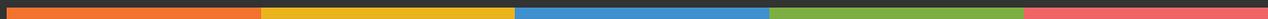


LinkedIn[®] Job Seeker Premium Playbook



Welcome to Job Seeker Premium!

At LinkedIn, we want everyone to find—and land—their dream job. We offer a variety of tools for all job seekers to find their next big career opportunity.

With Job Seeker Premium, you can take your job search to the next level. Did you know that on average, Job Seeker Premium subscribers get hired twice as fast as non-Premium job seekers?

So, let's get started.

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Get noticed by employers

One of the toughest parts of a job search is getting noticed by the right people: recruiters, hiring managers, and anyone else looking for top talent on LinkedIn. The more tools you have to stand out from the crowd and differentiate yourself from other candidates, the more your experience and professional accomplishments can shine.



Apply to jobs as a Featured Applicant

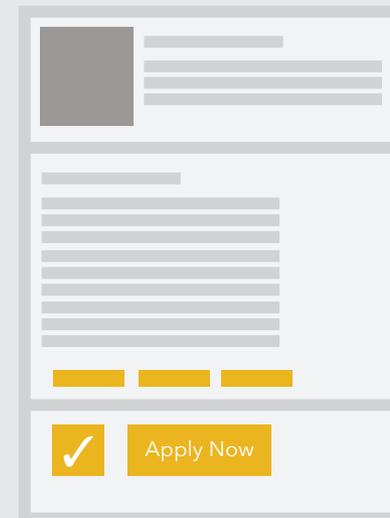
There are hundreds of thousands of jobs posted on LinkedIn, with opportunities spanning various industries, functions, locations, and experience levels.

As a Premium member, you can apply to jobs as a Featured Applicant*. As a Featured Applicant, your job application will appear above job applications from non-Premium members, thus increasing your chances of having it viewed.

*This feature applies to jobs that have the **Apply now** button, which appears when the job poster has chosen to collect applications via LinkedIn.com instead of the company website.

How it works

When you see the **Apply now** button on a job you're interested in, click on it to begin your application. At the bottom of the module, you will see a box that says **Feature My Application**. This box is checked by default.



Featured Applicant in action

Jenny Jones, a Financial Analyst, finds an interesting job at the Beauridge Group, a startup in the Accounting industry, and decides to apply.

She clicks the **Apply now** button to apply with her LinkedIn profile, resume, and cover letter. When the job poster at the Beauridge Group checks LinkedIn to see the list of applicants, job applications from Premium members, including Jenny, appear on top.



"With Featured Applicant, I was on top of every hiring manager's list. I started getting interviews and recruiters were visiting my [LinkedIn profile]. I was able to get the attention of companies I wanted to join."

Abhinav Gopalakrishnan

Stand out with a Premium badge

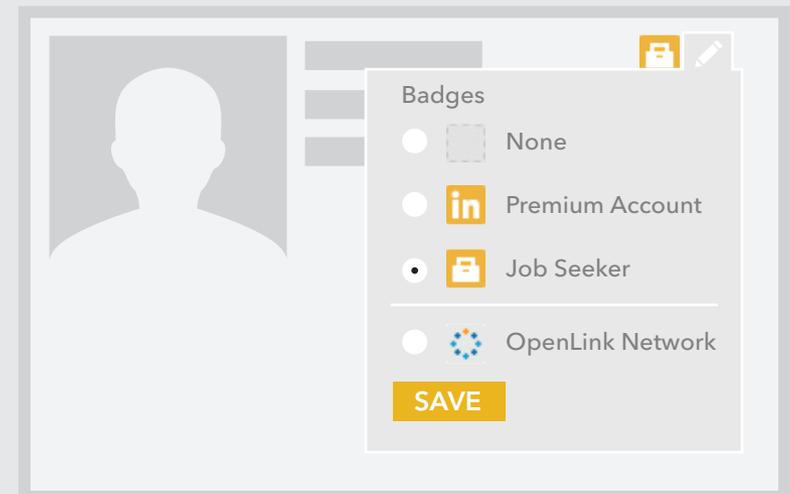
A strong LinkedIn profile is a great way to impress potential employers and show them the value you can bring to their organizations.

As a Premium member, you can stand out from other LinkedIn members with a Premium or job seeker badge on your profile and next to your name in search results. The Premium badge shows that you're a Premium member, while the job seeker badge sends a strong signal that you're open to new opportunities.

