

# How to use LinkedIn for career success

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# Agenda

- How to use LinkedIn for networking
- How to use LinkedIn for job hunting
- Other powerful ways to use LinkedIn

# Quick Introduction

## Josh Phillips

- Careers Consultant at LSHTM (Wed-Fri)
- Supporting people in public and global health to build fulfilling, sustainable careers
- Background across consulting, research, NGOs, startups, charities.
- PhD (QMUL), Cambridge alum, qualified coach



# Poll (At Start)

**How clear and confident do you feel about using LinkedIn for careers success?**

Please complete **Question 1** and click **Submit**



<https://forms.cloud.microsoft/e/Ye2txWnCHJ>

Use LinkedIn for *networking* –  
it is the most effective and  
reliable way to get any job...

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# Why networking matters

- [Evidence suggests 30-50%](#) of jobs filled through networking, referrals, and internal moves

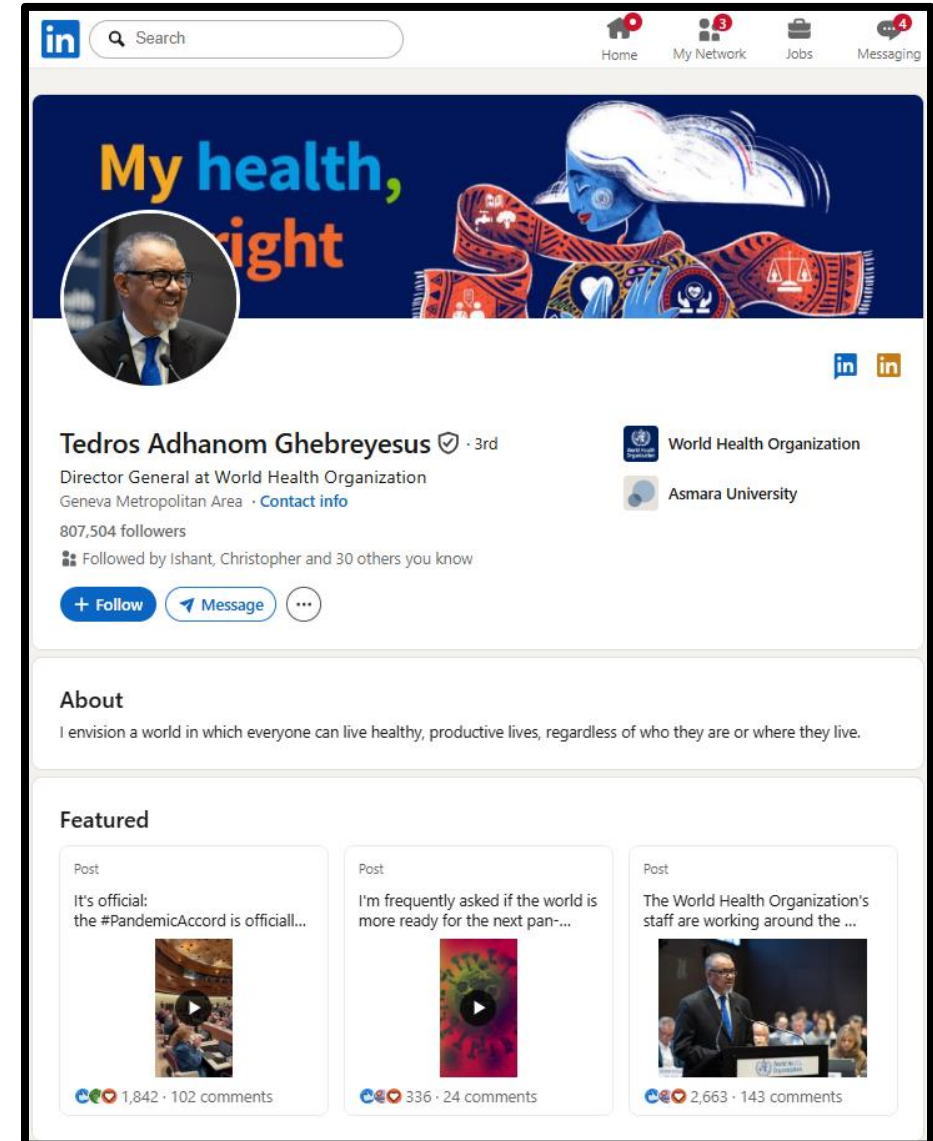
**How do you actually *do* it?**



# Step 1: Optimising your profile

# Optimise your LinkedIn profile

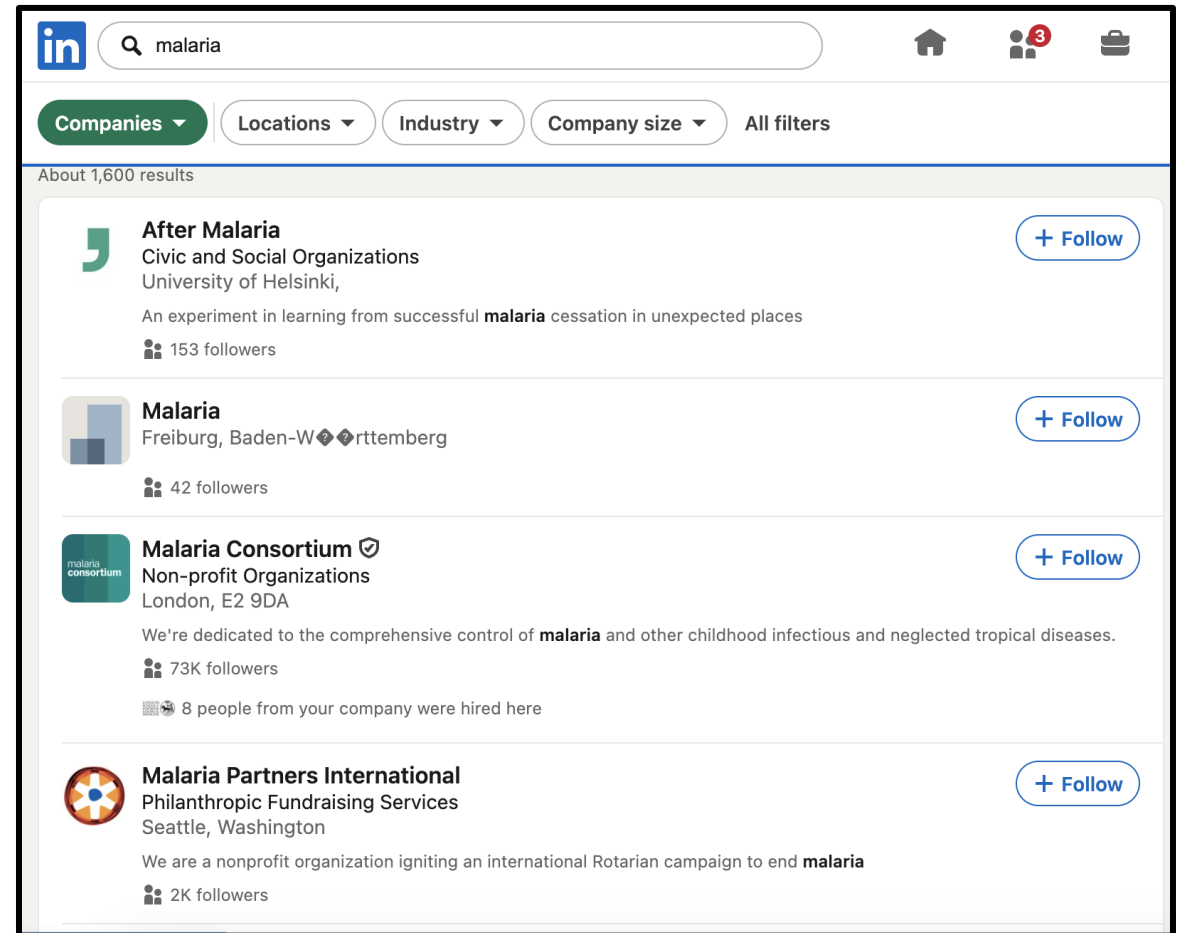
- Clear, professional photo and headline
- 'About' section concise, human and easy to understand
- Clearly communicate your research interests, skills and career direction
- Share visibility-building content (projects, conferences, publications, insights)
- Optimise your profile for conversations and networking, not just job applications



