



HOW TO USE LINKEDIN FOR YOUR CO-OP JOB SEARCH

✓ LinkedIn Job Board

- Use the job board to search for roles in your industry. Search with skill words instead of job titles to bring up a wider variety of jobs.
E.g., AutoCad, Process Control, C++, Python, VBA, PCR, Heat Transfer, Excel
- Keeping your profile up to date and engaging on LinkedIn will lead to suggested jobs “based on your profile and career interests”.

✓ Search for new contacts

- Use the [McMaster Alumni Page](#) to find former engineering students from McMaster who work in your field.
- Learn which job titles are related to recruitment activities
E.g., Talent Acquisition, HR Associate, HR Manager, Recruiter, Campus Recruiter
- Learn which job titles are relevant to your field of study
E.g., Project Manager, Engineering Manager, Software Development Manager, Quality Control Manager, Process Engineering Director, Engineering Operations Manager

✓ Connect with people

- Click “connect” in a person’s profile to gain the ability to message them and follow their posts.
- Include a Note which tells them who you are, what you do and why you’re connecting!

✓ Labour Market Research

- Employers are impressed by candidates who have done some research on the company and understand its products as well as its challenges and how they can contribute to solving them.
- Search for the company page and follow the employer. Check this regularly for company updates and job opportunities.
- Search for company employees, read their profiles and learn about their roles in the company.
- Connect with current employees and request [informational interviews](#) to learn inside information about the organization.
- Follow experts in your field to learn about new industry developments.

✓ Active Networking - Build Your Personal Brand

- Create your [personal brand](#) and live it through LinkedIn: Who are you as an engineer?
- Engage with the LinkedIn Community by liking posts, commenting and messaging contacts.
- Post on your newsfeed using text-only posts, posting photos and creating video content.
- Share your story: What is your engineering passion? What are your career goals? What are your latest achievements?
- Networking is about building long-term relationships - grow your LinkedIn networks into mutually beneficial relationships that exist online and in-person.

✓ LinkedIn Learning

- Missing some required skills? Use [LinkedIn Learning](#) to learn or improve desirable skills!