The badges are turned off by default. You can choose which badge you want to display and turn it on and off from your Settings page. Note that the badge can be seen by anyone who views your profile. So if you're keeping your job search private, choose the Premium badge instead of the job seeker badge.

How it works

To turn your Job Seeker or Premium badge on, go to the Settings page at <http://linkedin.com/settings>. Click **Show more items** to see the Premium Badge section, then click **Change**. Choose the badge you want to display and save settings.

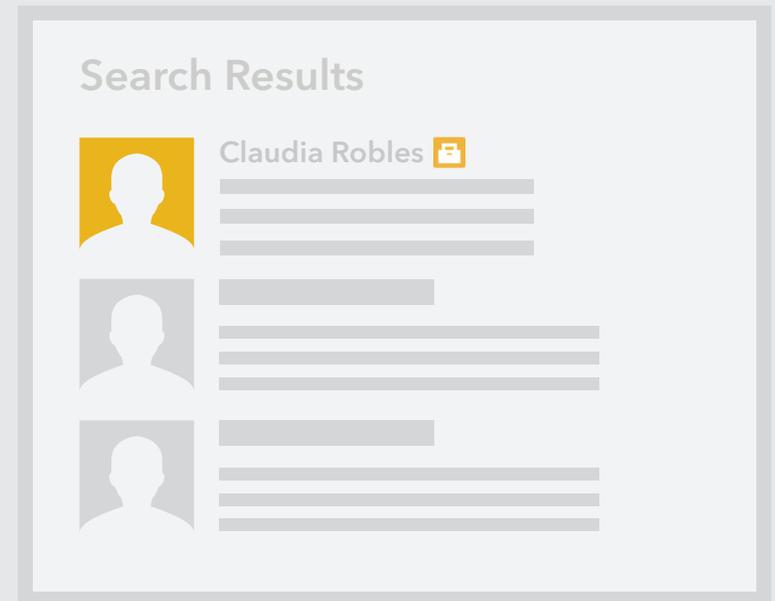


LinkedIn members with a Premium badge receive 3x more profile views than the average active LinkedIn member.

Premium badge in action

Claudia Robles has been laid off from her job as a Marketing Manager for a pharmaceutical company. She is eager to find her next role quickly and wants to encourage recruiters and hiring managers looking at her profile to contact her about open job opportunities.

After updating her profile to include all her relevant skills and experiences, Claudia turns on the Job Seeker badge. Within a month, she receives several messages from recruiters, asking to connect and chat about jobs that might be a good fit for her.



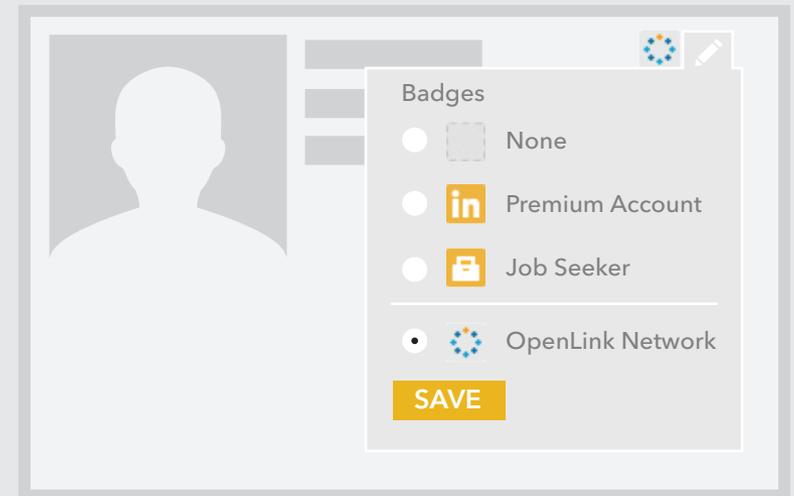
Open up to opportunities with OpenLink™

As a Premium member, you have the ability to join the OpenLink network. The OpenLink network makes it free for anyone on LinkedIn to see your profile and contact you for free, whether or not they have a Premium account. If you join OpenLink, an icon with a circle of dots will appear on your profile and next to your name in search results.

Joining OpenLink can help motivate recruiters or hiring managers to reach out to you, because it's risk free for them.