## Step 2: Identifying targets

# Find relevant organisations

- Example: looking to get a job in Malaria programmes
- Go on LinkedIn and type 'Malaria'
- Click 'Companies'
- Click 'All Filters' and add your filters (e.g. Location, Industry, etc.)
- Click 'Show results'

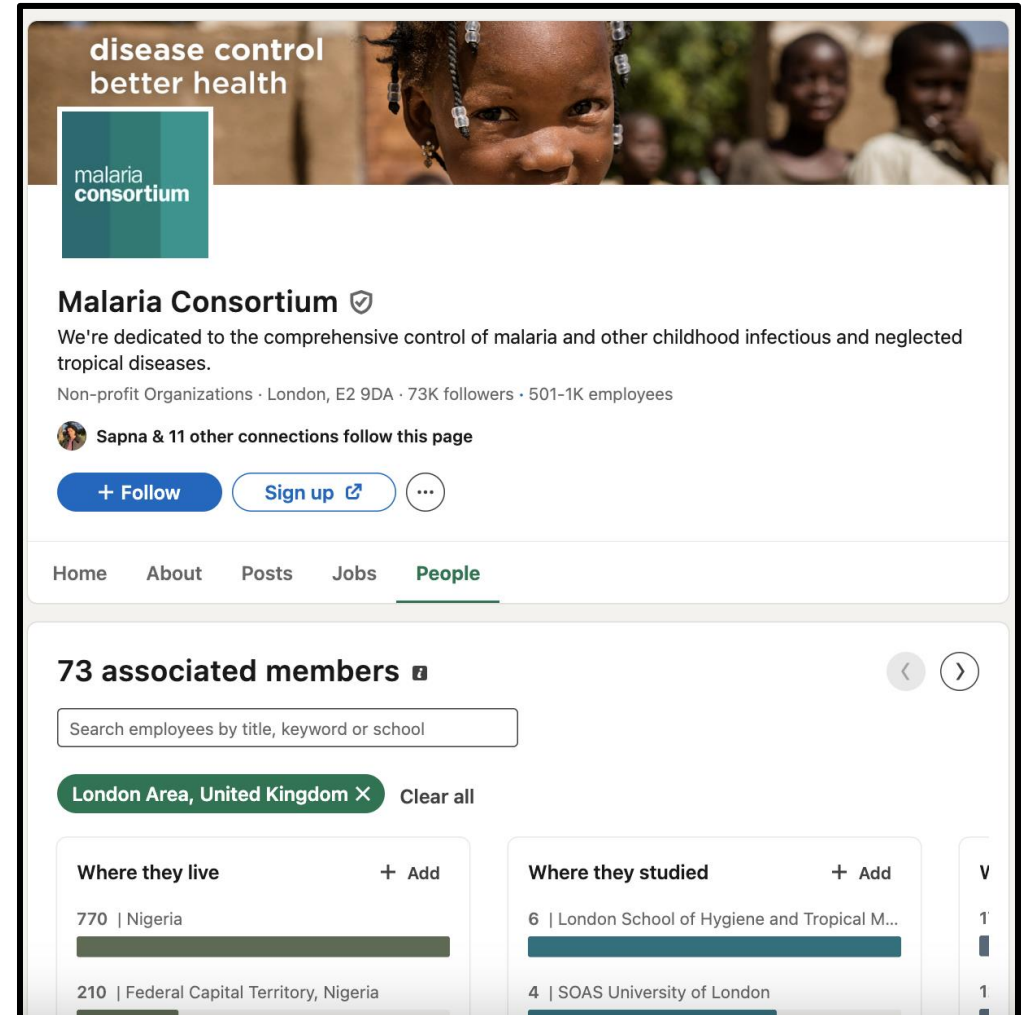


The screenshot shows the LinkedIn search interface for the keyword 'malaria'. The search bar at the top contains 'malaria' and the search button is highlighted. Below the search bar, there are filter buttons for 'Companies', 'Locations', 'Industry', 'Company size', and 'All filters'. The search results are displayed as a list of four organizations, each with a profile picture, name, location, description, and a '+ Follow' button.

Organization Name	Location	Industry	Followers
After Malaria	University of Helsinki	Civic and Social Organizations	153 followers
Malaria	Freiburg, Baden-Württemberg	Freiburg, Baden-Württemberg	42 followers
Malaria Consortium	London, E2 9DA	Non-profit Organizations	73K followers
Malaria Partners International	Seattle, Washington	Philanthropic Fundraising Services	2K followers

# Find relevant people

- View results and click on the company that you are interested in e.g. Malaria Consortium
- Click the 'People' tab
- Click on 'Where they live' to filter for location
- E.g. 73 people at Malaria Consortium in London



disease control  
better health

malaria  
consortium

**Malaria Consortium** ✓

We're dedicated to the comprehensive control of malaria and other childhood infectious and neglected tropical diseases.

Non-profit Organizations · London, E2 9DA · 73K followers · 501-1K employees

Sapna & 11 other connections follow this page

+ Follow Sign up ⌵ ⋮

Home About Posts Jobs **People**

**73 associated members** ⌵

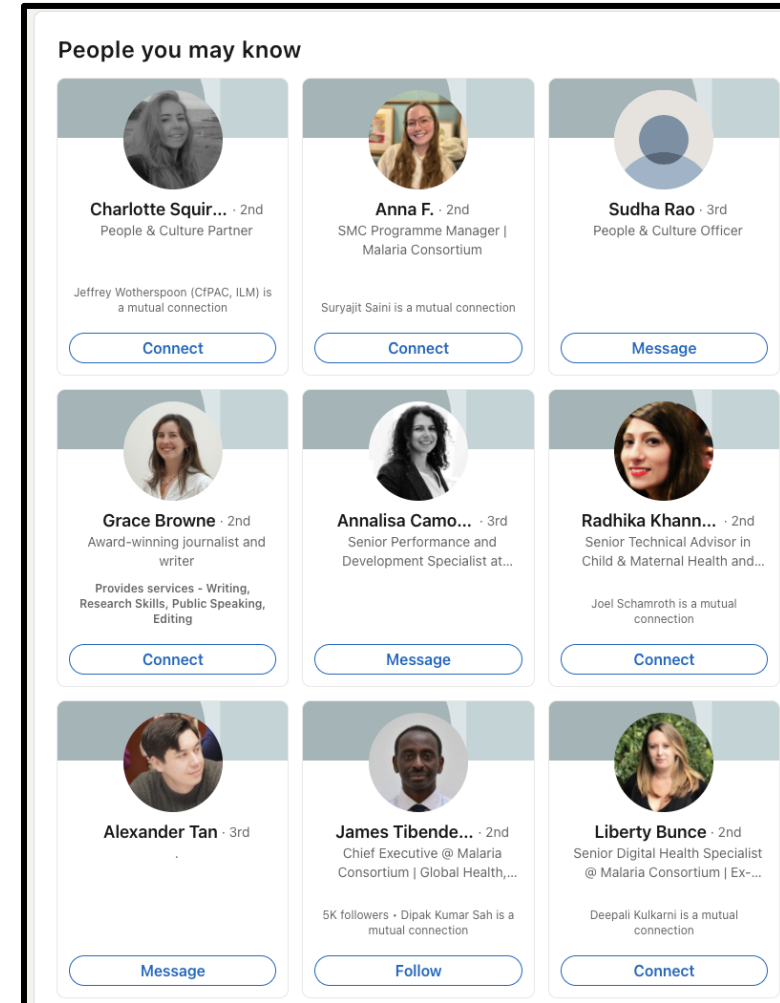
Search employees by title, keyword or school

