



CAREER BOUND SUCCESS, INC.

Landing Your Job Through Social Media

More and more, social media is taking an integral role in the hiring process. LinkedIn, a professional networking site, is used by many recruiters to view possible candidates' profiles.

We focused this newsletter on how to maximize your exposure on LinkedIn for possible job opportunities.

Top 5 LinkedIn Profile Tips

Did you know that a recent study found 73 percent of all hires made through social networks were via LinkedIn and 41 percent of employee referrals for jobs involved LinkedIn?

To stand out among the crowd, it is essential to have a professional profile that will catch the recruiters' attention.

To build an eye-catching LinkedIn profile:

1. Choose an appropriate profile picture - since a photo can say a thousand words, make sure your profile picture is a professional, high-quality head shot
2. Create a memorable headline - for people who are viewing your profile, your headline should be a short, unforgettable way to explain yourself in a professional context
3. Complete your profile - make sure to list all your experience, institutions attended, honors and awards received
4. Use key words to fill the "Skills" section - selecting

Job Search Strategies

Discover your competitive advantage by collaborating with Arlene Newman, President of Career Bound Success, and her team. We work with professionals, alumni, and college students providing them with skills to successfully land jobs!

With more than 20 years of Human Resources experience, we coach clients on resumes, interviewing, networking, personal branding, and negotiating competitive salaries.

Jump Start Your Job Search

- [Career Exploration](#)
- [Resume Preparation](#)
- [Networking Skills](#)
- [Interview Training](#)
- [Salary Negotiation Skills](#)
- [On-Boarding Skills](#)

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appropriate words that summarize your experience, skills, and areas of expertise will increase the chance of people finding you

5. Join groups and become active - find target groups, start or join discussions, and write thoughtful comments

Remember, you must be active on LinkedIn and periodically update your information in order to stay on recruiters' radar!

To learn more about other job search skills...[more](#)

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