How it works

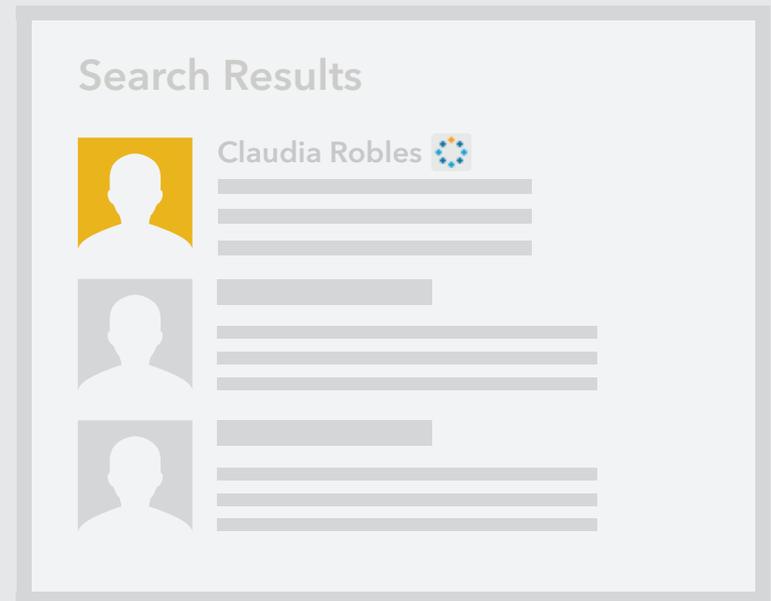
To join the OpenLink network, go to the Settings page at [linkedin.com/settings](https://www.linkedin.com/settings) and click **Change** under the OpenLink section. Check **Include me in the OpenLink network** and save changes.



OpenLink in action

Xiaobo Jao wants to be seen by more recruiters and hiring managers on LinkedIn. After upgrading to Job Seeker Premium, he joins the OpenLink network to be visible to people outside his network and to encourage them to contact him.

Kris Zammerman, a recruiter at XYZ Technologies sees Xiaobo's profile during her search for Product Managers on LinkedIn. She looks at Xiaobo's profile and sees that he is a good fit for the Senior Product Manager role she's trying to fill. She sends him an OpenLink message to see if he is interested in learning more about the job.



See who's interested in you

All LinkedIn members can see the past five people who have viewed their profile.

As a Premium member, you can see everyone who has viewed your profile for the past 90 days*. You also get access to Profile Stats Pro, which gives you insights you can use to change your profile to get noticed by the right people.

With Profile Stats Pro, you can see:

A trending graph showing how many people viewed your profile and how many times you appeared in search results over the past 90 days

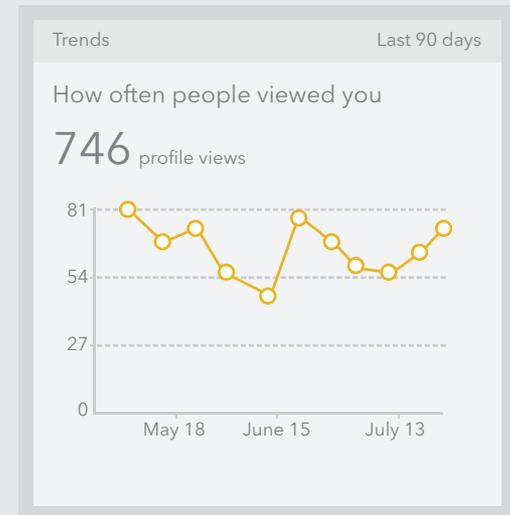
Top search keywords that led to your profile

Views by industry and geography

* Viewers who have set their profile visibility setting to anonymous or industry/title will appear as such in the list.

How it works

On your homepage or your profile page, click the link under **Who's Viewed Your Profile?** on the right side of the page.



Who's Viewed Your Profile in action

Anthony Cruz, a Sales Manager in the Telecommunications industry, applies to several jobs in his city, including a role at ABC Corporation.

He signs into his Premium account and checks the Who's Viewed Your Profile module. He sees that Sharon Smith, a recruiter at ABC Corporation, has looked at his profile in the past 24 hours. Now that Anthony knows Sharon's interested, he has a warm lead he can confidently follow up with.



Tips for getting more opportunities

Follow these three tips to take full advantage of your premium visibility features and insights.



