



Is LinkedIn working for you?

How are you using your LinkedIn profile?

Do you only log on to your LinkedIn profile every so often, perhaps when a new connection request pops in? Or are you someone who keeps their profile up to date with complete and accurate information? You might even be hoping that LinkedIn will open up the next step in your career?

LinkedIn has one very specific *raison d'être* - professional networking - and in fairness it fulfils this function well enough. But if you are expecting LinkedIn to proffer the job of your dreams, you may well be very disappointed. And you'll most probably miss out on real career opportunities that lie elsewhere.

In short - LinkedIn may not be working for you. And here's why.



Forget CVs. Trust the science.

Your LinkedIn profile is an effectively an online CV of sorts. It will show your work history, maybe reveal something of your abilities, perhaps highlight your communication style and show whether or not you can spell correctly, use proper grammar and proofread. It might also say something about your ability to engage with a wider online business community. But it's open to bias, it's subjective and in today's competitive job environment, that is not good enough.

CVs and interviews may still have their place in the recruitment process, but nowadays most recruitment managers acknowledge that the key to a successful hire is to adopt a science-based approach to recruitment. This means using data-driven personality and cognitive insights gained from scientifically-backed assessments, work-related tasks and presentations. Such an approach will help to ensure that you are the best fit for their company. Equally important, it will reveal whether or not their organisation is the best fit for you.

Give yourself 'standout'

LinkedIn claims that 70% of its users are 'passive candidates' and that only the remaining 30% are active job seekers. However, the platform has more the *half a billion* users, which means that if you are an aspiring job candidate in the active 30%, you're competing for attention in a vast pool of talent. And don't forget that the other *350 million 'passive' individuals* are still regarded as perfect targets by online recruiters.

You have to shout very loud to gain attention in this size of a crowd. Alternatively, you can talk about yourself in a more measured tone on a bespoke platform, such as **PeopleHawk**. Remember that LinkedIn is simply one tool in the recruitment tool kit of a good Hiring Manager!



Science works for graduates

Candidates with the experience to fill senior roles tend to have quite long, detailed LinkedIn profiles. Whereas recent graduates without much real work experience under their belt will struggle to complete anything more than a basic profile with very limited information, which may be difficult to verify.

If you are in this category, then a science-based approach to finding the right position will work in your favour. Personality assessments will reveal your inner qualities, such as your creativity, adaptability, drive, leadership, teamwork and organisation skills. In addition, a cognitive assessment will bring your other abilities to the fore, such as logical reasoning, mental flexibility and working memory. Together, they give your potential employer an accurate and impartial understanding of you as a person, in ways that a LinkedIn profile or a traditional CV could never deliver.



Keep it private

If your goal is to quietly switch jobs and want to be discrete, it goes without saying that you should not mention your job search in your LinkedIn profile. But that may not be enough. Your job hunt can quickly become a very public affair with LinkedIn connections. Why take the risk? Portals like PeopleHawk are utterly secure and completely confidential. Completing your scientifically-backed assessments, and creating your very own digital career profile, one that you yourself control could just be the best career decision you ever make.

And so, to conclude...

LinkedIn is an effective networking and referral platform but if you're in the job market, it's better to think of it as an adjunct to your core recruitment plan. Give today's switched-on recruiters what they want with personality and cognitive pre-employment assessments that provide insightful and impartial understanding of who you are. In doing so, you will be best placed to fulfil your career goals.

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