How to Leverage Generative AI Tools to Enhance Your LinkedIn Presence & Career Opportunities

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Introduction / Overview

Guide developed by Sabrina Woods, with contributions from Hannah Morgan and Priyanka Bishnoi.

This guide is specifically for those who want to use Generative AI to enhance the way you use LinkedIn. Our goal is to help you with your job search, profile development, networking, and overall career advancement.

While this guide is focused on using LinkedIn, much of what we discuss can also apply to enhancing your resume, cover letters, and doing things such as company or salary research. We will focus on both external AI tools, as well as some of the AI related tools embedded inside LinkedIn.

How is Generative AI being used?

- Recruiters are using it to write job descriptions.
- Software engineers are harnessing it to develop code.
- Marketing pros use it to create social media posts.
- Trainers tap it to generate more compelling titles for presentations.
- Web designers are using it to create new designs and images for webpages.
- You use it when you ask Siri for the best local Thai food restaurant.

What Generative AI tools are available for job search (and beyond)?

ChatGPT chat.openai.com
Perplexity www.perplexity.ai
Gemini (by Google) gemini.google.com/app
Bing (by Microsoft) Bing Chat | Microsoft Edge (Note: you need to use MS Edge to access)

What are the drawbacks / precautions of using these tools?

- ChatGPT uses data from the internet but only up until 2021.
- Gen AI tools run on machine learning algorithms which research has proven to show bias.
- These tools have been trained on immense amounts of data from a variety of online sources and there is no way to prove all the data sources are valid, objective, or state the truth.
- ChatGPT has been known to hallucinate, which means it makes up answers when it does not know!
- You might be given a citation for an actual professional journal that is completely made up. Check everything.
- There are ethical issues (about copywritten material being reused) and a human cost too. OpenAI (ChatGPT) hired workers in other countries to sift through traumatizing images and words and were paid a very low wage. This Mashable article which references a *Time* investigation explains the details.

- Note that these generative AI tools are meant to act, in part, as a research, brainstorming and writing assistant, but do not function as a replacement for a career coach.
- Do not add in personal information such as your phone, email, date of birth, full address, etc. for identity theft and security reasons.

How does it work, what are the steps?

Open up one of these tools (some require you create an account). Create a prompt question (see examples below). Add in content you want it to take into consideration, such as when creating a new headline for your LinkedIn Profile. Then ask further questions and/ or add in more details to keep iterating.

How can AI help me on LinkedIn?

A few examples include to:
- Strengthen your profile About section
- Come up with multiple Headline options
- Create content or edit text for posts
- Help you with developing strong bullet point descriptions for your work experiences
- Optimize your LinkedIn profile by using keywords specifically from target job postings
- Refine your list of skills listed on your profile
- Find people to follow in your industry using Bard, Perplexity or Bing (because data is current)

Prompt Examples

Note: Keep in mind these examples are very specific to enhancing your use of LinkedIn.

Headline Development

- "Write a compelling LinkedIn Headline in less than 220 characters for someone targeting a job as a project manager. I have skills that include _____, _____, _____ and want to be known as someone who is creative, innovative, cutting edge with new technology."

- "Create a LinkedIn Headline that is 15 – 25 words. Incorporate my resume and cover letter [drop in resume and cover letter content]. Consider these 5 headlines as good examples [add them]. Make it focused on my skills in _____, _____ and _____. Include some of my professional interests such as _____ and be sure to include the phrase _____."

Profile Development

- "Using my resume, create an About section for Linkedin that highlights my skills such as _____, _____ and _____, 8 years of experience in _____ and my natural ability to see the big picture, analyze trends and make savvy recommendations to leadership. My goal is to land a new job as a _____ in the _____ industry." In the next iteration, one option is to make it more personal to you. For example, ask for a formal style, or to add in humor, or to show your compassion or any other personal trait.