Don't be afraid to reach out

When someone who's viewed your profile seems interesting, consider sending a message to follow up. Thank them for reviewing your background and ask if they would be interested in connecting. Ask if you can offer any assistance by either discussing your background and/or leveraging your network to help them find what they need.



Cross-reference with your goals

Keep tabs on the Appearances in Search chart to see trends over time. Fine-tune your profile by adding skills, keywords, and more details on your experience.



Optimize your profile for search

Take a look at the top search words and make sure keywords that are relevant to your career and objectives are listed. If not, you may want to adjust your profile to include different keywords.

Get connected to hiring managers and recruiters

It's not just what you know, it's who you know. Networking is a critical part of a modern job search.

At its core, LinkedIn is all about people. Your Premium account gives you powerful tools to easily—and credibly—get in touch with the recruiters, hiring managers, and influencers who can hire you.



Zero in on the people you need

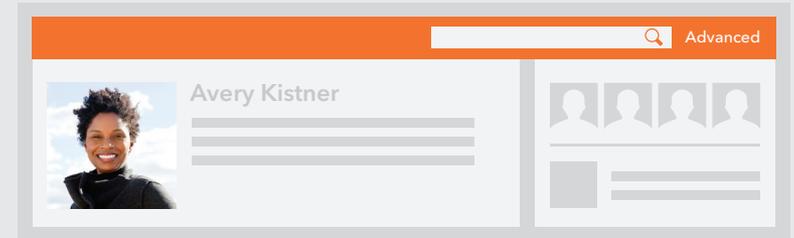
It's all about focus. LinkedIn members can search for people by relationship, location, current company, past company, industry, school, or profile language.

But as a Job Seeker Premium subscriber, you can significantly cut down on the time you need to find recruiters in your industry, executives at your target companies, or anyone else relevant to your job search by using Premium search filters.

Try fine-tuning your searches through filtering by seniority level, company size, interests, and Fortune 1000. The upshot? You get better, and more targeted results.

How it works

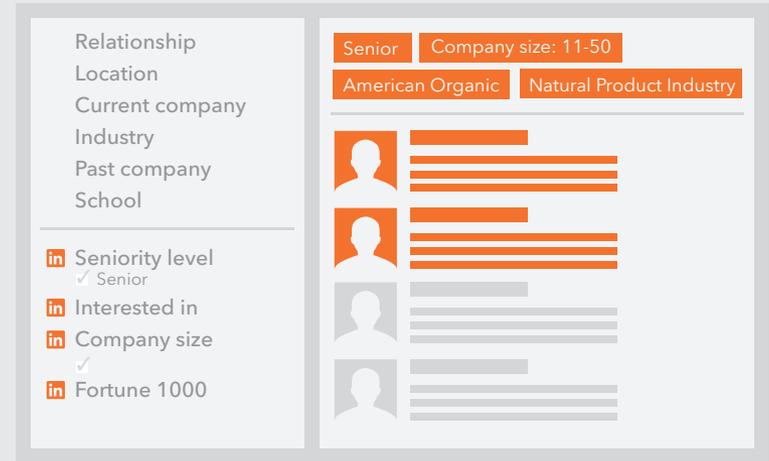
First, find the Advanced link to the right of the search box at the top of the page. Once you've clicked through, you can identify your Premium filters by looking for the ones with a gold LinkedIn logo next to them.



Premium search in action

Jamie Schwab is looking for a job as a Chief Technology Officer at a mid-sized company in the Software industry. She uses her Premium search filters to find executive recruiters who specialize in filling C-level positions in her field.

Since she has limited time to spend looking for relevant profiles, Jamie also sets up Premium search alerts targeted at finding new recruiters in her industry, so she'll be sure to catch any headhunters who may be sourcing talent for roles relevant to her.



"I upgraded my LinkedIn account to Premium and actively used the search functions to conduct very targeted searches based on specific profiles of interest to me. I did some outreach in response to specific job opportunities... and received several responses."

