5 Tips to Aid Your Job Search

1. **Join groups that will help you make connections.** Look for groups that you affiliate with and use them to build your professional network. These can include alumni groups, service organizations you have worked with, or regional groups. If you haven’t met in person, using a common interest or affiliation to connect will make it that much easier.

2. **Follow companies you are interested in.** Following the company allows you to identify connections within the company, read blog posts and company news, view company statistics, and see job listings. Check out the company’s leadership team to see if you have shared experiences or interests (e.g. Vanderbilt alumni, service organizations, Greek affiliation, etc.)

3. **Use the news.** Read articles posted by leaders in your field and LinkedIn “influencers” and stay up to date on industry trends, highlights, and major stories. Being able to talk about these current events will impress employers.

4. **Share strategically.** There is a difference between personal and professional networking. Use the status to update your connections on professional accomplishments, like job promotions or articles you’ve published, but keep your personal life elsewhere.

5. **Locate opportunities.** Many companies post jobs on LinkedIn. When jobs are posted on the site, you can see how you are connected to the hiring manager. You can also request a referral from a contact directly on LinkedIn. Use the advanced search tool to find jobs by keyword, location, title and many other filters.