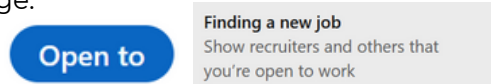


7 LinkedIn Features To Land a New Career

After setting up your LinkedIn profile, use these features to take your job search to the next level.

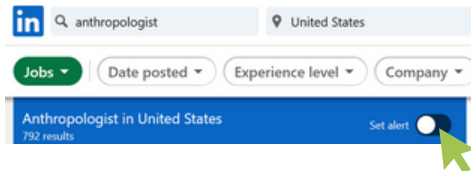
Open to Work

The first **Open to Work** option shows an “open to work” banner on your profile image to all users. The second option is to show only to recruiters, so no one can see you are looking for a job except those who are hiring outside your company. To mark yourself open to work, go to your profile page and select **Open to** under your profile image.



Job Search Alerts

Get alerted if a new job is posted by setting up notifications based on a job title, company, location, or field. To set them, click on the **Jobs** icon and use the search bar and enter the criteria you want. Use the **Set alert** toggle to turn the alert on.



Connect with Alumni

Alumni are far more likely to assist than any other connection, based on LinkedIn’s research. To find alumni, search for your college or university’s LinkedIn page and select the **Alumni** tab. From there you can search in specific fields.



LinkedIn Learning

LinkedIn Learning is LinkedIn’s educational platform. You can learn a variety of skills from data science for beginners to Excel masterclass. Some courses offer a certification which will be added to your LinkedIn profile upon completion. LinkedIn Learning is a LinkedIn Premium benefit. However, many universities offer access to their students and alumni. Select the **Learning** button from the upper right-hand corner of your home page.



Learning

If you do not see it, it will be under the **Work** button. Follow the prompts to sign in as a student or part of an organization.

Join LinkedIn Groups

LinkedIn groups are a great way to find connections, job listings, and other opportunities. Groups can be made by individuals or organizations. Search for the group you are interested in, or a general topic, and request to join the group. Once admitted, posts from the group will appear in your LinkedIn feed. Make sure to join the [Anthropology Career Readiness Network LinkedIn Group](#)!



**ANTHROPOLOGY
CAREER READINESS
NETWORK** on



Demonstrate Skills

LinkedIn provides skill assessments for common skills, such as Excel or Word, which verify a claimed skill. This can make you a more desirable candidate. To take a skill assessment, scroll down your profile page to the **Skills** section. Select **Demonstrate skills**. Then scroll down, to find the **Skill Assessments**.



Skill Assessments

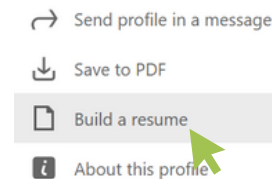
For skills like Microsoft Excel, Python, SQL

Select Targeted Skills

LinkedIn allows users to add 50 skills to their profile. You should use all 50 slots. Select skills that you have that are relevant to your target field. Use the **Build a resume** feature to see the most common keywords based on your target field. To build a resume, go to your profile page. To the right of **Open to**, you should see **More**.



Click **More** to reveal the **Build a resume** option.



Choose **Create from profile**. Then enter your preferred job title to reveal the recommended keywords to the right.