London Area, United Kingdom ✕ Clear all

Where they live	+ Add	Where they studied	+ Add
770   Nigeria		6   London School of Hygiene and Tropical M...	1
210   Federal Capital Territory, Nigeria		4   SOAS University of London	1

# Find relevant people

- Scroll down to see profiles
- Find people in the team you want to work in, who are 1-2 levels of seniority above your desired role
- E.g. if you want Programme Officer, look for Programme Manager
- They have enough power to make things happen, but also embedded in day-to-day work of the team to understand your potential value

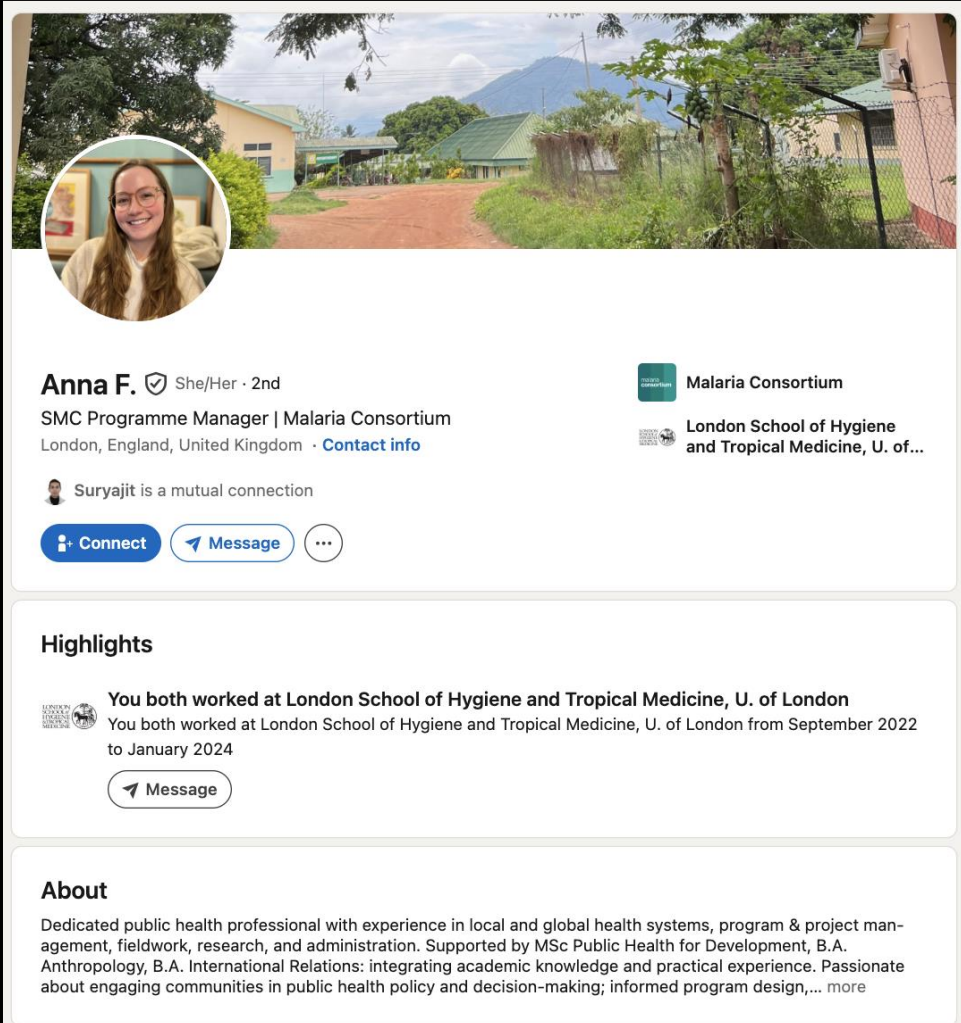



The screenshot displays a grid of nine LinkedIn profile cards under the heading "People you may know". Each card includes a profile picture, name, title, and a "Connect" or "Message" button. Some cards also show mutual connections.



Name	Seniority	Title	Action
Charlotte Squir...	2nd	People & Culture Partner	Connect
Anna F.	2nd	SMC Programme Manager   Malaria Consortium	Connect
Sudha Rao	3rd	People & Culture Officer	Message
Grace Browne	2nd	Award-winning journalist and writer	Connect
Annalisa Camo...	3rd	Senior Performance and Development Specialist at...	Message
Radhika Khann...	2nd	Senior Technical Advisor in Child & Maternal Health and...	Connect
Alexander Tan	3rd		Message
James Tibende...	2nd	Chief Executive @ Malaria Consortium   Global Health,...	Follow
Liberty Bunce	2nd	Senior Digital Health Specialist @ Malaria Consortium   Ex-...	Connect


# Connect


- Click on relevant person's profile
- Review 'About' section and posts/activity to see their unique skills, interests and context
- If you like what you read, click 'Connect'
- Personalised note increases response rate from 15% → 45% (see [here](#))




**Anna F.**  She/Her · 2nd  
SMC Programme Manager | Malaria Consortium  
London, England, United Kingdom · [Contact info](#)

 Malaria Consortium  
 London School of Hygiene and Tropical Medicine, U. of...

 Suryajit is a mutual connection

[+ Connect](#) [Message](#) 

### Highlights

 **You both worked at London School of Hygiene and Tropical Medicine, U. of London**  
You both worked at London School of Hygiene and Tropical Medicine, U. of London from September 2022 to January 2024  
[Message](#)

### About

Dedicated public health professional with experience in local and global health systems, program & project management, fieldwork, research, and administration. Supported by MSc Public Health for Development, B.A. Anthropology, B.A. International Relations: integrating academic knowledge and practical experience. Passionate about engaging communities in public health policy and decision-making; informed program design,... [more](#)

