

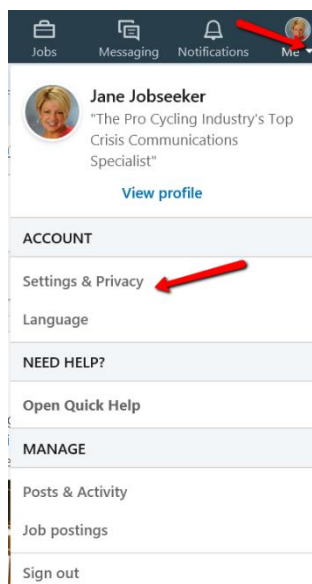
LinkedIn Settings for Jobseekers

“If you build it, they will come” may have been true for the Iowa corn farmer in the 1989 film “Field of Dreams,” but as a jobseeker, simply “building” a LinkedIn profile will not open the floodgates to job opportunities, nor will you have recruiters contacting you to solicit your interest in filling their open positions.

About 87 percent of recruiters (92 percent of recruiters with Fortune 1000 companies) use LinkedIn as a major source for finding and vetting candidates and posting positions. For your profile to have the greatest impact on your job search, there are two things you must do:

- 1) Build a complete profile that is well-branded and keyword optimized (you may want to hire a professional to help you with this, if you haven’t already).
- 2) Increase your visibility by optimizing your **LinkedIn Settings** and **Career Interests**. This guide will walk you through what to do, how to do it, and why.

To understand the importance of these settings, you need to know that LinkedIn has a separate platform called **LinkedIn Recruiter** that interfaces with your profile. By purchasing a membership on either **Recruiter Lite** or **Recruiter Corporate**, recruiters not only post job openings, but can search for candidates using various search parameters. Your **LinkedIn Settings** and **Career Interests** will increase your visibility and drive recruiters to your profile when using the Recruiter platform.



Getting Started

The first step is to locate the **Settings & Privacy** page in your profile; the following screenshot will show you how.

Hover your mouse over the word **Me** and click the drop-down arrow below the thumbnail image of your profile picture.

Scroll down to **Settings & Privacy** and click.

This will open the **Settings & Privacy** window, with four headings across the top (**Account, Privacy, Ads, and Communications**). You’ll want to be sure you have the window open for **Privacy**.

There are several categories of settings on this page, beginning with **How others see your profile and network information**. Scroll about two-thirds of the way down and you will find the heading for **Job seeking preferences**.

The next screenshot shows you what this section looks like and the five areas to address. Follow along...

Choose whether we can make some of your data available to trusted services for policy and research **Privacy** [Ads](#) [Communications](#)

Job seeking preferences

Job application settings	Change
Choose what information LinkedIn saves when you submit a job application.	
Let recruiters know you're open to opportunities	Change
Share that you're open and appear in recruiter searches matching your career interests	
Signal your interest to recruiters at companies you have created job alerts for	Change No
This will be applied for companies that you have created job alerts for.	
Sharing your profile when you click apply	Change No
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply	
Stored job applicant accounts	Change
Manage which third party job applicant accounts are stored on LinkedIn.	

Job Application Settings

Let's start by looking at the various options available to you. Click on either the first heading or the word **Change** (as seen in the screenshot).

