training code: DM-SMM / LmPP_ENG_1d / EN

LinkedIn as a Job Search Tool

LinkedIn is now one of the most important tools for effective job searching and building a professional brand. During the training, participants will learn how the LinkedIn algorithm works and how to increase the visibility of their profile in the eyes of recruiters. The program includes practical profile optimization, creating content that supports the recruitment process, and effective job searching. Participants will also learn the principles of professional communication and networking on LinkedIn. The training is workshop-based and focuses on real actions and ready-to-implement tools. The outcome will be a concrete action plan to increase the chances of finding a job.

Training recipients

The training is designed for individuals and teams, including:

- **People actively seeking employment** – who want to increase the visibility of their profile and more effectively reach job opportunities and recruiters.
- **Graduates and early-career professionals** – who need support in building a professional profile and their first network of contacts.
- **Specialists planning a job or career change** – who want to better align their profile with new professional goals.
- **People returning to the job market** – for example after a career break, who need to refresh their profile and job-search strategy.
- **Participants in outplacement programs** – supported by organizations during a transition process or facing the risk of job loss, for example in the case of mass layoffs.

Benefits

- Increased visibility of the LinkedIn profile and better alignment with the platform’s algorithm.
- A professionally optimized profile that more effectively attracts recruiters’ attention.
- The ability to create content that supports job searching, including “Open to Work”–type posts.
- More efficient and more informed job searching, including the use of alerts and recommendations.
- Greater confidence in connecting with recruiters and building a professional network.
- A ready-to-use, individualized action plan to implement after the training.

Training program

1. **Introduction and Context**
   - The importance of LinkedIn in the job search process.
   - How the LinkedIn algorithm works and what affects profile visibility.
2. **Optimizing Your Professional Profile**
   - Key profile elements: profile photo, headline, summary, experience, and skills.
   - The role of keywords and aligning your profile with your target industry.
   - Exercise: “My Profile in 10 Steps” checklist – participants identify areas for improvement.
3. **Publishing Content that Supports Your Job Search**
   - What to post: projects, inspirations, reflections, and experience highlights.
   - How to write a “Looking for new opportunities” post in a professional and authentic way.
   - Examples of effective job search posts – analysis and best practices.
4. **Job Search and Candidate Options**
   - Setting up the “Open to Work” feature.
   - Using filters, alerts, and saved searches.
   - How to make the most of the “Jobs” and “Recommendations” sections.
   - Demonstration: searching for and saving job offers that match your profile.
5. **Connecting with Recruiters and Networking**
   - How to reach out to recruiters and grow your professional network.
   - LinkedIn communication etiquette: invitations, messages, and follow-ups.
6. **Summary and Action Plan**
   - Key takeaways and next steps for effective job searching on LinkedIn.

Expected preparation of the participant

No prior experience or special preparation required.

Duration

1 days / 2 hours

Language

- Training: English.
- Materials: English.