# Message

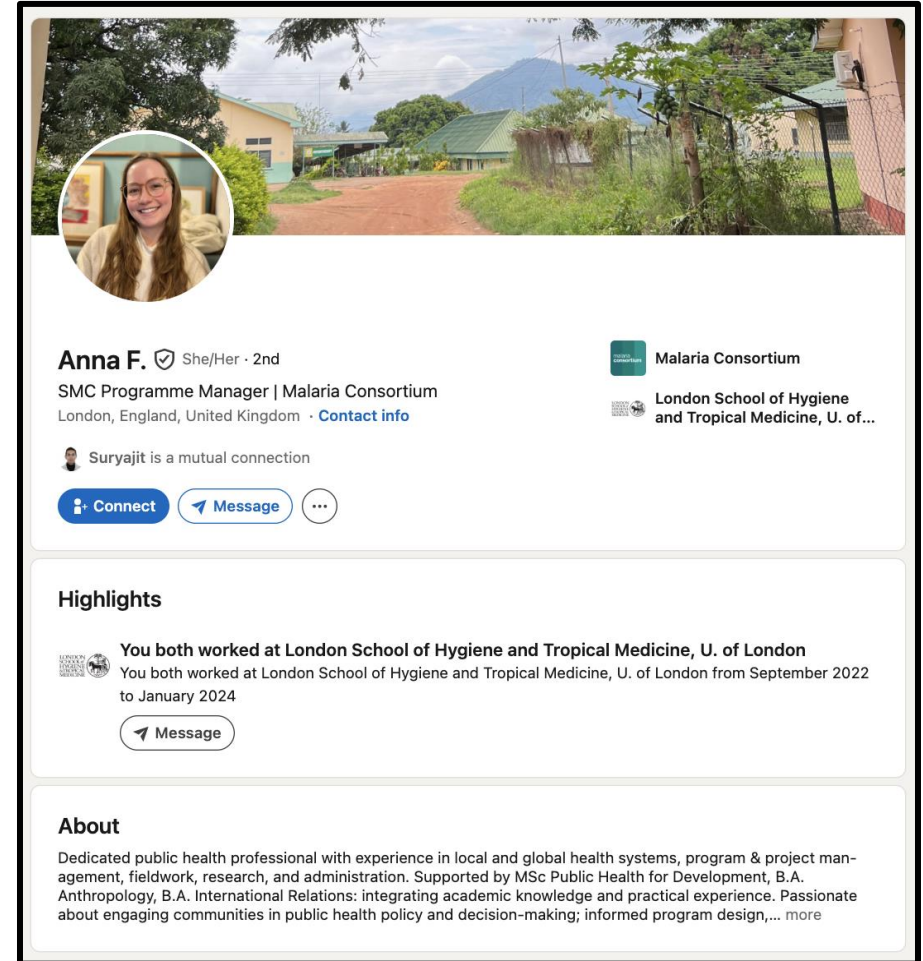
Dear Anna,

I love the sound of the community-centred public health work you're doing, especially your focus on engaging communities in policy and decision-making.

There's a parallel with my own experience, working across local and global health systems and drawing on fieldwork and research to inform programme design and evaluation.

Might we be able to have a 10-minute chat over Zoom or on the phone – I'd love to get professional exposure to the terrific work you're doing.

Kind regards,



The image shows a LinkedIn profile for Anna F., a professional at the Malaria Consortium. The profile includes a circular profile picture of a woman with long brown hair, a cover photo of a rural building, and a bio that identifies her as the SMC Programme Manager. It also lists her affiliation with the London School of Hygiene and Tropical Medicine and shows a mutual connection with Suryajit. The 'Highlights' section notes a shared work period from September 2022 to January 2024. The 'About' section provides a detailed description of her professional background and interests.

**Anna F.** She/Her · 2nd  
SMC Programme Manager | Malaria Consortium  
London, England, United Kingdom · [Contact info](#)

**Malaria Consortium**  
London School of Hygiene and Tropical Medicine, U. of...

Suryajit is a mutual connection

[Connect](#) [Message](#) [...](#)

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# Why this message works

I love the sound of the community-centred public health work you're doing, especially your focus on engaging communities in policy and decision-making.

Makes the reader feel seen

There's a parallel with my own experience, working across local and global health systems and drawing on fieldwork and research to inform programme design and evaluation.

Connects your value to them

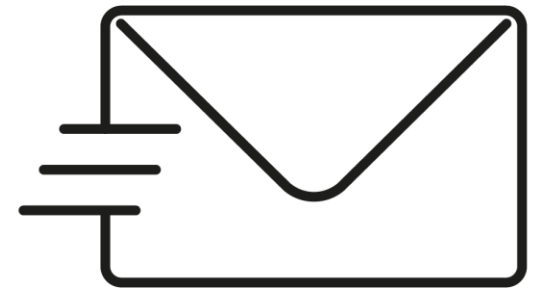
Might we be able to have a 10-minute chat over Zoom or on the phone - I'd love to get professional exposure to the terrific work you're doing.

Call to action / The ask

**Message 2 people a day → 1 x 10-min call a week**

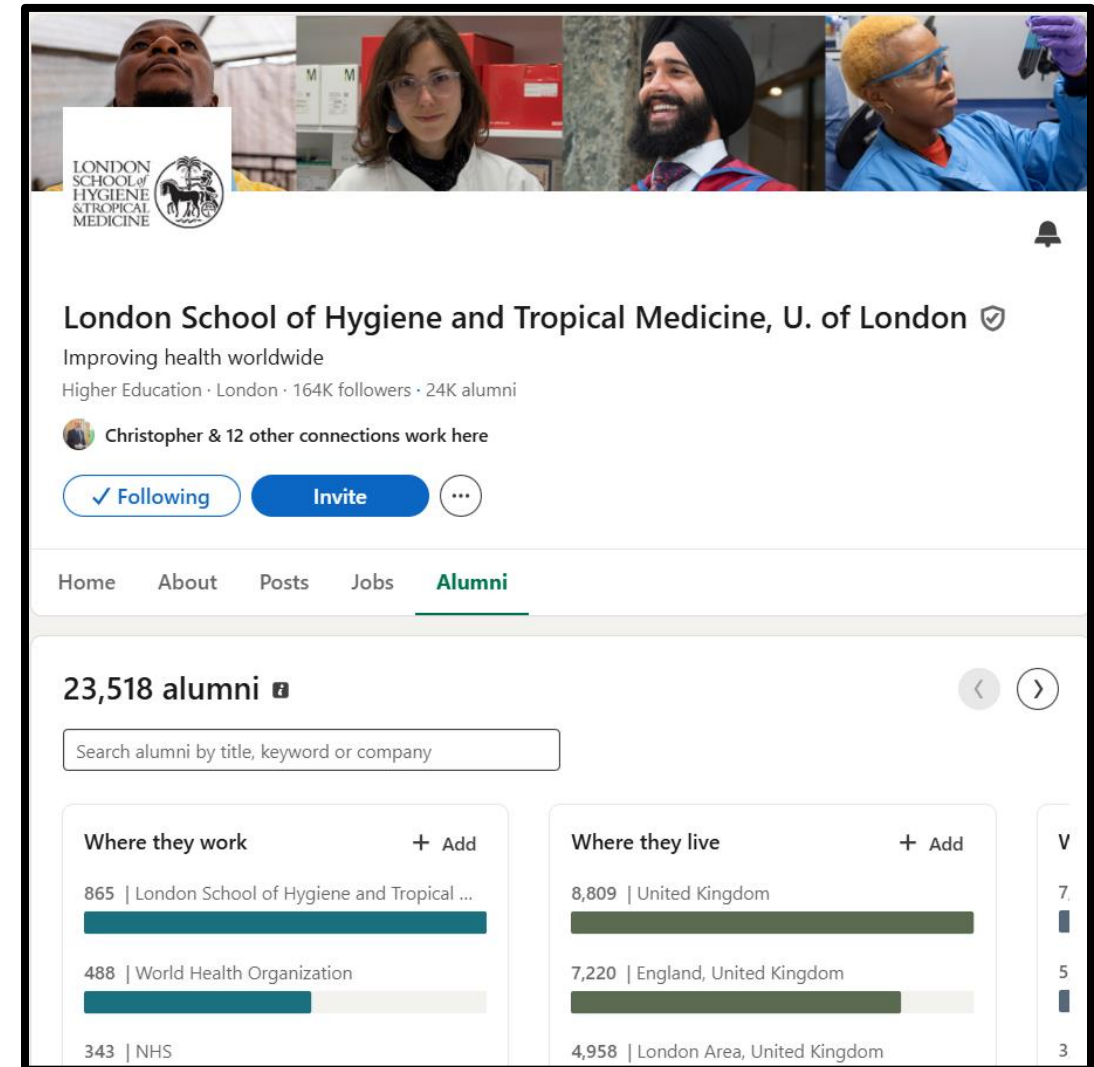
# Things to avoid

- Don't send generic copy-paste messages → people typically won't respond
- Don't message a lot of people in the same organisation and team at the same time → spam!
- Don't try these messages with people in HR / Talent / Recruitment team → not incentivised to respond positively outside the mainstream application channels