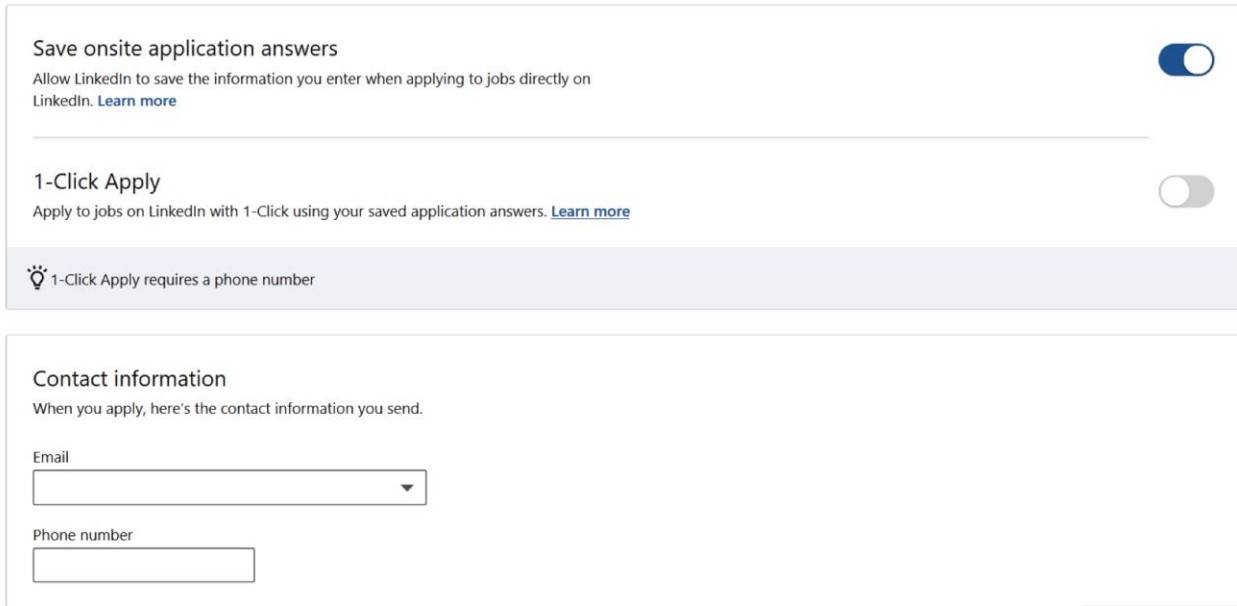
Job seeking preferences

Job application settings	Change
Choose what information LinkedIn saves when you submit a job application.	
Let recruiters know you're open to opportunities	Change
Share that you're open and appear in recruiter searches matching your career interests	
Signal your interest to recruiters at companies you have created job alerts for	Change No
This will be applied for companies that you have created job alerts for.	
Sharing your profile when you click apply	Change No
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply	
Stored job applicant accounts	Change
Manage which third party job applicant accounts are stored on LinkedIn.	

The first few settings address how your applications will be handled when you apply for a job via LinkedIn. You can save your application answers (I recommend turning this feature **on**), choose to apply for jobs with **1-Click Apply** (to activate this feature, you must first scroll down

to **Contact information** and enter a phone number), and input an email and address and phone number where recruiters can reach you. The next screenshot shows you each of these options.

Job application settings



The screenshot shows two sections of the LinkedIn job application settings. The first section, 'Save onsite application answers', has a toggle switch turned on. Below it is the text '1-Click Apply' with a toggle switch turned off. A light blue banner below this section contains a lightbulb icon and the text '1-Click Apply requires a phone number'. The second section, 'Contact information', contains two input fields: 'Email' (a dropdown menu) and 'Phone number' (a text box).

When you apply for an Easy Apply job on LinkedIn, you can save your application information and use the information as default for future job applications, allowing you to more quickly apply for jobs. You can also opt in to applying for jobs with **1-Click Apply** based on this saved application information.

When you apply to jobs with **1-Click Apply**, LinkedIn will send the job poster your full LinkedIn profile in addition to the following saved application answers:

1. **Email address:** You can choose from the email addresses you've already provided and verified. You can't add a new email address with 1-Click Apply.
2. **Phone number:** You'll need to provide a new phone number to be included with your application. LinkedIn won't use the phone number stored in Settings & Privacy. Phone numbers will be pre-populated, either via the first application or from the job application settings page.

You can preview your application and change your answers before applying to any job.



Scroll down further and you will have the option of uploading a resume. You can have as many as four different versions of your resume uploaded and saved in your profile. The next screenshot shows you how.

Note: Resumes you have uploaded to your profile are not visible to other LinkedIn users. They are only stored in your account and available for you to attach to applications.

Resume

Here are resumes you can apply with. Apply faster by choosing a default resume to submit with your application.

Default Resume
No default resume selected.
Upload <small>Microsoft Word or PDF only (5MB)</small>
Recent Resumes
No recent resumes.

Save external application answers

Allow LinkedIn to save the information you enter when applying to external jobs directly on LinkedIn. [Learn more](#)



🔒 Your privacy is important

We include a copy of your full profile with your application.
[Learn](#) about what we do with your phone number and resume.

1. To upload a new resume, click **Upload** under **Default Resume** in the **Resume** section. LinkedIn will only store the four most recently used resumes that were submitted on LinkedIn.com or the LinkedIn Mobile App. If there are four stored resumes, the **Upload** button won't be available, and you'll need to delete a recently used Resume to upload a new one.
2. To replace your default resume for 1-Click Apply, click **Replace Default** under **Default Resume** in the **Resume** section.
3. To remove your default Resume for 1-Click Apply, click the **More** icon (...) next to the resume name under **Default Resume** in the **Resume** section and select **Remove Default** from the dropdown.
4. To delete a recently-used resume, click the **More** icon (...) next to the resume name under **Recent Resumes** in the **Resume** section and select **Delete** from the dropdown.

