

Job Website Writing

Job seekers must market their career skills and interests in the current, mainly digital, job market. On networking and job sites like LinkedIn and Handshake, they can share posts emphasizing their skills and experience with interested recruiters through “Open to Work” posts and the “About Me” section on their profiles.

Preparing to Compose a Post for a Job Site

- Research your desired career path to determine common responsibilities and job skills.
- Consult your resume to determine the experience and skills you wish to highlight.
- Adjust your job site profile to emphasize your interest in employment.

Incorporating Necessary Information into Your Post

Introduce Yourself

Begin the post by providing information about your education and career interests. Introduce yourself to the job market by directly explaining how your education and interests align with the career path you are interested in. Being specific about *why* you are writing this post will help differentiate you from other job seekers by allowing your passion for your field to stand out through your writing.

Introduction Example

Hello LinkedIn Community!

I am a rising senior at San Jose State University studying English, and I am hoping to begin my career in publishing. As an English major, I am fascinated by all aspects of writing. I hope to play a part in the production and distribution of someone’s next favorite book.

Highlight Your Experience

Explain any coursework, volunteer, or work experience that relates to your desired position. Briefly outline your responsibilities and any projects you completed. This section of the post should show why you are qualified for a position in your field of interest. As you are writing, make sure to only include necessary information about your experience; avoid including too much detail about every class you have taken or every job you have had.

Define Your Unique Abilities

After introducing yourself, explain how you fit in the context of the field in which you are interested in working. Consider your resume and job postings that interest you to find relevant soft and hard skills you have. Explain how you can utilize these skills in a professional setting to prove you can complete tasks assigned to you.

Call to Action for the Post's Audience

End the post with a call to action for recruiters and your network. Reiterate your interest in the field and desire to find a relevant position. Encourage people to comment on the post or share it across LinkedIn to expand the scope of your message. It is also helpful to inform readers that you can be contacted through LinkedIn messaging so that interested employers or recruiters can follow up on your post. If you take this step, check your LinkedIn messages frequently!

Full Post Sample

Hello LinkedIn Community!

I am a rising senior at San Jose State University studying English, and I am hoping to begin my career in publishing. As an English major, I am fascinated by all aspects of writing. I hope to play a part in the production and distribution of someone's next favorite book.

During my time at SJSU, I have completed multiple courses focused on professional writing practices, such as Editing for Writers and Modern English. I was able to apply the skills I learned in my English courses during my internship as an editorial assistant at a local newspaper. I was also able to illustrate my love for writing and literature through my experience as a part-time bookseller at an off-campus bookstore. My classes and work experience have helped me to improve my writing and editing skills and allowed me to practice my time-management and communication skills in literary and editorial-focused communities.

As I conclude my time at SJSU, I am excited to continue growing as a writer and editor to one day be a valuable employee in the publishing industry. I am looking for an entry-level position that will allow me to use the invaluable skills I have gained at SJSU and in my work experience. Please feel free to comment and share my post, and I welcome the opportunity to discuss my experience further through LinkedIn messaging or email.

Revising Your Post

After drafting your post with all the necessary information about your background and interests, be sure to carefully proofread and edit your writing. While you revise your post, pay close attention to any spelling and grammatical errors, as well as the tone of your writing. It is important to maintain a professional and positive tone throughout the post because this helps convey your attitude toward your desired career path. A confident tone will also convince recruiters you are not only a good fit for roles in your field of interest, but also serious and excited about any new opportunities.

Publishing Your Post and the Next Steps

Before you publish the post, consider adding tags so that it is promoted to users in your field of interest. Specifically, it is important to include the hashtag #opentowork and hashtags related to your industry, e.g., #publishing or #editorial. Once the post receives traction on the job website, it is important to remain responsive to any comments or messages you receive so that your interest in open positions is clear.

Activity: Practice Drafting an “Open to Work” Post

Draft a practice post informing recruiters that you are open to work. Consider the tips listed above and the steps included in this activity to write a brief “Open to Work” post.

1. **Envision your dream position:** Consider your current degree program and your interests. Find a career path that relates to your experience and draft your post with this field in mind.
2. **Complete the pre-writing process:** Research current job postings in your field of interest and note the common skills and responsibilities required of a person working in the field. Compare these qualifications to your resume and experiences, and draft your post with these commonalities in mind.
3. **Write the post:** Use the qualifications you listed in step two as keywords to include in your practice “Open to Work” post. Describe your experience and interests as they relate to your chosen field and practice highlighting why you are a good fit for the role using signal phrases from relevant job postings.