Teresa Hanson

Successful LinkedIn job seeker

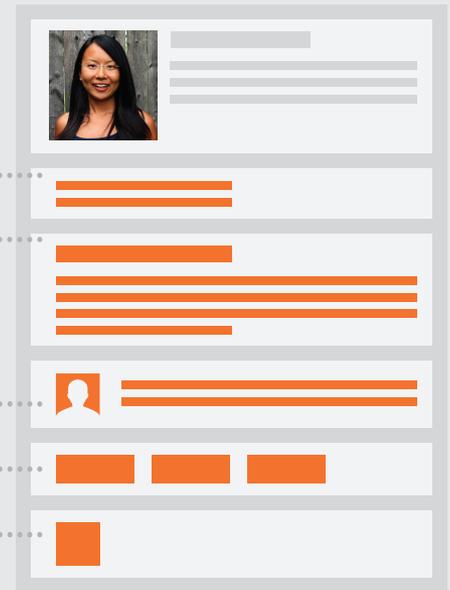
Be prepared with key information

Want to make a great first impression with new contacts? Before an interview or any other important conversation, take a look at the person's profile to gather some insight on their background, interests, and any common connections. You can use this as a conversation starter.

With your Premium account, you can see full profiles for your entire network including all 3rd degree connections and group members. Basic members can only see employer and school names.



On average, you can see 35x more profiles when you include your 3rd degree network.



Reach anyone with InMail

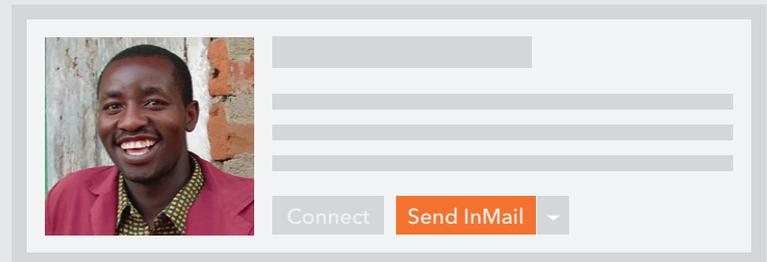
Want to get in touch with someone who's outside your network? InMail gives you the ability to reach out to any LinkedIn member, even if you're not connected.

There's no barrier to getting started—you don't need their email address, phone number, or any other specific contact information.

Whether your goal is to follow up on a job application, get an informational interview, or simply reach out to a headhunter, InMail makes it easy.

How it works

When you're looking at someone's profile, simply click **Send InMail** to send a message directly to their inbox. If the other person doesn't reply within 7 days, we replace your InMail credit.



"I used InMail to reach hiring managers and influencers. After contacting my now manager, I had an interview one week later and a job offer the week after."

Trevor Rasmussen

Successful LinkedIn job seeker

InMail in action

Sam Liu, a video editor for an online magazine, is interested in switching industries. He sees an opening for an editor job at a leading gaming company and discovers that Marlena Jones, who went to his college, works at that same company.

He sends her an InMail message explaining their connection and asks if she has time available to give him insights into her company's culture, values, and hiring process. After getting the inside scoop, Sam is now able to tailor his resume and cover letter to the company and position, increasing his chances of landing an interview.

Compose your message

To: Marlena Jones
From: Sam Liu
Subject: Editor position

Your message to Marlena:

Hi Marlena,

Greetings from a fellow ABC University alum!
I noticed that you...



InMail messages receive a response 2x more often than emails or cold calls.

Tips for success

Follow these three tips to create a compelling InMail.



Be engaging

Use your first message to start the conversation and pique interest. Your goal is to get a response, not seal the deal.



Be concise

Keep it brief and to the point. You only have a few seconds to capture someone's attention and convey the value of your message.



Be personal

Customized InMail messages get a 50% higher response rate. Scan through the person's profile to reference any people or experiences you share in common, and be specific about why you're interested in them.

Get ahead with Premium insights

Knowledge is power. Your new Premium account gives you insider access to information that can help you get focused on the right opportunities, perfect your job search strategy, and ultimately land your dream job faster.



Focus your job search with salary data

When you're searching for jobs that are a good fit for you, you can narrow down listings by keywords, geographic area, industry, function, company, job title, date posted, experience level, and how you're connected to the company.

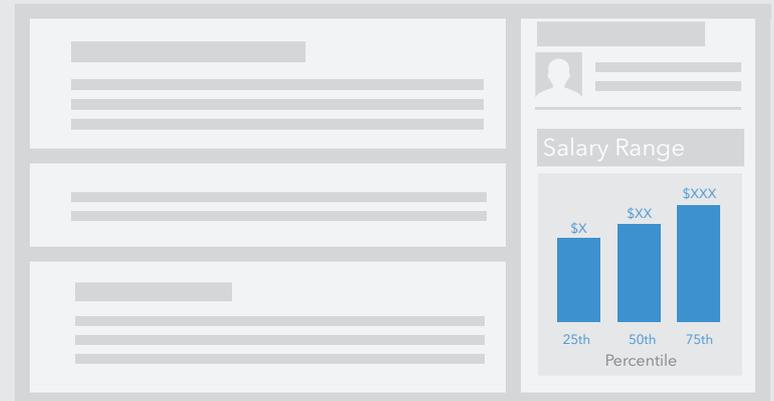
As a Premium member, you have an additional filter: salary. You can filter job listings by estimated salary range to focus on the ones that meet your desired criteria. Then, see detailed salary estimates* on each job posting to see salary, bonus, and total compensation.