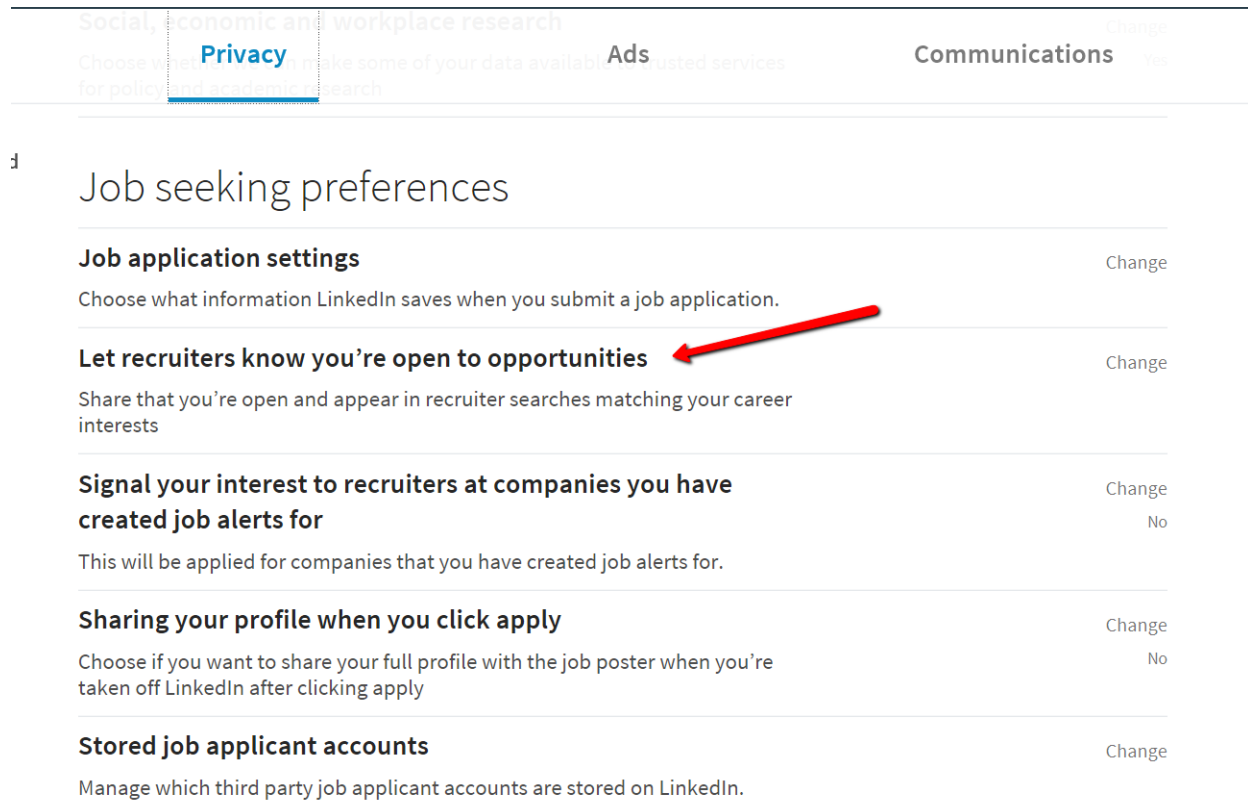
Important: The ability to reuse recently uploaded resumes is currently only available on LinkedIn.com and the LinkedIn Mobile App. The feature is not currently available on the LinkedIn Job Search App.

Resume Requirements:

1. The file must be less than 5 MB.
2. The file format must be Microsoft Word or PDF only.
3. On mobile, you can't attach a resume when applying for jobs. However, many jobs support applications with your LinkedIn profile. You can also save jobs and complete the application process on your computer if you prefer to upload a resume with your application.

Letting Recruiters Know You Are Open

Once you have completed all your application settings, go back to the **Privacy** tab and click on the second set of options, as shown in the next screenshot.



Your options are a simple **Yes** or **No**. Click either on the heading or the word **Change** and toggle the radio button to **Yes**.

Let recruiters know you're open to opportunities

Close

Share that you're open and appear in recruiter searches matching your career interests

We take steps not to show your current company that you're open, but can't guarantee complete privacy.

[Learn more](#)

Yes

You will receive an email notification from LinkedIn confirming this change. (And you will receive another email from LinkedIn if you change your setting to "No.")

Important: To protect your privacy, LinkedIn takes steps to keep users of LinkedIn Recruiter who work at your company — as well as related companies — from seeing the Career Interests that you share. However, LinkedIn notes that they "can't guarantee complete privacy."