# Finding LSHTM Alumni

- You can also focus on LSHTM Alumni
- Go to [LSHTM page](#) on LinkedIn
- Click on the 'Alumni' tab
- Use search bar or add filters to find Alumni at relevant organisations with relevant job titles
- Repeat the Connect + Message steps above



The screenshot shows the LinkedIn profile of the London School of Hygiene and Tropical Medicine, U. of London. The profile is verified and has 164K followers and 24K alumni. The 'Alumni' tab is selected, showing 23,518 alumni. A search bar is available to filter alumni by title, keyword, or company. Two filter panels are visible: 'Where they work' and 'Where they live'.

Where they work	Where they live
865   London School of Hygiene and Tropical ...	8,809   United Kingdom
488   World Health Organization	7,220   England, United Kingdom
343   NHS	4,958   London Area, United Kingdom

## Step 3: Gaining rapport

# During your 10-minute call

## **Spend 7-8 minutes asking big, rich, open questions**

- What do they like about the work?
- What skills do they wish they picked up sooner?
- What's the most exciting bit of work they've done?
- What do you need to be successful in this role or team?

## **Your objectives for the call:**

- Gain rapport
- Gather information
- Get used to conversations with professionals in the field - helps with applications and interviews



# How to end your call

## Option 1 – Intelligent Leveraged Networking

“Thanks so much I really appreciate you taking the time to share this with me. Might you have in mind one other person who you think it could be really good for me to talk with?”

## Option 2 – Practical Exposure

“Thanks so much I really appreciate you taking the time to share this with me. Might there be a way I could get practical exposure to this terrific work you’re describing”

→ This could lead for example to work shadowing, coffee invite, meet the team, office tour, etc.

**Signpost the next step to make it most likely to happen**



# In the subsequent steps

**Gain enough rapport in that relationship to the point where it can take a more direct question:**

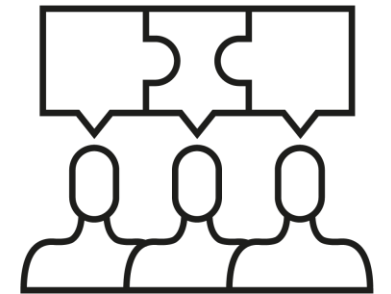
“Thank you so much for showing me around and introducing me to your team. I love the sound of the work, and I see how it fits my interests in supporting cancer therapeutics projects from hit identification to lead optimisation. I’d like to contribute to these projects you’ve shared. Could we have a conversation about what that might potentially look like? I’ll be free mid-June...”



# Harness the power of networking

## **Optimise profile + Identify targets + Gain rapport**

- This is how you harness the power of networking
- It is the most overpowered and underrated careers technique
- You get to speak to people doing the work you want
- They get to know you and your value
- You put yourself in the path of opportunities



Use LinkedIn for *job hunting* –  
it is the best site in the world  
for job variety and depth

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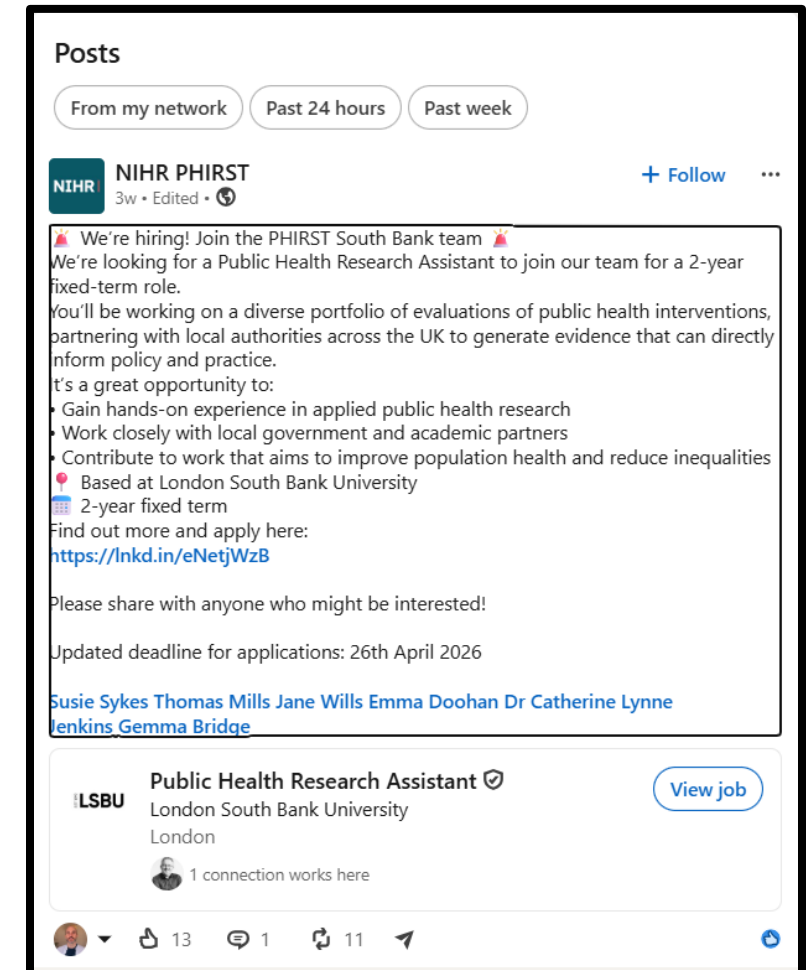
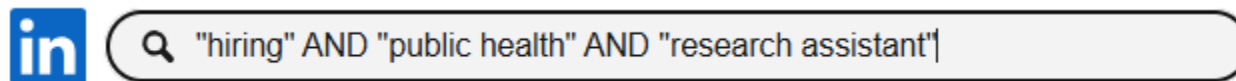


# High quality job searching

## Use Boolean Search

- **AND** – narrow your results
- **OR** – broaden your results
- **NOT** – exclude unwanted terms
- Quotation marks " " – search exact phrase
- Parentheses ( ) – Group and combine