*Salary data is provided by a company called PayScale and is available for jobs in the USA, UK, Canada, and Australia. Estimates are based on job-specific attributes including industry, title, location, and other factors. Salaries are not necessarily endorsed by companies who post jobs on LinkedIn, and actual compensation may vary.

How it works

Go to the Jobs homepage at [linkedin.com/jobs](https://www.linkedin.com/jobs) and click **Advanced Search**. Go to the salary section and check the box that meets your desired salary requirements.

Once you find a job that piques your interest, click the job title to read the description. On the right side of the page, you'll see a module that says **Salary Range for Jobs Like This**. Click the tabs Salary, Bonus, and Total Cash to see estimated compensation at the 25th, 50th, and 75th percentile levels.



Get advice in our Job Seeker Premium Group

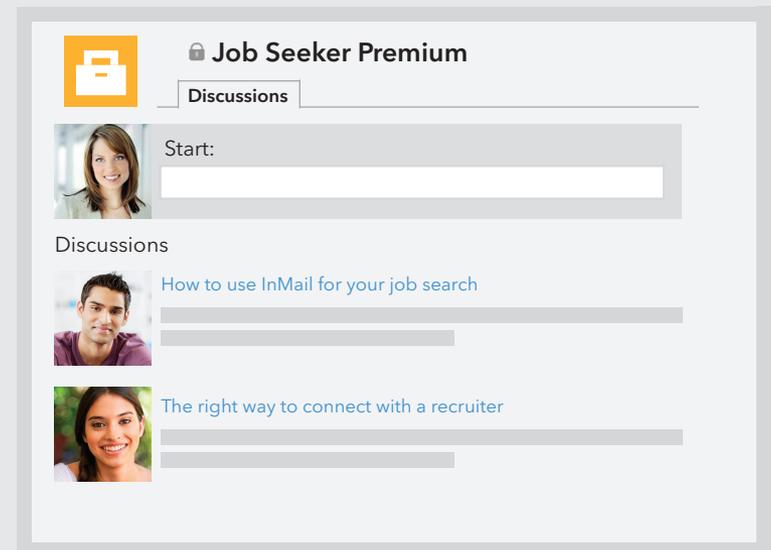
Want ideas on acing your next interview? Need tips on switching industries? Looking for the inside scoop on using LinkedIn for your job search?

Get ideas and insights on landing your dream job in a group of LinkedIn experts and peers. Group activity is completely private and can only be seen by other Job Seeker Premium account holders.

Check out the discussions other Job Seeker Premium members have started, and join the conversation by adding your own perspective. Or start your own discussion and get answers to your job search questions.

How it works

Join the Job Seeker Premium Group at lnkd.in/jobseekergroup. Click **Join Group** and you will automatically be approved to join. You will be able to see the Group icon on fellow Group members' profiles, but non-Group members will NOT be able to see that you are in the Group and will not receive updates about your Group activity.



More premium features to explore



The highlights

We've covered a lot of what your account has to offer, but there's even more you can do now that you're Premium. Check out some highlights below.



More search results

Job Seeker Premium members see up to 5x more profiles with every search. Combined with expanded profiles, this brings more power to your ability to find the people you need on LinkedIn.



Introductions

Introductions are a trustworthy way to reach out to insiders at companies you want to work for through people you know in common.

Near the top of a 2nd or 3rd degree connection's profile, choose **Get Introduced** from the dropdown menu. Choose a person you know, and craft a message asking them for an introduction.



Saved search alerts

Once you've narrowed down your search to find people who fit your needs, there's no need to go back and search again every time you want to find new results.

Simply save your favorite searches, and we'll send you up to five automatic weekly alerts whenever new results appear, so you'll never miss out on someone you might be interested in.