Creating Job Alerts

Job alerts serve two functions:

- 1) They let recruiters know that you are interested in working for their company; and
- 2) They push newly-posted job opportunities to your inbox.

Going back to your **Privacy** settings, click on the third heading under **Job seeking preferences**, as illustrated in the next screenshot.

Job seeking preferences

Job application settings Choose what information LinkedIn saves when you submit a job application.	Change
Let recruiters know you're open to opportunities Share that you're open and appear in recruiter searches matching your career interests	Change
Signal your interest to recruiters at companies you have created job alerts for This will be applied for companies that you have created job alerts for.	Change No
Sharing your profile when you click apply Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply	Change No
Stored job applicant accounts Manage which third party job applicant accounts are stored on LinkedIn.	Change

As with the previous section, your options are a simple **Yes** or **No**. Click either on the heading or the word **Change** and toggle the radio button to **Yes**.

Signal your interest to recruiters at companies you have created job alerts for Close

No

This will be applied for companies that you have created job alerts for.

We will only share your interest with recruiters who may want to contact members who create job alerts for their company, but can't guarantee complete privacy. [Learn more](#)

No

[Manage job alerts](#)



As a savvy jobseeker, you should have already created a list of companies you would like to target in your job search. (The recommended minimum number of companies to have on your list is 20). There is a document included at the end of this guide for creating this list and tracking your activity.

In November 2018, LinkedIn rolled out a new feature that enables users to set up **job alerts** on a **Company Page**. Once you've set up a **job alert**, you'll be notified of new jobs that match your skills through the Notifications tab.

You can also share your interests with recruiters of companies you are targeting. Your details will only be shared with recruiters who want to contact members who have created job alerts specifically for their company.

To set up job alerts for a specific company:

1. Search for the company you're interested in on the LinkedIn homepage.
2. On the **Company Page**, click the Jobs tab.
3. Click **Create Job Alert** to set up alerts for when the company posts jobs that match your skills.

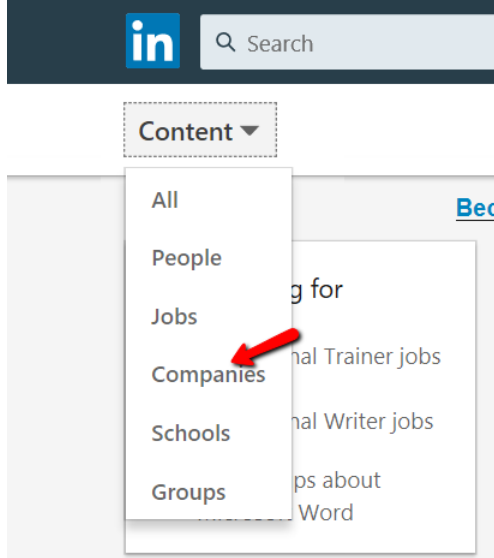
Once you create a job alert, you can also let recruiters know that you've created job alerts for their company by switching the toggle to **On**. To stop notifying your interests to recruiters, switch the toggle to **Off**. Your changes will be saved automatically.

4. You can view and manage the list of all companies that you've created job alerts for by clicking **Manage Job Alerts** on the **Jobs** page.

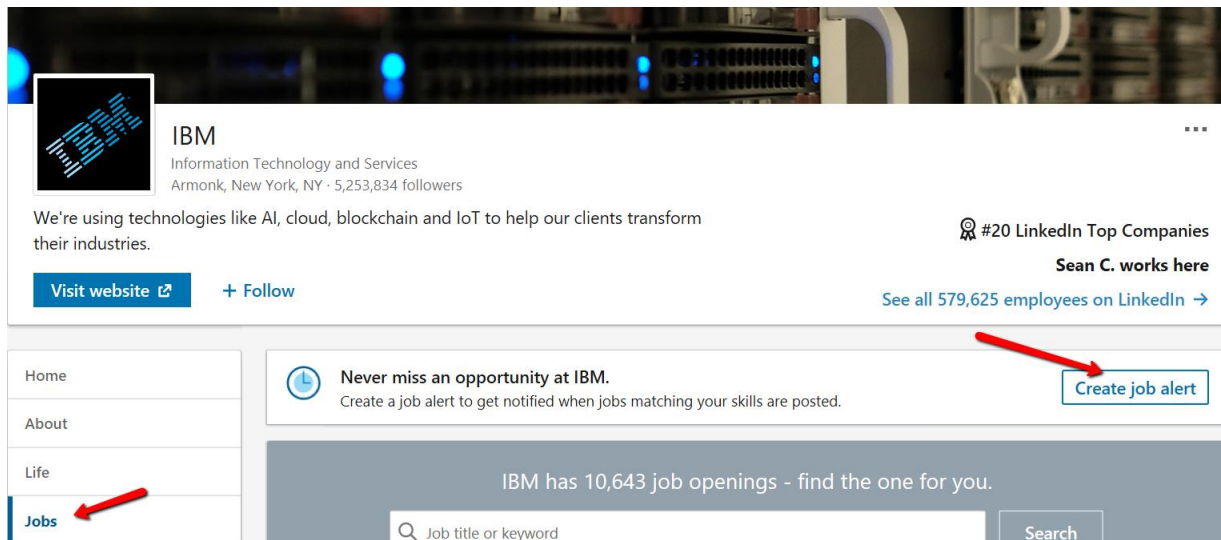
You can also manage your job alerts from the **At companies you've saved job alerts for** section on the **Jobs** page.