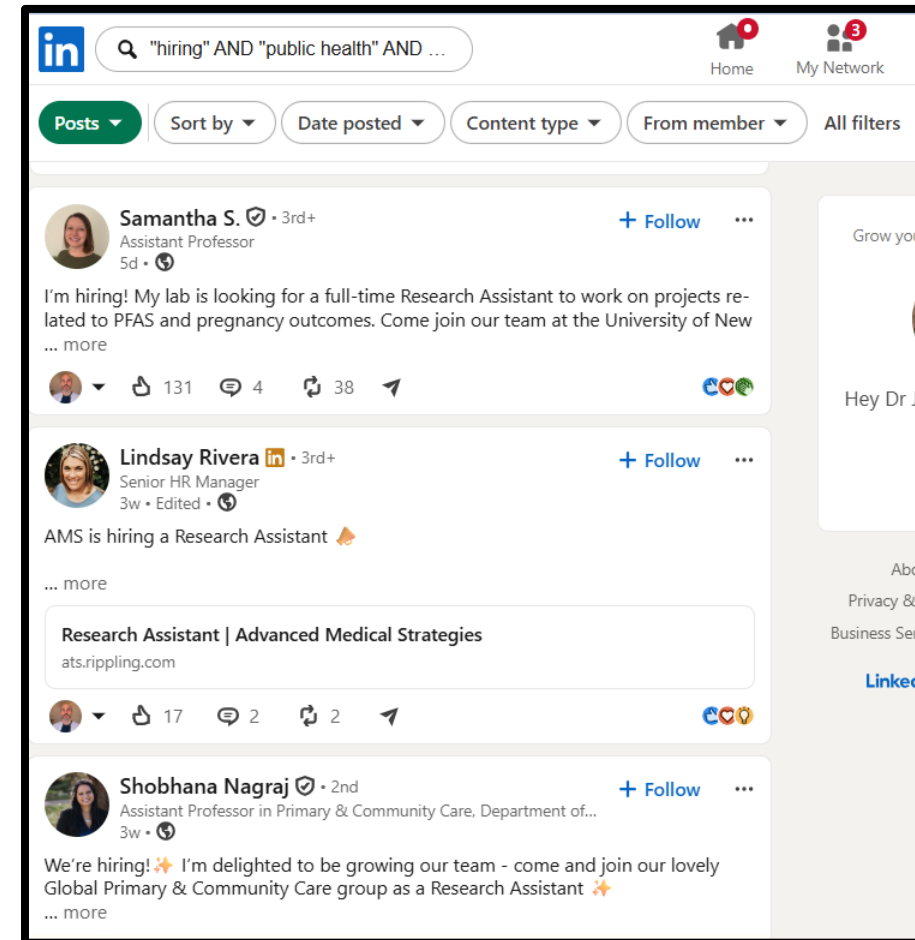
**Create targeted keyword strings for people hiring right now**



The image is a screenshot of a LinkedIn post. At the top, it says "Posts" with filters for "From my network", "Past 24 hours", and "Past week". The post is from "NIHR PHIRST" (3 weeks ago, edited). The text of the post reads: "We're hiring! Join the PHIRST South Bank team We're looking for a Public Health Research Assistant to join our team for a 2-year fixed-term role. You'll be working on a diverse portfolio of evaluations of public health interventions, partnering with local authorities across the UK to generate evidence that can directly inform policy and practice. It's a great opportunity to: Gain hands-on experience in applied public health research Work closely with local government and academic partners Contribute to work that aims to improve population health and reduce inequalities Based at London South Bank University 2-year fixed term Find out more and apply here: <https://lnkd.in/eNetjWzB> Please share with anyone who might be interested! Updated deadline for applications: 26th April 2026 Susie Sykes Thomas Mills Jane Wills Emma Doohan Dr Catherine Lynne Jenkins Gemma Bridge". Below the post, there is a job card for "Public Health Research Assistant" at "LSBU London South Bank University" with a "View job" button. The post has 13 likes, 1 comment, and 11 shares.

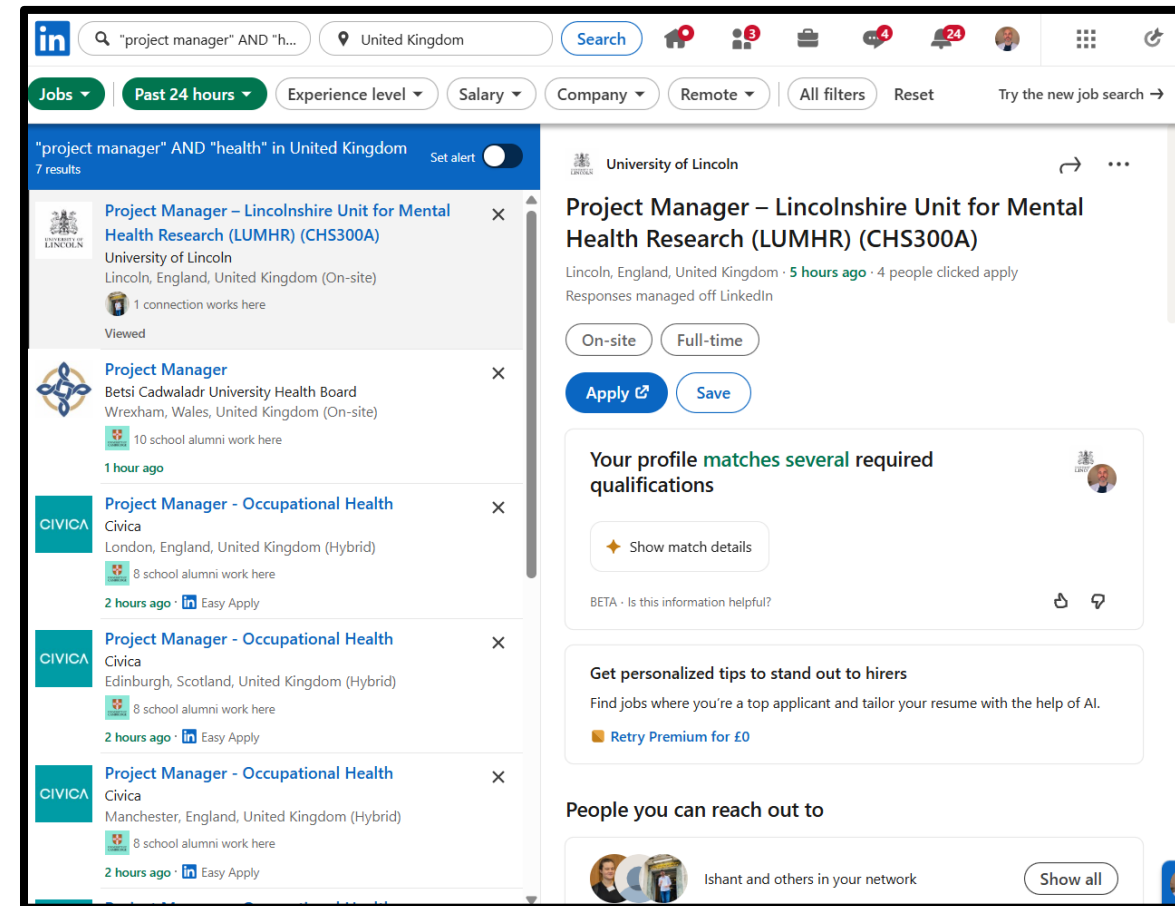
# High quality job searching

- Scroll to Posts and click 'Show all'
- Use All filters to target even further e.g. most recent - for high quality job searching
- If it is a recruiter, message them to have a 10-minute Zoom chat about the role – treat recruiters as partners not gatekeepers



