

LINKEDIN

Anyone without a compelling LinkedIn profile is simply not visible in the labour market – even if they are not actively looking.

LinkedIn is now the leading social network for recruiting professionals and managers – including in the German-speaking world. Companies increasingly use it for active sourcing: they search specifically for suitable candidates and approach them directly – a task that used to be reserved for headhunters. Recruiters now work with professional tools to identify relevant profiles. LinkedIn has therefore become a central instrument in modern recruitment.

Recruiters continuously research potential candidates – often before a role even exists. Those who are present get found. Some hesitate for reasons of data privacy or out of loyalty to their current employer. But those who use LinkedIn wisely can combine both: visibility for external opportunities while maintaining a professional showcase for their current organisation.

LinkedIn is not a nice-to-have. It is the foundation of modern career management.

Articles on LinkedIn (all articles)

- LinkedIn works like banking
- Job search? Think like a headhunter!