The following screenshots illustrate how to locate a company page and create a job alert.

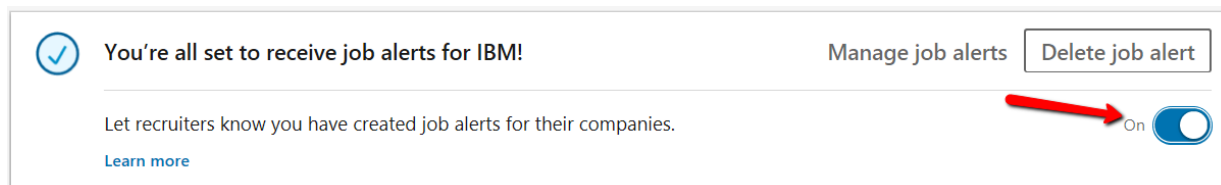
From the **Home** page of your profile, click in the **Search** box, scroll down to **Content**, and from the drop-down list, click on **Companies**. This will take you to the Companies search screen. Or you can just type a company name in the **Search** box.



Type in the name of a company on your target list and click to go to the company page. The following screenshot is taken from IBM's company page. On the left drop-down menu, click on **Jobs** and then click on the text box **Create job alert**.




You'll also want to toggle the radio button to **On**, as illustrated in the next screenshot.



Sharing Your Profile When You Apply

Going back to your **Privacy** settings, click on the fourth heading under **Job seeking preferences**, as illustrated in the next screenshot.

Job seeking preferences

Job application settings	Change
Choose what information LinkedIn saves when you submit a job application.	
Let recruiters know you're open to opportunities	Change
Share that you're open and appear in recruiter searches matching your career interests	
Signal your interest to recruiters at companies you have created job alerts for	Change No
This will be applied for companies that you have created job alerts for.	
Sharing your profile when you click apply 	Change No
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply	
Stored job applicant accounts	Change
Manage which third party job applicant accounts are stored on LinkedIn.	

As with the previous section, your options are a simple **Yes** or **No**. Click either on the heading or the word **Change** and toggle the radio button to **Yes**.

Sharing your profile when you click apply

Close

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply

Yes

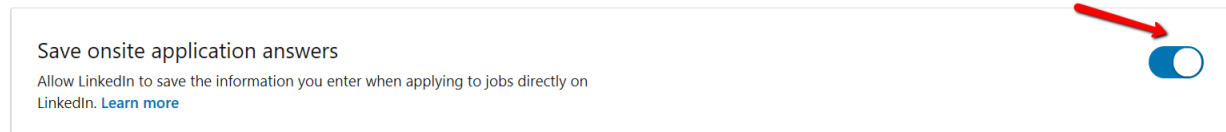
Increase your chances of being viewed by sharing your full profile with the job poster when you're taken off LinkedIn to apply