# Focus on most recently posted jobs

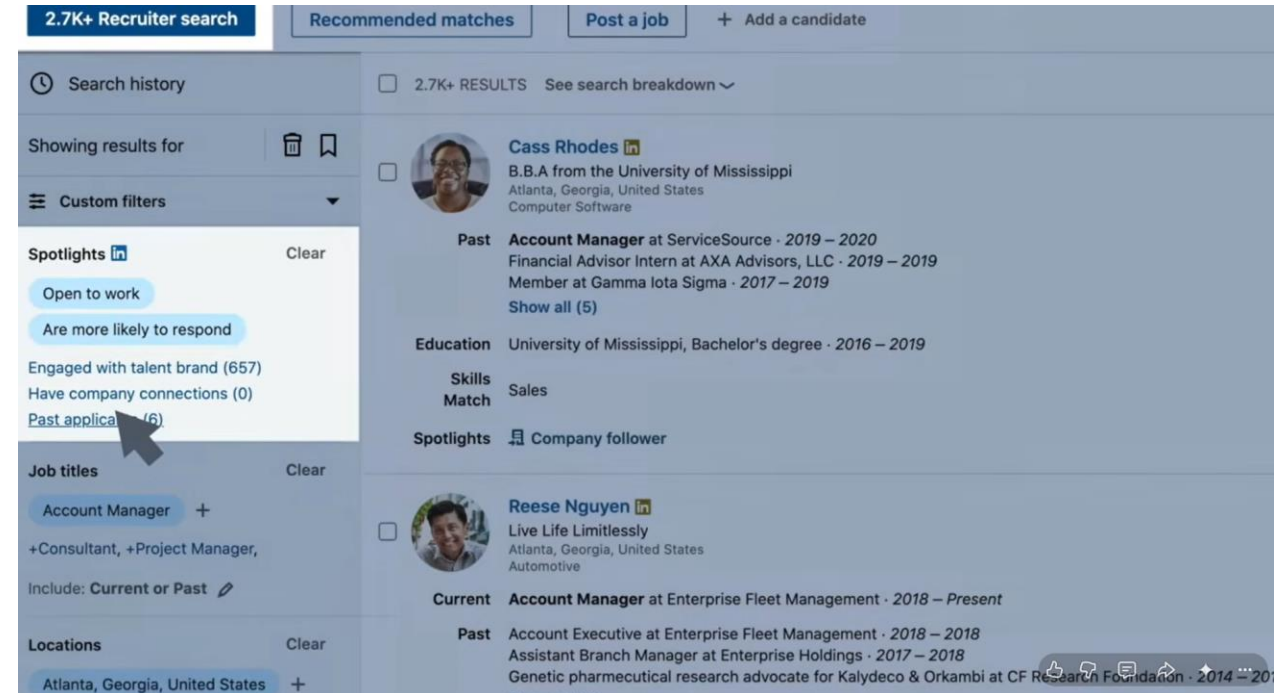
- Go to the Jobs tab
- Type your search e.g. “project manager” AND “health”
- Click Past 24 hours
- Pro tip: go to the URL and change 84600 to 900 to show those posted in the last 15 minutes!
- Click ‘All filters’ and select ‘Most recent’ to get rid of promoted jobs
- You can also add location filters etc.



The screenshot shows a LinkedIn job search interface. The search query is "project manager" AND "h..." in the United Kingdom. The results are filtered by "Past 24 hours". The top result is "Project Manager – Lincolnshire Unit for Mental Health Research (LUMHR) (CHS300A)" at the University of Lincoln, Lincoln, England, United Kingdom (On-site), posted 5 hours ago. The second result is "Project Manager" at Betsi Cadwaladr University Health Board, Wrexham, Wales, United Kingdom (On-site), posted 1 hour ago. The third result is "Project Manager - Occupational Health" at Civica, London, England, United Kingdom (Hybrid), posted 2 hours ago. The fourth result is "Project Manager - Occupational Health" at Civica, Edinburgh, Scotland, United Kingdom (Hybrid), posted 2 hours ago. The fifth result is "Project Manager - Occupational Health" at Civica, Manchester, England, United Kingdom (Hybrid), posted 2 hours ago. The right-hand side of the screenshot shows the details for the top job, including filters for "On-site" and "Full-time", an "Apply" button, and a notification that the user's profile matches several required qualifications.

# Optimise for LinkedIn Recruiter

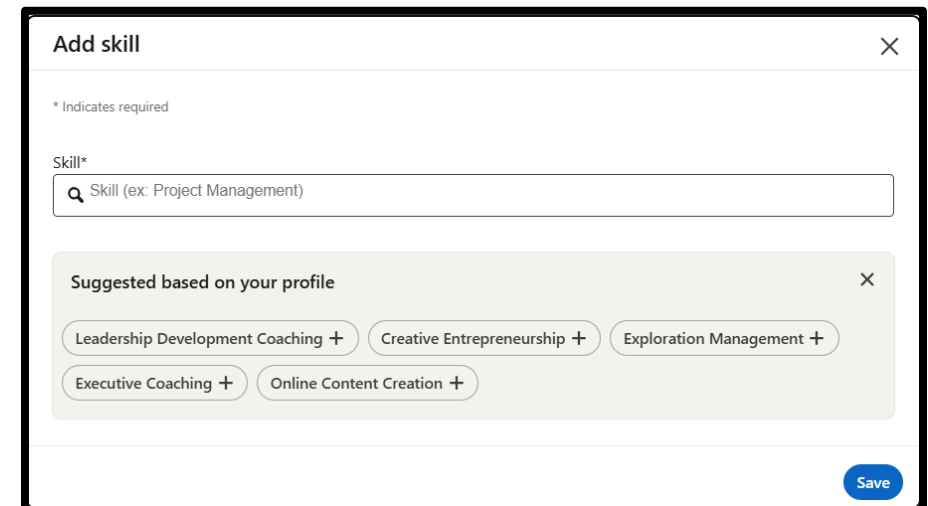
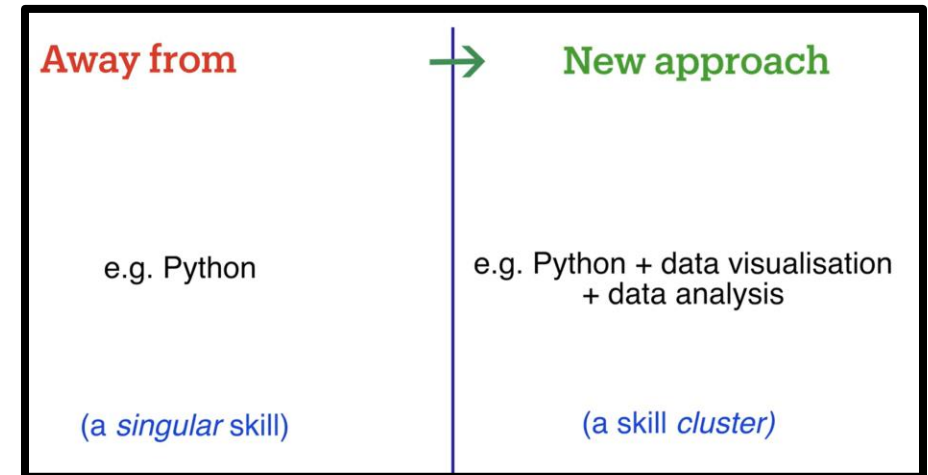
- Make small, frequent changes to your profile e.g. change a word or two every 3 days while job hunting
- LinkedIn Recruiter interprets this as you being an active and serious candidate
- Makes you more visible on LinkedIn Recruiter platform



The screenshot shows the LinkedIn Recruiter interface. At the top, there's a search bar with '2.7K+ Recruiter search' and tabs for 'Recommended matches', 'Post a job', and '+ Add a candidate'. Below the search bar, there's a 'Search history' section and a 'Showing results for' section. The 'Custom filters' section is expanded, showing 'Spotlights' with options like 'Open to work', 'Are more likely to respond', 'Engaged with talent brand (657)', 'Have company connections (0)', and 'Past applications (6)'. The 'Job titles' section includes 'Account Manager' and '+Consultant, +Project Manager'. The 'Locations' section is set to 'Atlanta, Georgia, United States'. The search results show two profiles: Cass Rhodes and Reese Nguyen. Cass Rhodes is a B.B.A from the University of Mississippi, Atlanta, Georgia, United States, with a background in Computer Software. Reese Nguyen is a Live Life Limitlessly professional in Atlanta, Georgia, United States, with a background in Automotive. Both profiles show their current and past roles, education, and skills.

