue to support you in your own networking efforts.

2. The Current Position

When starting a new role, it can be a challenge to find something of substance to fill the Experience box. Use the same philosophy or approach you used with each position, such as using years, not months; and ensuring you select the correct company name so you are visible to new colleagues.

Select content from your CV that matches what you'll be expected to do in your new role. Focus on the reason they appointed you; you were selected because they're expecting you to help them fix a problem. Spin that aspect if you can. As you gain experience in the organisation, revisit your profile and update that section.

3. Skills

Your profile should already include a strong list of Skills. You can have up to 50 skills, so your profile should ideally include 20 or more strong ones at any given moment. Whether job searching or working in your ideal role, it helps to refresh this list periodically. Set an appointment on your calendar once a quarter to review your Skills and refresh the list. Review projects on which you're currently working to see if they should be included and/or replace existing language.

4. Groups

Revisit the GROUPS to which you belong. Are there ones you targeted solely for job search? If so, delete them and perhaps add others that might further your professional development. For example, if you've changed sector, add groups to reflect this.

5. Contacts

If you altered the strategy of how you determined whether or not to connect with someone on LinkedIn, it's time to review it again. Whether job searching or not, it works to your advantage in a professional network to have a high degree of visibility. Staying on the radar of hiring managers and executive recruiters is also in your best interest. Continue to grow your professional contacts.

Remember, as one of our Right Management colleagues said so eloquently, "It's easier to network, than need-work." Keeping your network 'warm' when in employment can yield increased benefits when looking for your next opportunity.

Keep your networking efforts going by attending at least one networking or professional development event each quarter. Work CAN wait. If you're not watching out for your own sustainable employ-ability no one is doing it for you.

Make a monthly entry on your calendar to check in on LinkedIn so that if you do get busy, there is time for you to attend to your own professional needs as well.

Remember, LinkedIn is a dynamic tool so it's important to keep it up-to-date - you never know when the next opportunity will come knocking!