- To help you create bullets on your Linkedin profile: "Give me examples of successes or accomplishments typical for X job title." Review those to see if you have done any of them and then edit and add to your profile. "*You can use AI to take the 10% of you that is 100% relevant to your target employer (based on the job description). Do what you can to stand out and match what the employer is looking for*." - David Fano, [Teal](#)

- "What are the top 25 action verbs typically found on resumes and LinkedIn profiles for people who have the job title of _____?"

- "Create a list of the 25 most common or most important key words that show up in job descriptions for the job title of _____"

Networking / Building Career Connections:

- "Who is the most active on LinkedIn in _____ industry [or with _____job title]?" Use Perplexity, Bing or Bard for this exercise. – Tip from [Marie Zimenoff](#)

- "On LinkedIn what are some of the best ways for me to network with fellow alumni from _____University?" (add in the university that you attended)

- "When using LinkedIn, what's the best way to reach out to a recruiter?"

- "Create a message to a recruiter that I will send via LinkedIn asking them for a few minutes of their time related to their open position for _____[job title]. Mention that I have X years of experience and that I also happen to be a fellow alum from the University of _____. I'd like to learn more about the position and the company culture."

- Find and follow companies of interest. Recruiters can see that you are following them and that signals your interest. Try: "Generate a list of 50 top employers of X job title in Y industry and in Z location." Or leave off industry or location if you wish. – Tip from [Jeremy Schifeling](#)'s book [Career Coach GPT](#)

Additional resources for prompts

[Four Ways to Use ChatGPT to Optimize Your Linkedin Profile](#) - from Teal
[How to use ChatGPT for your Job Search 2023](#) - from CareerFlow

Tips when adding prompts

- If you decide to drop in your resume to help you develop content for Linkedin, be sure to exclude all contact info (phone, email, etc.)
- Consider adding in one of your own writing samples so the tool can learn your writing style.

- When it comes to getting help on your profile content, your best prompts are going to include your own stories, your data, your accomplishments, successes. The more info you feed in, the better the results will match your actual experience.
- If you break a larger task into smaller tasks and ask the Gen AI tool to complete each task using multiple prompts (sequentially; one after the other), this will give a better quality response.
- In ChatGPT, if you do not like the first answer provided or you want to see more, select "regenerate".

AI that is built into LinkedIn

- **Create Posts** - LinkedIn now has AI added to help you develop posts. Details [here](#). Use this to generate ideas, but be sure to personalize it, and make it more your own so that it isn't too bland.

- **Design** - A new AI feature on LinkedIn called Design (based off Microsoft Designer) is currently being Beta tested. It will be a Premium only feature. Here's a [blog post](#) and a 10 min [video demo](#) from [Kevin Turner](#).

- **Profile** - The 'enhance your profile with AI' (premium feature) does not seem to be there quite yet. Here's a [blog post review](#) of this tool by [Donna Svei.](#) You can also check out [this post](#) from SocialMediaToday.

- **Interview Prep** - LinkedIn has an [interview prep tool](#) where you can practice, record and get a little bit of AI based feedback.

- **Linkedin Coach** – might become a tool to help you with your job applications. Rumors are that this is in the making. More details [here](#).

Additional resources that go beyond using AI on LinkedIn

[ChatGPT: 6 Ways to Use AI in Your Job Search](#) - by Hannah Morgan
[10 Ways to Use ChatGPT to Land a Great Job](#) - by Jeremy Schifeling
[Career Coach GPT](#) (book $10) by Jeremy Schifeling
[Career Thought Leaders](#) / [Marie Zimenoff](#) has a [Career Pro Prompt Library & Series](#) for $27
[ChatGPT, AI & the Job Search](#) - from University California Irvine
[How ChatGPT can help you in your professional & career development](#), video, Penn Career Services
[AI for Professional Development & Exploration](#) – from Harvard

Workshops on Linkedin & AI, and other topics at the *Intersection of Career & Wellbeing*

Hi! I'm [Sabrina Woods](#), a holistic career coach and international trainer / speaker working at the intersection of career and wellbeing. To learn more about my workshops, and / or to bring me into your organization for a staff training or retreat, check out my [website](#).