# Focus on skills

- In 2026 LinkedIn has moved from singular skills to skill clusters
- LinkedIn gives you option to list up to 50 skills
- Populate all 50 skills to hit as many skill clusters as possible and increase passive interest from recruiters on LinkedIn



The screenshot shows the "Add skill" interface on LinkedIn. At the top, it says "Add skill" with a close button (X). Below that, a note states "\* Indicates required". The "Skill\*" field contains a search bar with the text "Skill (ex: Project Management)". Below the search bar, there is a section titled "Suggested based on your profile" with a close button (X). This section contains five skill suggestions, each in a rounded rectangle with a plus sign: "Leadership Development Coaching +", "Creative Entrepreneurship +", "Exploration Management +", "Executive Coaching +", and "Online Content Creation +". At the bottom right of the interface is a blue "Save" button.

# Be open to work (quietly)

- Click on your profile, then click 'Open to', and 'Finding new job'
- Click 'Recruiters only' on the visibility setting and click save
- You are visible to recruiters, but not publicly showing open to work

### Tell us what kind of work you're open to

London, England, United Kingdom X

+ Add location

Start date

Immediately, I am actively applying

Flexible, I am casually looking

Employment types

Full-time ✓ Part-time + Contract + Internship +

Temporary +

Visibility (who can view you're open to work)\*

Recruiters only  
Limited to people using LinkedIn Recruiter  
While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.

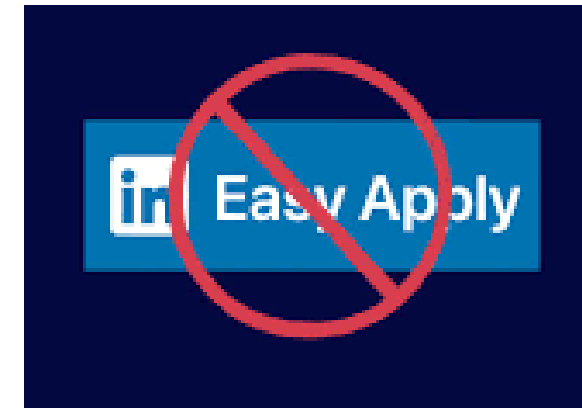
All LinkedIn members  
Includes recruiters and people at your current company  
This selection adds the #OpenToWork photo frame.

[Learn more about your privacy](#)

Save

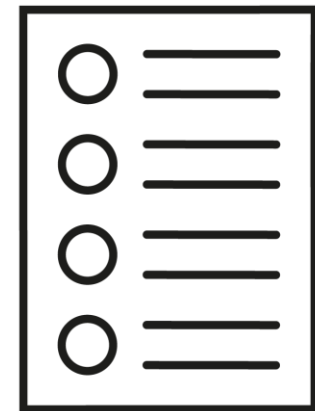
# Easy Apply? Do not use it

- Very hard to rank highly and be seen by recruiter
- Candidates who hear back from direct applications 8-12% vs Easy Apply 2-3%
- The easier it is to apply, the more people apply, the higher the competition
- You lost the chance to say WHY you're interested in the job



# What to do instead

- Apply direct through organisation website
- Add tailored CV
- Add application questions and cover letter
- Message any recruiter that's posted about the job – set up a call to ask questions and get on radar
- Broaden your approach and opportunities – through networking!



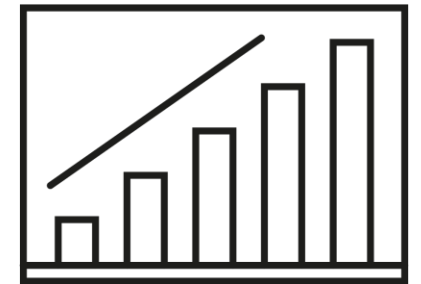
# Other powerful ways to use LinkedIn

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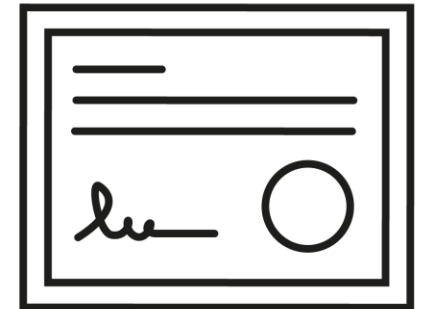
# Other ways to use LinkedIn

- **Research organisations** - Follow target employers to track their news, culture and team structure before you apply or reach out
- **Thought leadership** - Share articles and comment on industry news to signal active engagement in your field to recruiters
- **LinkedIn Groups** - Join sector-specific groups to surface niche opportunities and expand your network beyond direct connections
- **LinkedIn Premium?** Do a 1-month free trial and then decide



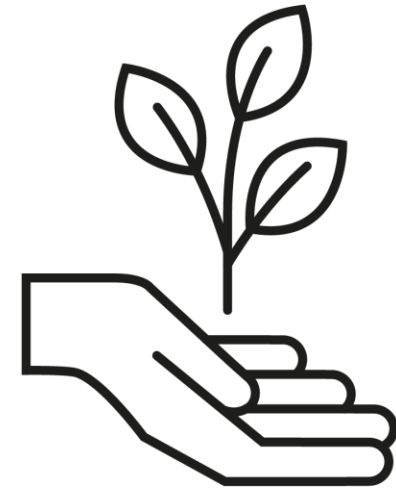
# Other ways to use LinkedIn

- **Events & Webinars** - Attend LinkedIn events in your sector, then follow up with speakers as a natural networking opener
- **Recommendations** - Ask supervisors or colleagues for a written recommendation - it carries far more weight than a self-endorsed skill
- **LinkedIn Learning** - Free via LSHTM: 16,000+ courses with certificates that add directly to your profile and boost recruiter visibility. Access through LinkedIn profile, then 'My Apps', then 'Learning'



# Recap

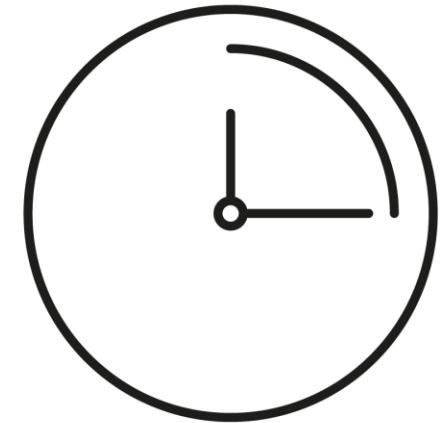
- **Use LinkedIn for networking**
  - Identify people, build rapport for opportunities
- **Use LinkedIn for job hunting**
  - High quality searching and applying
- **Other powerful ways to use LinkedIn**
  - Content, groups, learning, and more



# Your next step

- After this session what is one specific action you will take in the next 48 hours?

**Write your answer in the chat**



# Poll (At End)

**How clear and confident do you feel about using LinkedIn for career success now?**

Please complete **Question 2** and click **Submit**



<https://forms.cloud.microsoft/e/Ye2txWnCHJ>



Q&A

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Thank you

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