Get the most from LinkedIn

Beyond your Premium features, don't forget to make the most of LinkedIn's basic professional tools: perfect your profile, grow your network, and join the professional conversation.



Perfecting your profile

Keeping your profile fresh and up to date will help you get noticed. LinkedIn members with complete profiles are 40x more likely to receive opportunities through LinkedIn.

Profile photo



Make a great first impression with a professional-looking photo. The best are high-quality headshots with simple backgrounds. LinkedIn members with profile photos are 7x more likely to be found in searches.

Experience



Include descriptions for each position, including the achievements you're proudest of. Having your two most recent positions on your profile makes it 12x more likely to be found. Don't have a current position? List volunteer work, freelance work, or other professional activities.

Education



Alumni often use LinkedIn to network and make contacts, so make sure you've added the names of any colleges and universities you've attended.

Volunteer experience



This is a great way to connect with others who share your passions. Plus, LinkedIn research found that 1 in 5 hiring managers has hired a candidate based in part on volunteer experience.

Skills & expertise



Adding skills and expertise makes it easy for your connections to endorse you for your strengths and knowledge, as well as helping you show up in relevant searches.

Recommendations



Ask some of your connections—like clients, coworkers, and business partners—to write recommendations of your work. When making the request, try reminding them of your past projects and accomplishments.

Finding the right jobs for you

With the large variety of jobs out there, it can be challenging to navigate the ecosystem and find the ones that best meet your needs. Here are some quick tips on zeroing in on the opportunities that excite you.

✓ Advanced search

Using our basic job search functionality, you can search for jobs by keyword, geographic location, function, industry, and salary range.

If you want to get more specific, click on **Advanced Search** to narrow down job listings by company, job title, date posted, experience level, and how you're connected to the company.

✓ Jobs you may be interested in

Our Jobs homepage shows jobs that may be a good fit for you based on information in your LinkedIn profile. If the recommendations aren't quite what you're looking for, tweak your profile or narrow down the list by clicking **See All** and filtering by company name, location, date posted, and more.

✓ Saved job alerts

Once you find the right filters for your job search, click **Save** at the top right corner of the search results page. Then choose how often you want to receive email alerts about new opportunities: daily, weekly, or monthly.

✓ Jobs in your network

At the bottom of our Jobs homepage, you can see a list of companies currently hiring on LinkedIn where you have a direct connection. Simply click the company logo to learn more about careers at the company and see a full list of job postings.

Growing your network

A larger network increases your chances of finding jobs, business opportunities, candidates, leads, and customers. Here are some of the easiest ways to make meaningful connections.



Add your email contacts

There's a good chance that a lot of people you know are already on LinkedIn. The easiest way to find and connect with them quickly is to search your email contacts.

To get started, find the **Add Connections** link at the top of your homepage. You can select as many or as few people as you'd like before sending invitations.



Find other people you may know

LinkedIn offers personalized recommendations of people we think you might want to connect with, based on what we know about you.

Once you click **People You May Know** in the top right of your homepage, you can keep exploring and discover more connections based on school, past jobs, and more.



Connect as soon as you meet

Make it a habit to actively connect on LinkedIn with new people you meet every day. There's no better time to add someone to your network than shortly after being introduced, when your meeting is fresh in their mind.

Connecting over LinkedIn is also a great way to continue to build a relationship with someone new.

Joining the professional conversation

Have you ever shared an interesting link with your network—or found out about something cool from an article on LinkedIn?

By participating in the discussions taking place throughout LinkedIn you can keep yourself top of mind with your connections and build your professional reputation among your peers. Check out some more ways to get insights and enhance your professional brand.

Discover groups relevant to your interests

Joining a LinkedIn group is a great way to meet like-minded people and have conversations about topics that matter to you.

Stay on top of industry news

At the top of your homepage, you'll see personalized recommendations of news we think you'll be interested in. This makes it easy to keep up with what's happening in your industry, so you'll always have a conversation starter at the ready.

Try sharing one of these articles to start a conversation and see what your network thinks!

Read big ideas from thought leaders

Looking for inspiration? LinkedIn Influencers are an exclusive group of thought leaders—from Richard Branson to Barack Obama—who publish original content on LinkedIn.

Ready to get started with your new Premium account?

Go to [Inkd.in/jobseeker](https://www.linkedin.com/jobs/jobsseeker) to start taking steps towards landing your next career opportunity. We wish you the best of luck on your job search!

