

How To Stay Present in the Job Market

Update your profile and online presence

Being that most companies are currently in a remote working environment, online presence is key to making yourself notable and prepared. Make sure that your experience and photo are up to date, but also think about what your goal is when someone looks at your profile or application. Are you open to new opportunities? How will you provide value from your experience and how will you attract that value?

Pro tip: look at employers' careers pages, social media presence, and company websites to understand more about their employer brand and presence.

Utilize your professional and personal network

Connect connect connect! Use this time to look through your connections, as well as make new connections to gain more insight into the job market. More often than not, if you shoot someone a LinkedIn message asking to learn more about their company, their role, or anything in between, they will be more than happy to have a conversation or connect you to someone in the organization who can provide what you're looking for.

Pro tip: find someone on the company's Recruiting or Talent Acquisition team via LinkedIn and send a 'click to connect' with a note to start a conversation.

Engage with professional content

LinkedIn has endless information, affiliate groups, access to learning opportunities and other materials to connect with. With majority of people working remotely, more and more platforms are providing access to free Webinars, learning and development materials, and remote networking events in order to continue access and engagement within their brands and organizations. Read that content, share that content, and use that content to spark new ideas on how to make yourself more valuable in the current job market.

Pro tip: follow whatever companies are within your expertise or interests to keep up to date with industry trends and what their focuses are.

Stay focused on the end goal

It's a strange time for us all, with having to adapt to a new routine and understanding what our new normal will be. With that, searching for a job can be a tricky thing to navigate and much to us all, something that is very new. Do not get discouraged! If anything, this is a time to engage with your network, build those relationships, and focus on how you want to grow in your career.

Pro tip: take some time to focus on your strengths and how you want to move the needle forward with your talent. Continue to leverage your objectives with your job search and never forget to treat yourself when you accomplish your goals!

Credit: <https://www.politico.com>