Yes   Saved

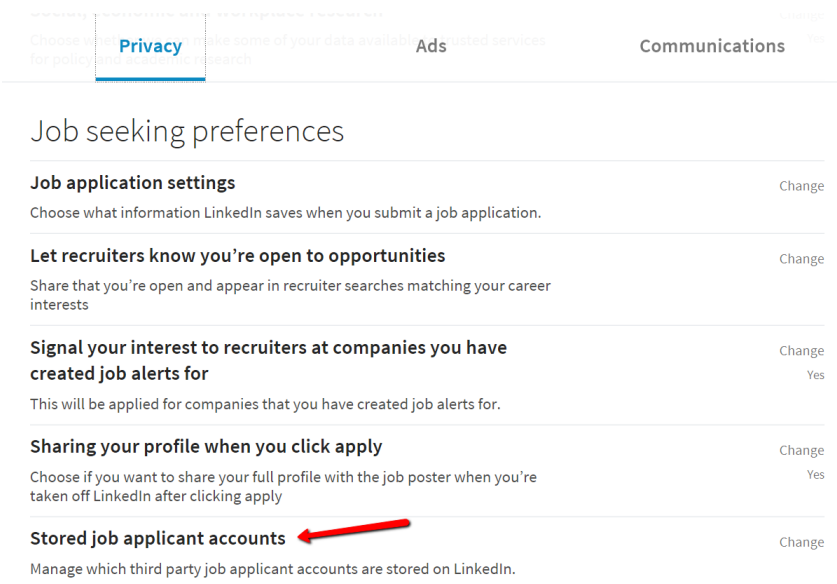
Managing Your Saved Job Application Information

Third-party job applicant accounts may be stored on LinkedIn after being created or added by you while applying to jobs through LinkedIn. You would have elected to activate this feature when you modified your **Job application settings**, as described at the beginning of this guide. The following screenshot is a reminder of where you made this change:

Job application settings



To view and manage your stored job applicant accounts, go back to your **Privacy** settings and click on the fifth heading under **Job seeking preferences**, as illustrated in the next screenshot.



By saving your application when applying to a company, you can reuse your uploaded resumes and other job application information for future applications to that company. Saved answers can only be used when applying via the **Apply with LinkedIn** on partner sites.

You can delete the history of the account creation from LinkedIn under **Settings & Privacy**. Once a stored job applicant account is removed, LinkedIn won't auto-populate or recognize that you have an account if you apply to a job within that third-party job applicant account in the future.

To fully remove your information from the third-party job applicant account owner, you will need to contact the third party directly.

Important: This information is only stored for third-party applications that require a created account.

Letting Recruiters Know Your Career Interests

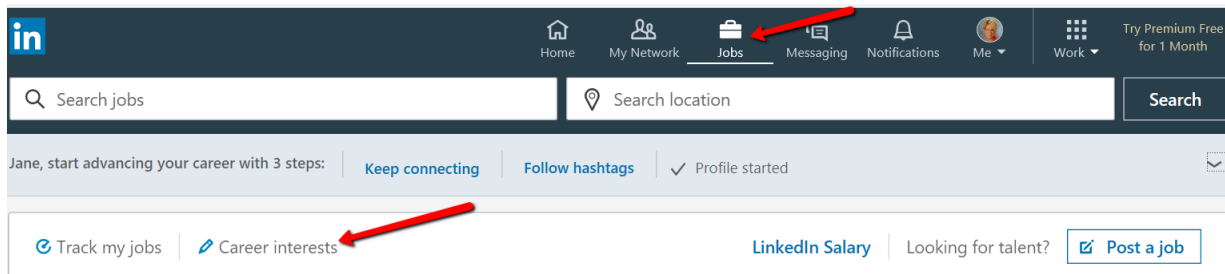
You can share your career goals — including the types of companies and roles you are most interested in — with recruiters on LinkedIn who may have opportunities that match your

interests and background. Once you opt to share your career goals with recruiters, users of LinkedIn's Recruiter product will be able to find you based on your shared career interests when they are searching for profiles.

This is an extremely valuable section to complete, whether you are an active or passive jobseeker. Remember, to protect your privacy, LinkedIn has taken steps to keep LinkedIn Recruiter users who work at your company, as well as related companies, from seeing the career interests you share. (However, remember that LinkedIn says this is not a foolproof method, so consider that before proceeding.)

Note: You can share your career interests with recruiters for a period of six months (180 days), after which it will automatically be turned off. You will receive an email notifying you that you're no longer sharing your career interests. However, you can continue sharing by manually changing the settings.

From the **Home** screen of your profile, click on **Jobs** and then on **Career Interests**, as illustrated in the next screenshot.



The next few screenshots illustrate the various settings.

When you toggle **On** the setting to **Let recruiters know you're open**, it will automatically turn off after 90 days. You will need to turn it back on if you are still searching.

The **Note to recruiters** text box is where you can key in something specific about your search, such as your willingness to travel, that you are changing careers, or that you are in the market because of a company-wide downsizing. You are limited to 300 characters.

In the next two text boxes, choose from the drop-down arrow options to specify your **Status** and your **Start date**.

Below that, you can enter a number of job titles for which you'd like to be considered.

Career interests Privacy settings

Let recruiters know you're open On

We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Note to recruiters

What would you like recruiters to know?

0/300

Your career interests help determine what jobs you're recommended.

Where are you in your search?

Not looking, but open to offers ▼

When would you like a new job?

I'm willing to wait for the right opportunity ▼

What job titles are you considering?

✓ Freelance Proofreader

✓ Career Services Specialist

✓ Skills Trainer

✓ Business Writer

[+ Add title](#)



Note: When you start typing, a job title that is in LinkedIn’s database will pop up and you can click on it to add it. If you try to add a title that is not in the database, an error message that reads **Invalid input** will appear.

Next, you can indicate where you would like your next job to be located, if you are open to working remotely, and what types of jobs you are open to.

Where would you like your next job to be located?

Anywhere worldwide
No Preferences

Close ^

+ Add location

Near my home
No Preferences

Change v

I'm open to working remotely

Yes

What types of jobs are you open to?

Full-time

Contract

Part-time

Internship

Volunteer

Temporary

In the final two settings you can let the recruiter know what industries you prefer and the size of the company you would like to work for.

Note: As with job titles, you must choose from the list of 148 industries that are included in LinkedIn’s database. There is no limit to how many industries you can add. Refer to the **Profile Industry Choices** table that is included with this guide.

Additional Tips for Jobseekers

LinkedIn's artificial intelligence (AI) tracks when you are on LinkedIn and what you are doing. Company recruiters can actually "see" which candidates have taken an interest in their company — not only creating **Job alerts**, but also by who is following their company, what content they are viewing and sharing, and the number of connections they have within the company.

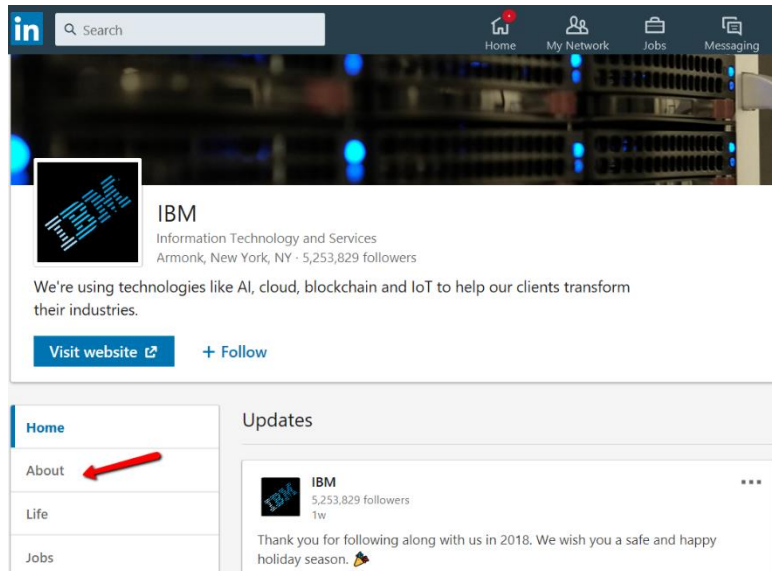
The next screenshot of the IBM company page shows you where the links are found to follow a company and locate people who work there. You'll also see a feed of the company's recent posts.

The screenshot shows the IBM LinkedIn company page. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar is a search bar and a banner for an advertisement: "Online MBA - Choose from Kellers 10 concentrations - No GRE/GMAT required." The main content area features a large image of server racks. Below the image is the IBM logo and company name, followed by the tagline "Information Technology and Services" and location "Armonk, New York, NY · 5,273,273 followers". A short bio states: "We're using technologies like AI, cloud, blockchain and IoT to help our clients transform their industries." To the right, it says "#20 LinkedIn Top Companies" and "Sean C. works here". At the bottom of the bio section, there are two buttons: "Visit website" and "+ Follow", with a red arrow pointing to the "+ Follow" button. To the right of the bio, there is a link: "See all 579,901 employees on LinkedIn" with a red arrow pointing to it. Below the bio is a section for "Updates" with a post from IBM: "Take everything you know about AI. And put it up for debate. Can AI expand a human mind? Learn more: https://ibm.co/2Ryki6G". A red arrow points to the IBM logo in the update. To the right of the updates is a section for "Affiliated pages" listing "IBM Services" and "IBM Cloud". On the left side of the page, there is a sidebar with links for "Home", "About", "Life", and "Jobs".

While on the company page, another area you may want to look at is found on the **About** page. The next screenshot is also taken from the IBM company page.

By clicking on the **About** link to the left of the screen, the **Overview** will be revealed. If you scroll to the bottom of the page details, you will find a section labeled as **Specialties** (see the section encased in a red border in the screenshot).

Having the right keywords throughout your LinkedIn profile will increase your chances of being found in a **Recruiter** search. When possible, work a company's **Specialties** keywords into your profile, resume, and/or cover letter when applying to that company.



Overview

At IBM, work is more than a job - it's a calling: To build. To design. To code. To consult. To think along with clients and sell. To make markets. To invent. To collaborate. Not just to do something better, but to attempt things you've never thought possible. To lead in this new era of technology and solve some of the world's most challenging problems.

IBM is a leading cloud platform and cognitive solutions company. Restlessly reinventing since 1911, we are the largest technology and consulting employer in the world, with more than 380,000 employees serving clients in 170 countries. With Watson, the AI platform for business, powered by data, we are building industry-based solutions to real-world problems. For more than seven decades, IBM Research has defined the future of information technology with more than 3,000 researchers in 12 labs located across six continents. For more information, visit www.ibm.com.

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Website <http://www.ibm.com>

Industry Information Technology and Services

Company size 10,001+ employees

Headquarters Armonk, New York, NY

Type Public Company

Specialties Cloud, Mobile, Cognitive, Security, Research, Watson, Analytics, Consulting, Commerce, Experience Design, Internet of Things, Technology support, Industry solutions, Systems services, IT infrastructure, Resiliency services, and Financing

TARGET COMPANIES LIST

Use this document to create a list of companies you are targeting in your search and place an “X” in each column once you have completed the task. **Note:** Some companies (particularly smaller companies) may not have a LinkedIn page.

When you are logged in to a company page, click the relevant links to follow, create job alerts, and find profiles for people on LinkedIn who currently work at the company. Ways to engage with the company include reading (and possibly sharing) their updates.

	Company Name	Followed Company	Connected To 5+ people	Engaged with Company	Created a Job Alert
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					



ayanna e jackson

CAREER COACH

20					
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LINKEDIN INDUSTRY CHOICES (148)

Accounting	Dairy	Individual & Family Services	Mining & Metals	Recreational
Airlines/Aviation	Defense & Space	Industrial Automation	Motion Pictures & Film	Facilities & Services
Alternative Dispute Resolution	Design	Information Services	Museums & Institutions	Religious Institutions
Alternative Medicine	Education Management	Information Technology & Services	Music	Renewables & Environment
Animation	E-learning	Insurance	Nanotechnology	Research
Apparel & Fashion	Electrical & Electronic Manufacturing	International Affairs	Newspapers	Restaurants
Architecture & Planning	Entertainment	International Trade & Development	Nonprofit Organization Management	Retail
Arts & Crafts	Environmental Services	Internet	Oil & Energy	Security & Investigations
Automotive	Events Services	Investment Banking/Venture	Online Publishing	Semiconductors
Aviation & Aerospace	Executive Office	Investment Management	Outsourcing/Offshoring	Shipbuilding
Banking	Facilities Services	Judiciary	Package/Freight Delivery	Sporting Goods
Biotechnology	Farming	Law Enforcement	Packaging & Containers	Sports
Broadcast Media	Financial Services	Law Practice	Paper & Forest Products	Staffing & Recruiting
Building Materials	Fine Art	Legal Services	Performing Arts	Supermarkets
Business Supplies & Equipment	Fishery	Legislative Office	Pharmaceuticals	Telecommunications
Capital Markets	Food & Beverages	Leisure & Travel	Philanthropy	Textiles
Chemicals	Food Production	Libraries	Photography	Think Tanks
Civic & Social Organization	Fundraising	Logistics & Supply Chain	Plastics	Tobacco
Civil Engineering	Furniture	Luxury Goods & Jewelry	Political Organization	Translation & Localization
Commercial Real Estate	Gambling & Casinos	Machinery	Primary/Secondary Education	Transportation/Trucking/Railroad
Computer & Network Security	Glass, Ceramics & Concrete	Management Consulting	Printing	Utilities
Computer Games	Government Administration	Maritime	Professional Training	Venture Capital



Computer Hardware	Government Relations	Marketing & Advertising	Program Development	Veterinary
Computer Networking	Graphic Design	Market Research	Public Policy	Warehousing
Computer Software	Health, Wellness & Fitness	Mechanical or Industrial Engineering	Public Relations	Wholesale
Construction	Higher Education	Media Production	Public Safety	Wine & Spirits
Consumer Electronics	Hospital & Health Care	Medical Device	Publishing	Wireless
Consumer Goods	Hospitality	Medical Practice	Railroad Manufacture	Writing & Editing
Consumer Services	Human Resources	Mental Health Care	Ranching	
Cosmetics	Import & Export	Military	Real Estate	